Bromsgrove District Council

Playing Pitch Strategy – Stage C

A report by Strategic Leisure Limited

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Bromsgrove District Council
www.bromsgrove.gov.uk

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1 Bromsgrove Introduction

Geographical Analysis

1.1. To fully understand the patterns of supply and demand, the adequacy of provision has been analysed firstly across Bromsgrove and then more specifically within each of Sub-Area. This ensures that issues relating to specific areas of the district are identified and that settlement and site-specific issues can be recorded.

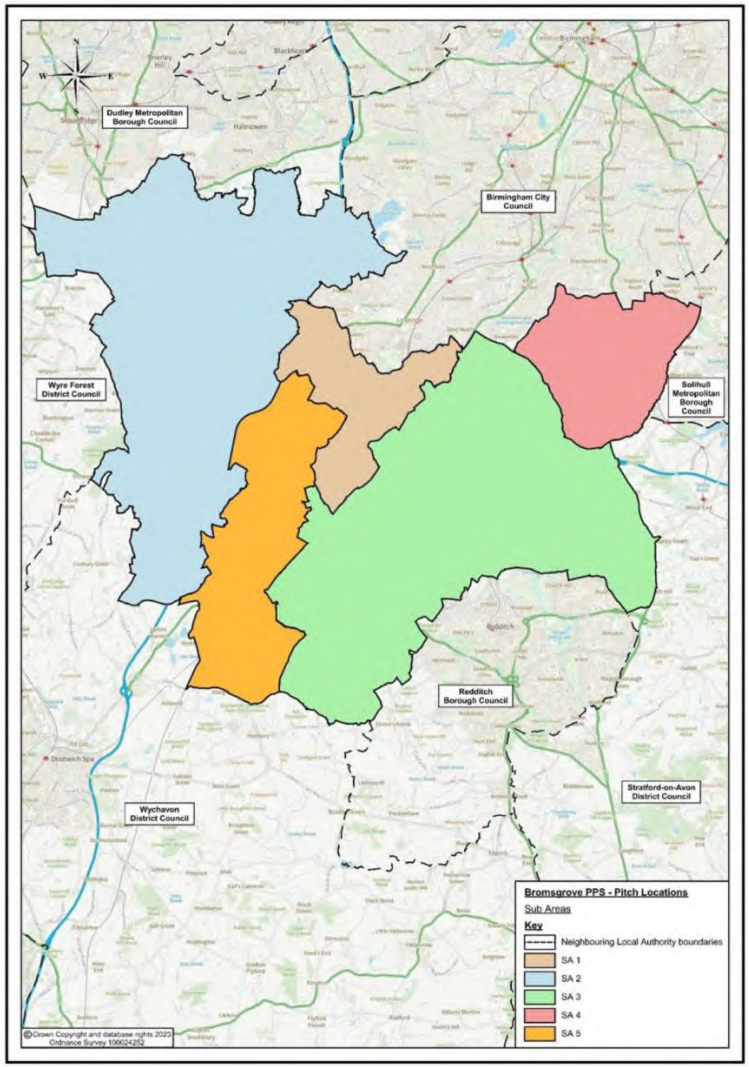
Study Area / Sub Area

1.2. As part of the PPOSS process, Bromsgrove has been broken down into five sub-areas. The area covered by each sub area are outlined in below.

Table 1: Description of Sub Areas in Bromsgrove

Sub Area	Areas
SA1	Cofton, Lickey Hills, Rubery North, Rubery South
SA2	Belbroughton and Romsley, Hagley East, Hagley West, Perryfields
SA3	Alvechurch South, Alvechurch Village, Barnt Green and Hopwood, Tardebigge
SA4	Drakes Cross, Hollywood, Wythall East, Wythall West
SA5	Aston Fields, Avoncroft, Bromsgrove Central, Catshill North, Catshill South, Charford, Hill Top, Lowes Hill, Marlbrook, Norton, Rock Hill, Sanders Park, Sidemoor, Slideslow

Map 1: Bromsgrove Map



Project Scope and Objectives

1.3. Bromsgrove District and Redditch Borough Councils have commissioned Strategic Leisure Ltd to prepare a Playing Pitch and Outdoor Sport Strategy (PPOSS), to provide the Council with a clear evidence base and set of recommendations for future outdoor sports facility development across the district.

1.4. A PPOSS is a strategic assessment that provides an up-to-date analysis of supply and demand for playing pitches (grass and artificial) in the local authority. The strategy and the evidence base upon which it is based is delivered using national guidance and facility insight from specific Governing Bodies of Sport. The assessment will focus on facilities used by the following sports:

- Football
- Rugby Union
- Cricket
- Hockey
- Tennis
- Netball
- Outdoor Bowls.

1.5. Within these sports, the strategy will seek as far as is practicable to include consideration of all forms of play, whether;

- Club and league based (formal) play and training
- Less formal programmed forms of the respective sports (e.g. Rush Hockey, Mash-up Football, All Stars Cricket, and Touch Rugby)
- Informal and un-programmed play by groups of residents, workers, students, school friends (out of school).

1.6. The PPOSS will provide a holistic analysis of sports facilities across the Study Area, leading to a comprehensive set of recommendations for the future development of facilities, in line with the needs of local residents.

1.7. The consultant team has worked with the Council to provide a strategy that is fit-for-purpose and addresses the specific issues and risks for the area. It is key that this Playing Pitch Strategy reflects the local context and enables the Council to maximise the amount of high-quality sporting provision for its residents, while understanding the need to meet planning and housing requirements.

1.8. The PPOSS will sit alongside a wider suit of planning documents that cover Leisure and Culture in its widest sense and will focus on furthering the Council's ambitions to increase active and creative behaviours and connection to open space for all its residents in the hope of decreasing the life expectancy divide in our communities.

1.9. The works will include the audit of existing leisure and culture provision (heritage, arts, culture, events, sports, physical activity, open space and parks), current and predicted future demand for this provision, and the identification of key issues and challenges that create barriers to increasing participation in leisure and culture. The various strands of this strategy will be clearly interconnected. This will include, where it is reasonably practicable, running in parallel with the development of the Local Plan in both Planning Authority areas. This way any proposed PPOSS and Outdoor Sports Strategy will identify suitable outdoor provision according to where housing growth is expected to arise in the two areas.

Methodology

1.10. The assessment methodology adopted for the PPOSS follows the published guidance from Sport England. The guidance used is the 2013 version, Playing Pitch Strategy Guidance – An Approach to Developing and Delivering a Playing Pitch Strategