



SOUTHEND-ON-SEA BOROUGH COUNCIL PLAYING PITCH STRATEGY

ASSESSMENT REPORT AUGUST 2018

QUALITY, INTEGRITY, PROFESSIONALISM

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GLOSSARY

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

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PART 1: INTRODUCTION AND METHODOLOGY

1.1: Introduction

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

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

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

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

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

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

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1.2: Local context

The Association of South Essex Authorities

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

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

Southend 2050

The Council has begun a process of developing a fresh vision for the Borough, 'Southend 2050'; one that will provide a strong narrative of what Southend-on-Sea could be like by 2050 and one which will be developed closely with stakeholders and the wider community.

Southend Local Plan (new)

This needs assessment is being produced as part of the evidence base to support the production of the Southend new Local Plan. At the time of writing, the plan was in the early stages of production and no formal consultation on the Plan has yet taken place. Southend's Local Planning Framework is currently comprised of the following documents: Southend Core Strategy (2007), Southend Development Management Document (2015), London Southend Airport Joint Area Action Plan (2014), Essex and Southend Replacement Waste Local Plan (2017) and Southend Central Area Action Plan (2018).

The Southend new Local Plan will provide a review of the Southend Core Strategy, Southend Development Management Document and Southend Central Area Action Plan. The Essex and Southend Replacement Waste Local Plan and London Southend Airport Joint Area Action Plan will have separate review mechanisms.

Southend Core Strategy (2007)

The Southend Core Strategy aims to secure a major refocus of function and the long-term sustainability of Southend-on-Sea as a significant urban area which serves local people and the Thames Gateway. To do this, there is a need to release the potential of Southend's land and buildings to achieve measurable improvements in the town's economic prosperity, transportation networks, infrastructure and facilities; and the quality of life of all its citizens. This will include safeguarding and improving the standards of the town's amenities and improving the quality of the natural and built environment. It has a plan period to 2021.

Strategic Objective 13 seeks to secure the social and physical infrastructure related to improving the health, education, lifelong learning and well-being of all sectors of the community.

Policy CP6: Community Infrastructure seeks to safeguard existing and provide for new leisure, cultural, recreation and community facilities, particularly (inter alia) (a) optimising the potential of Garon's Park.

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Policy CP7: Sport, Recreation and Green Space seeks to bring forward proposals that contribute to sports, recreation and green space facilities within the Borough for the benefit of local residents and visitors. All existing and proposed sport, recreation and green space facilities will be safeguarded from loss or displacement to other uses, except where it can be demonstrated that alternative facilities of a higher standard are being provided in at least an equally convenient and accessible location to serve the same local community and there would be no loss of amenity or environmental quality to that community. Any alternative facility should be provided in accordance with the above and should be provided and available for use before existing facilities are lost.

Southend Physical Activity Strategy (2016-2021)

The Physical Activity Strategy provides a framework and action plan to support the long-term vision for Southend-on-Sea to be a healthier active borough. This will be achieved by making participation in an active healthy lifestyle the social norm for people who live or work in the Authority. The key strategic aims are to:

- ◀ Reduce inactivity and increase participation in physical activity for everyone, giving priority to more inactive populations.
- ◀ Improve marketing and communications about physical activity.
- ◀ Promote and build the natural environment and its contribution to supporting people to be more physically active in their everyday lives.
- ◀ Work collaboratively with a wide range of partners, including statutory organisations, businesses, the third sector and community groups to help people be more active.

Southend Corporate Plan and Annual Report (2017)

The vision set out in the Corporate Plan is to create a better Southend-on-Sea. To achieve this, it sets annual targets and highlights achievements from the previous year. In 2016/17, targets achieved, in relation to health and fitness, included the delivery of a number of different programmes around; women's fitness, wellbeing programmes and smoking cessation. Eleven schools were awarded Healthy School status and the Local Authority launched its Physical Activity Strategy which aims to encourage active lifestyles.

In 2017, the key priority in relation to health and fitness is to actively promote healthy and active lifestyles for all. To achieve this, the Plan lists a number of actions, including continuing to implement policies set out in the Physical Activity Strategy and to introduce a Local Authority Childhood Obesity Action Plan.

Southend Sustainable Community Strategy 2007 – 2017

The Southend Local Strategic Partnership 'Southend Together' produced a Community Strategy for the period 2007 to 2017 which sets out a long term strategy for delivering the vision for Southend-on-Sea. It notes the following ambitions to be achieved by 2017:

- ◀ To be a borough that has a safer, more accessible, and affordable means of getting about, which supports the potential for regeneration and growth.
- ◀ To provide visionary leadership and enable inclusive, active and effective participation by individuals and organisations.
- ◀ To create a safer community for all.
- ◀ To be recognised as the cultural capital of the East of England.
- ◀ To create a thriving and sustainable local economy, which extends opportunity for local residents and promotes prosperity throughout the Borough.

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- ◀ To continue improving outcomes for all children and young people.
- ◀ To protect the Borough for current and future generations and to remain an attractive place for residents, businesses and visitors.
- ◀ To provide opportunities, support and information to people of all ages and abilities to enable them to take responsibility for their health and choose a healthy lifestyle.
- ◀ To be a borough with decent housing, in safe and attractive residential areas that meet the needs of those who want to live here.

Southend Health & Wellbeing Board

Following the Health and Social Care Act (2012), Southend-on-Sea has a Health and Wellbeing Board which is made up of local statutory organisations and health related partners who are working in partnership to improve health and wellbeing for Southend's residents. The ambition is that everyone living in Southend-on-Sea has the best possible opportunity to live long, fulfilling, healthy lives.

It wants:

- ◀ Our children to have the best start in life
- ◀ To encourage and support local people to make healthier choice
- ◀ People to have control over their lives as independently as possible
- ◀ To enable our older population to lead fulfilling lives as citizens

Southend's Health and Wellbeing Board is made up of representatives from:

- ◀ Southend-on-Sea Borough Council
- ◀ NHS Southend Clinical Commissioning Group
- ◀ Healthwatch Southend
- ◀ Southend University Hospital NHS Foundation Trust
- ◀ Essex Partnership University NHS Foundation Trust
- ◀ Southend Association of Voluntary Services
- ◀ Pre-School Learning Alliance

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

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

The stated intention is that the target will be met via the achievement of the four key priorities identified in Table 2.1:

Table 1.1: Active Essex's strategic priorities

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

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Priority	Focus
Strengthen local communities and networks	Lead, develop and drive communities across Essex, raising the profile and impact of physical activity and sport.

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

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

Active Southend

Active Southend provides opportunities for residents of Southend-on-Sea to get active. It is a community activity network made up of representatives from local organisations within the statutory, voluntary and private sectors. Each representative is involved in the delivery of sport and physical activity for people to take part in within the Borough, focusing particularly on:

- ◀ Active adults
- ◀ Clubs
- ◀ Disabilities
- ◀ Female fitness
- ◀ Health
- ◀ Young people

It supports many initiatives such as Parkrun, Southend Health Walks, Premier League Kicks and Walking Football.

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

This identifies three key priorities, all of which have specific development areas which need to be achieved through partnership work, including:

- ◀ Starting and developing well: ensuring every child in Essex has the best start in life.
- ◀ Living and working well: ensuring that residents make better lifestyle choices and have opportunities needed to enjoy a healthy life.
- ◀ Ageing well: ensuring that older people remain independent for as long as possible.

1.3 Stage A: Prepare and tailor the approach

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, within the cost envelope and to the required quality standard to meet Sport England guidance.

¹ NS-SEC: National Statistics Socio-economic Classifications

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

It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:

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

Why the PPS is being developed

The rationale for undertaking this study is to identify current levels of provision within Southend-on-Sea across the public, private, education, voluntary and commercial sectors and to compare this with current and likely future levels of demand.

The primary purpose of the PPS is therefore to provide a strategic framework that ensures the provision of outdoor sports facilities meets the local needs of existing and future residents.

The PPS is intended to be used as an evidence-based document for the Southend new Local Plan, informing the development of planning policy and the determination of planning applications. It will inform the production of an action plan for Southend-on-Sea, and a wider South Essex Strategy, which can be used by the partner authorities, and wider Association of South Essex Authorities, to inform strategic plan making. The main objectives of the project are:

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

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- ◀ To identify how sport and recreation can contribute to the Council's corporate agendas, including the responsibility for public health, to deliver healthier lifestyles and achieve positive health outcomes.
- ◀ To identify opportunities for efficiency savings and Council owned facilities and options for asset transfer to charities, trusts and community run organisations as appropriate.
- ◀ To provide strategic recommendations within strategic areas.

National Planning Policy Framework (2018)

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

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

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

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

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

Agreed scope

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

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

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

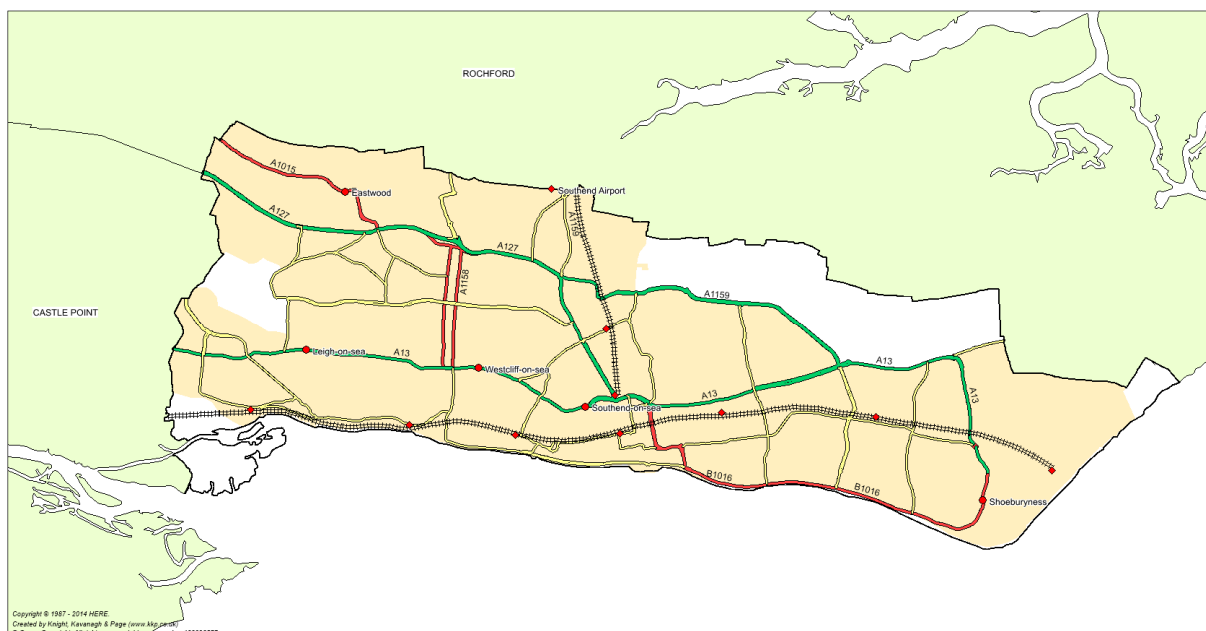
Study area

The total population of the Borough is 179,800 (ONS mid-year estimate 2016) with a slightly higher percentage of females to males (51%:49% respectively).

Southend-on-Sea is a densely populated urban area, surrounded by the Thames estuary to the south, with some areas of metropolitan green belt to the north, north west and west of the Borough between Southend-on-Sea and Castle Point, covering a total of 4,175 hectares. The most populated areas are generally to be found in the Central Area of Southend, with some densely populated areas also found in Westcliff and Leigh. Southend-on-Sea performs a sub-regional role as a retail, leisure and cultural centre as well as being a major tourist destination.

The Borough is home to longest leisure pier in the world and is served by an international destination airport (London Southend), two railway lines linking to London, with nine railway stations and many local bus routes. Southend-on-Sea benefits from a range of natural resources, including seven miles of beaches and coastal nature reserves and almost 600 hectares of parks, woodlands and gardens. It has 14 conservation areas and over 150 listed buildings.

Figure 1.1: Southend-on-Sea with main roads, railway lines, airports and main settlements



The study area for the PPS will be the whole of the Council's administrative area. Further to this, analysis areas have been created to allow for a more localised assessment of provision and examination of playing pitch supply and demand at a local level. These areas are based upon ward boundaries and have been agreed upon by the Steering Group.

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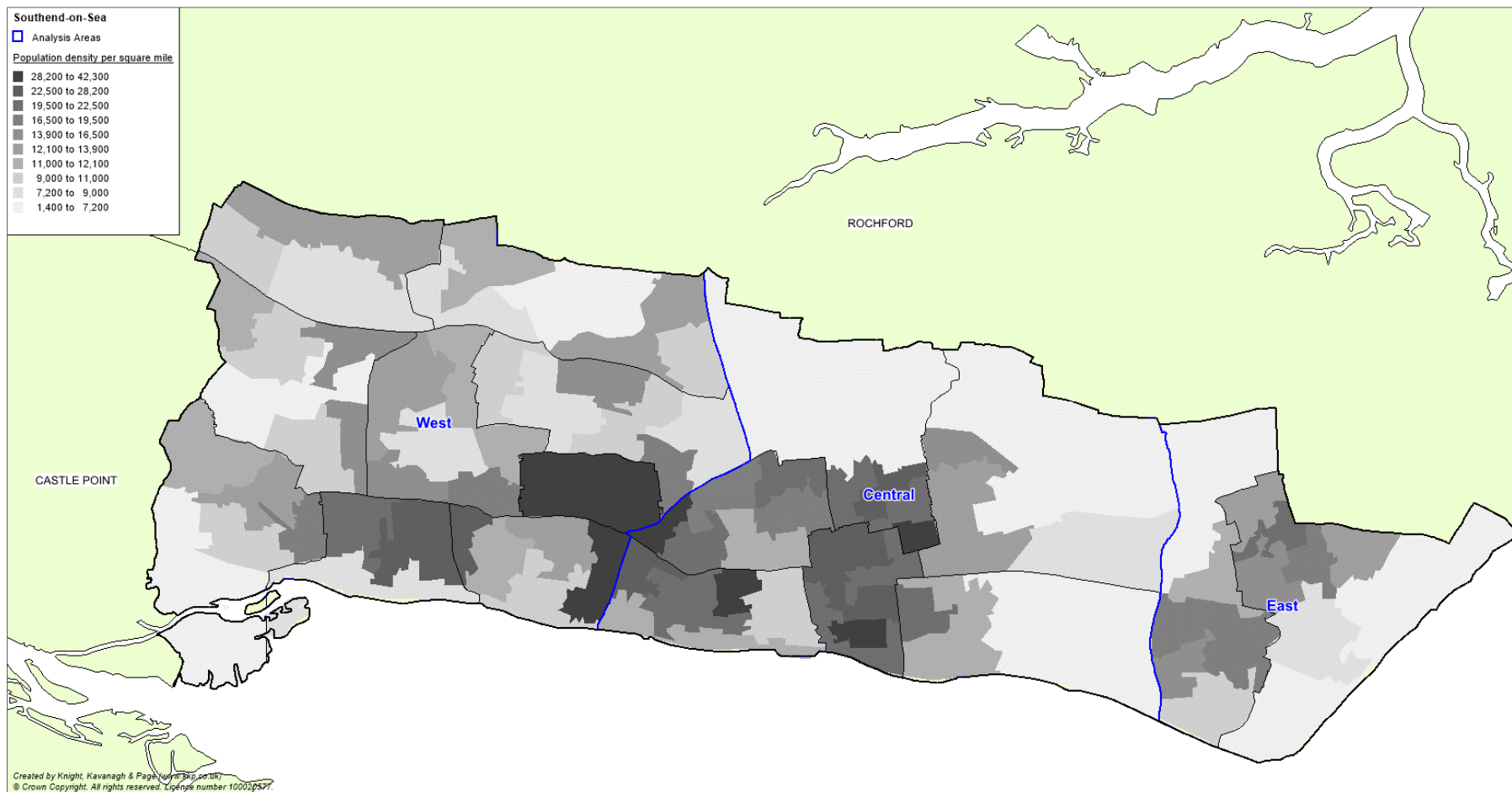
Table 1.3: Agreed analysis areas

Analysis area	Wards included
Central	St Luke's, Victoria, Milton, Kursaal, Southchurch, Thorpe
East	West Shoebury, Shoeburyness
West	Eastwood Park, Belfairs, West Leigh, St Lawrence, Blenheim Park, Leigh, Prittlewell, Westborough, Chalkwell

A map of the analysis areas can be seen overleaf in Figure 1.2.

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Figure 1.2: Analysis area map



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

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

Gather supply information and views – an audit of playing pitches

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order'.²

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

Although the statutory definition of a playing field sets out a minimum size, this PPS takes into account smaller sized sites that contribute to the supply side, for example, a site containing a mini 5v5 football pitch. This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes artificial grass pitches (AGPs).

As far as possible the assessment report aims to capture all of the outdoor sports facilities within Southend-on-Sea; however, there may be instances, for example, on school sites, where access was not possible and has led to omissions within the report (although facilities at sites not accessed are still included within the PPS where provision is known to exist from other data sources). Where pitches have not been recorded within the report they remain as pitches and for planning purposes continue to be so. Furthermore, exclusions of a pitch does not mean that it is not required from a supply and demand point of view.

Quantity

Where known, all outdoor sports facilities are included irrespective of ownership, management and use. Sites were initially identified using Sport England's Active Places web based database, with the Council and NGBs supporting the process by checking and updating this initial data. This was also verified against club information supplied by local leagues.

For each site, the following details were recorded in the project database:

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

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

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Accessibility

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

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

Quality

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

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

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

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

Gather demand information and views

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

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Demand for outdoor sports facilities in Southend-on-Sea tends to fall within the following categories:

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

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

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

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

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

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

Future demand

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

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

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

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

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

Supply and demand information gathered is used to assess the adequacy of playing pitch provision in Southend-on-Sea. It focuses on how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

Understand the situation at individual sites

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

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

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

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

Table 1.4: Capacity of playing pitches

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

For other grass pitch sports (e.g. rugby league), no guidelines are set by the NGBs although it can be assumed that similar principles should be followed.

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

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

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

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

Develop the current picture of provision

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

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

Identify the key findings and issues

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

Develop the future picture of provision (scenario testing)

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

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

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PART 2: FOOTBALL

2.1: Introduction

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

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

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

Consultation

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing within Southend-on-Sea. Contact details were provided by Essex County FA and the invitation to complete the survey was distributed via email. Through both face to face meetings and survey responses, a total of 30 clubs responded, equating to a 52% club response rate and 78% team response rate.

Face to face consultation was carried out with the following five clubs:

- ◀ Catholic United FC
- ◀ Leigh Ramblers Youth FC
- ◀ Southend Manor FC
- ◀ Trinity Youth FC
- ◀ Trinity Girls FC

The majority of large clubs with multiple teams were consulted; however, exceptions to this are Leigh Wood United and Southford United football clubs, which were unresponsive despite numerous attempts to get in touch.

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

2.2: Supply

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The audit identifies a total of 115 grass football pitches within Southend-on-Sea across 36 sites. Of the pitches, 109 are available, at some level, for community use across 31 sites. All unavailable pitches are located within education sites.

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

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	20	5	7	7	5	44
East	2	3	1	1	-	7
West	19	15	2	10	12	58
Total	41	23	10	18	17	109

As it stands, the majority of the community available pitches in the Borough are located in the West Analysis Area (58 pitches), whereas very few pitches are located in the East Analysis Area (seven pitches). This is considered to be a natural breakdown given that the West and Central analysis areas cover most of the land within Southend-on-Sea and the East Analysis Area covers the least. On this point, it must also be noted that demand in the East Analysis Area benefits from close proximity to provision within Rochford, resulting in a strong inter-relationship between the two local authorities.

The most prominent pitch type across Southend-on-Sea is for adult football (41 pitches), with significantly more provided than any other pitch size, reflecting that it is the most commonly accessed pitch type. That being said, it must be noted that demand accessing adult pitches includes 21 youth 11v11 teams, which goes against the FA Youth Review and is an issue nationally. It may be due to a lack of dedicated youth 11v11 provision rather than through preference, with just 23 youth 11v11 pitches provided in Southend-on-Sea to accommodate 55 youth 11v11 teams.

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

- ◀ Jones Memorial Ground
- ◀ Westcliff High School for Boys
- ◀ Southchurch Park

Of the above, the adult pitches at Westcliff High School for Boys are used solely by youth 11v11 teams. As such, this site could provide a starting point for an increase in youth 11v11 provision, although this needs to be taken into account alongside capacity and any identified shortfalls on adult pitches.

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

Table 2.2: Recommended pitch sizes

Format	Age group	Recommended pitch size (metres)
Adult	U17s+	100 x 64
Youth 11v11	U15s-U16s	91 x 55
	U13s-U14s	82 x 50
Youth 9v9	U11s-U12s	73 x 46

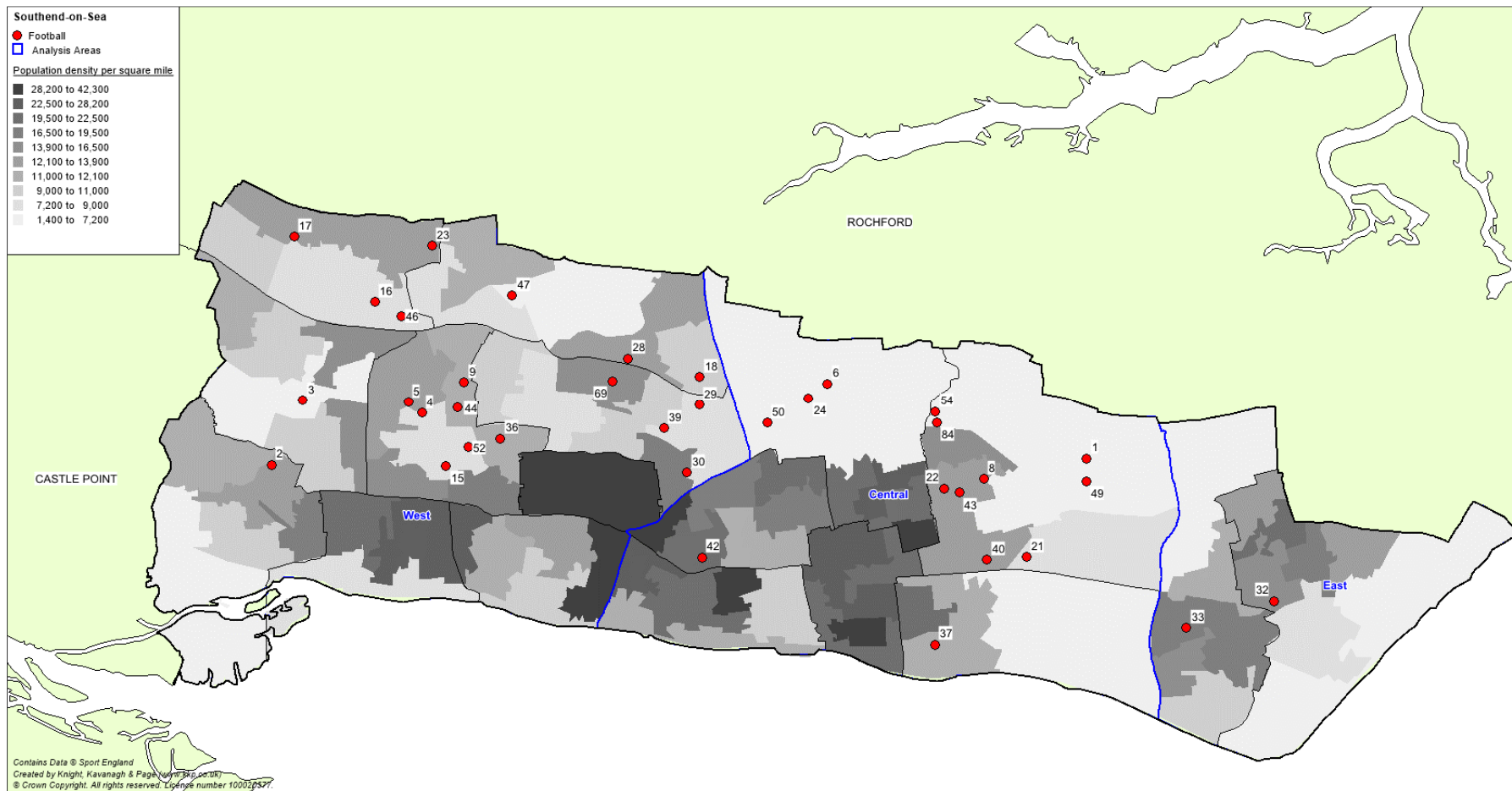
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Format	Age group	Recommended pitch size (metres)
Mini 7v7	U9s-U10s	55 x 37
Mini 5v5	U7s-U8s	37 x 27

Figure 2.1 overleaf identifies all grass football pitches currently servicing Southend-on-Sea. For a key to the map, see Table 2.13.

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Figure 2.1: Location of all football pitches in Southend-on-Sea



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Management

Southend-on-Sea Borough Council manages and operates ten multi pitch football sites, as seen below:

- ◀ Belfairs Park
- ◀ Blenheim Park
- ◀ Bournes Green Park
- ◀ Eastwood Park
- ◀ Jones Memorial Ground
- ◀ Priory Park
- ◀ Shoebury Park
- ◀ Southchurch Park
- ◀ Victory Sports Ground
- ◀ Youth Ground

In total, 38% of community available pitches are located at Council managed sites. This is less than the number of pitches provided within the education sector (43%), with the remainder shared between sports clubs (8%), trusts (8%) and community organisations (3%).

Future provision

In 2017, a planning application for a phased development for the relocation of Southend United FC was submitted to the Council (part full and part outline consent). The footprint for the proposed development would result in the replacement of the Club's current training facility, Boots and Laces Training Ground, which presently hosts four adult pitches, as well as Cecil Jones Academy's unattached playing fields, which are disused. At the time of writing, this planning application has not been determined.

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

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

At the centre of the application is the creation of a new stadium for Southend United FC, which will be developed in two phases. Should planning permission be granted, once completed, the Club will move to the new site (known as Fossetts Farm) from its existing ground at Roots Hall (in the Central Analysis Area).

Separate to the above, Garon Park Community Interest Company (Garon Park CIC) is currently in negotiations with the Norman Garon Trust to formalise a long term lease for both Norman Garon Trust Football Pitches and Garon Park, of which the Trust owns. In addition, Garon Park CIC has aspirations to acquire a long term lease for neighbouring sports provision, the Youth Ground, which is owned by the Council.

Garon Park became a Community Interest Company (CIC) in 2014 with the intention of enhancing the site into a sporting village and as a result it has partnered with key clubs, including Old Southendians, Southendian Manor Youth, Brentwood Ladies and Portas Soccerbility football clubs.

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

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Its vision is to establish a sustainable centre of excellence for sport, health and wellbeing which benefits the entire local community in South Essex. As part of this, it has submitted development plans (yet to be determined), which includes the creation of a full size 3G pitch at Norman Garon Trust Football Pitches which will seek to replace an existing grass adult pitch.

Disused provision

As mentioned previously, Cecil Jones Academy has disused unattached playing fields located adjacent to Boots and Laces Training Ground. Anecdotal evidence suggests the site has not been utilised as formal sports provision since 2014. The land previously provided up to three adult pitches.

Pitch quality

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

- ◀ Good
- ◀ Standard
- ◀ Poor

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

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

The table below summarises the quality of pitches that are available for community use in Southend-on-Sea. In total, 24 pitches are assessed as good quality, 66 as standard quality and 19 as poor quality.

Table 2.3: Pitch quality assessments (community use pitches)

Analysis area	Adult pitches			Youth pitches			Mini pitches		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Central	4	9	7	-	9	3	4	4	4
East	-	2	-	4	-	-	1	-	-
West	6	13	-	2	15	-	3	14	5
Total	10	24	7	6	24	3	8	18	9

Poor quality pitches are located at the following sites:

- ◀ Blenheim Primary School
- ◀ Southchurch Park
- ◀ Youth Ground
- ◀ Earls Hall Primary School
- ◀ Victory Sports Ground

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Of these, Southchurch Park, Victory Sports Ground and the Youth Ground are maintained by the Council, which on paper carries out a sophisticated regime. This includes seasonal grass cutting, seeding and annual verti-draining as well as regular sand dressing of goal mouths and other high traffic areas and ad-hoc weed killing. Nationally, it is rare for local authority sites to be assessed as good quality as maintenance is normally limited by budget restraints, with Southend-on-Sea scoring better than most.

Despite this, other factors negate the programme at poor quality sites, such as drainage issues and problems relating to the open access nature of the land such as unofficial use, littering and dog fouling. For example, Trinity FC reports that the pitches at the Youth Ground suffer from occasional unauthorised access from travellers and motor biking.

Both Railway Academicals and BKS Sports football clubs report that pitches at Victory Sports Ground suffer from dog fouling, poor drainage and holes caused by animals burrowing, leading to concerns regarding health and safety. Additionally, contrary to the above mentioned maintenance regime, both clubs state the grass is often not cut short enough therefore quickly becoming too long and unsuitable for football.

Southend High School for Boys reports permission has recently been granted to improve the quality of the drainage of its football pitches, with a community use agreement secured as part of the project. Currently, the pitches are considered to be standard quality.

As part of the proposed development reported by Garon Park CIC, the current pitch layout at Norman Garon Trust Football Pitches will be altered to accommodate the proposed full size 3G pitch. This will involve the loss of one adult pitch and minor remedial works carried out to the remaining the pitches, which are currently assessed as standard quality.

For a full breakdown of quality ratings at each site, please refer to Table 2.13.

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 this, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG).

Following a PIP report, clubs can work towards the recommended dedicated maintenance regime identified in order to improve the quality of their pitches. Clubs can also utilise the report as an evidence base to acquire potential funding streams to obtain the relevant equipment maintenance equipment.

Over marked pitches

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

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

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

Table 2.4: Sites containing over marked pitches

Site ID	Site	Comments
1	Alleyn Court	Mini pitches over marked on a cricket outfield.
3	Belfairs Park	All football pitches are over marked on cricket outfields.
9	Bridgewater Drive Playing Fields	Four mini pitches over marked in two adult pitches.
18	Ekco Social and Sports Club Association	All football pitches are over marked on cricket outfields.
32	Shoebury Park	Adult football pitches over marked on a cricket outfield.

As mentioned, Garon Park CIC's vision is to establish a sustainable centre of excellence for sport, health and wellbeing which benefits the entire local community in South Essex at Garon Park. As part of this, it has plans to develop a secondary cricket square at the Youth Ground, which, if actualised, will overmark the existing football pitches on the site.

Ancillary facilities

As mentioned previously, the Council manages ten football sites all of which are accompanied by changing facilities. It has recently invested in the refurbishment of changing provision at Belfairs Park and Shoebury Park, which are therefore considered to be good quality. In contrast, provision at Blenheim Park, Victory Sports Ground and the Youth Ground is limited and assessed as poor quality. Facilities at these sites are generally outdated and too small to service the number of pitches provided.

In addition to council facilities, provision at Bridgewater Drive Playing Fields, Ekco Social and Sports Club Association and Jones Memorial Ground is also assessed as poor quality, again predominately due to the age of the provision.

Trinity FC reports that it is unable to access changing provision located at the Youth Ground, instead having to use adjacent changing rooms located at Trinity Sports and Social Club. It states that the Council changing provision on site to be of poor quality and inaccessible with only separate toilet facilities open to use. The Club wants access to additional changing rooms to accommodate its substantial demand and would use the Council facilities if they improved in quality and became readily available.

Other comments received from clubs in regards to changing provision is noted in the table below.

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Table 2.5: Summary of ancillary facilities quality comments

Site ID	Site name	Club(s) name	Comments
4	Blenheim Park	Southend Thunder FC	Ancillary facilities are basic and of poor quality. The Club reports that the changing rooms are inadequate for the number of teams accessing them.
9	Bridgewater Drive Playing Fields	Catholic United Minors FC	Old changing rooms on site; due to their quality these are utilised for storage only.
18	Ekco Social and Sports Club Association	Ekco Whitecaps Youth FC	The Club reports there are no dedicated changing rooms on site.
24	Jones Memorial Ground	Leigh Ramblers FC	The Club reports changing facilities to be poor quality and unsuitable for women and girls football.
47	The Len Forge Centre	Leigh Town FC	Facilities are good quality however clubs report issues regarding accessing social areas midweek due to there being an onsite nursery.
50	Victory Sports Ground	BKS Sports FC; Railway Academicals FC; Leigh Town FC	Changing rooms have declined in quality in the previous three years, with showing facilities not working and increasing evidence of general vandalism.

Car parking

Through consultation, several clubs indicate the following sites do not have adequate car parking facilities for the number of teams accessing them:

- ◀ The Len Forge Centre
- ◀ Blenheim Park
- ◀ Jones Memorial Ground
- ◀ Youth Ground
- ◀ Bournes Green Park

All of these are currently used by numerous youth and mini teams, which generally attract more people than adult football due to family members watching the matches.

Security of tenure

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

- ◀ Belfairs Academy
- ◀ Darlingtonhurst School
- ◀ Hamstel Junior School

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- ◀ Prince Avenue Academy and Nursery
- ◀ St Helens Catholic Primary School
- ◀ St Nicholas School

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

In relation to Belfairs Academy and Hamstel Junior School, both are reported to have active community use agreements by Sport England. As such, if use is now being restricted without good reason, the schools are in breach of the agreements, which the Council could enforce against.

Moreover, some schools that do provide community availability do so without providing security of tenure, such as at Edwards Hall Primary School, which is used by Leighwood United FC for 15 of its teams. External use at these sites can be stopped at any point, devoid of any warning. To prevent this happening, it is recommended that club users enter community use agreements with the schools that they access.

An example of an existing community use agreement is found at Southchurch High School, which was entered into in 2010. In addition, Southend High School for Boys is required to prepare a community use agreement as a requirement of the planning condition linked to its improvement of pitches.

Catholic United FC also reports concerns regarding their security of tenure. This is examined below as the Club plays in the football pyramid.

Football pyramid demand

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

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

Southend United FC is the only professional club that plays above the football pyramid. A further four clubs play within the football pyramid, as seen in following table.

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

Team	League	Level
Southend United FC	English Football League - League One	Pro
Southend Manor FC	Essex Senior League	Step 5
Catholic United FC	Essex Olympian League – Premier Division	Step 7
Leigh Ramblers FC	Essex Olympian League – Premier Division	Step 7

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Team	League	Level
White Ensign FC	Essex Olympian League – Premier Division	Step 7

Catholic United FC currently rents the use of South Essex College (Wellstead Gardens Sports Ground) for its home fixtures; however, it has aspirations to relocate to Blenheim Park due to having no community use agreement in place. This means that it is without security of tenure, but in order for the move to become a reality one of the pitches at Blenheim Park would need to be brought up to Step 7 standard (e.g. a pitch perimeter would be required).

Southend Manor FC reports that it would struggle to meet Step 4 requirements should it gain promotion from its current league. The Club uses Southchurch Park via a rental agreement from the Council. It does not have the relevant funds to improve the site and is unlikely to attract external funding without a long-term lease.

A common issue for clubs entering the pyramid is changing facilities. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18 square metres, exclusive of shower and toilet areas.

The general principle for clubs in the football pyramid is that they have to achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

Women's National League System

Correspondingly there is a Women's National League System similar to the adult men's which provide structure to the women's game. As seen in the table below this ranges from Step 1 to Step 6 with each step requiring differing ground grading requirements.

Table 2.7: Summary of ground grading for women's football

Level	League	Grading category
Step 3 and 4	Women's Super League 1	Grade A
Step 3 and 4	Women's Super League 2	Grade B
Step 5	Northern and Southern Women's Premier League	Grade A
Step 6	Women's Combination Leagues	Grade B
Step 7	Women's Regional Leagues – Premier Divisions	Grade C

Although women's clubs still require to meet ground requirements set out by the FA, these differ from the men's National League System. Ratings range from grade A to C each with differing minimum requirements. Step 1 and 2 in the Women's National League System is akin to Step 3 and 4 of the men's National League System, however, not exactly the same. The system is also 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.

In 2017, the FA announced plans to restructure the women's league for the highest performers in the football pyramid. The changes will be implemented from the start of the 2018-19 season and will see the top league, FA WSL 1, expand from ten clubs to 14 and the creation of a new national league established at tier two for a maximum of 12 teams.

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In Southend-on-Sea, four teams from within three clubs play as part of the women's national league system. This consists of two teams from Brentwood Town Ladies FC and one team from both Leigh Ramblers FC and Southend United Community Sports Club FC. Brentwood Town Ladies FC is an imported club (from Brentwood) that utilises Garons Park.

2.3: Demand

Through the audit and assessment, 285 teams from within 63 clubs are identified as playing within Southend-on-Sea. This consists of 86 adult men's, four adult women's, 100 youth boys', five youth girls' and 90 mini mixed teams.

Adult football is the most prominent format of play, whilst mini 5v5 football is the least common.

Table 2.8: Summary of competitive teams currently playing in Southend-on-Sea

Analysis area	No. of teams					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	38	36	33	22	15	144
East	5	1	-	-	-	6
West	42	19	16	26	27	135
Total	90	56	49	48	42	285

As seen in the table above, football in Southend-on-Sea is mainly dispersed between the Central and West analysis areas which host 144 and 135 teams, respectively.

Participation trends

Over the last three years, the majority of clubs' report that participation has remained consistent; however, a number of clubs do report changes that suggest an overall increase in demand. The following seven clubs cite an increase in adult teams:

- ◀ BKS Sports FC
- ◀ Corinthians FC
- ◀ Old Southendians FC
- ◀ Westcliff United FC
- ◀ Bridgemarsh FC
- ◀ Eastwood Falcons FC
- ◀ Southend Manor FC

In comparison, only three clubs report a decrease in adult participation, although this does not take into account adult-only clubs that have folded during this time period, which nationally tends to be quite high.

Four clubs report that they have increased their number of youth teams and five clubs report that they have increase their number of mini teams. No clubs report a decrease for either format.

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

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Imported demand

Based on data collated, there are three teams based outside of Southend-on-Sea that play matches and/or train at venues within the Borough. This is normally because pitch requirements cannot be met.

Eastleigh Wanderers and Kursaal Flyers football clubs are both based in Rochford but import a team each into Southend-on-Sea, accessing Eastwood Park and Ekco Social and Sports Association respectively. Nevertheless, neither report this to be an issue and neither report a desire to relocate.

As previously mentioned, Brentwood Town Ladies FC is based in Brentwood but accesses Garons Park for matches so that it can meet its ground grading requirements.

Exported demand

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of the study area, despite being registered to the Borough. Based on data collated, there are six teams from within three clubs that are based in Southend-on-Sea but play within neighbouring Rochford.

The above applies to Corinthians, King Field Casuals and Prittlewell football clubs. Corinthians FC currently uses Stambridge Memorial Hall for four of its adult teams, whereas the other two clubs import one adult team each, playing at Burroughs Park and Cupids Country Club respectively.

All clubs are based near to the authority boundary and therefore pitch provision within Rochford may be considered more accessible than within Southend-on-Sea. None of the clubs report it to be an issue and therefore none express a want to relocate. There is a strong interrelationship between facilities in Southend-on-Sea and Rochford, meaning this is also not seen as problematic by either council or the FA.

Latent demand

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

Table 2.9: Clubs that report latent demand and the reasons provided

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
BKS Sports FC	-	Yes	-
Bridgemarsh FC	-	-	Yes
Catholic United FC	-	Yes	-
Corinthians FC	Yes	Yes	-
Leigh Ramblers FC	-	-	Yes
Leigh Rockets FC	-	Yes	Yes
Leigh Town FC	Yes	Yes	Yes

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Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Railway Academicals FC	-	Yes	Yes
Southend United Community Sports Club	-	Yes	-
Southendian Manor Youth FC	-	Yes	-
Thorpe Bay United FC	Yes	Yes	-
Trinity FC	-	Yes	Yes

The majority of clubs (83% or ten clubs) which express any form of latent demand in Southend-on-Sea indicate that they would be able to field additional teams if they had access to more or better quality training facilities. Three of these clubs specify an additional number of teams which they could field, with Leigh Rockets FC reporting it could field an additional two adult teams, Railway Academicals FC stating it could field one additional adult team and Leigh Town FC indicating it could field three additional adult teams.

Three clubs; Corinthians, Leigh Town and Thorpe Bay football clubs all suggest that they would be able to increase in participation if they had access to more match pitches at their home venues. Only Leigh Town FC quantifies this, stating latent demand equating to two adult teams (inclusive of the latent demand for more or better quality training facilities).

Six clubs report that they would be able to grow the number of teams at the club should better, or more appropriate changing provision be available, although not of this is quantified.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list due to a lack of pitch provision, which in turn is hindering the growth of the league. No unmet demand is expressed by responsive clubs in study area.

Future demand

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

Participation increases

Eleven clubs' report aspirations to increase the number of teams they provide. Through the clubs quantified *potential* increase, there is a predicted growth of 32 teams, as seen in the table below.

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Table 2.12: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions ⁴
Bridgemarsh FC	West	1 x Adult	Adult	0.5
Corinthians FC	West	2 x Adult	Adult	1
		1 x Youth	9v9	0.5
Eastwood Falcons FC	West	2 x Adult	Adult	1
Ekco Whitecaps Youth FC	West	2 x Mini	5v5	1
Leigh Rockets FC	West	2 x Mini	5v5	1
Leigh Town FC	Central	2 x Adult	Adult	1
Southend United Community Sports Club	Central	1 x Youth	11v11	0.5
Southend Manor FC	Central	1 x Adult	Adult	0.5
Southendian Manor Youth FC	Central	1 x Adult	Adult	1
		1 x Adult		
		1 x Youth	11v11	0.5
		5 x Mini	5v5	2.5
Westcliff United FC	West	3 x Adult	Adult	1.5
		1 x Youth	9v9	0.5
		4 x Mini	5v5	2
Trinity Youth FC	Central	2 x Mini	5v5	1
Total				16

The total future demand expressed amounts to 16 match equivalent sessions. The West Analysis Area contains the majority of this, equating to four match equivalent session on adult pitches, one match equivalent session on youth 9v9 pitches and four match equivalent sessions on mini 5v5 pitches.

Potential future growth in the Central Analysis Area is slightly less, with a total of seven match equivalent sessions. This is broken down into 2.5 match equivalent sessions on adult pitches, one match equivalent session on youth 11v11 pitches and 3.5 match equivalent sessions on mini 5v5 pitches.

Population increases

Team generation rates are used to calculate the number of teams likely to be generated in the future (2037) based on population growth. It is predicted that there will be a possible increase of six senior men's, 12 youth 11v11 boys', 10 youth 9v9 boys', six mini 7v7 and one mini 5v5 teams across the Southend-on-Sea.

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

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Table 2.10: Team generation rates (2037)

Age group	Current population within age group	Current no. of teams ⁵	Team Generation Rate	Future population within age group	Predicted future number of teams (2037)	Additional teams that may be generated from the increased population
Senior Mens (16-45)	33,139	88	1:377	35,611	94.6	6
Senior Women (16-45)	20,525	4	1:5,131	21,578	4.2	0
Youth Boys (12-15)	3,923	51	1:77	4,884	63.5	12
Youth Girls (12-15)	3,702	3	1:1,234	4,697	3.8	0
Youth Boys (10-11)	1,986	47	1:42	2,429	57.5	10
Youth Girls (10-11)	1,930	2	1:965	2,353	2.4	0
Mini-Soccer Mixed (8-9)	4,261	54	1:79	4,752	60.2	6
Mini-Soccer Mixed (6-7)	4,548	36	1:126	4,742	37.5	1

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

When applied by analysis area, participation is anticipated to increase in the Central Analysis Area by two senior men's, eight youth boys' (12-15), seven youth boys (10-11) and two mini teams (8-9) and in the West Analysis Area by three senior men's, three youth boys' (12-15), three youth boys' (10-11) and three mini teams (8-9).

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

Age group	Additional teams that may be generated from the increased population (by Analysis Area)			
	Central	East	West	Total
Senior Men's (16-45)	2	0	3	5
Senior Women (16-45)	0	0	0	-
Youth Boys (12-15)	8	0	3	11
Youth Girls (12-15)	0	0	0	-
Youth Boys (10-11)	7	0	3	10
Youth Girls (10-11)	0	0	0	-
Mini-Soccer Mixed (8-9)	2	0	3	5
Mini-Soccer Mixed (6-7)	0	0	0	-
Total	19	0	12	31

There is no projected growth in the East Analysis Area due to the limited amount of football currently taking place. This, however, does not take into account the demand participating across the Southend-on-Sea border, in Great Wakering, Rochford. Great Wakering has considerably more pitches than its own population could use and is therefore partly reliant on demand importing from Southend-on-Sea. It is therefore likely that population growth in the East Analysis Area will utilise provision in Great Wakering, which needs to be taken into consideration in the Rochford PPS.

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

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The largest increase in participation is anticipated to be in youth boys football, with 11 youth 11v11 boys' and ten youth 9v9 boys' teams predicted.

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

Outside of women's and girls' increases, given the large amounts of future demand identified through team generation rates, it is considered unlikely that aspirations from clubs will happen exclusively of population growth. Instead, it is thought that the ambitions will be absorbed within the increases.

SSE Wildcats Centres

SSE Wildcats Centres work with County FA qualified coaches to deliver local weekly sessions, which provide opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment. There are already 200 established centres which delivered the SSE Wildcats pilot in 2017, with a further 800 centres to be in place for 2018. As part of the expansion process, organisations extending beyond affiliated clubs to include other providers or community groups were invited to apply in late 2017 to become one of the new centres.

All organisations delivering Wildcats centres receive a £900 start-up grant and 30 branded footballs in their first year of running the programme to help develop and increase girl's participation.

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

2.4: Capacity analysis

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

As a guide, The FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its quality. Taking into consideration the guidelines on capacity, the following ratings were used in the Southend-on-Sea:

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

Table 2.13 overleaf applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

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

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out, the number of pitches on site and whether there is access to an on-site AGP.

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

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

Informal use

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

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Southend-on-Sea, peak time is considered to be Sunday AM for all pitches, as the majority of teams across all age groups play at this time.

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

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Table 2.13: Football pitch capacity analysis

Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, At Capacity or Potential to Accommodate additional play	Spare capacity available in peak period (match sessions)	Comments
1	Alleyn Court School	Central	School	Mini	(5v5)	1	Yes-unused	Good	1	6	5	1	Spare capacity discounted due to unsecure tenure.
				Mini	(7v7)	3	Yes-unused	Good	3	18	15	3	Spare capacity discounted due to unsecure tenure.
2	Belfairs Academy	West	School	Youth	(11v11)	1	No	Poor	-	-	-	-	Unavailable for community use.
3	Belfairs Park	West	Council	Adult		1	Yes	Good	3.5	3	0.5	0	Pitch is overplayed.
				Mini	(5v5)	1	Yes	Good	0	6	6	1	Actual spare capacity at peak time.
				Mini	(7v7)	2	Yes	Good	0.5	12	11.5	1.5	Actual spare capacity at peak time.
				Youth	(11v11)	2	Yes	Good	3.5	8	4.5	0	Played to capacity at peak time.
4	Blenheim Park	West	Council	Adult		3	Yes	Standard	2	6	4	2	Actual spare capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	1.5	2	0.5	0	Played to capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	2	2	0	0	Pitches are played to capacity.
5	Blenheim Primary School and Childrens Centre	West	School	Mini	(5v5)	1	Yes	Poor	3	2	1	0	Pitch is overplayed.
				Mini	(7v7)	1	Yes	Poor	3	2	1	0	Pitch is overplayed.
6	Boots and Laces Training Ground	Central	Sports Club	Adult		4	Yes	Good	4.5	12	7.5	0.5	Limited spare capacity retained due to protect pitch quality.
8	Bournes Green Park	Central	Council	Adult		3	Yes	Standard	4.5	6	1.5	1.5	Actual spare capacity at peak time.
9	Bridgewater Drive Playing Fields	West	Council	Mini	(5v5)	2	Yes	Standard	2	8	6	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	2	8	6	0	Played to capacity at peak time.
				Youth	(11v11)	2	Yes	Standard	2	2	0	0	Played to capacity.
15	Darlingtonhurst School	West	School	Mini	(7v7)	1	No	Poor	-	-	-	-	Unavailable for community use.
16	Eastwood Park	West	Council	Adult		3	Yes	Standard	3	6	3	2	Actual spare capacity at peak time.
17	Edwards Hall Primary School	West	School	Mini	(5v5)	3	Yes	Standard	4	12	8	0	Played to capacity at peak time.
				Mini	(7v7)	1	Yes	Standard	3.5	4	0.5	0	Played to capacity at peak time.
18	Ekco Social and Sports Club Association	West	Sports Club	Adult		1	Yes	Standard	2.5	2	0.5	0.5	Pitch is overplayed.
				Mini	(5v5)	1	Yes	Standard	1	4	3	0	Played to capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	1.5	2	0.5	0	Played to capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	2	2	0	0	Pitch is played to capacity.
21	Southchurch High School	Central	School	Adult		1	Yes	Standard	1	2	1	1	Actual spare capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	1	2	1	1	Actual spare capacity at peak time.
22	Hamstel Junior School	Central	School	Mini	(7v7)	1	No	Poor	-	-	-	-	Unavailable for community use.
23	Heycroft Primary School	West	School	Mini	(7v7)	2	Yes	Standard	0.5	8	7.5	1.5	Spare capacity discounted due to unsecure tenure.
24	Jones Memorial Ground	Central	Council	Adult		3	Yes	Standard	6	6	0	0	Pitches are played to capacity.
				Youth	(9v9)	3	Yes	Standard	6	6	0	0	Pitches are played to capacity.
28	Prince Avenue Academy and Nursery	West	School	Mini	(5v5)	2	Yes	Poor	2	4	2	2	Spare capacity discounted due to unsecure tenure.
29	Priory Park	West	Council	Adult		2	Yes	Standard	0.5	4	3.5	1.5	Actual spare capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	1	2	1	0	Played to capacity at peak time.
30	Roots Hall Stadium	West	Sports Club	Adult		1	Yes	Good	1	3	2	1	Stadia pitch spare capacity retained.
32	Shoebury Park	East	Council	Adult		2	Yes	Standard	1	4	3	1.5	Actual spare capacity at peak time.

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

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Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, At Capacity or Potential to Accommodate additional play	Spare capacity available in peak period (match sessions)	Comments
33	Shoeburyness High School	East	School	Mini	(7v7)	1	Yes	Good	1	6	6	1	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	3	Yes	Good	2	12	10	3	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	Yes	Good	1	4	3	1	Spare capacity discounted due to unsecure tenure.
36	South Essex College (Wellstead Gardens Sports Ground)	West	College	Youth	(11v11)	2	Yes	Standard	1.5	4	2.5	2	Spare capacity discounted due to unsecure tenure.
37	Southchurch Park	Central	Council	Adult		2	Yes	Poor	2	2	0	1.5	Pitches are played to capacity.
				Mini	(7v7)	1	No-disused	Poor	-	-	-	-	Pitch is disused and poor quality.
39	Southend High School for Boys	West	School	Adult		2	Yes	Standard	2	4	2	2	Spare capacity discounted until improvements to the drainage of the pitches has taken place.
				Youth	(11v11)	1	Yes	Standard	1	2	1	1	Spare capacity discounted until improvements to the drainage of the pitch has taken place.
				Youth	(11v11)	1	Yes	Standard	0.5	2	1.5	0.5	Spare capacity discounted until improvements to the drainage of the pitch has taken place.
42	St Helens Catholic Primary School	Central	School	Mini	(7v7)	1	No	Poor	-	-	-	-	Unavailable for community use.
43	St Nicholas School	Central	School	Mini	(7v7)	1	No	Poor	-	-	-	-	Unavailable for community use.
44	St Thomas More High School	West	School	Mini	(7v7)	1	Yes	Standard	1	4	3	0	Played to capacity at peak time.
				Youth	(11v11)	5	Yes	Standard	5	10	5	5	Spare capacity discounted due to unsecure tenure.
46	The Eastwood Academy	West	School	Adult		1	Yes	Standard	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
47	The Len Forge Centre	West	Community	Adult		4	Yes	Good	6	12	6	2.5	Actual spare capacity at peak time.
49	Thorpe Hall School	Central	School	Youth	(11v11)	1	Yes	Standard	0.5	2	1.5	0.5	Spare capacity discounted due to unsecure tenure.
50	Victory Sports Ground	Central	Council	Adult		3	Yes	Poor	3.5	3	0.5	2	Pitches are overplayed.
52	Westcliff High School for Boys	West	School	Adult		1	Yes	Standard	5.5	2	3.5	0	Pitch is overplayed.
54	Youth Ground	Central	Council	Adult		2	Yes	Poor	3	2	1	0	Pitches are overplayed.
				Mini	(5v5)	2	Yes	Poor	3	4	1	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Poor	6	4	2	0	Pitches are overplayed.
				Youth	(11v11)	1	Yes	Poor	6.5	1	5.5	0	Pitch is overplayed.
				Youth	(9v9)	2	Yes	Poor	6	2	4	0	Pitches are overplayed.
69	Earls Hall Primary School	West	School	Mini	(5v5)	2	Yes	Poor	1.5	4	2.5	0.5	Spare capacity discounted due to unsecure tenure.
				Mini	(7v7)	1	Yes	Poor	1	2	1	1	Spare capacity discounted due to unsecure tenure.

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Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁷ (match sessions)	Overused, At Capacity or Potential to Accommodate additional play	Spare capacity available in peak period (match sessions)	Comments
84	Norman Garon Trust Football Pitches	Central	Trust	Adult		2	Yes	Standard	4	4	0	1.5	Pitches are played to capacity.
				Mini	(5v5)	2	Yes	Standard	4	8	4	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	4.5	8	3.5	0	Played to capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	4	2	2	0	Pitch is overplayed.
				Youth	(9v9)	2	Yes	Standard	3.5	4	0.5	0	Played to capacity at peak time.

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

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Spare capacity

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

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

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

Given the above, 22 pitches across eight sites are considered to contain some level of actual spare capacity equating to 15.5 match equivalent sessions.

Table 2.14: Summary of actual spare capacity

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
3	Belfairs Park	West	Mini 5v5	1	1
			Mini 7v7	2	1.5
4	Blenheim Park	West	Adult	3	2
8	Bournes Green Park	Central	Adult	3	1.5
16	Eastwood Park	West	Adult	3	2
21	Southchurch High School	Central	Adult	1	1
			Youth 11v11	1	1
29	Priory Park	West	Adult	2	1.5
32	Shoebury Park	East	Adult	2	1.5
47	The Len Forge Centre	West	Adult	4	2.5
Total					15.5

The majority of actual spare capacity is identified on adult pitches, although some level is also available on youth 11v11 as well as mini 5v5 and mini 7v7 pitch types. There are 1.5 match equivalent sessions of spare capacity in the East Analysis Area, 3.5 match equivalent sessions of spare capacity in the Central Analysis Area and 10.5 match equivalent sessions of spare capacity existing in the West Analysis Area.

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Table 2.15: Actual spare capacity summary

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Central	2.5	1	-	-	-
East	1.5	-	-	-	-
West	8	-	-	1.5	1
Southend-on-Sea	12	1	-	1.5	1

Furthermore, 23.5 match equivalent sessions are discounted due to unsecure tenure, whereas 3.5 match equivalent sessions are discounted due to quality issues.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain, which can often be due to the low carrying capacity of pitches. In Southend-on-Sea, 16 pitches across seven sites are overplayed by a combined total of 21.5 match equivalent sessions.

Table 2.16: Summary of overplay

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
3	Belfairs Park	West	Adult	1	0.5
5	Blenheim Primary School and Childrens Centre	West	Mini 5v5	1	1
			Mini 7v7	1	1
18	Ekco Social and Sports Club Association	West	Adult	1	0.5
50	Victory Sports Ground	Central	Adult	3	0.5
52	Westcliff High School for Boys	West	Adult	1	3.5
54	Youth Ground	Central	Adult	2	1
			Mini 7v7	2	2
			Youth 11v11	1	5.5
			Youth 9v9	2	4
84	Norman Garon Trust Football Pitches	Central	Youth 11v11	1	2
Total					21.5

The majority of overplay is identified on youth 11v11 pitches and in the Central Analysis Area. No overplay is evident in the East Analysis Area.

Table 2.17: Overplay summary

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Central	1.5	7.5	4	2	-
East	-	-	-	-	-
West	4.5	-	-	1	1
Southend-on-Sea	6	7.5	4	3	1

2.5: Supply and demand analysis

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Having considered supply and demand, the tables below identify current demand (i.e. spare capacity taking away overplay and any exported demand) in each of the analysis areas for each pitch type, based on match equivalent sessions. Future demand is based on team generation rates, which are driven by population increases and are considered able to absorb club growth aspirations.

Adult pitch analysis

Table 2.18: Supply and demand balance of adult pitches

Analysis area	Actual spare capacity ⁸	Demand (match equivalent sessions)				
		Overplay	Latent demand	Current total	Future demand	Total
Central	2.5	1.5	-	1	3.5	2.5
East	1.5	-	-	1.5	-	1.5
West	8	4.5	3	0.5	5.5	5
Southend-on-Sea	12	6	3	3	9	6

There is currently an adequate number of adult pitches to meet demand, with three match equivalent sessions of spare capacity and spare capacity existing in each analysis area. When considering future demand, spare capacity remains in the East Analysis Area; however shortfalls becoming evident in both the Central and West analysis areas and the overall shortfall equates to six match equivalent sessions.

Youth 11v11 pitch analysis

Table 2.19: Supply and demand balance of youth 11v11 pitches

Analysis area	Actual spare capacity ⁹	Demand (match equivalent sessions)				
		Overplay	Latent demand	Current total	Future demand	Total
Central	1	7.5	-	6.5	5	11.5
East	-	-	-		-	
West	-	-	-		1.5	1.5
Southend-on-Sea	1	7.5	-	6.5	6.5	13

There is a currently a significant shortfall of youth 11v11 pitches equating to 6.5 match equivalent sessions, with the shortfall entirely located in the Central Analysis Area. When accounting for future demand, the shortfall increases to 13 match equivalent sessions, with a shortfall also existing in the East Analysis Area.

It must also be noted that a large number of youth 11v11 teams are playing on adult pitches, meaning shortfalls would greatly exacerbate should these transfer to the correct pitch type.

Youth 9v9 pitch analysis

⁸ In match equivalent sessions

⁹ In match equivalent sessions

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Table 2.20: Supply and demand balance of youth 9v9 pitches

Analysis area	Actual spare capacity ¹⁰	Demand (match equivalent sessions)				
		Overplay	Latent demand	Current total	Future demand	Total
Central	-	4	-	4	3.5	7.5
East	-	-	-		-	
West	-	-	-		2.5	2.5
Southend-on-Sea	-	4	-	4	6	10

A shortfall exists on youth 9v9 pitches totalling four match equivalent sessions currently and ten match equivalent sessions when accounting for future demand. The Central Analysis Area contains present and future shortfalls, whereas the West Analysis Area contains future shortfalls.

Mini 7v7 pitch analysis

Table 2.21: Supply and demand balance of mini 7v7 pitches

Analysis area	Actual spare capacity ¹¹	Demand (match equivalent sessions)				
		Overplay	Latent demand	Current total	Future demand	Total
Central	-	2	-	2	1	3
East	-	-	-		-	
West	1.5	1	-	0.5	1.5	1
Southend-on-Sea	1.5	3	-	1.5	2.5	4

Across Southend-on-Sea there is currently a shortfall of 1.5 match equivalent sessions on mini 7v7 pitches, although minimal spare capacity exists in the West Analysis Area. When considering future demand, shortfalls exist in both the Central and West analysis areas totalling four match equivalent sessions overall.

Mini 5v5 pitch analysis

Table 2.22: Supply and demand balance of mini 5v5 pitches

Analysis area	Actual spare capacity ¹²	Demand (match equivalent sessions)				
		Overplay	Latent demand	Current total	Future demand	Total
Central	-	-	-		3.5	3.5
East	-	-	-		-	
West	1	1	-		4	4
Southend-on-Sea	1	1	-	0	7.5	7.5

Mini 5v5 pitches are currently played to capacity in each analysis area; however, when accounting for substantial amounts of future demand there will be an overall shortfall of 7.5 match equivalent sessions. This can be attributed to the Central and West analysis areas.

¹⁰ In match equivalent sessions

¹¹ In match equivalent sessions

¹² In match equivalent sessions

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2.6: Conclusions

Using the supply and demand analysis tables, it is determined that there are both current and future shortfalls of youth 11v11, youth 9v9 pitches and mini 7v7 pitches, whereas a future shortfall is also evident for mini 5v5 pitches and adult pitches.

Table 2.23: Summary of supply and demand

Pitch type	Actual spare capacity ¹³	Demand (match equivalent sessions)				
		Overplay	Latent demand	Current total	Future demand	Total
Adult	12	6	3	3	9	6
Youth 11v11	1	6.5	-	6.5	6.5	13
Youth 9v9	-	4	-	4	6	10
Mini 7v7	1.5	3	-	1.5	2.5	4
Mini 5v5	1	1	-	0	7.5	7.5

In addition, to better reflect both the current and future provision of football pitches, the table below focuses on sites with unsecure tenure to show what the picture would be should such provision fall out of permanent use. This is because a large amount of play currently takes place at sites with an uncertain future e.g. school sites without community use agreements in place.

Table 2.24: Summary of supply and demand without unsecure sites

Pitch type	Demand (match equivalent sessions)		
	Current total	Play at unsecured sites	Future total without unsecured sites
Adult	3	9	6
Youth 11v11	7.5	6	13.5
Youth 9v9	4	5	9
Mini 7v7	1.5	5	3.5
Mini 5v5		4	4

As can be seen, if demand attracted to unsecure sites had to use alternative provision, shortfalls are greatly exacerbated, whilst shortfalls are created on pitch types with current spare capacity.

Proposed future developments

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

Table 2.25: The impact of future developments

¹³ In match equivalent sessions

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Site	Comments
Fossetts Farm	The number of pitches is projected to remain the same as to what is currently provided at the site so capacity will remain the same; however, less usage of pitches is likely to occur as some demand can be transferred to 3G pitches.
Garon Park	One adult pitch will be lost resulting in the loss of one match equivalent session of actual spare capacity on grass pitches, although this will be offset by the provision of a full size 3G pitch that can cater for more demand. Proposed quality improvements could improve pitch quality to good; however, this will not result in any further actual spare capacity as the pitches are fully utilised at peak time.

Football – grass pitch summary

- ◀ The audit identifies a total of 115 grass football pitches within Southend-on-Sea across 36 sites, of which 109 are available for community use across 31 sites.
- ◀ There are 21 youth 11v11 teams playing on adult sized pitches meaning they are playing on the incorrect pitch type.
- ◀ Southend United FC has submitted planning application proposing to relocate its stadium to Fossetts Farm.
- ◀ Garon Park CIC has aspirations to develop Norman Garon Trust Football Pitches, Garon Park and the Youth Ground.
- ◀ In total, 24 community available pitches are assessed as good quality, 66 as standard quality and 19 as poor quality.
- ◀ Southend High School for Boys reports permission has recently been granted to improve the quality of the drainage of its football pitches.
- ◀ Blenheim Park, Victory Sports Ground, the Youth Ground, Bridgewater Drive Playing Fields, Ekco Social and Sports Club Association and Jones Memorial Ground are considered to have poor quality changing facilities.
- ◀ Through the audit and assessment, 285 teams from within 63 clubs are identified as playing within Southend-on-Sea consisting of 86 adult men's, four adult women's, 100 youth boys', five youth girls' and 90 mini mixed teams.
- ◀ Based on data collated, there are two teams based outside of Southend-on-Sea that play matches and/or train at venues within the Borough.
- ◀ There are six teams based in Southend-on-Sea that play matches and/or train at venues within neighbouring authority Rochford, although none report this to be an issue.
- ◀ Team generation rates predict that there will be a possible increase of six senior men's, 12 youth 11v11 boys', 10 youth 9v9 boys', six mini 7v7 and one mini 5v5 teams across Southend-on-Sea.
- ◀ The total future demand expressed by clubs amounts to 32 teams.
- ◀ In total, 20 pitches across seven sites are considered to contain some level of actual spare capacity equating to 13.5 match equivalent sessions.
- ◀ There are 16 pitches across seven sites that are overplayed by a combined total of 21.5 match equivalent sessions.
- ◀ It is determined that there are both current and future shortfalls of youth 11v11, youth 9v9 pitches and mini 7v7 pitches, whereas a future shortfall is also evident for mini 5v5 pitches and adult pitches.
- ◀ Should pitches with unsecure tenure be taken out of use, current shortfalls are greatly exacerbated, whilst shortfalls are created on pitch types with current spare capacity.

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

3.1: Introduction

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

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

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

Table 3.1: 3G type and sport suitability

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

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

3.2: Current provision

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs); however, for the purposes of this report, all pitches measuring over 100 x 60 metres (inclusive of run offs) are considered to be full size due to the amount of demand they can accommodate. Nationally, many 3G pitches are slightly undersized due to being converted from sand-based provision (dimensions for hockey are smaller than for football).

There are two full size 3G pitches in Southend-on-Sea that fully comply with the above specification both of which are located in the West Analysis Area. No full size 3G pitches are provided in either the Central or East Analysis Area.

Both of the pitches are available to the community and are floodlit.

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Table 3.2: Full size 3G pitches in Southend-on-Sea

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
27	Playfootball	West	Yes	Yes	100 x 60
47	The Len Forge Centre	West	Yes	Yes	100 x 60

In addition, there are also 11 smaller sized 3G pitches servicing Southend-on-Sea across four different sites. Such pitches are generally not suitable for adult match play but can be used to accommodate youth and mini matches provided they are FA approved, of an adequate size and with adequate run-off areas. More commonly, they are used to accommodate training demand, commercial football leagues and social play.

Table 3.3: Additional supply of 3G pitches

Site ID	Site name	Analysis area	No. of pitches	Community use?	Floodlit?	Size (metres)
7	Bournemouth Park Primary School	Central	1	No	No	35 x 30
15	Darlinghurst School	West	1	No	No	25 x 15
27	Playfootball (Southend)	West	8	Yes	Yes	30 x 20
45	Temple Sutton Primary School	Central	1	Yes	Yes	40 x 35

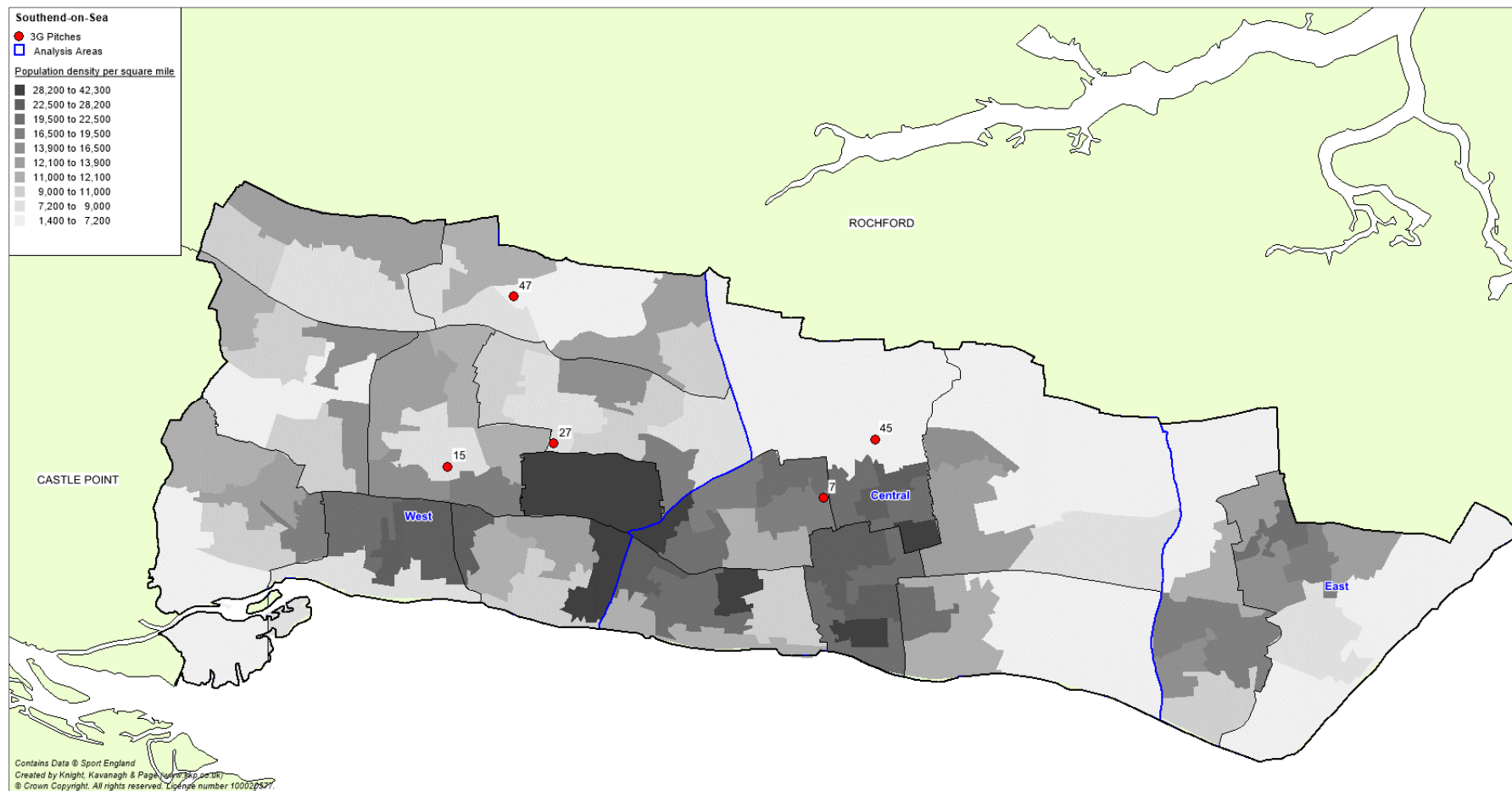
The majority of smaller sized 3G pitches are located in the West Analysis Area (nine) with the remaining located in the Central Analysis Area (two).

Two of the smaller sized 3G pitches are unavailable for community use, located at Bournemouth Park Primary School and Darlinghurst School. As these are not serviced by floodlighting, demand would be minimal if community availability was enabled.

Figure 3.1 overleaf shows the location of all 3G pitches within Southend-on-Sea, regardless of size.

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Figure 3.1: Location of 3G AGPs in Southend-on-Sea



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Future provision

In 2017, a planning application for a phased development for the relocation of Southend United FC was submitted to the Council (part full and part outline consent). The footprint for the proposed development, if approved, would result in the replacement of the Club's current training facility, Boots and Laces Training Ground, as well as Cecil Jones Academy's unattached playing fields, which are disused. As part of the plan, the Club has aspirations to create a smaller sized indoor 3G pitch (measuring 60 x 40 metres) as well as a full size indoor 3G pitch that will be available for community use.

Separate to the above, Garon Park Community Interest Company (Garon Park CIC) is currently in negotiations with the Norman Garon Trust to formalise a long term lease for both Norman Garon Trust Football Pitches and Garon Park, of which the Trust owns. As part of this, it has submitted development plans, which includes the creation of a full size 3G pitch at Norman Garon Trust Football Pitches which will replace an existing grass adult pitch.

FA pitch register

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

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

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

In Southend-on-Sea, the 3G pitch at the Len Forge Centre is on the FA register and can therefore be used to host competitive matches. Re-testing is required every three years to ensure that this remains the case.

The full size 3G pitch at Playfootball is not FA registered; however, the smaller sized pitch at Temple Sutton Primary School is. This can be used to host mini matches.

World Rugby compliant pitches

To enable 3G pitches to host competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability.

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The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be tested every two years to retain compliance.

The RFU investment strategy into 3G pitches considers sites where grass rugby pitches are over capacity and where a pitch would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. That being said, there are currently no World Rugby compliant 3G pitches in Southend-on-Sea.

Management

The 3G pitch at Playfootball is managed commercially, whereas the pitch at The Len Forge Centre is managed through a charitable community organisation.

Availability

The availability of the pitches differs within Southend-on-Sea with the pitch at the Len Forge Centre widely accessible throughout the week. In comparison, the pitch located at Playfootball is used by Chase High School throughout the week for curricular and extracurricular purposes, limiting day time usage. The School uses both the full size pitch and the eight smaller pitches on site.

Table 3.4: Summary of 3G pitch availability

Site ID	Site	Analysis area	Availability
27	Playfootball (Southend)	West	Accessed by Chase High School from 09:00 until 17:00 during weekdays, then available for community use from 17:00 until 22:00 Monday-Friday, from 09:00 until 22:00 on Saturdays and from 09:00 until 18:00 on Sundays.
47	The Len Forge Centre	West	Available to the community from 09:00 until 23:00 Monday to Friday and from 09:00 until 20:00 Saturday to Sunday

Quality

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

In Southend-on-Sea, the full size 3G pitch at The Len Forge Centre is currently considered to be good quality, with no issues identified following site assessments and user consultation. It is relatively new having been installed in 2015.

In comparison, the pitch at Playfootball is standard quality due to some signs of wear and tear being apparent. The surface is coming to the end of its recommended lifespan; the rate of deterioration should be monitored in the short-term with consideration given to resurfacing refurbishment when required.

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Table 3.5: Age and quality of full size 3G pitches

Site ID	Site	Analysis area	Year installed/resurfaced	Quality
27	Playfootball	West	2008	Standard
47	The Len Forge Centre	West	2015	Good

Ancillary facilities

Both full size 3G pitches are accompanied by ancillary facilities that are considered adequate with no issues raised during consultation or via site assessments.

3.3: Demand

Both full size 3G pitches currently servicing Southend-on-Sea are reported as operating at or close to capacity during midweek at desirable times, especially in the winter.

All capacity is currently taken up for football demand. At Playfootball, this is primarily through recreational activity and small-sided commercial leagues, with formal team training secondary to this. In comparison, the majority of usage at the Len Forge Centre is from training demand, although a small sided league is ongoing on Monday evenings.

Football

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

Training demand

Getting access to good quality, affordable training facilities is a problem for many clubs throughout the country. In the winter months, midweek training is only possible at floodlit facilities.

Of clubs responding to consultation, 63% report that they require additional training facilities, with 80% of these specifically mentioning demand for 3G pitches. Some teams currently access sand-based pitches or indoor sports halls, whilst others do access 3G pitches but do so at undesirable times. The clubs that express a need for more 3G pitches or for greater access to the existing stock are as follows:

- ◀ Catholic United FC
- ◀ Eastwood Falcons FC
- ◀ Leigh Ramblers FC
- ◀ Railway Academicals FC
- ◀ Southendian Manor Youth FC
- ◀ Southend United Community FC
- ◀ Catholic United Minor FC
- ◀ Leigh Town FC
- ◀ Old Southendians FC
- ◀ Shoebury Athletic FC
- ◀ Southend Manor FC
- ◀ Trinity FC

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement.

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In order to calculate the number of football teams a 3G pitch can service for training, peak time access is considered to be from 18:00 until 22:00 Tuesday-Thursday resulting in an overall peak period of 12 hours per week. Mondays and Fridays are not included within this calculation as it is considered that most teams do not want to train in such close proximity to a weekend match.

Full size 3G pitches are divided into thirds or quarters for training purposes meaning they can accommodate either three or four teams per hour and either 36 or 48 teams per week (during the peak training period). Based on an average of these numbers, it is estimated that 42 teams can be accommodated on one full size 3G pitch for training.

Given the above, with 285 teams currently affiliated to Southend-on-Sea, there is a need for seven full size 3G pitches (rounded down from 6.7)¹⁴. As there are currently two 3G pitches provided, an additional four full size 3G pitches are required to meet current demand. When considering future demand for an additional 63 teams (based on club aspirations and team generation rates), there is need for eight full size 3G pitches (rounded down from 8.2) and a shortfall of six.

The table below considers where the additional 3G pitches are required, based on each team training within the analysis area in which they play.

Table 3.6: Current demand for 3G pitches by analysis area (based on 42 teams per pitch)

Analysis area	Current number of teams	3G requirement ¹⁵	Current number of 3G pitches	Potential shortfall
Central	144	3	-	3
East	6	-	-	-
West	135	3	2	1
Southend-on-Sea	285	6	2	4

This shows that there is a shortfall within the Central Analysis Area amounting to three full size 3G pitches and a shortfall in the West Analysis Area amounting to one full size 3G pitch. There is not considered to be enough demand in the East Analysis Area to warrant provision.

When considering future demand in the table below, the shortfall increases by one in both the Central and West analysis areas.

Table 3.7: Future demand for 3G pitches by analysis area (based on 42 teams per pitch)

Analysis area	Future number of teams	3G requirement ¹⁶	Current number of 3G pitches	Potential shortfall
Central	163	4	-	4
East	6	-	-	-
West	147	4	2	2
Southend-on-Sea	348	8	2	6

¹⁴ The smaller sized stock is considered able to meet the excess demand.

¹⁵ Rounded to the nearest whole number

¹⁶ Rounded to the nearest whole number

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If the proposed developments at Garon Park (Garon CIC) and Southend United FC (Boots and Laces Training Ground) take place it is considered that the shortfall within the Central Analysis Area could potentially reduce to two full size 3G pitches and the overall shortfall for Southend-on-Sea to four full size 3G pitches.

Match play demand

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

In Southend-on-Sea, the Len Forge Centre is the only full size 3G pitch which has undergone testing and is therefore FA approved to host competitive matches. The caveat to this is that programming may need to be adjusted to allow more teams to utilise the facilities and pricing can often be a barrier as grass pitches remain generally cheaper to access.

A total of 17 teams are currently identified as playing home matches on the 3G pitches in Southend-on-Sea, which is relatively good with the stock provided. A total of 13 teams currently use the Len Forge Centre, with the remaining four teams accessing the full size pitch at Playfootball. That being said, the pitch at Playfootball is not FA tested and therefore should not be hosting these fixtures.

The majority of games played on 3G pitches nationally are mini soccer matches. Football in Southend-on-Sea follows this trend, with 13 of the 17 teams using 3G pitches playing this format. The remaining four teams are adult.

Rugby

As mentioned previously, there are currently no World Rugby compliant 3G pitches within Southend-on-Sea meaning that no rugby activity takes place on the present stock. Nevertheless, given the shortfalls identified within Part 5 of this report, scope exists for provision to be created in the future.

3.4: Supply and demand analysis

In conclusion, there is an insufficient supply of full size 3G pitches to meet current and anticipated future training demand based on the FA training model in Southend-on-Sea. As such, it is determined that an increase in provision is required, with future provision best placed in the Central and West analysis areas.

To ensure that current supply and any future supply are of a good enough standard to accommodate demand, providers are encouraged to put sinking funds in place to ensure long-term sustainability. This will allow for re-surfacing to take place when required and will ensure that FA certification remains in place.

To maximise match play on 3G pitches, FA re-testing is required every three years at the Len Forge Centre, whilst the pitch at Playfootball requires imminent certification given that it is already hosting competitive fixtures. Any new 3G pitches should also undergo such certification.

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For rugby union, grass pitch solutions to current issues are considered to be difficult, meaning the creation of a full size World Rugby compliant 3G pitch in a strategically viable location would further relieve pressure on grass pitches and also help to accommodate any future demand. This is especially pertinent to the Central Analysis Area, where all current community rugby demand is placed.

Conversion from hockey suitable AGP surface types

As later detailed in Part 7, the current stock of hockey suitable AGPs require protecting for hockey demand, meaning conversion to 3G is not a viable option unless replacement provision is provided.

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

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

3G summary

- ◀ There are two full size 3G pitches in Southend-on-Sea (the Len Forge Centre and Playfootball), both of which are floodlit and available to the community.
- ◀ In addition, there are 11 smaller sized 3G pitches, of which nine are available for community use located across two sites.
- ◀ There are plans to create an additional two full size 3G pitches in the Central Analysis Area, one as part of the proposed relocation of Southend United FC, with the other at Garon Park.
- ◀ The full size 3G pitch at Len Forge Centre is FA approved to host competitive matches; the full size 3G pitch at Playfootball is not.
- ◀ None of the 3G pitches are World Rugby compliant.
- ◀ The 3G pitch at The Len Forge Centre is considered good quality, whereas the pitch located at Playfootball is considered standard quality.
- ◀ Both full size 3G pitches are accompanied by ancillary facilities that are considered adequate with no issues raised during consultation or via site assessments.
- ◀ Of football clubs responding to consultation, 63% report that they require additional training facilities, and 80% of these specifically mention demand for 3G pitches.
- ◀ With 285 teams currently affiliated to Southend-on-Sea there is a need for six full size 3G pitches, meaning a current shortfall of four pitches
- ◀ Based on future demand there will be a shortfall of six pitches.
- ◀ A total of 17 teams currently play matches on the 3G pitch stock; however, four of these play at Playfootball which should not be happening as it is not FA approved.
- ◀ Given rugby union grass pitch shortfalls, evidence exists to support the creation of a World Rugby compliant 3G pitch.

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PART 4: CRICKET

4.1: Introduction

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

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

Consultation

There are six cricket clubs playing in Southend-on-Sea. Of these, five attended a cricket forum that was dedicated to the PPS and each of these clubs then completed a follow up survey. The remaining club did not attend the forum nor did they complete a survey. As such, an 80% response rate was achieved.

Table 4.1: Summary of consultation

Club name	Response?
Eastwood CC	Yes
Leigh-on-Sea CC	Yes
Mount CC	No
Old Southendian and Southchurch CC	Yes
Southend-on-Sea and EMT CC	Yes
Westcliff-on-Sea CC	Yes

The Club that did not respond to consultation is Mount CC, with information relating to the Club within the section of the report instead informed through consultation with the ECCB and through online research.

4.2: Supply

There are 15 grass wicket squares in Southend-on-Sea located across ten sites. All of the squares are available for community use, with the most existing in the West Analysis Area and the least existing in the East Analysis Area.

Table 4.2: Summary of grass wicket squares

Analysis area	No. of squares
Central	6
East	2
West	7
Southend-on-Sea	15

In addition, there are non-turf pitches (NTPs) accompanying the grass wicket squares at three sites, these being Alleyn Court School, Chalkwell Park and Southchurch Park.

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There are also six standalone NTPs in Southend-on-Sea. These are located at the following sites:

- ◀ Belfairs Academy
- ◀ Southchurch High School
- ◀ Shoeburyness High School
- ◀ Southend High School for Boys
- ◀ Thorpe Hall School
- ◀ Westcliff High School for Boys

Of the above, the NTPs at Shoeburyness High School, Southend High School for Boys, Thorpe Hall School and Westcliff High School for boys are available for community use, albeit no demand is currently received. Conversely, the NTPs at Belfairs Academy and Southchurch High School are considered to be unavailable as the schools do not currently allow lettings.

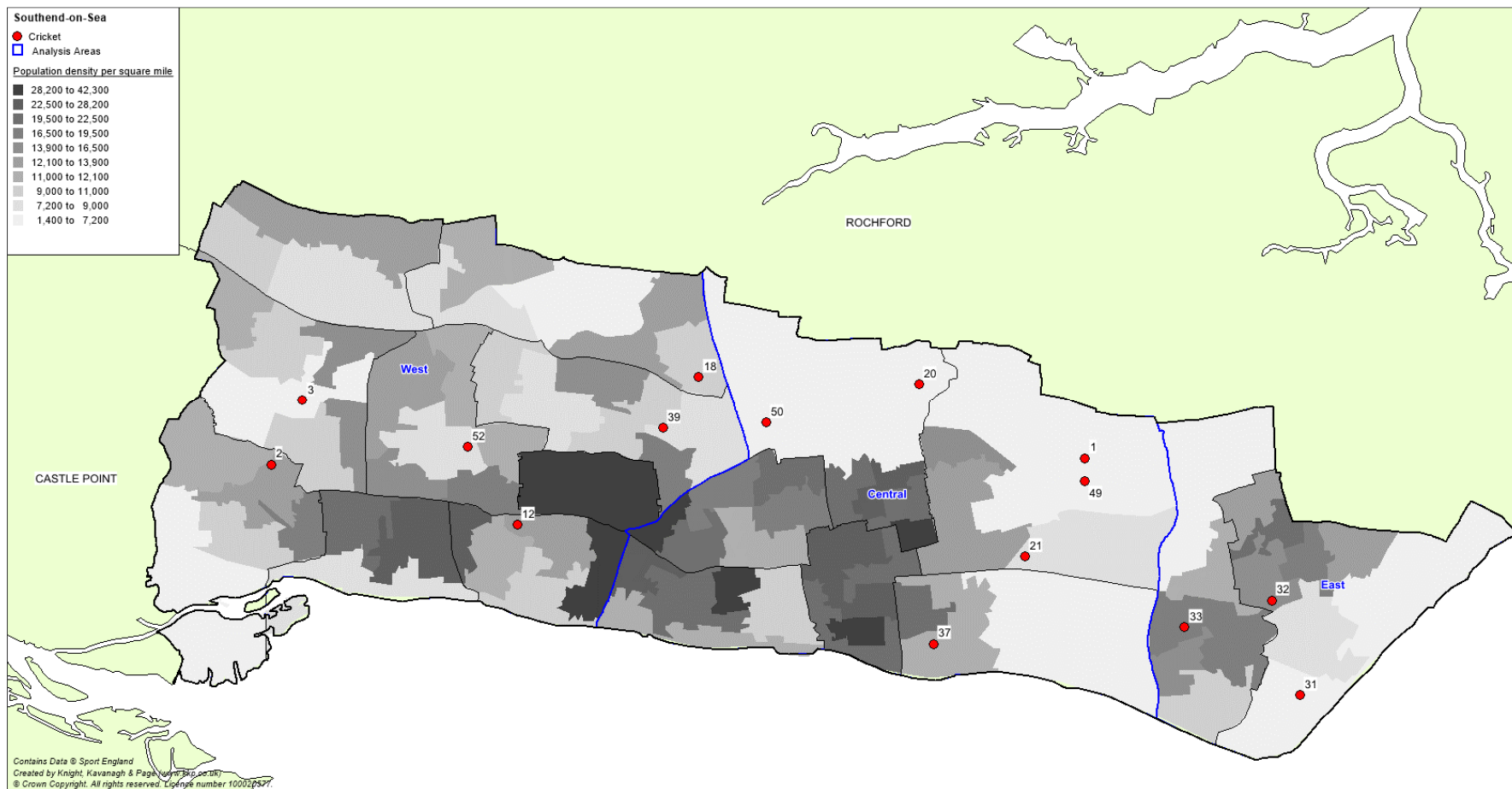
In relation to Belfairs Academy, the School is reported to have an active community use agreement by Sport England. As such, if use is now being restricted without good reason, it is in breach of the agreement, which the Council could enforce against.

NTPs not only assist with training (with the aid of mobile nets) but are also frequently used for junior matches across the country. Moreover, the ECB also highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play. That being said, none of the NTPs in Southend-on-Sea are reported to be in current use for matches (although those at schools are subject to curricular and extra-curricular activity).

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

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Figure 4.1: Location of cricket pitches in Southend-on-Sea



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Table 4.3: Key to map of cricket pitches

Site ID	Site	Analysis area	Community use?	No. of squares	No. of wickets	
					grass	non-turf
1	Alleyn Court School	Central	Yes	1	6	1
2	Belfairs Academy	West	No	1	-	1
3	Belfairs Park	West	Yes	3	8	-
					8	-
					8	-
12	Chalkwell Park	West	Yes	2	9	1
					12	-
18	Ekco Social and Sports Club Association	West	Yes	1	10	-
20	Garon Park	Central	Yes	1	12	-
21	Southchurch High School	Central	No	1	-	1
31	Shoebury Garrison Ground	East	Yes	1	14	-
32	Shoebury Park	East	Yes	1	8	-
33	Shoeburyness High School	East	Yes	1	-	1
37	Southchurch Park	Central	Yes	2	11	1
					12	-
39	Southend High School for Boys	West	Yes	1	-	1
49	Thorpe Hall School	Central	Yes	1	-	1
50	Victory Sports Ground	Central	Yes	2	10	-
					8	-
52	Westcliff High School for Boys	West	Yes	2	6	-
					-	1

Future provision

Garon Park Community Interest Company (CIC) is currently in negotiations with the Norman Garon Trust to formalise a long-term lease for both Norman Garon Trust Football Pitches and Garon Park, of which the Trust owns. In addition, the CIC has aspirations to acquire a long-term lease for adjacent sports provision at the Youth Ground, which is owned by the Council.

Garon Park became a CIC in 2014 with the intention of enhancing the site into a sporting village and as a result it has partnered with key clubs, including Old Southendian & Southchurch CC and Essex County CC. Its vision is to establish a sustainable centre of excellence for sport, health and wellbeing which benefits the entire local community in South Essex. As part of this, it has submitted development plans, which includes the creation of an additional cricket square at the Youth Ground (in addition to the square at Garon Park). This will over mark the football pitches currently at the site.

As part of the above, Garon Park CIC has also developed a cricket strategy document, with a vision to become a 'One Stop Shop' for cricketing excellence, combining world class cricketing facilities and coaches to develop and promote cricket in all forms, from grassroots to first class and international. It wants to have a women's team in the Essex League and wants to develop and support more volunteers to support the community of Southend-on-Sea.

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The aforementioned cricket strategy document is aimed at key gaps in the local provision for cricket and the changes happening in cricket nationally. It focuses on the following key areas:

- ◀ Festivals
- ◀ Schools
- ◀ Womens and Girls
- ◀ Facilities

Garon Park CIC plans to invite all the key stakeholders to a meeting and begin a consultation process so it can firmly pin down and get buy in for the plan at Garon Park. This will mean everyone being able to properly express the outcomes their organisations currently seek, how they would like to develop and what opportunities they see now and in the future. An important part of this process will be a review of everyone's assets so, as a group, it can plan a programme to meet aspirations.

Security of tenure

Out of all the clubs playing in Southend-on-Sea, only Southend-on-Sea & EMT CC has a lease agreement in place for the use of a square. This relates to one of the squares at Southchurch Park as well as its accompanying clubhouse, with 25 years remaining on the agreement from the Council.

The Club rents the second square at Southchurch Park, although it reports that it has been approached by the Council in regards to also acquiring a lease of this provision. It is currently reluctant to do this due to affordability issues, particularly because the clubhouse servicing the square is in need of refurbishment. Furthermore, the Club also accesses Shoebury Garrison Ground for its fifth team, again via a rental agreement. This is, however, preferred by the Club as it does not require regular access.

The remaining clubs access squares through rental agreements. For example, Old Southendian & Southchurch CC uses Garon Park as a primary venue as well as Shoebury Park and Victory Sports Ground as secondary venues, all via annual arrangements. The latter two are managed by the Council whereas Garon Park is, as previously mentioned, managed by Garon Park CIC.

Eastwood CC primarily uses Belfairs Park but then also accesses Ekco Social and Sports Club Association, whereas Mount CC uses Alleyn Court School. Belfairs Park is managed by the Council, Ekco Social and Sports Club Association is managed commercially and Alleyn Court School is managed in house by the School.

Both Westcliff-on-Sea and Leigh-on-Sea cricket clubs use Chalkwell Park, which is managed by the Council, with Westcliff-on-Sea CC then also accessing Westcliff High School for Boys as an overspill venue. The use of this school is particularly problematic as no community use agreement is in place, meaning access can be prevented at any point.

In addition to the above, Leigh-on-Sea CC also has a lease of a clubhouse at Chalkwell Park, with 20 years remaining on this agreement.

No other sites are in current use by cricket clubs.

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Pitch quality

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

The non-technical assessment of grass wicket squares in Southend-on-Sea found five squares to be good quality and the remaining ten squares to be standard quality; no squares were assessed as poor quality.

Table 4.4: Summary of quality for grass wicket squares

Good	Standard	Poor
5	10	-

The five good quality squares are located at across three sites, these being Garon Park, Chalkwell Park and Southchurch Park. The square at the former are maintained to a very high level by a full-time groundsman supplied by Essex County CC, whilst the two squares at both Chalkwell Park and Southchurch Park have benefited from recent Council investment.

All remaining squares in Southend-on-Sea are standard quality, with the majority maintained by the Council or by schools. Such maintenance tends to be less regimented when compared to club maintained squares due to budget restraints. It is also less dedicated meaning issues cannot always be rectified immediately.

The majority of the standard quality squares are also over marked by football pitches (with the exception of Shoebury Garrison Ground). Over marking of pitches can cause notable damage to surface quality and lead to overuse beyond recommended capacity. This can create availability issues at multi-sport sites as the cricket season begins in April when the football season is still on going and the football season begins in August as cricket fixtures are still being played.

The above is cited as an issue by Eastwood Cricket Club in relation to Belfairs Park. The Club states that the wickets are generally good quality; however, the outfield is damaged by unofficial use of the land for football training. It also cites that the maintenance team often leave the grass too long for cricket in order to better cater for the football pitches.

Table 4.5: Quality ratings for grass wicket squares (site by site)

Site ID	Site	Analysis area	No. of squares	Square quality
1	Alleyn Court School	Central	1	Standard
3	Belfairs Park	West	3	Standard
3	Belfairs Park	West		Standard
3	Belfairs Park	West		Standard
12	Chalkwell Park	West	2	Good
12	Chalkwell Park	West		Good
18	Ekco Social and Sports Club Association	West	1	Standard
20	Garon Park	Central	1	Good
31	Shoebury Garrison Ground	East	1	Standard
32	Shoebury Park	East	1	Standard

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Site ID	Site	Analysis area	No. of squares	Square quality
37	Southchurch Park	Central	2	Good
37	Southchurch Park	Central		Good
50	Victory Sports Ground	Central	2	Standard
50	Victory Sports Ground	Central		Standard
52	Westcliff High School for Boys	West	1	Standard

For standalone NTPs, all six were assessed as standard quality, with no significant issues noted although age is becoming an issue at some of the sites such as Belfairs Academy and Shoeburyness High School. This has resulted in signs of wear of tear around the creases and an unpredictable bounce on certain parts of the wickets. The estimated lifespan of an NTP is around ten years, depending on levels of use, and a sinking fund should be put into place for refurbishment beyond this timeframe.

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

Table 4.6: Performance Quality Standard Ratings

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

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

Ancillary facilities

The audit of ancillary facilities determined that three grass wicket squares are accompanied by good quality changing rooms, seven squares by standard quality changing rooms and three squares by poor quality changing rooms. Two squares are without dedicated provision but can be serviced by facilities that primarily cater for other squares.

The squares with good quality facilities are at Garon Park, Shoebury Park and Southchurch Park, whereas the squares with poor quality facilities are also at Southchurch Park as well as Ekco Social and Sports Club Association and Shoebury Garrison Ground.

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Table 4.7: Changing room quality (grass wicket squares, site by site)

Site ID	Site	Analysis area	No. of squares	Changing room quality
1	Alleyn Court School	Central	1	Standard
3	Belfairs Park	West	3	Standard
				Standard
				-
12	Chalkwell Park	West	2	Standard
				-
18	Ekco Social and Sports Club Association	West	1	Poor
20	Garon Park	Central	1	Good
31	Shoebury Garrison Ground	East	1	Poor
32	Shoebury Park	East	1	Good
37	Southchurch Park	Central	2	Good
				Poor
50	Victory Sports Ground	Central	2	Standard
				Standard
52	Westcliff High School for Boys	West	1	Standard

The changing rooms servicing the second square at Southchurch Park are considered to be poor quality as they show significant signs of wear and tear due to the age of the containing building. As previously mentioned, this is preventing Southend-on-Sea & EMT CC from wanting to acquire the provision on a lease.

The provision at both Ekco Social and Sports Club Association and Shoebury Garrison Ground is also considered to be outdated, as well as being extremely limited in size. No umpiring provision is offered and there are also no catering/bar or social facilities.

The third square at Belfairs Park and the second square at Chalkwell Park are not serviced by dedicated changing facilities, with the provision servicing the other squares at the site used instead. Accessibility can therefore be problematic if all the squares are in use at the same time, and the distance from the buildings to the wickets is also reported as an issue.

Of the squares accompanied by standard quality changing facilities, no major issues were noted; however, it is recognised that the majority are in need of some level of refurbishment given the age of the buildings.

Similarly, no problems were noted regarding the ancillary provision servicing standalone NTPs, although the accessibility of the changing rooms for some the wickets at currently unused education sites is questionable should community demand exist in the future.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. In Southend-on-Sea, Southend High School for Boys, Alleyn Court School, Garon Park, Ekco Social and Sports Club Association and Chalkwell Park are serviced by fixed practice nets, whereas all remaining sites are not serviced.

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The above provision means that Mount, Old Southendians & Southchurch, Eastwood, Westcliff-on-Sea and Leigh-on-Sea cricket clubs are catered for at sites they access for matches. That being said, Old Southendians & Southchurch CC reports that it has aspirations to relay its three nets at Garon Park as high levels of usage has resulted in quality deterioration.

Southend-on-Sea & EMT CC is not currently serviced by cricket nets, with the Club reporting that it has been in discussions with the Council in order to get some installed at Southchurch Park.

In addition to outdoor nets, three clubs report a demand for additional indoor training facilities during the off-season. The majority of clubs currently access Southend High School for Boys resulting in capacity issues.

4.3: Demand

There are six clubs competing in Southend-on-Sea generating 39 teams. As a breakdown, this equates to 26 senior men's and 13 junior boys' teams. The distribution of these teams across the clubs can be seen in the table below.

Table 4.8: Summary of teams

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Eastwood CC	West	4	-	-	-
Leigh-on-Sea CC	West	5	-	6	-
Mount CC	Central	1	-	-	-
Old Southendians and Southchurch CC	Central	7	-	3	-
Southend-on-Sea and EMT CC	Central	5	-	-	-
Westcliff-on-Sea CC	West	4	-	4	-
Total		26	0	13	0

There are no dedicated female teams in the Borough.

Leigh-on-Sea, Westcliff-on-Sea and Old Southendians and Southchurch cricket clubs are all relatively large clubs with numerous teams at both senior and junior level, whereas the remaining clubs field solely senior teams, the smallest of which is Mount CC.

The majority of senior teams play in the Shephard Neame Essex League, whilst the remainder play in either the T. Rippon Mid-Essex Cricket League or the Essex Sunday League. All junior teams play in South Essex District Board competitions or in friendly matches that are arranged when required.

A summary of teams by analysis area can be seen in the table below. Demand is dispersed between the Central and West analysis areas with a total of 23 and 16 teams catered for, respectively.

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Table 4.9: Summary of teams by analysis area

Analysis area	Number of teams				Total
	Senior men's	Senior women's	Junior boys'	Junior girls'	
Central	13	-	3	-	16
East	-	-	-	-	-
West	13	-	10	-	23
Southend-on-Sea	26	0	13	0	39

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

Exported and imported demand

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

There is no exported demand identified relating to Southend-on-Sea, however, there is imported demand from neighbouring authority Rochford. This is in regards to Rankins CC, which reports that it occasionally imports demand into Southend-on-Sea to Shoebury Park for its 7th Saturday team. It plays approximately six fixtures at the site every season.

Last Man Stands

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

A franchise is currently in operation in neighbouring authority Basildon, with the NTPs at Basildon Sporting Village utilised for all fixtures. It began in 2014 with five teams taking part and has since expanded to seven teams taking part in the 2017 season. Attempts to consult with the organiser as part of the PPS failed as no responses were received, but it is felt as though the franchise is sufficient to cater for Southend-on-Sea residents. This is due to close proximity and because Southend-on-Sea is not considered able to provide enough demand in its own right at this moment in time.

All Stars Cricket

All Stars Cricket is a brand new initiative from the ECB aimed at providing children aged five to eight with a great first experience in cricket. The programme seeks to achieve the following aims:

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

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The ECB predicts that more clubs in the Borough will register to become involved in the initiative in the coming years. Subsequently, this may lead to increased interest and demand for junior cricket at clubs and in turn have an effect on the usage and availability of provision.

Additional demand

In addition to the demand from Old Southendians & Southchurch CC, the square at Garon Park regularly hosts demand from Essex County CC for a variety of formats. This includes its senior, junior and women's demand.

Moreover, the site is also used to host finals matches for junior age groups and Essex District matches. In total, the square was used to host 42 fixtures last season that were not related to Old Southendians & Southchurch CC.

Participation trends

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

Clubs in Southend-on-Sea follow this trend with three clubs (Eastwood, Leigh-on-Sea and Westcliff-on-Sea cricket clubs) all reporting that they have experienced a decrease in senior membership over the last three years. The remaining clubs indicate that senior membership has remained stagnant over the same period.

Correspondingly, four out of the five responding clubs report that junior membership has remained the same (Southend-on-Sea & EMT, Old Southendians & Southchurch and Leigh-on-Sea cricket clubs) or even suffered decrease (Eastwood CC). The only club which reports any form of growth is Westcliff-on-Sea CC following the introduction of an occasional U18s team that plays in midweek competitions.

Future demand

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

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

In addition, the ECB has also recently announced new five-year media rights deals totalling £1.1 billion for first-class county and international matches played at home, from 2020-2024. The new deals include a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement, shaped by the Sky Ride initiative model Sky Sports previously developed with British Cycling. The new deals also include a return to free to air television for live cricket, with the BBC to show coverage of international T20 matches, as well as domestic T20 competitions including the women's and new City-based franchise competition proposed for 2020.

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Together, significant investment in participation and increased free to air media coverage could see future demand increase to levels in excess of those anticipated through the PPS and the impact should therefore be reviewed over coming years.

Participation increases

Of the five clubs in Southend-on-Sea which responded to consultation only Eastwood CC and Old Southendians & Southchurch CC indicate future growth aspirations.

Eastwood CC is looking to expand by one senior men's and two junior teams, whereas Old Southendians & Southchurch CC reports wanting to introduce a senior women's team and one junior team. In order to achieve this growth, the clubs report that improved coaching and increased advertising is key as well as forging more links with local schools.

The three other clubs are content with sustaining participation at its current level.

Population forecasts

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2037) based on population growth. Using this, an increase of one senior men's teams and two junior boys' teams is expected.

Table 4.10: Team generation rates based on population growth (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate ¹⁷	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (18-55)	43,751	26	1:1,683	45,740	27.2	1
Senior Women's (18-55)	44,182	0	0	46,032	0	0
Junior Boys (7-18)	12,449	13	1:958	14,562	15.2	2
Junior Girls (7-18)	11,867	0	0	14,015	0	0

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

When team generation rates are run by analysis area, there is considered to be sufficient demand to create one additional junior boys team in the West Analysis Area.

Please note that due to no women's or girls' teams currently existing in Southend-on-Sea, team generation rates automatically predict that none will be created in the future as it takes current participation as a baseline. In contrast, consultation with the ECB and the ECCB suggests that the development of female cricket in the Borough is likely as it is currently a focus area for the bodies.

¹⁷ Please note TGR figures are rounded to the lowest whole number.

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Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays, with all but six senior teams playing on this day. Of these six teams, five play on Sundays with one playing midweek.

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

4.4: Capacity analysis

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

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

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

The ECB also suggests that an NTP can accommodate 60 matches per season. As no NTPs are recorded as accommodating more than this in Southend-on-Sea, they are all considered to have spare capacity. This translates to actual spare capacity as they are generally accessed on Sundays or midweek by junior teams and can be used on a variety of days. For this reason, NTP capacity has been discounted from the table overleaf so that it does not distort the picture of grass wickets.

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Table 4.11: Capacity of cricket squares

Site ID	Site name	Analysis area	Community use?	No. of squares	Pitch quality	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)
1	Alleyn Court School	Central	Yes	1	Standard	6	30	12	18
3	Belfairs Park	West	Yes	3	Standard	8	120	48	72
					Standard	8			
					Standard	8			
12	Chalkwell Park	West	Yes	2	Good	9	105	113	8
					Good	12			
18	Ekco Social and Sports Club Association	West	Yes	1	Standard	10	50	18	32
20	Garon Park	Central	Yes	1	Good	12	60	97	37
31	Shoebury Garrison Ground	East	Yes	1	Standard	14	70	8	62
32	Shoebury Park	East	Yes	1	Standard	8	40	30	10
37	Southchurch Park	Central	Yes	2	Good	11	115	24	91
					Good	12			
50	Victory Sports Ground	Central	Yes	2	Standard	10	90	48	42
					Standard	8			
52	Westcliff High School for Boys	West	Yes	1	Standard	6	30	24	6

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Spare capacity

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

There are 12 squares that show potential spare capacity on grass wickets in Southend-on-Sea totalling 341 match equivalent sessions per season; however, this may not represent actual spare capacity, i.e. whether the squares are available at the peak time.

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

Table 4.12: Summary of actual spare capacity for senior cricket

Site ID	Site name	Amount of spare capacity (match equivalent sessions)	Squares available in the peak period (Saturday)	Comments
1	Alleyn Court School	18	0.5	The square is used by one team currently on a Saturday; however, spare capacity is discounted due to unsecure tenure.
3	Belfairs Park	72	1.5	Three squares used by three teams on a Saturday meaning spare capacity for three additional teams exist.
18	Ekco Social and Sports Club Association	32	0	The square is in use by two teams on a Saturday meaning no further capacity exists.
31	Shoebury Garrison Ground	70	0.5	The square is used by one team on a Saturday meaning spare capacity for one additional team exists.
32	Shoebury Park	10	0.5	The square is used by one team on a Saturday meaning spare capacity for one additional team exists.
37	Southchurch Park	91	1	One of the two squares is unused on a Saturday meaning spare capacity for two additional teams exists.

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Site ID	Site name	Amount of spare capacity (match equivalent sessions)	Squares available in the peak period (Saturday)	Comments
50	Victory Sports Ground	42	0	The squares are used by four teams on a Saturday meaning no further capacity exists.
52	Westcliff High School for Boys	6	1	The square is not used on a Saturday; however, spare capacity is discounted due to unsecure tenure.

Six of the 12 squares with potential spare capacity are considered to provide actual spare capacity for an increase in senior demand. Neither Ekco Social and Sports Club Association nor Victory Sports Ground have actual spare capacity as both sites are already fully utilised on a Saturday, whereas actual spare capacity at Alleyn Court School and Westcliff High School for Boys has been discounted due to unsecure tenure.

Combined, the squares that can accommodate additional peak time usage provide 235 match equivalent sessions of actual spare capacity.

Table 4.13: Actual spare capacity for senior cricket by analysis area

Analysis area	Actual spare capacity (sessions per season)
Central	91
East	72
West	72
Southend-on-Sea	235

For junior cricket, all squares with actual spare capacity for senior cricket are also considered to be able to accommodate an increase in junior demand. This is because junior matches can be spread across numerous days, with Sundays, Tuesdays and Wednesday currently the most common. Furthermore, both Ekco Social and Sports Association and Victory Sports Ground have capacity for an increase in junior demand, despite no capacity existing for more senior demand.

Overplay

As guidance, all pitches receiving more than five match equivalent sessions per wicket per season are adjudged to be overplayed. As a result, three squares across two sites in Southend-on-Sea are considered to be overplayed by a total of 45 match equivalent sessions per season.

The two squares located at Chalkwell Park are overplayed by eight match equivalent sessions as a result of usage from Leigh-on-Sea and Westcliff-on-Sea cricket clubs, whereas Garon Park is significantly overplayed by 37 match equivalent sessions. As previously stated, this site is used extensively not only by Old Southendians & Southchurch CC, but also by Essex County CC and for other matches such as competition finals.

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Table 4.14: Overplay by analysis area

Analysis area	Actual spare capacity (sessions per season)
Central	-
East	37
West	8
Southend-on-Sea	45

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

4.5: Supply and demand analysis

Consideration must be given to the extent to which current provision can accommodate current and future demand for both senior and junior cricket. The tables below look at actual spare capacity on grass wicket squares considered against overplay and future demand highlighted during consultation. Match equivalent sessions for future demand are calculated using the average number of matches played per season (12 matches for senior teams and eight matches for junior teams).

Table 4.15: Supply and demand analysis of cricket squares for senior cricket

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Central	91	37	54	12	42
East	80	-	80	-	80
West	72	8	64	12	52
Southend-on-Sea	243	45	198	24	174

As seen in the above table, there is overall spare capacity for senior cricket on grass wicket squares in Southend-on-Sea amounting to 198 match equivalent sessions, meaning supply is considered sufficient to meet both current and future demand. This is also the case in each analysis area.

The picture is similar when analysing overall spare capacity for junior cricket, with 272 match equivalent sessions of capacity existing currently and 240 match equivalent sessions of capacity existing when accounting for future demand.

Table 4.16: Supply and demand analysis of cricket squares for junior cricket

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Central	133	37	96	8	88
East	80	-	80	-	80
West	104	8	96	24	72
Southend-on-Sea	317	45	272	32	240

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Notwithstanding overall spare capacity, there remains a need to alleviate overplay at Chalkwell Park and particularly at Garon Park, as well as a need to improve the situation at other sites, where necessary, whether that be quality issues or security of tenure issues. Scenarios relating to these will be explored in the strategy documents that proceed this report.

Cricket summary

- ◀ There are 15 grass wicket squares in Southend-on-Sea located across ten sites, all of which are available for community use.
- ◀ There are NTPs accompanying the grass wicket squares at three sites and standalone NTPs at six sites.
- ◀ Garon Park CIC has an aspiration to create an additional grass wicket square at the Youth Ground as part of a wider site development.
- ◀ Southend-on-Sea & EMT CC leases one of its squares but rents its other, whereas all other clubs also access squares via a rental agreement.
- ◀ The non-technical assessment of grass wicket squares found five grass wicket squares to be good quality and ten to be standard quality; none are assessed as poor.
- ◀ The audit of ancillary facilities determined that three grass wicket squares are accompanied by good quality changing rooms, seven squares by standard quality changing rooms and three squares by poor quality changing rooms (two squares are without dedicated provision).
- ◀ Old Southendians & Southchurch CC reports that it has aspirations to relay its three nets at Garon Park, whilst Southend-on-Sea & EMT CC is not currently serviced by cricket nets.
- ◀ There are six clubs competing in Southend-on-Sea generating 39 teams, which as a breakdown equates to 26 senior men's and 13 junior boys' teams.
- ◀ There is no LMS franchise in operation.
- ◀ In addition to the demand from Old Southendians & Southchurch CC, the square at Garon Park regularly hosts demand from Essex County CC as well as finals matches for junior age groups and Essex District matches.
- ◀ Eastwood CC is looking to expand by one senior men's and two junior teams, whereas Old Southendians & Southchurch CC reports wanting to introduce a senior women's team and one junior team.
- ◀ Six of the 12 squares with potential spare capacity are considered to provide actual spare capacity for an increase in senior demand amounting to 235 match equivalent sessions.
- ◀ These squares are also considered to have actual spare capacity for an increase in junior cricket as matches can be spread across numerous days, as are Ekco Social and Sports Association and the Victory Sports Ground.
- ◀ Two squares at Chalkwell Park are overplayed by eight match equivalent sessions, whereas the square at Garon Park is overplayed by 37 match equivalent sessions.
- ◀ Overall spare capacity exists currently for senior cricket amounting to 198 match equivalent sessions and for junior cricket amounting to 272 match equivalent sessions.
- ◀ Taking into account future demand, actual spare capacity reduces to 174 match equivalent sessions for senior cricket and to 240 match equivalent sessions for junior cricket.
- ◀ Notwithstanding overall spare capacity, there remains a need to alleviate overplay at Chalkwell Park and particularly at Garon Park, as well as a need to improve the situation at other sites.

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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 Southend-on-Sea (as part of the wider region) and works closely with all clubs to maximise their potential. This work involves developing club structures, working towards the RFU accreditation (Clubmark) and the development of school-club structures.

The rugby union playing season operates from September to May.

Consultation

There is one club currently playing within Southend-on-Sea known as Southend RFC and the Club was met with for a face to face consultation resulting in a 100% response rate.

In addition, Westcliff RFC was also consulted with to inform this section of the report. The Club currently plays within Rochford but on land owned by Southend-on-Sea Borough Council and it considers itself to be a Southend-on-Sea club.

5.2: Supply

Within Southend-on-Sea there are nine senior pitches and three mini pitches provided, with all seven senior pitches and two mini pitches available for community use. All four pitches which are unavailable are located at school sites.

Six of the rugby pitches that are available for community use are located within the Central Analysis Area, with just pitch available within each of the East and West analysis areas. It is to be expected that the Central Analysis Area contains more pitches than the East Analysis Area as it covers much more land, although the West Analysis Area would generally be expected to provide more provision than it currently does.

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

Analysis area	No. of senior pitches	No. of junior pitches.	No. of mini pitches
Central	5	-	1
East	1	-	-
West	1	-	-
Total	7	-	1

Further to the table above, Westcliff RFC has five senior and five mini pitches on land just outside of Southend-on-Sea, in Rochford. Southend-on-Sea Borough Council rents this land to the Westcliff RFC and has recently assisted in the relocation of the Club as part of the Southend Airport Business Park development.

The pitch located at Shoeburyness High School is a dual use pitch which is also utilised for rugby league.

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Traditionally, mini and junior rugby takes place on over marked senior pitches and this is the case across Southend-on-Sea. Southend RFC reports using two mini pitches which are over marked with cones on its fourth senior pitch.

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

Table 5.2: Pitch dimensions

Age	Pitch type	Maximum pitch dimensions (metres) ¹⁸
U7	Mini	20 x 12
U8	Mini	45 x 22
U9	Mini	60 x 30
U10	Mini	60 x 35
U11	Mini	60 x 43
U12	Mini	60 x 43
U13	Junior	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70 ¹⁹

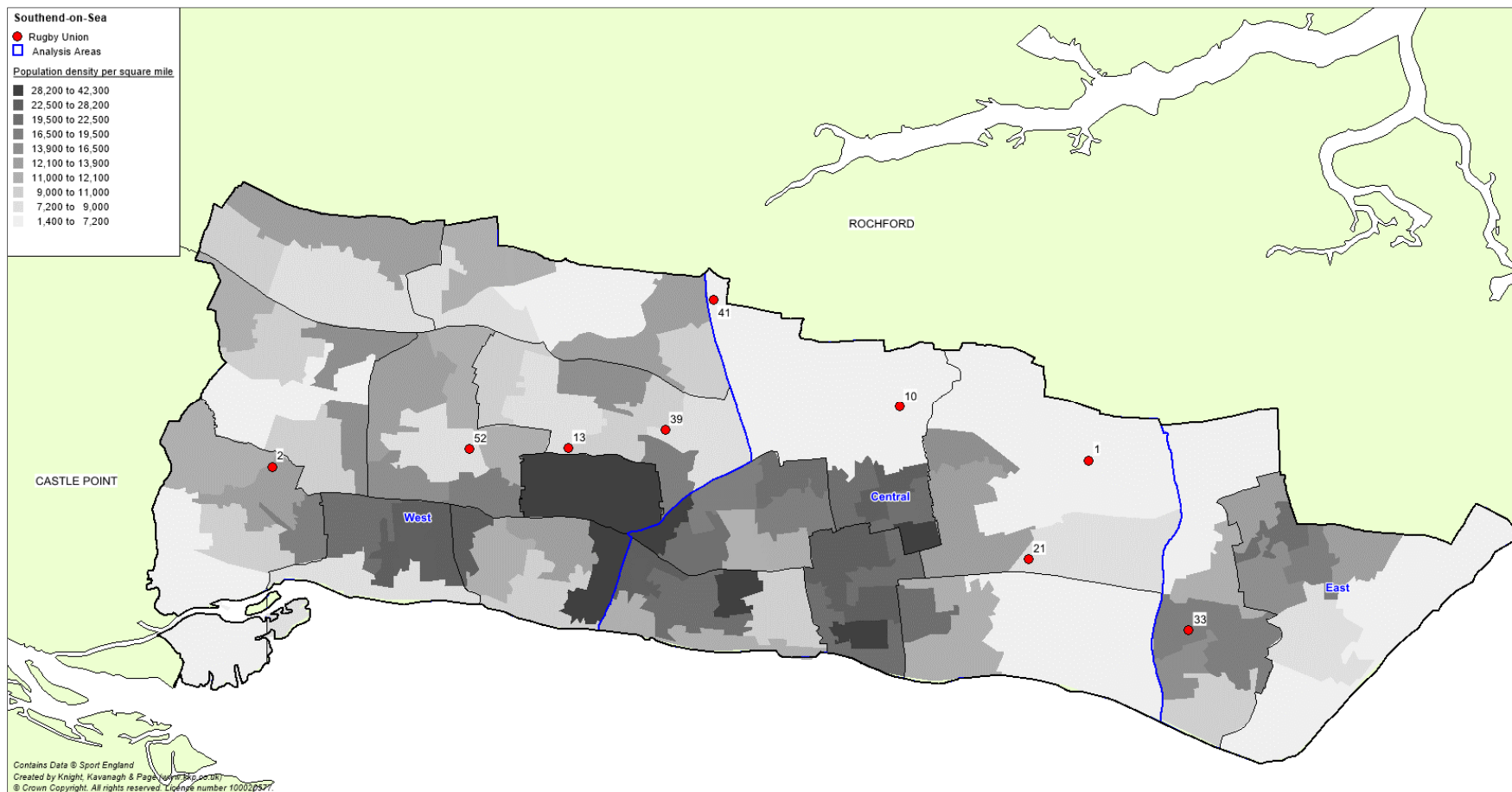
Figure 5.1 overleaf shows the location of all rugby union pitches within Southend-on-Sea, regardless of community use. For a key to the map, see Table 5.6.

¹⁸ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

¹⁹ Minimum dimensions of 94 x 68 metres are accepted.

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Figure 5.1: Location of rugby union pitches within Southend-on-Sea



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Security of tenure

Southend RFC currently rents its pitches from the Council on an annual basis, paying for them retrospectively at the end of every year. Whilst this does provide some security of tenure given that the pitches are perceived to be under no threat, the Club would rather have a long-term lease so that it can minimise expenditure and attract funding for site improvements. A lease of over 25 years is recommended to enable this.

The Club has greater security of tenure in relation to its clubhouse, owning the building and leasing the land it sits on in an agreement that has 34 years remaining.

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

In relation to Belfairs Academy, the School is reported to have an active community use agreement by Sport England. As such, if use is now being restricted without good reason, it is in breach of the agreement, which the Council could enforce against. In addition, Southend High School for Boys is required to prepare a community use agreement as a requirement of the planning condition linked to its improvement of pitches.

Westcliff RFC as part of its relocation has aspirations to formalise a 60-year lease agreement from Southend-on-Sea Borough Council for the new pitches and ancillary facilities at the Gables.

Pitch quality

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

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

Table 5.3: Definition of maintenance categories

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

Table 5.4: Definition of drainage categories

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

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Table 5.5: Quality ratings based on maintenance and drainage scores

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

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

Of the community available pitches in Southend-on-Sea, two are assessed as standard quality and six as poor quality. No pitches, whether they are community accessible or not, are assessed as good quality.

All of the pitches at Southend Rugby Club are assessed as poor quality. This is because they receive minimal maintenance, carried out by the Council, consisting only of grass cutting, line marking and verti-draining, whereas no pitches have a drainage system in place. Further to this, the site also suffers from unauthorised access as there is a public right of way running parallel to the pitches.

School pitches vary from poor to standard. A detailed breakdown of such provision can be seen in the table overleaf.

The pitches outside of Southend-on-Sea used by Westcliff RFC are considered to be good quality. This is because they have been constructed to a high standard and have a sophisticated maintenance regime in place as well as one of the pitches having pipe and slit drainage installed.

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Table 5.6: Site quality ratings

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Non-technical assessment score	Quality rating	Floodlit?
1	Alleyn Court School	Central	Yes-unused	1	Mini	M1 / D1	Standard	No
2	Belfairs Academy	West	No	1	Mini	M0 / D1	Poor	No
10	Cecil Jones Academy	Central	No	1	Mini	M0 / D1	Poor	No
13	Chase High School	West	No	1	Senior	M0 / D1	Poor	No
21	Southchurch High School	Central	Yes	1	Senior	M0 / D1	Poor	No
33	Shoeburyness High School	East	Yes	1	Senior	M0 / D1	Poor	No
39	Southend High School for Boys	West	No	1	Senior	M0 / D1	Poor	No
41	Southend Rugby Club	Central	Yes	4	Senior	M0 / D1	Poor	Yes
					Senior	M0 / D0	Poor	No
					Senior	M0 / D0	Poor	Yes
					Senior	M0 / D0	Poor	Yes
52	Westcliff High School for Boys	West	Yes-unused	1	Senior	M1 / D1	Standard	No
-	The Gables (Westcliff Rugby Club)	OUTSIDE	Yes	10	Senior	M2/D1	Good	No
					Senior	M2/D1	Good	No
					Senior	M2/D3	Good	Yes
					Senior	M2/D1	Good	No
					Senior	M2/D1	Good	Yes
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No

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Ancillary facilities

A clubhouse is provided at Southend Rugby Club, however, the Club reports this to be of poor quality. The size is adequate but requires modernisation due to its age, with no independent changing rooms currently existing for females or referees. Furthermore, vandalism and anti-social behaviour is an issue; within the last 12 months the clubhouse has been broken into with CCTV, benches, dugouts and cars damaged.

The access road into the site is also problematic, particularly at periods of high demand, such as on Sunday mornings when juniors are playing. This is primarily because of a single lane road over a small bridge, but also due to limited car parking.

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

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

5.3: Demand

Demand for rugby pitches in Southend-on-Sea tends to fall within the categories of organised competitive play and organised training.

Competitive play

Southend RFC is a large club catering for both male and female participants. It currently consists of five senior men's, one senior women's, six junior boys' and six mini teams.

Participation levels have reportedly decreased over recent seasons, although the Club states that this has not yet had a direct impact on the number of teams it is able to field. It reports that due to increases in overhead costs it has had to prioritise its expenditure and reduce its recruitment drive.

Westcliff RFC is also a large club, currently providing four senior men's, six junior boy's and six mini teams.

Training demand

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

Southend RFC has access to three floodlit pitches at its home site, of which two are used to accommodate all of its training demand. The remaining floodlit pitch is instead used to host first team matches, with other activity limited to protect its quality. In total, training activity accounts for 11 hours of training demand per week (equivalent to nearly eight match sessions²⁰).

²⁰ One match session is considered to be one and a half hours of play.

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Westcliff RFC has access to two floodlit pitches at its home site (outside of Southend-on-Sea). One of these pitches accommodates all training demand, whereas the other is reserved for matches.

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

As mentioned in Part 3, the RFU investment strategy into 3G pitches considers sites where grass rugby pitches are over capacity and where a pitch would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. Although not in its initial allocation of investment, the RFU is assessing the eligibility and feasibility of sites in the area within its Rugby 365 programme.

Exported/imported demand

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

As previously mentioned, Westcliff RFC is a Southend-on-Sea based club that plays within Rochford. The Club is happy to continue doing this due to the close proximity of the pitches to Southend-on-Sea.

Unmet/latent demand

Southend RFC does not report any unmet or latent demand. Similarly, Westcliff RFC reports no latent or unmet demand as it going to be relocated in the near future and believes the new site will accommodate all of its demand.

Future demand

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

Participation increases

Southend RFC reports aspirations to increase by one senior team, two junior teams and two mini teams, however, as previously mentioned the Club has recently had to prioritise its expenditure and is unsure if this amount of growth is feasible.

Westcliff RFC reports aspirations to increase female participation at both senior and junior level and states that it will be able to actively pursue establishing dedicated women's and girls' teams now it has relocated.

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Population increases

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

Table 5.7: Team generation rates (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2037)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	29,934	5	1:5,987	31,986	5.3	0
Senior Womens (19-45)	30,588	1	1:30,588	31,922	1.0	0
Junior Boys (13-18)	6,142	6	1:1,024	7,295	7.1	1
Junior Girls (13-18)	5,912	0	0	6,996	0.0	0
Mini rugby mixed (7-12)	12,262	6	1:2,044	14,286	7.0	1

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

As can be seen in the table above, there is expected population growth equating to the creation of one junior boys' and one mini team. This equates to 0.75 match equivalent sessions on a senior pitch²¹.

When running team generation rates on an analysis area basis, there is still an expected growth of one junior boy's and one mini team, located in the Central Analysis Area as this is where Southend RFC plays. No future demand is expected in the East or West analysis areas given that no demand currently exists.

Please note that due to only one women's and girls' team currently existing in Southend-on-Sea, team generation rates automatically predict that no further demand will be created in the future as it takes current participation as a baseline. In contrast, consultation with the RFU suggests that the development of female rugby in the Borough is likely as it is currently a focus area for the NGB.

Education

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

²¹ One junior team playing equates to 0.5 match equivalent sessions, based on using a full senior pitch and playing home and away games, whereas one mini team equates to 0.25 match equivalent sessions as only half a senior pitch is generally used.

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The peak period

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

Peak time for mini and junior rugby is Sunday AM.

5.4: Capacity analysis

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

To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ Use of school pitches by schools reduces potential capacity by one match equivalent session.
- ◀ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ◀ From U13 upwards, teams play 15 v15 and use a full pitch.
- ◀ Mini teams (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.
- ◀ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ◀ For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.
- ◀ Senior men's rugby generally takes place on Saturday afternoons.
- ◀ Senior women's rugby generally takes place on Sunday afternoons.
- ◀ Junior rugby generally takes place on Sunday mornings.
- ◀ Mini rugby generally takes place on Sunday mornings.
- ◀ Training that takes place on club pitches is reflected by the addition of match equivalent sessions to current usage levels.

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

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

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

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Table 5.9: Capacity table for rugby pitches in Southend-on-Sea

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Non-tech score	Floodlit?	Match equivalent sessions (per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
1	Alleyn Court School	Central	Yes-unused	1	Mini	Standard	M1 / D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
2	Belfairs Academy	West	No	1	Mini	Poor	M0 / D1	No	-	1.5	-	Unavailable for community use.
10	Cecil Jones Academy	Central	No	1	Mini	Poor	M0 / D1	No	-	1.5	-	Unavailable for community use.
13	Chase High School	West	No	1	Senior	Poor	M0 / D1	No	-	1.5	-	Unavailable for community use.
21	Southchurch High School	Central	Yes-unused	1	Senior	Poor	M0 / D1	No	-	1.5	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
33	Shoeburyness High School	East	Yes-unused	1	Senior	Poor	M0 / D1	No	-	1.5	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
39	Southend High School for Boys	West	No	1	Senior	Poor	M0 / D1	No	-	1.5	-	Unavailable for community use.
41	Southend Rugby Club	Central	Yes	4	Senior	Poor	M0 / D1	Yes	1	1.5	0.5	Used by Southend RFC for two matches a week, with no further play allowed to protect quality. As such, potential spare capacity of 0.5 match equivalent sessions remains.
					Senior	Poor	M0 / D0	Yes	8	0.5	7.5	Used for senior rugby as well as for the majority of training activity and therefore substantially overplayed by 7.5 match equivalent sessions.
					Senior	Poor	M0 / D0	Yes	3	0.5	2.5	Used for senior rugby as well as for some training activity and therefore overplayed by 2.5 match equivalent sessions.
					Senior	Poor	M0 / D0	No	1.5	0.5	1	Used for junior and mini rugby as well as some day time training, therefore overplayed by one match equivalent sessions.
52	Westcliff High School for Boys	West	Yes-unused	1	Senior	Standard	M1 / D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
-	The Gables (Westcliff Rugby Club)	OUTSIDE	Yes	10	Mini	Good	M2/D1	No	1	3	2	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	1	3	2	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	0.5	3	2.5	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	0.5	3	2.5	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	0.5	3	2.5	A dedicated mini pitch with potential spare capacity.
					Senior	Good	M2/D1	No	2.5	3	0.5	A senior pitch accommodating both senior and junior matches, with minimal potential spare capacity.
					Senior	Good	M2/D1	No	2.5	3	0.5	A senior pitch accommodating both senior and junior matches, with minimal potential spare capacity.

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Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Non-tech score	Floodlit?	Match equivalent sessions (per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
					Senior	Good	M2/D3	Yes	1	3.5	2.5	A senior pitch reserved for first and second team fixtures.
					Senior	Good	M2/D1	No	2.5	3	0.5	A senior pitch accommodating both senior and junior matches, with minimal potential spare capacity.
					Senior	Good	M2/D1	Yes	8	3	5	Dedicated training pitch used to accommodate all training demand and overplayed by 5 match equivalent sessions.

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Spare capacity

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

The only pitch identified as containing potential spare capacity in Southend-on-Sea is at Southend Rugby Club; however, this spare capacity has been discounted due to the poor quality of the pitch. Due to it being used for first team matches, no further play should be encouraged in order to protect it from further deterioration.

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

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

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

Whilst currently unused but available pitches at school sites are likely to contain some spare capacity, this should not be considered as actual spare capacity due to security of tenure and quality issues. It is also not feasible to expect Southend RFC to utilise the provision due to the costs involved with hiring out secondary venues. The pitches should, however, be retained to accommodate continued curricular and extra-curricular activity.

Overplay

Three pitches at Southend Rugby Club are identified as being substantially overplayed, with total overplay amounting to 11 match equivalent sessions. This is due to the large amounts of both competitive and training demand taking place on pitches that are considered to have a low carrying capacity due to quality issues.

One of the senior pitches servicing Westcliff RFC is also considered to be overplayed, totalling five match equivalent sessions. This is in relation to the floodlit pitch used to accommodate all training demand.

5.5: Supply and demand analysis

Having considered supply and demand, an overall shortfall is evident to service Southend RFC given that the senior pitches across the site are used to accommodate both its training and competitive activity. There is a current shortfall of 11 match equivalent sessions, which will increase to 13 match equivalent sessions if future demand aspirations are realised.

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

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

Rugby union summary

- ◀ Within Southend-on-Sea there are nine senior pitches and three mini pitches provided, with all but two senior pitches and two mini pitches available for community use.
- ◀ In addition, Westcliff RFC is located just outside of Southend-on-Sea but considers itself to be a Southend-on-Sea club, with it accessing five mini and five senior pitches in Rochford.
- ◀ Of the community available pitches in Southend-on-Sea, two are assessed as standard quality and six as poor quality, whilst all pitches servicing Westcliff RFC are good quality.
- ◀ Southend RFC rents its pitches from the Council but would prefer to have a long-term lease agreement in place; Westcliff RFC rents its pitches from the Council but has aspirations for a long-term lease.
- ◀ A clubhouse is provided at Southend RFC, however, the Club reports this to be of poor quality due to its age and lack of dedicated female/referees provision.
- ◀ Southend RFC is the only club within Southend-on-Sea; it currently consists of five senior men's, one senior women's, six junior boys' and six mini teams.
- ◀ Westcliff RFC caters for 16 teams across senior, junior and mini formats but has no dedicated female teams.
- ◀ As well as match play demand, Southend RFC utilises two of its three floodlit pitches for training demand, whereas Westcliff RFC utilises one floodlit pitch.
- ◀ The RFU is assessing the eligibility and feasibility of sites in the area for a World Rugby compliant 3G pitch within its Rugby 365 programme.
- ◀ The only pitch identified as containing potential spare capacity in Southend-on-Sea is at Southend Rugby Club; however, this spare capacity has been discounted due to the poor quality of the pitch.
- ◀ The Gables (Westcliff Rugby Club) contains three senior pitches that are considered to have actual spare capacity, amounting to 1.5 match equivalent sessions, as well as all of its mini pitches.
- ◀ Whilst currently unused but available pitches at school sites are likely to contain some spare capacity, this should not be considered as actual spare capacity due to security of tenure and quality issues.
- ◀ The remaining three pitches at Southend Rugby Club are identified as being substantially overplayed equating to a total of 11 match equivalent sessions.
- ◀ One senior pitch servicing Westcliff RFC is overplayed by five match equivalent sessions.
- ◀ Having considered supply and demand, an overall shortfall is evident to service Southend RFC, meaning priority should be focused on alleviating overplay at Southend RFC.
- ◀ An overall shortfall is also evident for Westcliff RFC; however, this is considered to be less of an issue as all excess demand is concentrated on its training pitch.

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PART 6: RUGBY LEAGUE

6.1: Introduction

The Rugby Football League (RFL) is the governing body for rugby league in Britain and Ireland. It administers the England national rugby league team, the Challenge Cup, Super League and the Championships which form the professional and semi-professional structure of the game structure in the UK.

The RFL also administers the amateur and junior game across the country in association with the British Amateur Rugby League Association (BARLA).

Consultation

In the absence of current rugby league demand in Southend-on-Sea, the RFL was consulted to inform this section of the report.

6.2: Supply

There is just one grass rugby league pitch currently identified in Southend-on-Sea, which is located at Shoeburyness High School (in the East Analysis Area). The pitch is a dual use pitch, also utilised for rugby union, and is available for community use.

Through non-technical assessments, the pitch at Shoeburyness High School is rated as poor quality.

6.3: Demand

There was one rugby league club in Southend-on-Sea; however, consultation with Southend Spartans RLFC identifies that it folded last season. This was primarily due to players deciding to peruse rugby union at a local club instead.

Despite this pitch at Shoeburyness High School being available for community use, the Club played its home fixtures outside the Borough, at Westcliff Rugby Club in Rochford. This is because quality was perceived to be better and because the clubhouse at the site was more aligned to its needs given that it is designed for rugby use.

The Club feels that there is no demand to re-establish the rugby league club; however, it is interested in developing a Rugby Sevens team. This format of rugby is more closely associated with rugby union.

6.4: Supply and demand analysis

Consultation with the RFL suggests that it would be keen to support the re-establishment of demand within South Essex, although in the short term any demand would be considered to be minimal. As such, it is unlikely that any further dedicated rugby league provision is required, with the pitch at Shoeburyness High School and the stock of rugby pitches considered sufficient to cater for any activity.

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Rugby league summary

- ◀ There is just one grass rugby league pitch currently identified in Southend-on-Sea, located at Shoeburyness High School (in the East Analysis Area).
- ◀ The pitch is available to the community but is assessed as poor quality.
- ◀ There was one rugby league club in Southend-on-Sea; however, Southend Spartans RFLC folded last season due to players deciding to peruse rugby union at a local club.
- ◀ The Club feels that there is no demand to re-establish the rugby league participation.
- ◀ Consultation with the RFL suggests that it would be keen to support the re-establishment of demand within South Essex.
- ◀ It is unlikely that any further dedicated rugby league provision is required, with the pitch at Shoeburyness High School and the stock of rugby union pitches considered sufficient to cater for any activity.

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PART 7: HOCKEY

7.1: Introduction

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

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

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

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

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

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

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Club consultation

There is one hockey club playing within Southend-on-Sea; Old Southendians HC. The Club was met with face to face to inform this section of the report.

In addition, another club is based in Southend despite most of its activity currently taking part in Rochford (at Sweyne Park School). This relates to Southend HC, which was also met with face-to-face.

7.2: Supply

There are two full size hockey suitable AGPs in Southend-on-Sea. St Thomas More High School is located in the West Analysis Area, whereas Warners Bridge Park is located in the Central Analysis Area. This is considered to be a natural breakdown given that the West and Central analysis areas cover most of the land within Southend-on-Sea and the East Analysis Area covers the least.

Both AGPs are sand-based and both are available to the community. Both are floodlit, however, there are restrictions applied to this at St Thomas More High School whereby they have to be turned off by 8pm.

Table 7.2: Full size hockey suitable pitches in Southend-on-Sea

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
44	St Thomas More High School	West	Yes	Yes	97 x 61
51	Warners Bridge Park	Central	Yes	Yes	101 x 61

In addition, there are five smaller sized sand-based AGPs. Whilst not large enough to accommodate senior hockey matches, these can be used for training activity as well as for some junior matches (if large enough). This was previously the case at the Eastwood Academy before quality deteriorated.

Table 7.3: Small size hockey suitable pitches in Southend-on-Sea

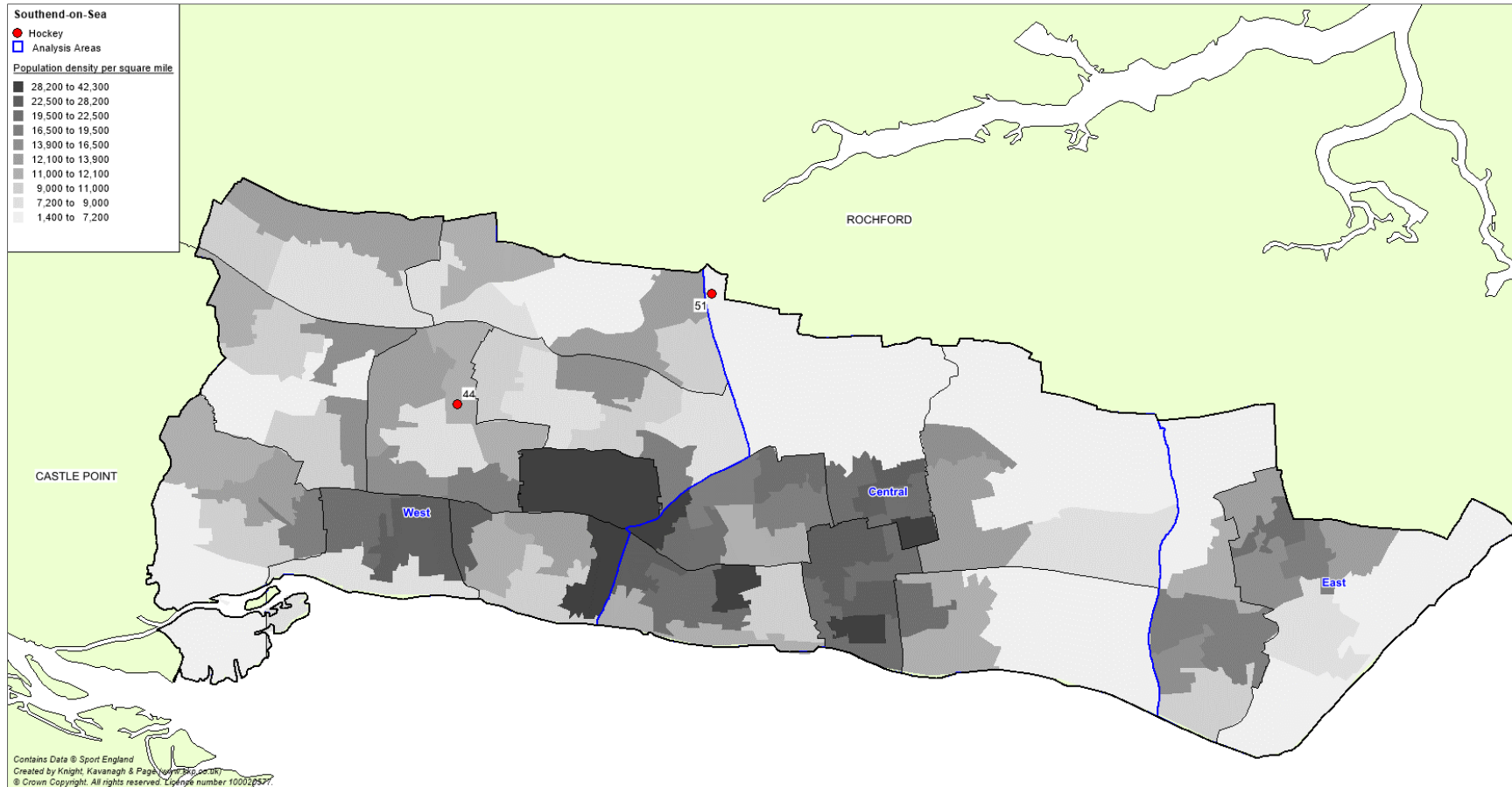
Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
10	Cecil Jones Academy	Central	No	No	42 x 35
21	Southchurch High School	Central	Yes	No	55 x 40
22	Hamstel Junior School	Central	No	No	38 x 20
46	The Eastwood Academy	West	Yes	Yes	70 x 48
48	The St Christopher's School Academy	West	No	No	38 x 22

As seen in the table above, only two of the smaller sized pitches are available for community use, located at the Eastwood Academy and Southchurch High School. Of these, the latter is without floodlighting which limits its accessibility, whilst all pitches unavailable to the community are also without floodlights.

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

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Figure 7.1: Location of hockey suitable AGPs in Southend-on-Sea



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Management and security of tenure

The AGP at Warners Bridge Park is managed by Old Southendians HC and is on a long-term lease to the Club via the Council, with approximately 50 years remaining. As such, the Club is considered to have security of tenure.

In contrast, Southend HC is not considered to have security of tenure. It accesses Warners Bridge Park via a rental agreement, as well as two school sites in Rochford. No community use agreements are in place for the Club at any of these sites.

The AGP at St Thomas More High School is operated in house by the School. It is currently unused by hockey clubs, with all community demand coming from football activity.

Availability

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

The AGP at St Thomas More High School is reserved for school use until 18:00 during weekdays and then available to the community until 20:00, when floodlight restrictions kick in. During weekends, it is available from 10:00 until 15:00 on Saturdays and from 09:00 until 18:00 on Sundays. This means it is available for 23 hours of the peak period.

Warners Bridge Park is available to the community every day from 09:00 until 22:00, meaning it is fully accessible during the peak period.

Quality

The AGP at Warners Bridge Park is considered to be good quality having been resurfaced in 2012. No problems were identified through site assessments, with both Old Southendians and Southend hockey clubs also rating the pitch as good. It is maintained regularly by the tenant club.

In contrast, the AGP at St Thomas More High School has not been resurfaced since it was built in 2001 and is considered to be particularly poor quality, with significant problems identified. The surface is lifting in places, making it dangerous to use, and the line markings have faded. This makes it unsuitable for any form of hockey activity; it was previously used by Southend HC but this activity stopped once quality became an issue.

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, which is presumably the case in regards to St Thomas More High School as no sinking fund is in place for refurbishment.

Ancillary provision

Warners Bridge Park has a good quality clubhouse that contains changing rooms and a social area for post-match refreshments, which can often be a league requirement. The Club reports no issues with any of its ancillary provision.

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St Thomas More High School has no dedicated changing facilities servicing its AGP, but rather has the provision enclosed within its main school building. If community hockey demand was received in the future then this would be less than ideal due to the distance between the pitch and the building.

Although the majority of Southend HC's competitive demand is based in Rochford, the Club does have a clubhouse in Southend-on-Sea at Belfairs Park. It utilises this for post-match activities but notes that attendance can be affected due to the time it takes to travel from its match venue (generally Sweyne Park School).

6.3: Demand

There are two clubs based in Southend; Old Southendians HC and Southend HC. In addition, Southend & Benfleet HC also considers itself to be a Southend clubs but currently plays out of Rochford.

Old Southendians HC

The Club fields six senior men's, two senior women's and five junior teams, with it currently catering for 88 senior and 100 junior members. All activity takes place at Warners Bridge Park, with matches played across Saturdays and Sundays and training activity predominately taking place on Tuesday and Thursday evenings.

The Club reports that membership has remained relatively static over the previous three years and expresses no aspirations to grow in the future. It is seemingly content with running how it is currently.

Southend HC

Southend HC fields three senior men's, three senior women's and two junior teams, made up from its 130 members. Due to numerous issues, it splits activity across three sites, two in Rochford (Sweyne Park School and King Edmund Business and Enterprise School) and one in Southend-on-Sea (Warners Bridge Park).

The Club considers itself to be a Southend-on-Sea based club and therefore all activity taking place within Rochford is classed as exported demand. Sweyne Park School is currently the most used site, although access is limited by the lack of floodlighting. Usage is generally restricted to two senior matches on a Saturday, with all junior activity able to take place on a Sunday.

Some of the remaining senior demand accesses King Edmund Business and Enterprise School, although capacity can often be an issue depending on the home fixtures of Rochford and Southend & Benfleet hockey clubs. Usage of the site therefore varies on a week to week basis.

The Club's preferred existing venue is Warners Bridge Park, in Southend-on-Sea; however, the majority of capacity at this site is utilised by the host club (Old Southendians HC). The pitch is used for all training activity, where capacity is not a problem, and for occasional matches, where limited capacity exists.

Previously, the AGP at St Thomas More High School, was used for the majority of activity; however, this activity stopped recently due to the aforementioned quality issues with the pitch. It would therefore be considered suitable if quality improved to a satisfactory level.

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Southend & Benfleet HC

As with Southend HC, Southend & Benfleet HC considers itself to be a Southend-on-Sea based club; however, it plays in Rochford and expresses no desire to return to the Borough. The Club, containing four senior women's and five junior teams, and uses King Edmund Business and Enterprise School.

Participation trends

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

In Southend-on-Sea, as previously mentioned, Old Southendians HC has seen no change in participation over the previous three years, sustaining its current number of teams and members.

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

Future demand

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

Old Southendians HC does not express any future demand, stating that it is instead focusing on retaining current membership. Nevertheless, EH reports that there are ongoing plans to support the Club to develop and grow, as with all Southend-on-Sea hockey clubs. This means that modest growth can be expected.

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

Back to Hockey

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

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

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Back to Hockey sessions are currently available in Southend-on-Sea, with Southend HC running such activity at Warners Bridge Park.

Other demand

Unlike most sand-based AGPs nationally, Old Southendians HC reports that no football activity takes place on the pitch at Warners Bridge Park. As such, the provision is currently only used for hockey purposes, which the Club prefers as it is perceived to protect the quality.

In contrast, all activity received at St Thomas More High School is for football purposes, mostly through formal team training. That being said, less than 50% of available booking slots are currently utilised, meaning a lot of spare capacity remains. Accessibility is, however, limited by quality issues and floodlight restrictions.

Peak time demand

For matches, all senior hockey activity in Southend-on-Sea takes place on a Saturday, whereas most junior activity occurs on a Sunday albeit Old Southendians HC also fields junior teams on a Saturday. For training, peak time is considered to be any midweek evening, although preference is generally given for Tuesdays, Wednesdays and Thursdays.

6.4: Supply and demand analysis

Match play

Based on Old Southendians HC and Southend HC providing 16 senior teams (including future demand), there is a requirement for two full size, floodlit, hockey suitable AGPs in the Borough. This is based on teams playing home and away and based on a floodlit pitch being able to accommodate a maximum of four matches on one day. All demand from Southend HC is included within this calculation as it has aspirations to return its exported demand.

Although there are currently two AGPs meeting the above criteria, the pitch at St Thomas More High School should not be deemed adequate due to its quality issues. As such, a shortfall of provision is identified.

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

Training

As all training activity is currently accommodated at Warners Bridge Park, and because it is not used for football purposes, the current supply of AGPs is considered sufficient to meet hockey demand.

Conclusion

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Given the shortfall to meet senior match play demand, an additional full-size pitch is required within the Borough, or the AGP at St Thomas More High School needs resurfacing. The latter is seen as the more financially viable option and would satisfy demand from Southend HC; however, the School has no plans for refurbishment to occur. If refurbishment is not possible, EH reports that the creation of a second AGP at Warners Bridge Park is seen as the ideal solution in order to create a hockey hub site.

Given the above, the existing AGP at Warners Bridge Park requires protection for continued hockey use.

Converting sand-based AGPs to 3G

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

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

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

Hockey summary

- ◀ There are two full size hockey suitable AGPs in Southend-on-Sea, one at St Thomas More High School and one at Warners Bridge Park. Both are floodlit, however, there are

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restrictions applied to this at St Thomas More High School whereby they have to be turned off by 8pm.

- ◀ The AGP at Warners Bridge Park is managed by Old Southendians HC and is on a long-term lease to the Club via the Council, with approximately 50 years remaining.
- ◀ Southend HC is without security of tenure across the three sites that it accesses.
- ◀ The AGP at Warners Bridge Park is considered to be good quality, whilst the AGP at St Thomas More High School is poor quality and in need of resurfacing.
- ◀ There are two clubs based in Southend; Old Southendians HC and Southend HC.
- ◀ Old Southendians HC fields six senior men's, two senior women's and five junior teams, with all activity taking place at Warners Bridge Park.
- ◀ Southend HC fields three senior men's, three senior women's and two junior teams, and splits its activity across three sites, two in Rochford (Sweyne Park School and King Edmund Business and Enterprise School) and one in Southend-on-Sea (Warners Bridge Park).
- ◀ Southend HC wants to return all of its demand to Southend-on-Sea.
- ◀ Southend & Benfleet HC also considers itself to be a Southend-on-Sea club; however, expresses no desire to return to the Borough as it is happy playing in Rochford.
- ◀ Old Southendians HC reports no future demand; Southend HC has aspirations to redevelop the teams that it has recently lost (two senior teams).
- ◀ Southend HC runs Back to Hockey sessions at Warners Bridge Park.
- ◀ There is a requirement for two full size, floodlit, hockey suitable AGPs, meaning a shortfall is evident given the quality issues at St Thomas More High School.
- ◀ Given the shortfall, an additional full size pitch is required, or the AGP at St Thomas More High School needs resurfacing in order to meet demand from Southend HC.
- ◀ In addition, the AGP at Warners Bridge Park requires protection for continued hockey use.

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PART 8: GOLF

8.1: Introduction

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

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

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

Consultation

There are four golf clubs in Southend-on-Sea. Of these, Belfairs, Southend and Thorpe Hall golf clubs responded to consultation requests; Garon Park Golf Club did not. For the unresponsive club, all information was gathered via England Golf and through site assessments as well as online research.

8.2: Supply

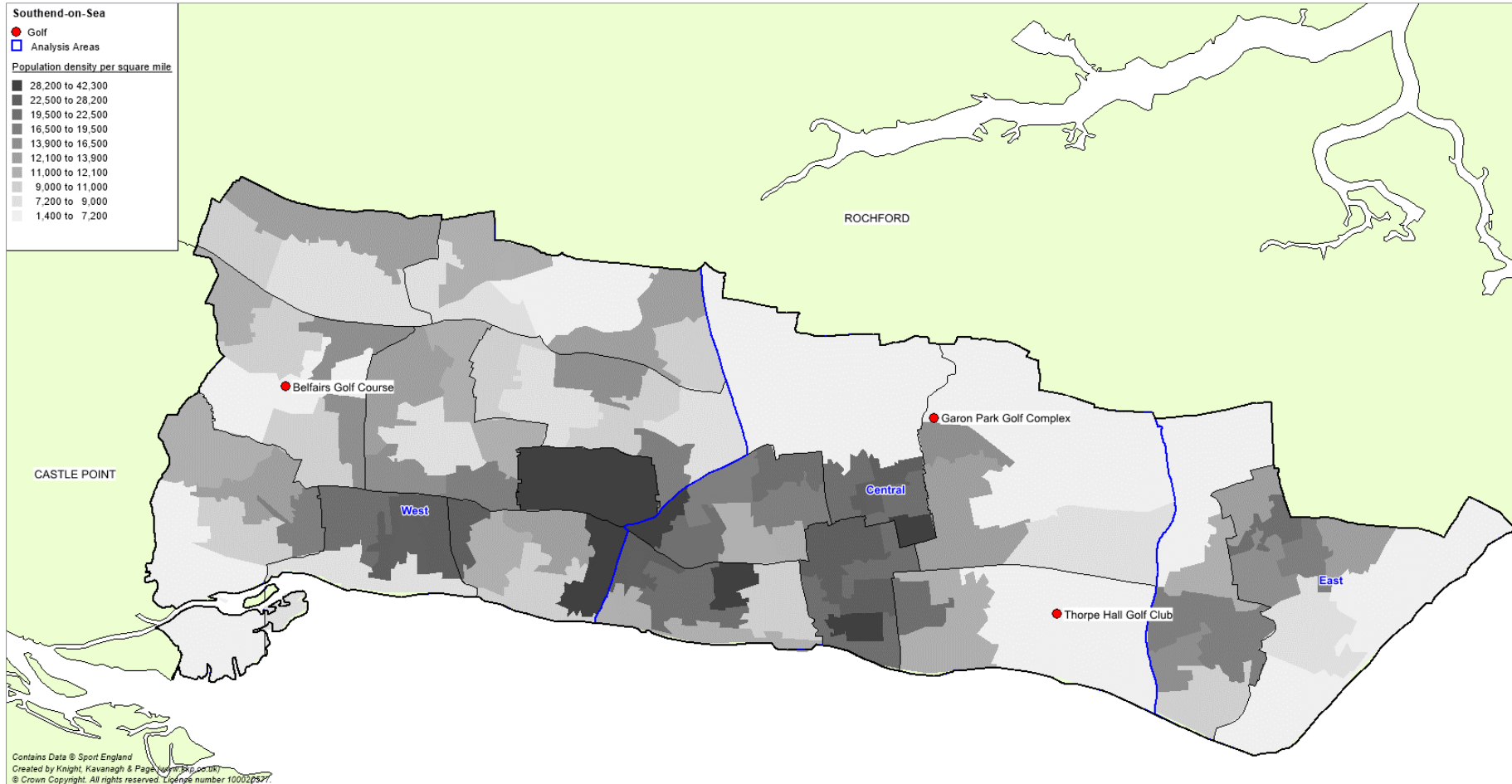
There are three golf courses situated within Southend-on-Sea, as follows:

- ◀ Belfairs Golf Course*
- ◀ Garon Park Golf Complex
- ◀ Thorpe Hall Golf Club

*Note that Belfairs Golf Course has two clubs running from it, these being Belfairs Park Golf Club and Southend Golf Club.

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Figure 8.1: Location of golf courses in Southend-on-Sea



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Management

Belfairs Golf Course is managed and maintained by the Council, whereas both Garon Park Golf Complex and Thorpe Hall Golf Club are privately run. The latter is via a lease agreement from the Regis Group that expires in 2050 (32 years remaining).

Course facilities

Belfairs Golf Course provides an 18-hole course. In addition to the two clubs hosted, the School of Golf also operates out of the site via a practice ground, as well as at Belvedere Driving Range which is in Basildon. Its aim is to promote and grow the game of golf at all levels through delivering high quality, professional coaching to all ages and abilities across Essex.

Thorpe Hall Golf Club also offers an 18-hole course, although this is considered to more challenging than the course at Belfairs as it is aimed towards the more experienced, lower handicapped golfer. In addition, a large practice ground is provided, as is a practice green and a practice bunker as well as two practice nets.

Garon Park Golf Complex consists of three standard 9-hole courses (known as West, East and South), giving golfers the choice of what to play, or allowing any combination of two to be accessed for the full 18-hole experience. Furthermore, a par three 9-hole course is also offered, geared more towards beginners and/or non-traditional players. A large driving range is in situ, featuring 30 fully floodlit, covered bays.

Table 8.1: Summary of golf courses in Southend-on-Sea

Course name	Holes	Par	Yardage ²²		
Belfairs Golf Course	18	70	5,840	5,514	5,514
Garon Park Golf Complex	9	35	3,034	2,846	2,618
	9	35	3,063	2,936	2,618
	9	35	3,122	2,947	2,708
	9	27	948	948	948
Thorpe Hall Golf Club	18	71	6,242	6,027	5,678

Quality

Both Belfairs and Southend golf clubs rate the quality at Belfairs Golf Course as poor quality. Belfairs Golf Club states that this is because of limited maintenance, with the bunkers lacking sand and the fairways and greens being overgrown, whereas Southend Golf Club reports that drainage can be poor, with any significant rainfall resulting in the site becoming unplayable. Vandalism is also reported to be a problem by both clubs, with people noted to be using the site for biking, stealing flags and playing without paying.

In contrast, Thorpe Hall Golf Club is reported to be good quality by the host club, with it also stating that improvements have been made recently. This relates to drainage systems being put into place in areas that were previously problematic, remedial work on all bunkers being carried out and improving the practice areas with better maintenance.

²² White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

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No quality information was received by Garon Park Golf Club as it did not respond to consultation requests; however, no issues were identified at its course through site assessments. Consultation with England Golf also determined that it is a good quality venue.

Ancillary facilities

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

Both Garon Park Golf Complex and Thorpe Hall Golf Club provide wide ranging clubhouses, which include changing rooms, function rooms, bars and kitchens. As such, both provide added income generation, particular Garon Park Golf Complex which is reported to be a popular social venue, even for non-golfers.

There is no clubhouse in place at Belfairs Golf Course, but rather an indoor centre that houses a shop and toilets.

Membership and costs

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

In Southend-on-Sea, all courses offer memberships and pay and play green fees. That being said, Thorpe Hall Golf Club is primarily a membership club, whereas Southend and Belfairs golf clubs are geared more towards pay and play users. Garon Park Golf Club tends to cater for the needs of both members and visitors given the variety of courses and facilities offered.

Table 8.2: Summary of costs in Southend-on-Sea

Club name	Cost summary
Belfairs Golf Club	A seven day membership is £728 a year for all residents of Southend-on-Sea and £784 for all non-residents, whereas a five day membership is £483 for residents and £537 for non-residents. An annual subscription of £185 also applies. Pay and play during weekdays is £18, compared to weekends when it is £25.
Garon Park Golf Club	A seven day membership is £175 for under 18s, £275 for 18-21 year olds, £590 for 22-24 year olds, £790 for 25-29 year olds, £890 for 30-39 year olds and £1,200 for 39-59 year olds. For seniors, it is £910 for over 60s and £500 for over 80s. A five day membership is also available for full priced members, costing £970. Pay and play during weekdays is £25 for 18-holes for adults, compared to £17 for seniors and £11 for juniors. At weekends, these costs rise to £32 for adults, £20 for seniors and £16 for juniors, although access is only allowed after noon. For 9-holes, a 40% discount is generally applicable.

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Club name	Cost summary
Southend Golf Club	No cost information is available; however, it is presumed to closely reflect the information at Belfairs Golf Club considering that the same course is accessed.
Thorpe Hall Golf Club	A full membership costs £474 a year for 18-21 year olds, £789 for 22-25 year olds, £974 a year for 26-35 year olds, £1,499 for 36-74 year olds, £1,349 for 75-79 year olds and £1,274 for those aged 80 and over. For juniors, it is £260 for 12-17 year olds and £120 for those 11 and under. A five day membership is also available for £1,127, reducing by nearly £100 for those aged over 75. Pay and play is available Monday-Friday at a cost of £40 per person, or £25 after 15:00. During weekends, the course is only available to visitors after 15:00, at a cost of £40.

In addition to its golf courses, the driving range at Garon Park Golf Complex is accessed for pay and play purposes. It costs £2.50 for 20 balls, £4.00 for 40 balls, £5.00 for 60 balls and £7.00 for 100 balls.

8.3: Demand

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

In Southend-on-Sea, membership across the clubs varies, with Thorpe Hall Golf Club having a substantial membership base when compared to the national average, and the remaining three having less, significantly so in the case of Belfairs and Southend golf clubs.

Table 8.3: Summary of demand

Course name	Club name	Current membership
Belfairs Golf Course	Belfairs Golf Club	113
	Southend Golf Club	76
Garon Park Golf Complex	Garon Park Golf Club	330 ²³
Thorpe Hall Golf Club	Thorpe Hall Golf Club	540

Despite the varying levels of membership, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees. This offers an explanation as to why membership is particularly low at Belfairs and Southend golf clubs as both are geared toward pay and play users, and also at Garon Park Golf Complex, which appeals to pay and play users more so than most other private clubs.

The breakdown of membership has been provided by Belfairs and Thorpe Hall golf clubs. The former has 89 adult male, 21 adult female, two junior boys' and one junior girls' member, whereas the latter has 410 adult male, 105 adult female, 25 junior boys' and ten junior girls' members. For Thorpe Hall Golf Club, this means it is operating above the national average for adult male, adult female and junior girls, although it is slightly down in relation to junior boys.

²³ Based on the most recent England Golf affiliation figures (2016).

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Participation trends

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

In Southend-on-Sea, Thorpe Hall Golf Club reports that it has increased its membership over the previous three years, particularly in relation to female and junior participation. This, however, goes against affiliation figures provided by England Golf, which records that it had 571 members in 2014, suggesting that membership has actually decreased by 31 members since.

Belfairs Golf Club reports that membership has decreased at all levels recently, whereas Southend Golf Club reports that membership has increased and suggests that some golfers have switched between the two clubs. Affiliation figures state that Belfairs Golf Club had 139 members in 2014 (compared to 113 currently), whilst Southend Golf Club had 64 members (compared to 76 currently).

Garon Park Golf Club had 446 members in 2014, compared to 330 members currently (using England Golf's affiliation figures). This highlights a significant decrease; however, England Golf reports that it still considers the Club to be healthy, noting that it has a big current focus on casual green fee usage, unlike some other membership facilities. The NGB has a strong relationship with the Club and endorses it as a leading starter facility in the County.

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

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

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

Table 8.4: Summary of demand in Southend-on-Sea by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
1	Relaxed members	10,352
2	Older traditionalists	8,663
3	Younger Traditionalists	10,075
4	Younger fanatics	9,121
5	Younger actives	9,805
6	Late enthusiasts	9,037
7	Occasional time pressed	9,916
8	Social couples	9,451
9	Casual fun	9,028

In total, an average of 85,548 people are identified as current or potential users of golf courses within Southend-on-Sea. This demand is relatively evenly spread across the profiles, with “relaxed members” generating the most demand and “older traditionalists” generating the least. When compared to neighbouring local authorities, Southend-on-Sea is noted as having the highest demand by nearly 10,000 people (Rochford has the next highest, with 76,543 current or potential users).

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

Table 8.5: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Belfairs Golf Course	12,079	10,132	11,730	10,639	11,443	10,563	11,557	11,061	10,540
Garon Park Golf Complex	12,684	10,690	12,263	11,237	12,024	11,152	12,118	11,652	11,186
Thorpe Hall Golf Club	4,569	3,698	4,577	3,967	4,310	3,872	4,431	4,030	4,845

The table above summarises that demand is likely to be highest for Garon Park Golf Complex, with 105,066 potential users, followed by Belfairs Golf Course (and its two clubs), which has 99,744 potential users. Despite this, it must be said that that the facilities offered at these two sites may not appeal to certain club-based segments (e.g. “younger traditionalists”) that would generally prefer to access a standard 18-hole course geared towards membership, although Garon Park Golf Complex offers a good mix.

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Demand is lowest for Thorpe Hall Golf Club, which has 38,299 potential users. That being said, the course will appeal to the club-based segments that cannot be necessarily catered for as well as the other two courses, meaning some users will be willing to travel further. It is not suitable for the independent segments (e.g. casual fun) that commonly prefer courses that are pay and play and generally easier.

Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways where appropriate. This way, all golfing profiles can be collectively catered for.

In order to increase membership and to target the golfing profiles 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

As well as future demand identified using the above tool, all three clubs that responded to consultation requests quantify their growth aspirations.

Table 8.6: Future demand expressed by clubs

Club name	Future demand		
	Adult male	Adult female	Junior
Belfairs Golf Club	20	5	5
Southend Golf Club	20	10	10
Thorpe Hall Golf Club	80	20	20

As seen in the table above, Thorpe Hall Golf Club expresses the largest future demand, equating to 120 additional members. This is compared to Southend Golf Club, with future demand for 40 additional members and Belfairs Golf Club, with future demand for 30 additional members.

Future demand is unquantified in relation to Garon Park Golf Club; however, it is known that it is involved in a “Get into Golf” initiative together with England Golf. As part of this, it is offering players new to the game a four week course, with each session lasting an hour, at a low price of only £20. This, together with its junior coaching academy, is expected to attract additional members.

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.

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

8.4: Supply and demand analysis

There is significant demand for golf within Southend-on-Sea and the demand cuts across all nine golfing profiles as set out by England Golf. This is met with a good range of facilities that includes traditional 18-hole courses, shorter 9-hole courses and driving ranges that can be accessed on a casual basis.

Given the above, it is considered that the current supply of facilities can meet current and future demand. Emphasis should therefore be placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand and future demand generated from housing growth and population increases.

It is also clear that all three golf courses should be protected given the different profiles attracted to each one of them. Belfairs Golf Course appeals to casual and beginner golfers, Thorpe Hall Golf Club appeals to experienced and traditional golfers and Garon Park Golf Complex offers a good balance between the two. This current setup also enables a pathway for Southend-on-Sea residents who want to take up the game before improving to a higher level.

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

Golf summary

- ◀ There are three golf courses within Southend-on-Sea that cater for four different clubs.
- ◀ Both Thorpe Hall Golf Club and Belfairs Golf Course provide 18-hole courses, whilst Garon Park Golf Complex provides three 9-hole courses as well as Par 3 course.
- ◀ Quality is considered to be good at Thorpe Hall Golf Club and Garon Park Golf Complex, whereas Belfairs Golf Course has issues relating to maintenance and vandalism.
- ◀ Thorpe Hall Golf Club and Garon Park Golf Complex provide clubhouse provision with an array of facilities; Belfairs Golf Course has no clubhouse.
- ◀ Thorpe Hall Golf Club is primarily a membership club, whereas Southend and Belfairs golf clubs are geared more towards pay and play users; Garon Park Golf Club tends to cater for the needs of both members and visitors given the variety of courses and facilities offered.
- ◀ Thorpe Hall Golf Club has a substantial membership base when compared to the national average, whilst the remaining three clubs have less, significantly so in the case of Belfairs and Southend golf clubs.
- ◀ In total, an average of 85,548 people are identified as current or potential users of golf courses within Southend-on-Sea.
- ◀ Demand is likely to be highest for Garron Park Golf Complex, which has 105,006 potential users.
- ◀ It is considered that the current supply of facilities in Southend-on-Sea can meet current and future demand.
- ◀ It is also clear that all three golf courses should be protected given the different profiles attracted to each one of them.
- ◀ Emphasis should therefore be placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand and future demand.

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PART 9: BOWLS

9.1: Introduction

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

The flat green bowling season runs from May to September.

Consultation

There are 14 bowling clubs within Southend-on-Sea:

- ◀ Alexandra BC
- ◀ Belfairs BC
- ◀ Bournemouth Park BC
- ◀ Chalkwell BC
- ◀ Eastwood Park BC
- ◀ Essex County BC
- ◀ Fairwood BC
- ◀ Prittlewell BC
- ◀ Shoebury Park BC
- ◀ Southchurch Park BC
- ◀ Southend-on-Sea BC
- ◀ Thorpe Bay BC
- ◀ Victoria Ladies BC
- ◀ White Hall BC

Only Bournemouth Park BC did not respond to consultation requests, thus resulting in a 93% response rate.

9.2: Supply

There are 17 bowling greens in Southend-on-Sea located across 12 sites. All of the bowling greens are normal flat greens and are considered to be available for community use.

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

Analysis area	Number of greens
Central	5
East	1
West	11
Total	17

As seen in the table above, the large majority of greens are located in the West Analysis Area, whilst the East Analysis Area contains just one green.

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

- ◀ There are two indoor bowls facilities in Southend-on-Sea located at Essex County Indoor Bowls Club and Southend-on-Sea Bowls Club.
- ◀ The facility is 12 years old and good quality.
- ◀ All of the population in Southend-on-Sea are located within 20 minutes' drive of a facility.

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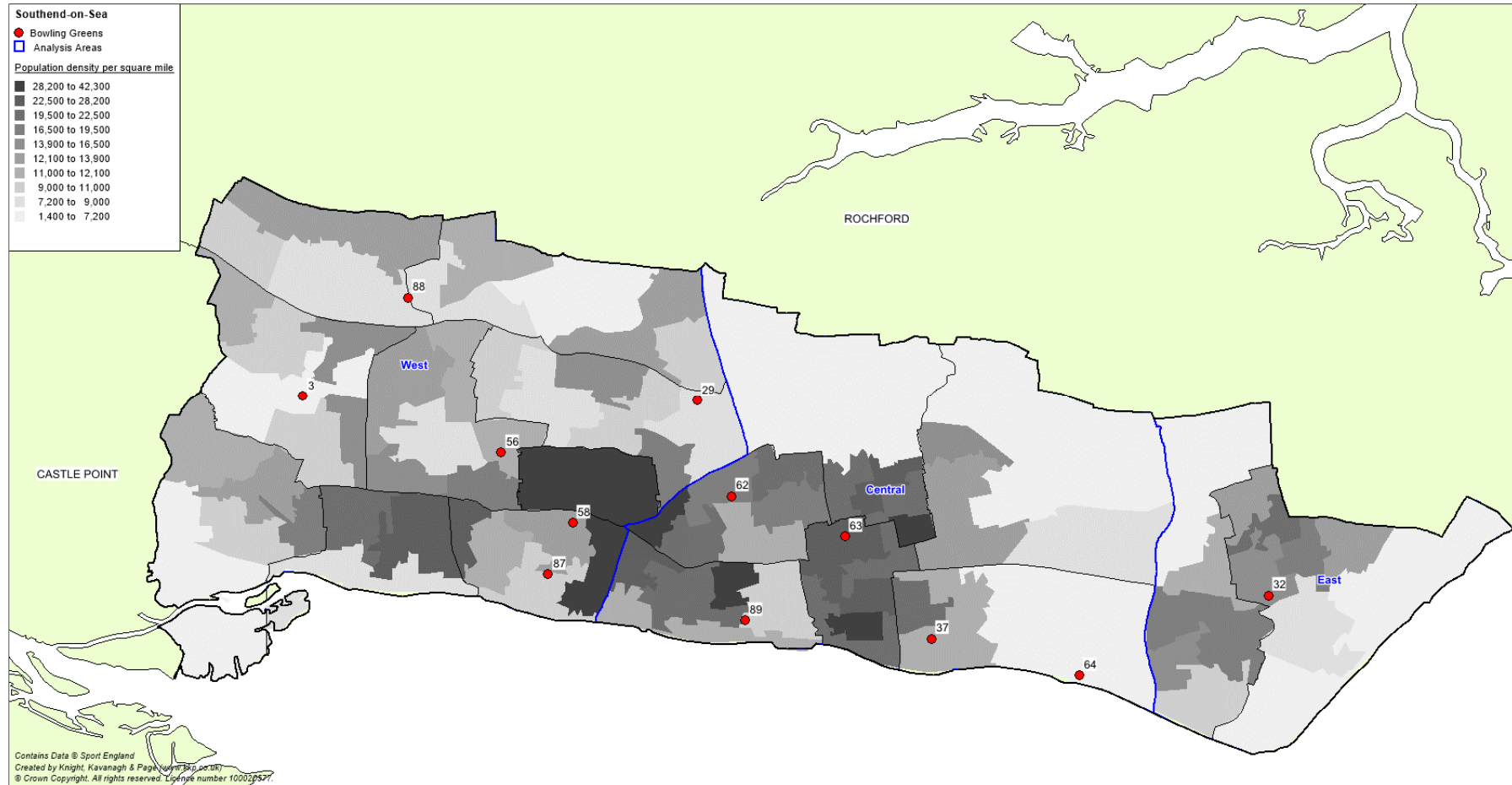
- ◀ There is one indoor bowls club with over 300 members based outside of the Borough at Rayleigh Leisure Centre.

Outdoor greens are provided at both of the indoor bowls sites and it is noted that many members of outdoor clubs are also members at the indoor facilities. This enables such participants to continue playing during the winter, when outdoor greens are generally inaccessible.

Figure 9.1 overleaf highlights the location of all outdoor greens in Southend-on-Sea.

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Figure 9.1: Flat greens in Southend-on-Sea



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Table 9.2: Key to map

Site ID	Site name	Analysis area	Number of greens
3	Belfairs Park	West	2
29	Priory Park	West	4
32	Shoebury Park	East	1
37	Southchurch Park	Central	1
56	Cavendish Gardens	West	1
58	Essex County Indoor Bowls Club	West	2
62	Southend-on-Sea Bowls Club	Central	1
63	Bournemouth Park Bowls Club	Central	1
64	Thorpe Bay Lawn Tennis Club	Central	1
87	Chalkwell Esplanade	West	1
88	Eastwood Park	West	1
89	Alexandra Bowling Green	Central	1

Ownership/management

The majority of greens (71%) in Southend-on-Sea are owned and managed by the Council. Members of clubs which utilise these greens have to buy annual season tickets to access them.

Southend-on-Sea BC has a long-term lease from the Council for the green at Southend-on-Sea Bowls Club. Although it does not specify an exact length it reports that the agreement is in excess of 50 years. Similarly, Thorpe Bay BC has a long-term lease from the Council for the green located at Thorpe Bay Lawn Tennis Club.

Quality

Following a non-technical assessment of greens in Southend-on-Sea and consultation with the Clubs, 14 greens are assessed as good and four as standard quality. There are no poor quality greens in the authority. The table below summarises the quality on a site-by-site basis.

Table 9.3: Summary of bowling green quality

Site ID	Site name	Club using site	Number of greens	Quality of green
3	Belfairs Park	Belfairs BC, Fairwood BC	2	Good
29	Priory Park	Prittlewell BC, Victoria Ladies BC	4	Good
32	Shoebury Park	Shoebury Park BC	1	Standard
37	Southchurch Park	Southchurch Park BC	1	Good
56	Cavendish Gardens	White Hall BC	1	Good
58	Essex County Indoor Bowls Club	Essex County Indoor BC	2	Good
62	Southend-on-Sea Bowls Club	Southend-on-Sea BC	1	Good
63	Bournemouth Park Bowls Club	Bournemouth Park BC	1	Good
64	Thorpe Bay Lawn Tennis Club	Thorpe Bay BC	1	Good

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Site ID	Site name	Club using site	Number of greens	Quality of green
85	Chalkwell Esplanade	Chalkwell BC	2	Standard
86	Eastwood Park	Eastwood Park BC	1	Standard
87	Alexandra Bowling Green	Alexandra BC	1	Good

Chalkwell BC reports that it has received funding within the last five years to reinstate the second green at Chalkwell Esplanade, whereas both Prittlewell BC and White Hall BC have received funding to improve the quality of their greens at Priory Park and Cavendish Gardens, respectively.

Prittlewell BC reports that it has recently entered a working partnership with the Council to bring two of the four greens located at Priory Park up to County standard. The Club has carried out the work on the greens for the previous two seasons with the Council covering the cost of materials.

Shoebury Park, Chalkwell and Eastwood Park bowling clubs all indicate the greens they access have all worsened in quality since last season. Shoebury BC reports the quality of Shoebury Park has become poorer due to the water sprinkler system not working efficiently, whereas Chalkwell BC suggests its greens at Chalkwell Esplanade have decreased in quality through inadequate maintenance.

Eastwood BC reports Bowls England has inspected the green at Eastwood Park and reported that the soil needs to be treated to improve its quality. The Club is in on-going discussions with the Council regarding making the necessary actions.

Ancillary facilities

All clubs have access to a clubhouse/pavilion on site although quality varies. Similar to the bowling greens, the majority of ancillary facilities are owned by the Council with the clubs maintaining the internal areas of the buildings. Most clubs report no significant issues, with the exception of Alexandra, Southchurch and Victoria Ladies bowling clubs.

Southchurch BC reports that it was unsuccessful in 2016 in regards to a Sport England funding application. The intention was to replace a disused pavilion on site at Southchurch Park. It still has aspirations to acquire the disused building in addition to refurbishing its current ancillary facilities.

Victoria Ladies BC reports that it has an on-going responsibility to improve its clubhouse facilities at Priory Park having recently installed a new boiler and heating system.

Alexandra BC states that the public toilets servicing Alexandra Bowling Green are poor quality and require refurbishment.

Bowls England grants²⁴

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

²⁴ <https://www.bowlsengland.com/for-clubs/club-loans>

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

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

Floodlighting

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

9.3: Demand

Current demand

Of the 13 clubs playing in Southend-on-Sea which responded to consultation requests, membership equates to 1,103 people. This can be seen broken down by club in the table below.

Table 9.4: Current club membership for bowls clubs in Southend-on-Sea

Club name	Male aged 18 years to State Pension	Female aged 18 years to State Pension	Male over State Pension	Female over State Pension	Total
Alexandra BC	5	-	14	3	22
Belfairs BC	1	-	44	12	57
Bournemouth Park BC ²⁵	N/A	N/A	N/A	N/A	N/A
Chalkwell BC	2	1	34	6	43
Eastwood Park BC	3	1	28	22	54
Essex County BC	8	2	223	61	294
Fairwood BC	7	2	40	27	76
Prittlewell BC	8	-	40	27	75
Shoebury Park BC	4	-	18	13	35
Southchurch Park BC	6	5	25	4	40
Southend-on-Sea BC	-	-	97	44	141
Thorpe Bay BC	-	-	104	29	133
Victoria Ladies BC	-	1	-	38	39
White Hall BC	12	6	51	25	94
Total	56	18	718	311	1,103

The largest club in Southend-on-Sea is currently Essex County BC with a total of 294 dedicated outdoor members. In comparison, the smallest Club is Alexandra BC, consisting of 22 members.

²⁵ Club did not respond to consultation requests.

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When asked whether participation has changed over the previous three years, only Southend-on-Sea BC indicates a decrease in membership. The Club reports it has attempted to recruit new members on an annual basis, however, has seen a general trend of reducing numbers.

Conversely, Belfairs, Chalkwell, Fairwood, Prittlewell and Victoria bowling clubs all indicate that they have seen an increase in participation over the same time frame, whilst all remaining clubs state that membership has remained stable.

Future demand

Using ONS projections (2016-2037)²⁶, the number of persons aged 65 and over living in Southend-on-Sea is likely to increase continuously from 33,576 in 2014 to 52,798 in 2037, representing an increase of 57%. Due to this age band being the most likely to play bowls, demand for bowling greens is likely to increase slightly in the future or at least remain static.

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

In addition, the table below identifies a substantial amount of future demand expressed by clubs through consultation.

Table 9.5: Club future demand aspirations

Club name	Future Growth
Alexandra BC	20 members
Belfairs BC	Reports aspirations to grow but does not quantify a specific amount.
Chalkwell BC	10 members
Eastwood Park BC	5 members
Essex County BC	Reports aspirations to grow but does not quantify a specific amount.
Fairwood BC	7 members
Prittlewell BC	8 members
Shoebury Park BC	5 members
Southchurch Park BC	5 members
Southend-on-Sea BC	5 members
Thorpe Bay BC	5 members
Victoria Ladies BC	No growth plans
White Hall BC	20 members

Where quantified, clubs report ambitions for an additional 100 members across Southend-on-Sea with Alexandra and White Hall bowling clubs reporting the highest growth plans with aspirations for an additional 20 members each.

²⁶ ONS projections do not take into account housing growth and as a result, projections may result in an under-estimate of future demand.

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Latent demand

Sport England's Market Segmentation Tool²⁷ 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 307 people who would like to participate in the sport within Southend-on-Sea, with the most dominant segment being 'Frank – Twilight Years Gent'.

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

9.4: Supply and demand analysis

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

In Southend-on-Sea, bowling greens at Belfairs Park, Cavendish Gardens, Southend-on-Sea Bowls Club and Thorpe Bay Lawn Tennis Club are all currently operating above capacity according to the above guidance. This is particularly the case at Southend-on-Sea Bowls Club and Thorpe Bay Lawn Tennis Club as both are functioning at over double the recommended capacity with 141 and 133 members, respectively. Nevertheless, no demand for additional greens has been identified by clubs using these sites.

As no other bowling greens are accessed by more than 60 members, and as all are accessed by more than 20, current supply is considered sufficient to meet demand. That being said, for this to remain the case, it is likely that all greens require protection.

Bowls summary

- ◀ There are 17 bowling greens in Southend-on-Sea located across 12 sites.
- ◀ Additionally, there is indoor bowls activity taking place within Southend-on-Sea at two sites.
- ◀ The majority of greens in Southend-on-Sea are owned and managed by the Council (71%).
- ◀ Following a non-technical assessment of greens and consultation with the clubs, 14 greens are assessed as good and four as standard quality.
- ◀ Shoebury Park, Chalkwell and Eastwood Park bowling clubs all indicate the greens they access (Shoebury Park, Chalkwell Esplanade and Eastwood Park) have all worsened in quality since last season.
- ◀ Southchurch BC has aspirations to acquire a disused building at Southchurch Park and refurbish it to create additional ancillary facilities.
- ◀ Of the 14 clubs which responded to consultation requests, playing membership equates to 1,103.
- ◀ Using ONS projections, demand for bowling greens is likely to increase slightly in the future or at least remain static in the future due to an increase in the population aged 65 and over.
- ◀ In total, clubs report ambitions for an additional 100 members across Southend-on-Sea.
- ◀ Greens at Belfairs Park, Cavendish Gardens, Southend-on-Sea Bowls Club and Thorpe Bay Lawn Tennis Club are all currently operating above Bowls England capacity guidance; however, no clubs express a need for additional greens.
- ◀ As no other bowling greens are accessed by more than 60 members, and as all are accessed by more than 20, current supply is considered sufficient to meet demand.
- ◀ That being said, for this to remain the case, it is likely that all greens require protection.

²⁷ See Appendix 2

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PART 10: TENNIS

10.1: Introduction

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

Consultation

There are nine tennis clubs identified in Southend-on-Sea. Of these, seven replied to consultation requests resulting in an 78% response rate, as seen in the table below.

Table 10.1: Summary of consultation

Club name	Responded?
Crowstone & St Saviours TC	Yes
David Lloyd TC	No
Leigh Road Baptist Church TC	No
Invicta TC	Yes
Southend TC	Yes
St Peters TC	Yes
Thorpe Bay TC	Yes
Westcliff Hard Court TC	Yes
Westcliff TC	Yes

David Lloyd and Leigh Road Baptist Church tennis clubs are the only clubs that did not respond to consultation requests.

10.2: Supply

There are 119 tennis courts identified in Southend-on-Sea across 29 sites, with 84 courts available for community use across 20 sites.

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

Analysis area	Number of courts available for community use	Number of courts unavailable for community use	Total
Central	31	13	44
East	4	6	10
West	49	16	65
Total	84	35	119

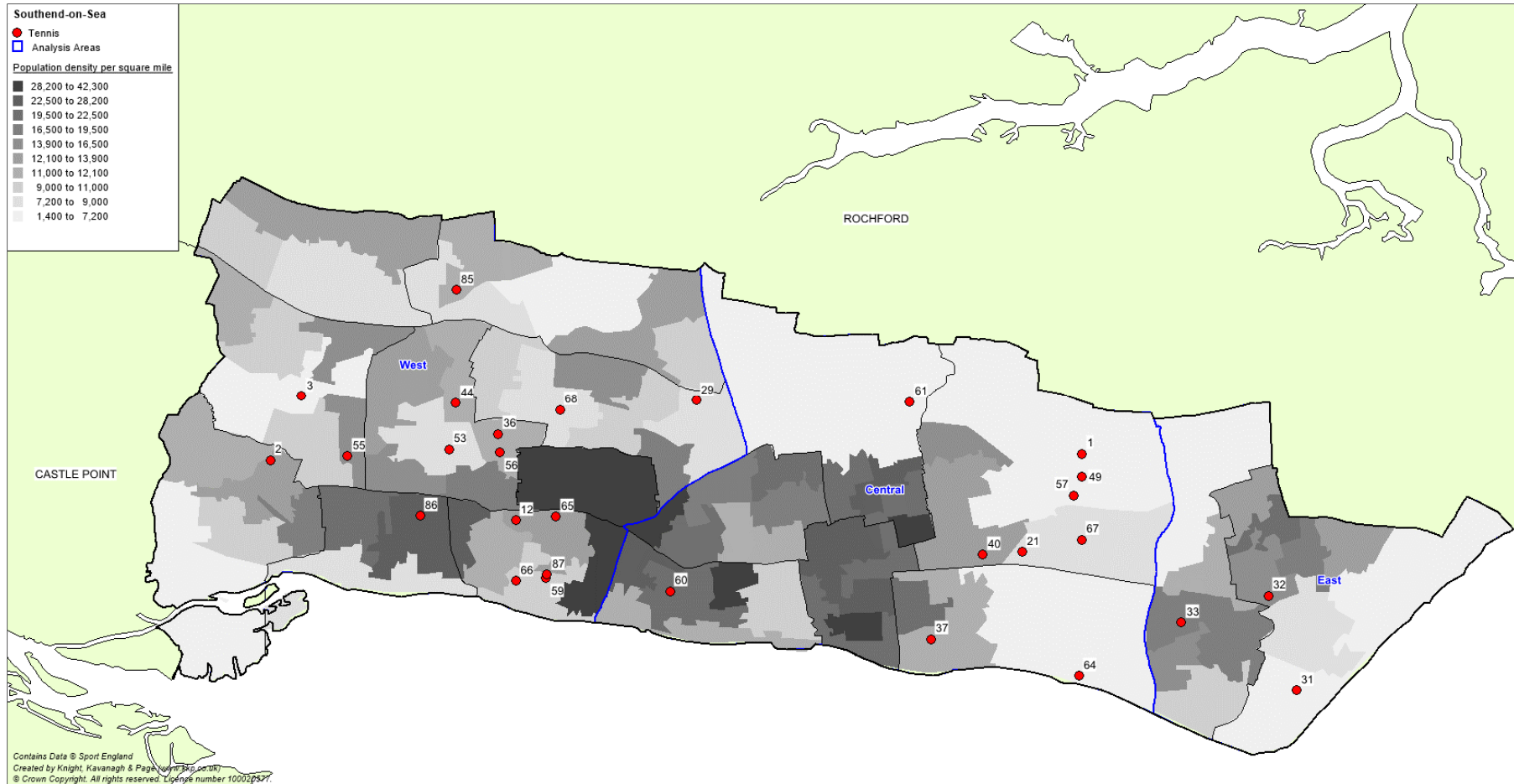
As seen in the table above, the West Analysis Area provides the highest amount of courts with 49 available for community use and 65 in total. The Central Analysis Area has 31 available for community use and 44 in total, whereas the East Analysis Area has only four available for community use and only ten in total. This is considered to be a natural breakdown given that the West and Central analysis areas cover most of the land within Southend-on-Sea and the East Analysis Area covers the least.

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

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Figure 10.1: Location of tennis courts in Southend-on-Sea



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Table 10.3: Summary of provision site by site

Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type
1	Alleyn Court School	Central	Education	No	2	No	Macadam
2	Belfairs Academy	West	Education	No	3	No	Macadam
3	Belfairs Park	West	Council	Yes	2	No	Macadam
12	Chalkwell Park	West	Council	Yes	4	Yes	Macadam
					4	No	Macadam
21	Southchurch High School	Central	Education	No	3	No	Macadam
29	Priory Park	West	Council	Yes	3	Yes	Macadam
31	Shoebury Garrison Ground	East	Council	Yes	2	No	Macadam
32	Shoebury Park	East	Council	Yes	2	No	Macadam
33	Shoeburyness High School	East	Education	No	6	No	Macadam
36	South Essex College (Wellstead Gardens Sports Ground)	West	Education	No	3	No	Macadam
37	Southchurch Park	Central	Council	Yes	2	No	Macadam
40	Southend High School for Girls	Central	Education	No	6	No	Macadam
44	St Thomas More High School	West	Education	No	6	No	Macadam
49	Thorpe Hall School	Central	Education	No	2	No	Macadam
53	Westcliff High School for Girls Playing Fields	West	Education	No	4	Yes	Macadam
55	Bonchurch Park	West	Council	Yes	2	No	Macadam
56	Cavendish Gardens	West	Council	Yes	2	No	Macadam
57	DW Sports Fitness (Thorpe Bay)	Central	Commercial	Yes	2	Yes	Macadam
59	Invicta Tennis and Table Tennis Club	West	Sports Club	Yes	3	Yes	Macadam
60	Milton Road Gardens	Central	Sports Club	Yes	2	No	Macadam
61	Southend Leisure and Tennis Centre	Central	Sports Club	Yes	4	Yes	Macadam
64	Thorpe Bay Lawn Tennis Club	Central	Sports Club	Yes	12	No	Artificial
					4	Yes	Artificial

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Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type
65	Leigh and Westcliff Lawn Tennis Club	West	Sports Club	Yes	3	No	Clay
					3	Yes	Artificial
					2	No	Artificial
					2	No	Macadam
66	Westcliff Hard Court Tennis Club	West	Sports Club	Yes	3	Yes	Macadam
					4	Yes	Artificial
67	Southend Lawn Tennis Club	Central	Sports Club	Yes	5	Yes	Artificial
68	St Peters Lawn Tennis Club	West	Sports Club	Yes	1	No	Macadam
85	David Lloyd Club	West	Private	Yes	3	Yes	Artificial
					2	Yes	Artificial (Air dome)
86	Leigh Road Baptist Church Tennis Club	West	Sports Club	Yes	3	No	Macadam
87	Crowstone and St Saviours Tennis Club	West	Sports Club	Yes	1	Yes	Macadam
					2	No	Macadam

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Additional supply

There are nine permanent indoor courts in Southend-on-Sea with five located at David Lloyd Club and four located at Southend Leisure & Tennis Centre. Information regarding these can be found in the Indoor & Built Facilities Needs Assessment, which summarises:

- ◀ There are two indoor tennis facilities in Southend-on-Sea, David Lloyd Club and Southend Leisure and Tennis Centre.
- ◀ Southend Leisure and tennis Centre offers pay and play opportunities.
- ◀ The David Lloyd Club is a private members club which is generally not affordable to a significant proportion of the local community.
- ◀ All of Southend's population live within 20 minutes' drive time of an indoor tennis facility.

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

Future supply

St Thomas More High School reports that it is in the process of increasing its building footprint to accommodate additional classrooms. As part of this process, it will be temporarily losing two tennis courts, although it will then relocate them next to its full size AGP.

Similarly, Southend High School for Girls is increasing its building layout and as a result will be relocating three of its six tennis courts. Once the three courts have been relocated into their new position, the School plans to resurface all six courts and will open them up for community access (they are currently unavailable due to quality issues).

Thorpe Hall School has recently secured planning permission for a sports hall which will result in the loss of all two of its tennis courts when implemented.

Ownership and management

No responding clubs' express concerns with regards to security of tenure. In principle, all clubs are happy with the agreements currently in place, whether that is through ownership, an annual rental agreement or a long-term lease arrangement. Invictus, Westcliff, Thorpe Bay and Westcliff Hard Court tennis clubs all report that they own their courts, whereas the remaining three clubs that responded to consultation rent their courts. Southend TC rents its site from a private company, whilst both Crowstone & St Saviour and St Peters tennis clubs rent from local churches.

The remaining courts are predominately managed either through the Council or by schools, although some courts are managed commercially such as at David Lloyd Club and DW Sports Fitness. At school sites, Southchurch High School has a community use agreement that secures any usage, whereas Belfairs Academy also has a community use agreement albeit no access is currently allowed (which could be in breach of the agreement). No other community use agreements are in place.

Table 10.4: Courts available for community use by ownership

Council	Club	Commercial	Private
23	53	2	5

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Although Council sites, both Chalkwell Park and Priory Park are managed by a third-party operator, Fusion Lifestyle. This is due to the implementation of the LTA Clubspark access system, further explored later on in this section of the report.

Floodlighting

Floodlit courts enable use throughout the year and are identified by the LTA as being particularly key for club development. In Southend-on-Sea, the majority of clubs are serviced by some level of floodlit provision, with 45 floodlit courts existing across the Borough. These are located across the following sites:

- ◀ Chalkwell Park
- ◀ DW Sports Fitness
- ◀ Leigh and Westcliff Lawn Tennis Club
- ◀ Southend Lawn Tennis Club
- ◀ Thorpe Bay Lawn Tennis Club
- ◀ Westcliff High School for Girls
- ◀ Crowstone and St Saviours Tennis Club
- ◀ David Lloyd Club
- ◀ Invicta Tennis and Table Tennis Club
- ◀ Priory Park
- ◀ Southend Leisure and Tennis Centre
- ◀ Westcliff Hard Court Tennis Club

The only clubs not serviced by floodlit provision at St Peters and Leigh Road Baptist Church tennis clubs; however, this is not considered to be an issue for either club. St Peters TC reports that it has limited demand for evening access, whereas members of Leigh Road Baptist Church TC are allowed use, if required, of either Invicta Table and Table Tennis Club or Crowstone and St Saviours Tennis Club, which are on the same area of land.

Court type

The majority of courts in Southend-on-Sea have a macadam surface (55%). 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).

The remaining courts have either an artificial turf surface (sand-based) or are clay based. Such provision generally allows for greater levels of access, especially during inclement weather spells, as well as requiring less frequent maintenance. Nevertheless, the cost of resurfacing the courts is more expensive despite the lifespan being similar.

In addition, David Lloyd Club also has the capability of covering two selective outdoor courts with air domes to enable all-year round usage, regardless of weather conditions.

Quality

Following a non-technical assessment, 54 community available courts are assessed as good quality, 11 as standard quality and 19 as poor quality.

Table 10.5: Summary of community available court quality

Good	Standard	Poor
54	11	19

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Poor quality courts are located at the following sites:

- ◀ Belfairs Park
- ◀ Chalkwell Park
- ◀ DW Sports Fitness
- ◀ Shoebury Park
- ◀ Bonchurch Park
- ◀ Cavendish Gardens
- ◀ Milton Road Gardens
- ◀ Southchurch Park

Generally, the poor quality courts suffer from a build-up of moss and lichen and limited maintenance which makes the courts slippery, whilst the ageing macadam surfaces have begun to break up in areas.

Chalkwell Park contains four good quality courts and four poor quality courts. The good quality courts were recently refurbished as part of the Clubspark programme, whereas the poor quality courts have exceeded their lifespan resulting in issues such as worn line markings, loose gravel and an uneven surface.

Similarly, the three courts located at Priory Park are good quality due to refurbishment to be utilised for Clubspark. In 2015, the LTA invested in improving court quality at both Chalkwell Park and Priory Park as part of implementing its Clubspark programme which is discussed in greater detail later in the section. Improving park courts is a national priority for the LTA; however, it reports that unless tennis courts are supported by changing facilities, a café and floodlighting, it becomes more difficult to operate a sustainable tennis programme, which therefore makes it more difficult to generate external investment.

Westcliff TC reports that it is planning on resurfacing its standard quality courts. For a detailed breakdown of quality at each community available site, please see the table below.

Table 10.6: Site by site quality ratings of community available courts

Site ID	Site name	Analysis area	No. of courts	Court type	Floodlit?	Court quality
3	Belfairs Park	West	2	Macadam	No	Poor
12	Chalkwell Park	West	4	Macadam	Yes	Good
			4	Macadam	No	Poor
29	Priory Park	West	3	Macadam	Yes	Good
31	Shoebury Garrison Ground	East	2	Macadam	No	Good
32	Shoebury Park	East	2	Macadam	No	Poor
37	Southchurch Park	Central	2	Macadam	No	Poor
55	Bonchurch Park	West	2	Macadam	No	Poor
56	Cavendish Gardens	West	2	Macadam	No	Poor
57	DW Sports Fitness (Thorpe Bay)	Central	2	Macadam	Yes	Poor
59	Invicta Tennis and Table Tennis Club	West	3	Macadam	Yes	Good
60	Milton Road Gardens	Central	2	Macadam	No	Poor
61	Southend Leisure and Tennis Centre	Central	4	Macadam	Yes	Standard
64	Thorpe Bay Lawn Tennis Club	Central	12	Artificial	No	Good
			4	Artificial	Yes	

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Site ID	Site name	Analysis area	No. of courts	Court type	Floodlit?	Court quality
65	Leigh and Westcliff Lawn Tennis Club	West	3	Clay	No	Standard
			3	Artificial	Yes	Good
			2	Artificial	No	Good
			2	Macadam	No	Standard
66	Westcliff Hard Court Tennis Club	West	3	Macadam	Yes	Good
			4	Artificial	Yes	Good
67	Southend Lawn Tennis Club	Central	5	Artificial	Yes	Good
68	St Peters Lawn Tennis Club	West	1	Macadam	No	Standard
85	David Lloyd Club	West	3	Artificial	Yes	Good
			2	Artificial	Yes	Good
86	Leigh Road Baptist Church Tennis Club	West	3	Macadam	No	Good
87	Crowstone and St Saviours Tennis Club	West	1	Macadam	Yes	Good
		West	2	Macadam	No	Good

In addition, many of the courts unavailable for community use are also assessed as poor quality, predominately because they have not been resurfaced since first being installed due to financial constraints. Given this, it is important to note that Westcliff High School for Girls reports that it is in the process of exploring relevant funding streams to refurbish its courts, with quality currently preventing community use. It states that once the courts have been refurbished, it will open up community access.

Ancillary provision

The changing provision servicing the majority of clubs is assessed as good or standard quality, with only Crowstone & St Saviours TC deemed to be serviced by poor quality facilities. This is because its current clubhouse building is outdated and in need of modernisation, with no showering facilities currently provided.

The facilities at Thorpe Bay TC are considered to be adequate; however, the Club reports that it has the funds available to erect a new dedicated junior pavilion. This will cater for the clubs' substantial junior participation, whilst alleviating the pressures on the existing building as it will be reserved for senior access.

Westcliff Hard Court TC has no issues with its changing facilities but does report issues with limited car parking at its site. The same is also presumed to apply to Crowstone & Saviours, Leigh Road Baptist Church and Invicta tennis clubs as no dedicated parking is provided to the area, with users instead having to park on nearby roads.

For non-club courts, the ancillary provision is generally considered to be problematic. Some offer changing facilities but are of a poor quality, whilst other sites either do not provide changing facilities or provide them too far away from courts to be used. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to tennis court users. This, however, does not apply to either Chalkwell Park or Priory Park as both are accompanied by appropriate provision as per the requirements of Clubspark.

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10.3: Demand

There are nine tennis clubs in Southend-on-Sea. Of the seven that responded to consultation, combined membership equates to 1,773 members, which is derived from 1,144 senior members and 629 junior members.

The largest club is Thorpe Bay TC, with 800 total members, making it one of the biggest clubs across the country accessing only outdoor courts. The smallest club is St Peters TC, catering for just seven members. The Club reports that it is struggling to maintain current participation levels and may fold in the near future.

Table 10.7: Summary of club membership

Name of club	Number of members		
	Seniors	Juniors	Total
Crowstone & St Saviours TC	45	4	49
David Lloyd TC	Unknown	Unknown	-
Leigh Road Baptist Church TC	Unknown	Unknown	-
Invicta TC	40	20	60
Southend TC	82	34	116
St Peters TC	7	-	7
Thorpe Bay TC	600	200	800
Westcliff Hard Court TC	250	331	581
Westcliff TC	120	40	160

For David Lloyd TC, the LTA reports a membership totalling 1,812 senior and 1,911 junior members; however, this takes into account membership figures for the entire club and not those who access the tennis facilities.

No affiliation figures are available from the LTA for Leigh Road Baptist Church TC.

Participation trends

St Peters and Crowstone & St Saviours tennis clubs report that senior membership has decreased over the previous five years. The former reports that this is due to the clubs ageing members whilst the latter states that members have left to join larger local clubs with perceived better facilities. No club in Southend-on-Sea mentions that they have seen a growth in senior participation levels over the same time period.

The majority of clubs report no change in junior membership recently, with the exception of Thorpe Bay TC which reports an increase of 20 members. It puts this down to improved coaching.

Anecdotal evidence from clubs suggests that the implementation of the Clubspark system and the general improvement in quality of Council courts, particularly at Chalkwell Park and Priory Park, may lead to the potential reduction in membership levels in the future. That being said, most clubs are supportive of the scheme as the wider benefits for the sport are noted.

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Latent demand

Sport England’s Market Segmentation Tool enables an analysis of ‘the percentage of adults that would like to participate in tennis within Southend-on-Sea, but are not currently doing so’. The tool identifies latent demand of 2,970 people, 333 (11%) of which are within the segment ‘Tim – settling down males’.²⁸

Notwithstanding the above, none of the tennis clubs in Southend-on-Sea that responded to consultation requests report that they are at capacity, with all clubs willing to accept new members. As such, it is considered that anyone within the Borough that would like to start participating could do so at the clubs and courts already in existence.

Future demand

Of the clubs which responded to consultation, four indicate plans to increase membership, equating to an additional 76 junior and 48 senior members.

Table 10.8: Potential future demand identified by clubs

Club	Senior future demand	Junior future demand	Total future demand
Southend TC	18	16	34
Thorpe Bay TC	10	20	30
Westcliff Hard Court TC	10	10	20
Westcliff TC	10	30	40
Total	48	76	124

Parks tennis

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

There is a Parks Tennis League currently operating in Southend-on-Sea, primarily based at Southend Leisure and Tennis Centre. That being said, the League also utilises eight other venues across the Borough, as seen below:

- ◀ Bonchurch Park
- ◀ Chalkwell Park
- ◀ Priory Park
- ◀ Shoebury Garrison Ground
- ◀ Cavendish Gardens
- ◀ Milton Gardens
- ◀ Shoebury Park
- ◀ Southchurch Park

Currently, 18 people participate in the League, within three divisions, albeit 24 people have been involved in the past. Because a new league starts as soon as the previous one finishes, it is likely that the current lower demand is because of the time of year, with participation increasing during summer months every year.

²⁸ See Appendix 2

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Tennis Tuesdays

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

As it stands there are no Tennis Tuesdays sessions running within Southend-on-Sea and there are also none running in neighbouring local authorities.

Informal tennis

It is considered that all courts in Southend-on-Sea that are not accessed by clubs have spare capacity for a growth in demand, although this is difficult to quantify as use is not recorded at every site due to many being open access. The majority of current use is assumed to take place at council sites throughout the summer months following events such as Wimbledon, whereas no education sites report any regular demand. In an attempt to quantify informal demand, the LTA has developed the Clubspark Programme.

LTA Clubspark Programme

As mentioned previously, the LTA has recently developed a programme to change the way in which people access local authority managed tennis courts, mainly at park sites. Instead of providing free access, the programme seeks to secure courts through an online booking system (Clubspark) which allows members access through the use of a fob or access code system through electronic gates. Not only does this deter misuse use of courts but it also allows genuine tennis participation to be more effectively tracked and monitored, thus providing data on how well and how often courts are being accessed and used. This online booking system sends an automated email as evidence as part of a self-policing system for managing court bookings.

Nationally, the LTA reports that over 2000 hours of court time were booked in 2016 by a database of over 2000 people held on Clubspark. Another advantage of securing access is to make tennis courts revenue generating rather than open access, with the income generation forming a sinking fund for the repair and eventual resurfacing of the courts at each site, thus making courts more sustainable in the long-term.

In 2015, the LTA invested into two council sites in Southend-on-Sea, Priory Park and Chalkwell Park, providing the Clubspark fob access system as well as capital investment to improve court quality. The Borough was one of the first local authorities to be involved in the scheme and, since installation, the LTA reports that it has been popular within local communities with a total of 284 fobs purchased to date.

10.4: Supply and demand analysis

The LTA suggests that a non-floodlit hard court can accommodate a maximum of 40 members whereas a floodlit hard court can accommodate a maximum of 60 members. For air domed courts, a maximum membership of 100 is considered applicable.

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Using these figures, the table below analyses whether or not courts currently in use by clubs are sufficient to meet both current and future demand.

Table 10.9: Summary of supply and demand

Club name	Current Demand	Future Demand	Site Capacity	Capacity rating
Crowstone & St Saviours TC	49	-	140	91
David Lloyd TC	Unknown	Unknown	380	-
Leigh Road Baptist Church TC	Unknown	Unknown	380	-
Invicta TC	60	-	180	120
Southend TC	116	34	300	150
St Peters TC	7	-	40	33
Thorpe Bay TC	800	30	720	110
Westcliff Hard Court TC	581	20	420	181
Westcliff TC	160	40	460	260

As seen in the table above, there is a sufficient supply of courts at five of the club sites; Crowstone & St Saviours, Invicta, Southend, St Peters and Westcliff tennis clubs. Focus at these sites should therefore be to sustain current quality and to make improvements, where necessary. Support is also required in relation to St Peters TC given its current low membership, otherwise the court will become unsustainable.

Similarly, it is considered that both David Lloyd and Leigh Road Baptist Church tennis clubs have an adequate supply of courts as it is considered high unlikely that either currently exceed 380 members. Further exploration is, however, required to evidence this.

In contrast, the courts servicing Thorpe Bay and Westcliff Hard Court tennis clubs are operating above capacity, which is projected to worsen should future demand aspirations be realised. That being said, both clubs report that the current number of courts is adequate to meet their needs, suggesting that the supply is sufficient.

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

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Tennis summary

- ◀ There are 119 tennis courts identified in Southend-on-Sea across 29 sites, with 84 courts available for community use across 20 sites.
- ◀ There are also nine permanent indoor courts in Southend-on-Sea with five located at David Lloyd Club and four located at Southend Leisure & Tennis Centre.
- ◀ No responding clubs' express concerns with regards to security of tenure.
- ◀ The majority of community available courts are located at club sites (65%) with the remaining provision located at Council (27%), private (6%) or commercial sites (5%).
- ◀ The majority of clubs, with the exception of Leigh Road Baptist Church and St Peters tennis clubs, are serviced by some level of floodlit provision, with 45 floodlit courts existing across the Borough.
- ◀ The majority of courts have a macadam surface, with artificial and clay courts making up the rest of the supply.
- ◀ Following non-technical assessments, 54 community available courts are assessed as good quality, 11 as standard quality and 19 as poor quality.
- ◀ Westcliff Hard Court TC reports issues with limited car parking, whereas Crowstone & St Saviours TC state that its changing facilities are outdated and in need of modernisation.
- ◀ There are nine tennis clubs in Southend-on-Sea and of the seven that responded to consultation, combined membership equates to 1,763 members (1,144 seniors and 629 juniors).
- ◀ Total future club growth aspirations equate to an additional 76 juniors and 48 senior members, expressed by four clubs.
- ◀ There is also a Parks Tennis League currently operating in Southend-on-Sea, primarily based at Southend Leisure and Tennis Centre.
- ◀ Two council sites, Priory Park and Chalkwell Park, have the Clubspark fob access system, with 284 fobs purchased to date.
- ◀ There is a sufficient supply of courts at five club sites (Crowstone & St Saviours, Invicta, Southend, St Peters and Westcliff tennis clubs), whilst it is considered unlikely that either David Lloyd or Leigh Road Baptist Church tennis clubs exceed capacity.
- ◀ In contrast, the remaining two clubs (Thorpe Bay and Westcliff Hard Court tennis clubs) are operating above capacity; however, both clubs report that the current number of courts is adequate to meet their needs.
- ◀ As all remaining, non-club courts are deemed to have spare capacity, focus should be on improving quality to an adequate standard for informal play.

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PART 11: NETBALL

11.1: Introduction

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

Nationally, netball activity takes place both indoors and outdoors. For information relating to indoor netball, please see the Indoor Sports and Leisure Strategy that is being produced in conjunction with this report. As identified within the Indoor and Built Facilities Needs Assessment, there is no club netball taking place indoors, however, there are a variety of weekly participatory programmes.

Consultation

Consultation to inform this section of the report took place with England Netball. Attempts were also made to contact the Southend & District Netball League, however, these proved to be unsuccessful.

11.2: Supply

There are 33 outdoor netball courts in Southend-on-Sea across 13 sites. Of the courts, five are available for community use across two sites.

Table 11.1: Summary of community available netball courts

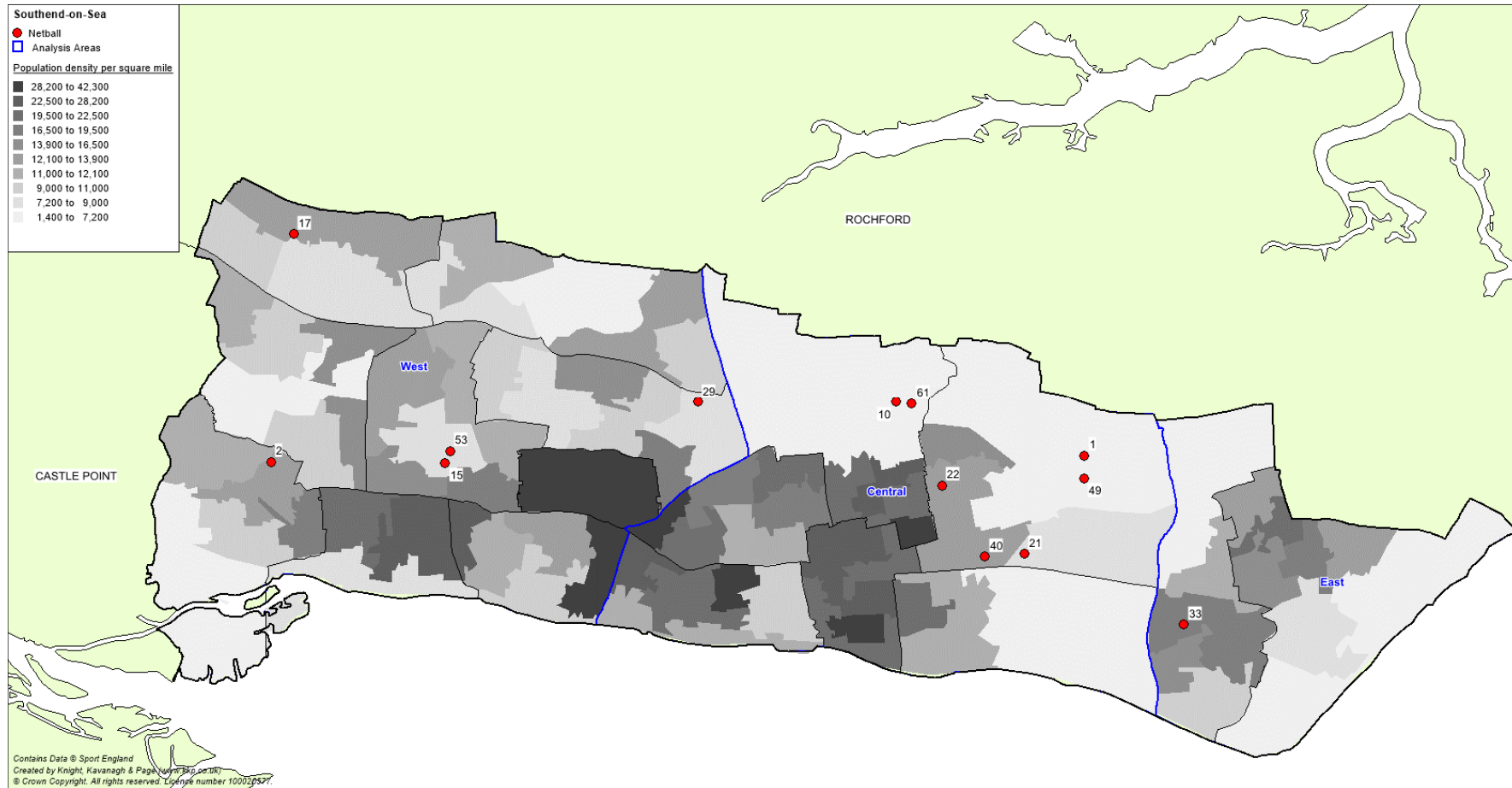
Analysis area	Number of courts available for community use	Number of courts unavailable for community use
Central	4	13
East	-	6
West	1	9
Total	5	28

As seen in the table above, the majority of community available courts are located in the Central Analysis Area, with the remaining court located in the West Analysis Area. There are no community available courts in the East Analysis Area, although there are six unavailable for community use. This is considered to be a natural breakdown given that the West and Central analysis areas cover most of the land within Southend-on-Sea and the East Analysis Area covers the least.

Figure 11.1 overleaf shows the location of all netball courts in Southend-on-Sea, regardless of community use.

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Figure 11.1: Location of netball courts in Southend-on-Sea



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Table 11.2: Key to figure 11.1

Site ID	Site name	Analysis area	Community use?	No. of courts	Floodlit?	Quality
1	Alleyn Court School	Central	No	2	No	Standard
2	Belfairs Academy	West	No	3	No	Poor
10	Cecil Jones Academy	Central	No	2	No	Standard
15	Darlingtonhurst School	West	No	1	No	Poor
17	Edwards Hall Primary School	West	No	1	No	Poor
21	Southchurch High School	Central	No	2	No	Poor
22	Hamstel Junior School	Central	No	1	No	Poor
29	Priory Park	West	Yes	1	No	Poor
33	Shoeburyness High School	East	No	6	No	Standard
40	Southend High School for Girls	Central	No	4	No	Poor
49	Thorpe Hall School	Central	No	2	No	Standard
53	Westcliff High School for Girls	West	No	4	Yes	Good
61	Southend Leisure and Tennis Centre	Central	Yes	4	Yes	Standard

Management/ownership

The large majority of netball courts in Southend-on-Sea are located at school sites. To that end, it must be noted that Southchurch High School has a community use agreement that secures any usage, whereas Belfairs Academy also has a community use agreement albeit no access is currently allowed (which could be in breach of the agreement). No other community use agreements are in place.

Future supply

Southend High School for Girls is increasing its building layout and as a result will be relocating two of its netball courts (which over mark three tennis courts). Once the courts have been relocated into their new position, the School plans to resurface all of the courts and will open them up for community access.

Thorpe Hall School has recently secured planning permission for a sports hall which will result in the loss of all two of its netball courts when implemented.

Court type

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

Floodlighting

Floodlit outdoor netball courts enable all year round evening use, thus allowing winter netball activity to take place as well as the more common summer netball activity. In Southend-on-Sea, only two sites provide floodlit courts; Westcliff High School for Girls and Southend Leisure and Tennis Centre.

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Of the floodlit courts, only Southend Leisure and Tennis Centre regularly uses the lighting, as courts at Westcliff High School for Girls are unavailable for community use.

Quality

Following site assessments, 13 netball courts are assessed as poor quality, 16 as standard quality and four as good quality.

The four good quality courts are located at Westcliff High School for Girls following recent renovation upon receiving a Sport England grant. The School states that until recently the netball courts had been accessed by the Southend & District Netball League, however, due to their quality the League decided to relocate. The School has aspirations for this demand to return now that the courts have been refurbished.

Issues pertaining to poor quality courts include poor line markings, poor grip underfoot and loose gravel. It is generally considered that maintenance is lacking, with no dedicated regime in place at any of the sites. Instead, regular cleaning occurs but no line marking or court repairs take place.

Over marking

Whilst it does help with usage levels and sustainability, an issue for netball nationally is that the majority of its courts are dual use tennis courts. This limits accessibility (especially during the summer when tennis nets are often permanently in place) and also impacts on quality due to higher levels of wear and tear.

In Southend-on-Sea, the following sites contain netball courts that are over marked by tennis courts:

- ◀ Alleyn Court School
- ◀ Belfairs Academy
- ◀ Southchurch High School
- ◀ Shoeburyness High School
- ◀ Southend High School for Girls
- ◀ Thorpe Hall School

11.3: Demand

The Southend & District Netball League generates the majority of netball demand from within Southend-on-Sea. It runs a winter league on a home and away basis, commencing in September and running through to the end of March, whilst a summer league also takes place but is considered to be more relaxed with players rotating positions. All teams and players must be affiliated through England Netball.

The League has three divisions each hosting eight teams which play on Saturdays from 10:00 until 13:00. This demand was previously located on the courts at Westcliff High School for Girls, however, due to quality issues, the League decided to export its demand to Deanes School Sports Centre (Castle Point). It is unknown if the League wants to return back into Southend-on-Sea, but as previously mentioned, Westcliff High School for Girls reports that it purposely resurfaced its courts to a netball suitable surface as it has aspirations to again host the League.

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Play Netball

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

There is no Play Netball in Southend-on-Sea with the closest league located in neighbouring authority Basildon, hosted at Basildon Sporting Village. This League currently caters for six teams, with matches taking place every Thursday evening (19:00 until 21:00).

Back to Netball

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

In Southend-on-Sea, Southend Leisure and Tennis Centre hosts Back to Netball sessions every Tuesday (19:00–20:00) and Thursdays (10:00-11:00) during term time. These take place via the outdoor courts.

Walking netball

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

There are no walking netball sessions in Southend-on-Sea, however, there are in the bordering authority of Basildon.

High 5

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

The Southend Primary School Sports Association plans on hosting a High 5 Netball tournament in April 2018 at Southend Leisure and Tennis Centre. The following six primary schools have already registered to take part in the tournament:

- ◀ Bournes Green Junior School
- ◀ Friars Primary School and Nursery
- ◀ Federation of Greenways Schools
- ◀ Bournemouth Park Primary School
- ◀ St George's Catholic Primary School
- ◀ St Marys Primary School

As with Back to Netball, the tournament will take place on outdoor courts rather than indoor.

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Future demand

Sport England's Market Segmentation Tool²⁹ enables an analysis of 'the percentage of adults that would like to participate in netball within Southend-on-Sea, but are not currently doing so'. The tool identifies latent demand of 468 people, 102 (22%) of which are within the segment 'Leanne – Supportive Singles'.

11.4: Supply and demand analysis

There is currently community demand for outdoor netball provision in Southend-on-Sea generated from the Southend & District Netball League, although this demand is currently exported to Castle Point due to prior quality issues at Westcliff High School for Girls. As such, priority should be placed on returning the demand now that quality has improved.

Notwithstanding the above, consideration should also be given to improving court quality at other school sites, where possible, in order to better accommodate curricular and extra-curricular activity. This can be carried out in conjunction with improving tennis court quality at the same sites.

Netball summary

- ◀ There are 33 outdoor netball courts in Southend-on-Sea across 13 sites, of which five courts are available for community use across two sites.
- ◀ All outdoor netball courts in Southend-on-Sea have a macadam surface.
- ◀ Following site assessments, 13 netball courts are assessed as poor quality, 16 as standard quality and four as good quality.
- ◀ The courts at Westcliff High School for Girls are assessed as good quality having been recently resurfaced; the School has aspirations to host the Southend & District Netball League as it did previously.
- ◀ The Southend & District netball league generates the majority of netball demand from within Southend-on-Sea, although it currently exports to Castle Point.
- ◀ Southend Leisure and Tennis Centre hosts Back to Netball sessions every Tuesday and Thursdays.
- ◀ The Southend Primary School Sports Association plans on hosting a High 5 Netball tournament in April 2018 at Southend Leisure and Tennis Centre.
- ◀ There is currently community demand for outdoor netball provision in Southend-on-Sea generating from the Southend & District netball league.
- ◀ Given expressed exported demand, priority should be placed on returning the activity now that quality has improved at Westcliff High School for Girls.
- ◀ Focus should also be placed on improving quality at other sites for curricular and extra-curricular activity.

²⁹ See Appendix 2

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PART 12: ATHLETICS

12.1: Introduction

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

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

Consultation

There is currently one athletics club within Southend-on-Sea; Southend-on-Sea Athletics Club. The Club was responsive to an online survey which helped to inform this section of the report.

12.2: Supply

There are currently two athletics track in Southend-on-Sea, one located at Southend Leisure and Tennis Centre and one at the Eastwood Academy.

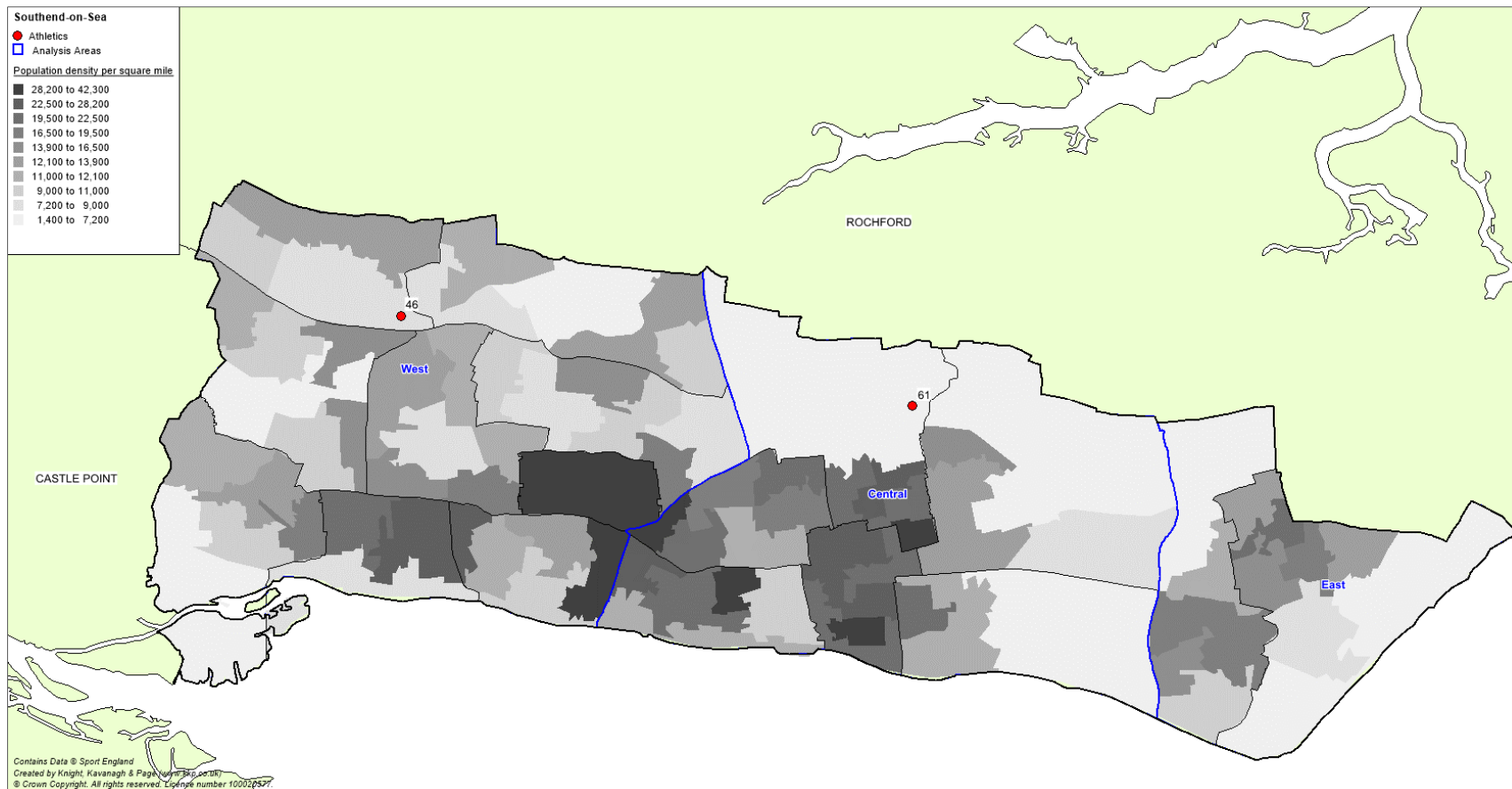
The facility at Southend Leisure and Tennis Centre is an eight lane, 400m track that is fully floodlit. As well as track disciplines, the site also caters for all field events including throwing events and jumping events, with a throwing cage, a dedicated shot putt area, a dedicated high jump area and three sand pits for long jump and triple jump.

The facility at the Eastwood Academy is also a 400m track, although it contains six lanes rather than eight and it also without floodlighting. Situated between the track is an adult football pitch, which doubles up as an area for throwing events. Dedicated shot put and high jump areas are present, as are two sand pits for long jump and triple jump.

Both tracks are available for community use, with Southend Leisure and Tennis Centre being used by Southend-on-Sea Athletics Club as well as receiving some casual demand from the general public. In contrast, the Eastwood Academy is generally unused, with the lack of floodlighting limiting accessibility should demand exist.

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Figure 12.1: Location of athletics tracks in Southend-on-Sea



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Ownership/management

Southend Leisure and Tennis Centre is owned by the Council but managed by Fusion as part of a lease arrangement. It is then rented annually by Southend-on-Sea Athletics Club at a cost of £4,000 per annum.

The Eastwood Academy is managed in house by the School.

Quality

The track at Southend Tennis and Leisure Centre is assessed as good quality. It has consistent, visible lane markings, little evidence of wear to the surface, adequate track fencing and good grip underfoot. This rating is agreed upon by Southend-on-Sea Athletics Club, which highlights no issues.

The Club states that it is planning to reconstruct the hammer/discus circle and accompanying cage in the near future as the provision is beginning to show its age. This will reportedly be complete within the next 12 months.

Similarly, the track at the Eastwood Academy is assessed as good quality, albeit it is recognised that maintenance is less sophisticated due to it hosting lesser levels of competition. The facility was only put into place in 2011 making it one of the newest athletics tracks nationally.

Ancillary provision

Southend-on-Sea Athletics Club reports that it owns its clubhouse at Southend Tennis and Leisure Centre. This contains two sets of changing rooms, enclosed showers and toilets and a separate equipment storage area. The Club states that this is good quality having been built in 2015 and is adequate to meet its needs.

The Club reports that it has aspirations to create a spectator stand in the near future along the finishing straight. This will be a joint venture between the Club, Fusion and the Council and will enable the facility to host a high level of competition.

At the Eastwood Academy, there is no dedicated changing provision servicing the track, with the rooms inside the School being used instead. This is not an issue for the School but would be an issue for any future community demand given the distance from the main school building to the track.

12.3: Demand

Southend-on-Sea has one athletics club; Southend-on-Sea Athletics Club. In addition, there are two prominent running clubs participating within the Borough and numerous events being held such as Parkrun and the Southend-on-Sea 10K.

Southend-on-Sea Athletics Club

Southend-on-Sea Athletics Club currently has 390 members which consists of 135 adult males, 135 adult females and 120 juniors. The Club access the facility at Southend Tennis and Leisure Centre every Tuesday evening, Thursday evening and Sunday morning for two hours on each day, with the track being closed to the public during these sessions.

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The Club reports that its membership has marginally increased over the last three years, predominately because of the introduction of a beginners' group which produced eight additional members. It has plans to continue this increase in demand, with aspirations to attract 50 new members, at which point it feels as though it may reach saturation point with its current access times and number of coaches. The main way it plans to entice new members is through its links with local schools.

Running clubs

Flyers Southend is a running club that caters for 450 registered members and is free to join. The Club meets five times a week for different purposes; Wednesdays for a sprint session, Thursdays for a five-mile run, Fridays for a six-mile wood run, Saturdays for Parkrun and Sundays for a six-mile run. Venues vary dependant on season and weather.

Leigh-on-Sea Striders is also a running club operating in Southend-on-Sea, currently providing for 250 affiliated members. It generally hosts two sessions a week, one on the running track at Southend Leisure and Tennis Centre and one on the roads around Chalkwell. One of the sessions is for distance running, whereas the other is for a specific activity such as hill runs, interval runs or sprint training.

Southend 10k

The Southend 10k is an annual event organised by Southend-on-Sea Athletics Club. It begins at Southchurch Park, with the route mostly along the coastline. Last year, 1,258 participants took part, which is an increase from 1,118 the year before and 907 the year before that.

In addition to the 10k run, a 3k run for children is also organised. This attracted 34 participants last year and 27 participants the year previous.

Just Ride Southend

Just Ride Southend is based out of Southend Leisure and Tennis Centre and accesses the athletics track to provide a safe cycling experience with specially adapted bikes to cater for all disabilities and health conditions. Sessions are run Tuesdays and Wednesdays (10am till and Saturdays (10am till 1pm).

Parkrun

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

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

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At present, there is one Parkrun event in Southend-on-Sea every week which takes place at Gunners Park. It has taken place 286 times since its inception, attracting a total of 7,010 runners and an average of 231 runners. Its biggest attendance to date is 439.

There are no Junior Parkrun events in Southend-on-Sea. In order to access a Junior Parkrun, Southend-on-Sea residents would likely have to travel to Rochford (Clements Hall Recreation Ground), Chelmsford (Central Park) or Brentwood (Weald Country Park).

Great Run Local

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

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

Race for Life

Race for Life is an initiative by Cancer Research UK to provide a series of women only events to raise money for research into various cancers. As part of this, a 5k run is hosted at Southend Leisure and Tennis Centre every May, utilising the grass area within the whole of Garon Park rather than the athletics track.

Couch to 5k

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

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

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

RunTogether

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

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In Southend-on-Sea, Flyers Southend is a registered RunTogether group.

Active Southend

Active Southend runs and supports various initiatives that centre around running or include running activity. This includes its Running Sisters programme, which is especially aimed at those who take part in little or no physical activity and would like to get fitter in a friendly environment. A six week course is delivered by female instructors to encourage women aged 16 and over to take up running. It is delivered at Chalkwell Park.

Future demand

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

In addition to future demand expressed by Southend-on-Sea Athletic Club (totalling 50 new members), it is to be expected that the popularity of the Parkrun events and Race for Life event, as well as demand for RunTogether groups, will increase in the future following national trends.

Sport England's Market Segmentation Tool³⁰ enables an analysis of 'the percentage of adults that would like to participate in athletics within Southend-on-Sea, but are not currently doing so'. The tool identifies demand of 3,637 people, 502 (14%) of which are within the segment 'Tim – settling down males'.

12.4: Supply and demand analysis

It is thought that in order for an athletics track to be sustainable, a club membership of 200 is required; however, a number of other factors should also be considered and a feasibility study should take place before determining whether a facility could be lost. As Southend-on-Sea Athletics Club is operating above this threshold with 390 members, the track at Southend Leisure and Tennis Centre requires protection.

In contrast, with no community demand evident at the Eastwood Academy, it could be deemed as surplus provision; however, the facility is well used by the School and therefore should be retained for this purpose.

In addition to the tracks, precedence should be placed on sustaining and increasing the popularity of the numerous running events taking place within Southend as well as exploring the growth of initiatives such as RunTogether groups.

³⁰ See Appendix 2

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Athletics summary

- ◀ There are currently two athletics tracks in Southend-on-Sea located at Southend Leisure and Tennis Centre and the Eastwood Academy.
- ◀ The tracks at both sites are rated as good quality.
- ◀ Southend-on-Sea has one athletics club; Southend-on-Sea Athletics Club.
- ◀ It also home to two large running clubs; Southend Flyers and Leigh-on-Sea Striders.
- ◀ There is one Parkrun event operating every Saturday which takes place at Gunners Park.
- ◀ In addition, there is an annual 10k run taking place as well as a children's 3k run and a 5k Race for Life event.
- ◀ Southend-on-Sea Athletics Club is operating above track sustainability threshold of 200 members, therefore the track at Southend Leisure and Tennis Centre requires sustaining.
- ◀ Precedence should also be placed on sustaining and increasing the popularity of the numerous running events taking place within Southend-on-Sea as well as the growth of other initiatives.

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PART 13: CYCLING

13.1: Introduction

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

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

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

Consultation

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

13.2: Supply

There are no purpose-built facilities within Southend-on-Sea with the nearest dedicated facility located approximately six miles away, at Hadleigh Park. This is in neighbouring authority Castle Point and is generally accessible for Southend residents.

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

Future provision

Garon Park Community Interest Company (Garon Park CIC) is currently in negotiations with the Norman Garon Trust to formalise a long term lease for both Norman Garon Trust Football Pitches and Garon Park, of which the Trust owns. In addition, the CIC has aspirations to obtain the area of unused scrubland which is bordering Garon Park and turn this into a Wellness Trail including dedicated walking and cycling paths.

Garon Park CIC's vision is to establish a sustainable centre of excellence for sport, health and wellbeing which benefits the entire local community in South Essex. It reports the need for a long term lease of the site in order to gain access to relevant funding streams to actualise its vision.

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13.3: Demand

Sport England Market Segmentation³¹ makes it possible to identify that there are currently 11,743 people in Southend-on-Sea which are participating in regular cycling activity. The majority of this is likely to be for recreational, health and fitness purposes which, in part, is captured through Cycle Southend.

As well as recreational demand there are also three clubs which account for formal demand in Southend-on-Sea; Southend Wheelers, Just Ride Southend and Richardsons-Trek RT.

Cycle Southend

Cycle Southend was established in 2008 through funding from the National Government and the Council. Its aim is to increase the usage of bikes both recreationally and as a preferable method of transport across Southend-on-Sea. As part of this, it is actively working in the local community providing schemes such as Back in the Saddle, which aims to improve and teach people road cycling skills on how to negotiate traffic. Accompanying these schemes is capital investment to improve the quality of several key cycle routes and cycling infrastructure across the Borough, as listed below:

- ◀ Cycle Parking
- ◀ Prittle Brook Greenway
- ◀ Royal Artillery Way
- ◀ Prittlewell Chase
- ◀ Queensway Route
- ◀ Western Esplanade

The collaborative project, as well as offering schemes to increase cycling participation. This includes the ReCycle Centre and the Comfy Saddle, which assists in providing bikes to the community. Both operate under the Sustainable Motion Community Interest Company.

ReCycle Centre

The ReCycle Centre is a not for profit social enterprise which encourages people in Southend-on-Sea to travel more sustainably. Bikes are donated to the Centre, refurbished and sold back to the community at affordable prices in order to make cycling more accessible.

The Comfy Saddle

The Comfy Saddle is a cycle hub in Southend-on-Sea which works in cohesion with the ReCycle Centre and Cycle Southend. Its aim is to spread the benefits of sustainable transport to the public offering information, equipment and accessories to people in the community.

Southend Wheelers

Southend Wheelers has a current membership of 133. It offers a wide variety of cycling and social activities to suit cyclists of differing abilities including road racing, track racing and cyclocross.

³¹ See Appendix 2

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Just Ride Southend

Just Ride Southend is based out of Southend Leisure and Tennis Centre and accesses the athletics track to provide a safe cycling experience with specially adapted bikes to cater for all disabilities and health conditions. Sessions are run Tuesdays and Wednesdays (10:00 till noon) and Saturdays (10:00 till 13:00).

Richardsons-Trek RT

The Club is the smallest in Southend-on-Sea, catering for only 16 members. It is a racing club and focus mostly on cyclo-cross, time trials and road racing. It has no known home base.

Bike sharing stations

Southend-on-Sea has three bike sharing stations across the Borough. These are known as Civic Centre, City Beach B and City Beach C.

For those interested in the scheme, users can sign up to it via Motion Hub, with the cost of rental equating to £2 per hour.

Latent demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in cycling but are not currently doing so'. The tool identifies latent demand of 6,905 people who would like to participate in the sport within Southend-on-Sea. The most dominant segment is 'Philip' – Comfortable Mid-Life Males (17.3%).³²

As seen in the table below, this is the highest amount of latent demand for the sport when compared to Southend-on-Sea's neighbouring local authorities.

Table 13.1: Comparison of neighbouring Local Authorities latent demand

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

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

HSBC UK Go-Ride

HSBC UK Go-Ride is a British Cycling's development programme for young people. It offers a fun and safe way to introduce young people to the sport and provides a platform to improve cycling skills.

People can get involved through holiday coaching programmes or through their local accredited club which allows them to sample the various disciplines of the sport. Progression

³² See Appendix 2

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

13.4: Supply and demand analysis

High demand for cycling is identified within Southend-on-Sea; however, it is considered that the majority of this demand does not require dedicated facilities as the majority of participants will utilise roads and cycle paths. As such, there is no clear evidence to suggest that cycling provision is required within Southend-on-Sea, especially considering the close proximity of the facilities at Hadleigh Park in neighbouring Castle Point.

Although there is not requirement for a dedicated facility in Southend-on-Sea there is a need for the Council to continue to engage with key stakeholders and clubs to sustain/increase participation and to further develop cycling across the Borough. The Council, through Cycle Southend, has had success in achieving this to date and work on the initiative continues.

Cycling summary

- ◀ There are no purpose-built facilities within Southend-on-Sea with the nearest dedicated facility located approximately six miles away, at Hadleigh Park.
- ◀ Garon Park CIC has aspirations to obtain an area of unused scrubland and turn this into a Wellness Trail including dedicated walking and cycling paths.
- ◀ Sport England Market Segmentation makes it possible to identify that there are currently 11,743 people in Southend-on-Sea which are participating in regular cycling activity.
- ◀ Cycle Southend was established in 2008 with an aim to increase the usage of bikes both recreationally and as a preferable method of transport across Southend-on-Sea.
- ◀ Formal demand is accounted for by three clubs; Southend Wheelers, Just Ride Southend and Richardsons-Trek RT.
- ◀ Three bike sharing stations are in place across Southend-on-Sea.
- ◀ Sport England's Segmentation Tool identifies latent demand of 6,905 people who would like to participate in the sport within Southend-on-Sea.
- ◀ Although there is not requirement for a dedicated facility in Southend-on-Sea there is a need for the Councils to continue to engage with key stakeholders and clubs to further develop cycling across the authority.
- ◀ Cycle Southend offers a method for achieving the above.

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PART 14: MULTI USE GAMES AREAS

14.1: Introduction

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

Table 14.1: Types of MUGAs

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

Please note that type five MUGA's are not included within this section of the report but are instead included within the 3G (Part 5) and hockey (Part 7) sections.

14.2: Supply

There are seven sites identified as providing MUGAs in Southend-on-Sea.

Table 14.2: Summary of MUGAs in Southend-on-Sea

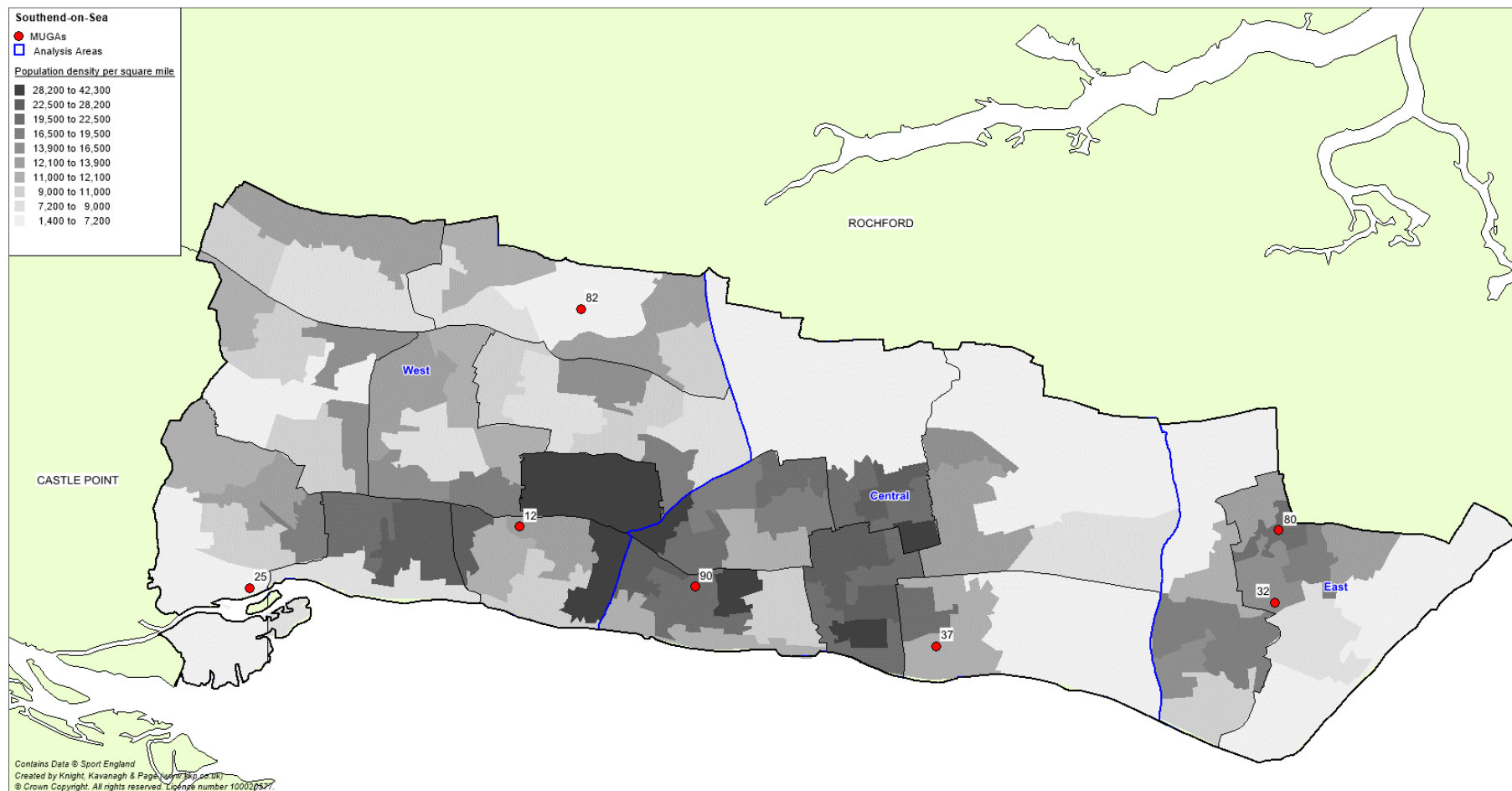
Analysis area	Number of MUGA sites
Central	2
East	2
West	3
Total	7

Most provision is concentrated within the West Analysis Area, with three provided, whereas two are located in both the Central and East analysis areas. This is considered to be a natural breakdown given that the West Analysis Area covers most of the land within Southend-on-Sea.

For the location of the MUGAs, see Figure 14.1 overleaf.

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Figure 14.1: Location of MUGAs in Southend-on-Sea



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Table 14.3: Key to figure 14.1

Site ID	Site	Analysis area	Type	Ownership
12	Chalkwell Park	West	Type One / Two	Council
25	Leigh Marshes	West	Type One / Two	Council
32	Shoebury Park	East	Type One / Two	Council
37	Southchurch Park	Central	Type One / Two	Council
80	Colne Drive MUGA	East	Type One / Two	Council
82	St Laurence Park MUGA	West	Type One / Two	Council
90	Barons Court Primary School	Central	Type One / Two	School

Management

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

Quality

Following non-technical assessments, five MUGAs are assessed as poor quality with the remaining one evaluated as standard quality. None are considered to be good quality.

Table 14.4: Summary of MUGA quality in Southend-on-Sea

Site ID	Site	Analysis Area	Quality Rating
12	Chalkwell Park	West	Poor
25	Leigh Marshes	West	Poor
32	Shoebury Park	East	Poor
37	Southchurch Park	Central	Poor
80	Colne Drive	East	Standard
82	St Laurence Park	West	Poor
90	Barons Court Primary School	Central	Standard

MUGAs are deemed to be poor quality if they have inadequate grip underfoot, loose gravel and evidence of litter, glass and moss with maintenance of such provision also considered to be basic and infrequent. The MUGA at St Laurence Park is considered to be particularly poor quality as the informal grass area, which is accompanied by multi-purpose goal facilities, is overgrown.

The standard quality MUGAs are located at Colne Drive and Barons Court Primary School.

Floodlighting

The presence of floodlighting is considered to encourage more demand as it enables evening use all year round. That being said, it is also acknowledged that it also encourages higher levels unofficial use resulting in increased anti-social behaviour, vandalism and littering.

In Southend-on-Sea, the MUGAs at both Chalkwell Park and Leigh Marshes are serviced by floodlighting.

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14.3: Demand

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

14.4: Supply and demand analysis

Given that demand for MUGAs falls into informal use it is difficult to assess and quantity demand. However, it is considered likely that there is an under provision due to the low quantity provided, particularly in the Central Analysis Area. Furthermore, usage of current provision is likely to be limited given that the majority are poor quality and not accompanied by floodlighting.

MUGA Summary

- ◀ In total there are seven sites identified as providing MUGAs in Southend-on-Sea.
- ◀ Most provision is concentrated within the West Analysis Area (three MUGAs).
- ◀ Six of the MUGAs are owned by the Council, where provision is open access.
- ◀ Five MUGAs are assessed as poor quality with the remaining two evaluated as standard quality; none are considered to be good quality.
- ◀ Both Chalkwell Park and Leigh Marshes are serviced by floodlighting.
- ◀ Given the open access nature of the MUGAs, no usage is recorded.
- ◀ It is considered likely that there is an under provision, particularly in the Central Analysis Area given that there is only one provided.
- ◀ Furthermore, usage of current provision is likely to be limited given that the majority are poor quality and not accompanied by floodlighting.

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PART 15: PARKOUR

15.1: Introduction

Parkour UK is the national governing body for Parkour across the UK. Its role is to provide governance and regulation, act as a custodian of the sport/art and protect the rights and freedoms, as well as promote the interests of Traceurs/Freerunners and their member organisations and the UK community.

Due to the inclusivity and accessibility of the sport, it has significantly grown in popularity and has seen a large increase in participants over recent years. Consultation with Parkour UK highlights that in February 2017, an Active Lives Survey identified that 96,000 people were participating in Parkour throughout the UK.

In 2003, the Parkour community of Southend-on-Sea was established. At this time, the community consisted of a few small groups, which met to train across the Borough, as well as other areas in the UK.

The prominent Parkour club in Southend-on-Sea is Southend Parkour. It is managed by a level two coach, which with help from trained assistant coaches, delivers adult, family and children's classes.

The Club uses a number of venues for delivery of classes including St Bernard's High School for Girls in Southend-on-Sea and Hadleigh Park in Castle Point. The latter sits outside the study area in the Borough of Castle Point; however, given that it has a purpose-built Parkour facility, with equipment that meets both British and European standards, it is a popular destination for Parkour groups across South Essex and is in close proximity to Southend-on-Sea.

The Parkour facility at Hadleigh Park was funded through Active Essex and Parkour UK and has encouraged a wide range of people to take up the sport. Parkour UK highlights that there has been a broad spectrum in the demographic of individuals using the facility.

Despite the high quality of the facility, Southend Parkour states that use tends to be dictated by the season due to there being no lighting. As a result, use of Hadleigh Park tends to be between April and August in relation to coaching. The Club describes a good relationship with the venue, leading to it being able to have high levels of use at the site and has allowed them to offer general coaching sessions.

Consultation with the Council's Leisure Officer identifies that Southend Parkour has developed strong links with a number of schools and organisations. These include St Bernard's High School for Girls, Southend High School, Waterman Primary School (in Rochford), Barons Court Primary School, Friars Primary School, Chadwell Hall Junior School (in Thurrock) and Southend YMCA, as well as a local youth offending team. The latter attends sessions at St Bernard's High School for Girls, where the Club runs satellite sessions, workshops and group talks.

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Parkour summary

- ◀ Consultation with Parkour UK highlights that in February 2017, an Active Lives Survey identified that 96,000 people were participating in Parkour throughout the UK.
- ◀ The prominent Parkour club in Southend-on-Sea is Southend Parkour which delivers classes at St Bernard's High School for Girls and Hadleigh Park.
- ◀ Hadleigh Park is located in Castle Point which has a purpose-built Parkour facility, with equipment that meets both British and European standards, it is a popular destination for Parkour groups across South Essex.
- ◀ Southend Parkour has developed strong links with a number of schools and organisations across Southend-on-Sea and demand is relatively high.

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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.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

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

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

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

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

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

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National Planning Policy Framework (2018)

The 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 (2018-2021)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Rugby Football League Facility Strategy

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

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

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

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

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

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

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

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

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

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

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

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

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

'The right pitches in the right places'³³

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

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

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

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

England Hockey Strategy

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

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

British Tennis (LTA) - Place to Play Strategy

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

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

The strategy sets out:

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

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

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

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

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- ◀ A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre)
- ◀ A limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres)

Bowls England: Strategic Plan 2014-2017

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

The overall vision of Bowls England is to:

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

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

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

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

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

England Athletics: Strategic Plan for 2017 and beyond

The England Athletics plan has a mission to grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

The vision of the strategic plan is:

“Athletics and running will be the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body”.

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To enable this, the following strategic priorities are set out:

- ◀ To expand the capacity of the sport by supporting and developing its volunteers and other workforce
- ◀ To sustain and increase participation and performance levels in our sport.
- ◀ To influence participation in the wider athletics market.

UK Athletics Facilities Strategy (2014-2019)

Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.

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

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

UKA's 2014-19 Facilities Strategy key outcomes:

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

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

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

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

- ◀ Accelerate the participation growth by extending our market penetration and reach through the activation of a range of existing and new participant-focused products and programmes that access new and targeted markets.

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

Growing the Game of Golf in England (2017-2021)

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”.

The 2014 strategy helped achieve the following:





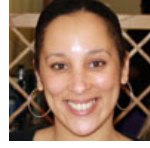





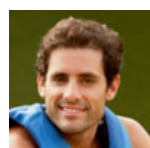

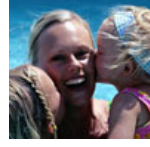

- ◀ 427,111 people being introduced to golf for the first time.
- ◀ 31,913 new members for England’s golf clubs from national initiatives.
- ◀ Over £25 million generated for golf clubs through new members.
- ◀ Four counties to merge their men’s and women’s unions associations.
- ◀ Support for 15,200 national, regional and county squad players.
- ◀ Over 150 championships and events organised across the country.

Following the above strategy, England Golf is now setting out to “grow the game” of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all.











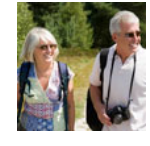

The objectives are:

- ◀ Being customer focussed
- ◀ Stronger counties and club
- ◀ Excellent governance
- ◀ Improve image
- ◀ More members and players
- ◀ Outstanding championships, competitions and events
- ◀ Winning golfers







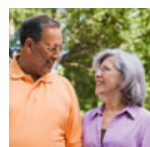



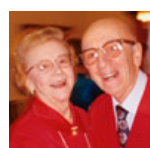

APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
				13%					
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
				20%					
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
				12%					
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					

**SOUTHEND-ON-SEA BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
				8%					
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
				9%					
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
				6%					
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).

SOUTHEND-ON-SEA BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX 3: CONSULTEE LIST

Consultee	Designation	Organisation
Suzanne Armitage	Secretary	Old Southendian HC
Louise Wall	Secretary	Southend HC
Kevin Robinson	Secretary	Eastwood CC
Vic Hewitt	Secretary	Leigh-on-Sea CC
Chris Bunce	Secretary	Old Southendians and southchurch CC
Chris Hunt	Secretary	Southend-On-Sea and EMT CC
Rich Britton	Secretary	St Aiden's CC
Geoff May	Secretary	Westcliff-on-sea CC
Mrs. C Sheern	Headteacher	Bourne's Green Infant School
Mr. Lupton	Headteacher	Bourne's Green Junior School
Mr. N Linfield	Headteacher	Chalkwell Hall Junior School
Mr. Matt Badcock	Headteacher	Earls Hall Primary School
Ms. Rebecca Perman	Headteacher	Eastwood Primary School
Mr. M Carroll	Headteacher	Fairways Primary School
Mrs. Lisa Clark	Headteacher	Hamstel Infant School & Nursery
Mrs. Christine Farrell	Headteacher	Hamstel Junior School
Mr. Andrew Palmer	Headteacher	Heycroft Primary School
Mrs. Nutman	Headteacher	Our Lady of Lourdes Catholic Primary School
Mr. William Hill	Headteacher	Prince Avenue Primary Foundation School and Nursery
Mrs. D Hughes	Headteacher	Richmond Avenue Primary and Nursery School
Mr. P O'Rourke	Headteacher	St George's Catholic Primary School
Mr. N Booth	Headteacher	St Mary's Church of England Primary School Prittlewell
Elizabeth Mouchel	Headteacher	St Helens Catholic Primary School
Mr. Tim Barrett	Headteacher	Temple Sutton Primary School
Mrs. Y Sayer	Headteacher	West Leigh Infant School
Bev Williams	CEO/ Headteacher	Belfair's Media Arts Academy
Mr. Eke	Site Manager	Cecil Jones College
Andrew James	Headteacher	Chase High School
Tonya Brook	Headteacher	The Westborough Primary school
Mr. N Houchen	Headteacher	The Eastwood High School
Fiona Brierley	Headteacher	Southend High School for Girls
Dr P Hayman	Headteacher	Westcliff High School for Girls
David Partridge	Director of resources	Westcliff High School for Boys
Mrs. G Ackred	Headteacher	St Thomas More High School
Mr. A Sharpe	Headteacher	St Bernard High School for Girls
Mark Schofield	Headteacher	Shoeburyness High School
Ken Baynes	Secretary	Southend RFC
C.J Argent	Secretary	Belfairs BC

SOUTHEND-ON-SEA BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Consultee	Designation	Organisation
Ms. K Martin	Secretary	Chalkwell BC
Mrs. A Chitty	Secretary	Eastwood Park BC
B. George	Secretary	Essex County BC
P. Haslam	Secretary	Fairwood BC
B. Clark	Secretary	Prittlewell BC
Mrs. G Peskett	Secretary	Shoebury Park BC
D. Lincoln	Secretary	Southend-On-Sea BC
R. Abrahams	Secretary	Southchurch Park BC
Andy Hook	Secretary	Thorpe Bay BC
Simon Routh	Club Captain	Crowstone and St Saviours LTC
Anne-Marie Naylor	Secretary	Southend LTC
Stephanie Cooper	Secretary	St Peters LTC
Paula Cook	Secretary	Thorpe Bay LTC
Hazel Miller	Secretary	Westcliff Hardcourt TC
Gary Reynolds	Secretary	Westcliff LTC
Unknown	-	Southend-On-Sea Athletics Club
Ian Jeffery	Secretary	BKS Sports FC
Unknown	-	Bridgemarsh FC
Warren O'Neil	Secretary	Catholic United FC
Scott Cameron	Secretary	Catholic United Minors FC
Kayleigh Ayres	Secretary	Corinthians FC
Unknown	-	Corinthians youth FC
Unknown	-	Eastwood Falcons FC
Lisa Carney	Secretary	Ekco Whitecaps FC
Colin Smith	Secretary	Ekco Zeds FC (folded)
Brian Jeeves	Secretary	Kings Field Casuals FC (Folded)
Paul Cannon	Secretary	Leigh Ramblers FC
Howard Mackler	Secretary	Leigh Ramblers girls FC
Mark Holmes	Secretary	Leigh Ramblers Youth FC
Unknown	-	Leigh Rockets FC
Simon Thorosian	Secretary	Leigh Town FC
John James Roy	Secretary	Old Southendian FC
Darren	Secretary	Prittlewell FC
Sheryl	Secretary	Railway Academicals FC
Harry Moreton	Secretary	Shoebury Athletic FC
Gary	Secretary	Southend Collegians FC
Unknown	-	Southend Manor FC
Unknown	-	Southend Thunder FC
Unknown	-	Southend United Community Sports Club Girls FC
Charlotte Sinclair	Secretary	Southendian Manor FC
Harry Hammer	Secretary	Sutton Sports FC
Matthew Richardson	Secretary	Thorpe Bay United FC
Jan Bushell	Secretary	Trinity Girls FC
Unknown	-	Trinity Youth FC
Daniel Moores	Secretary	Westcliff United FC

SOUTHEND-ON-SEA BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Consultee	Designation	Organisation
Alan Wilcox	Secretary	Zeus FC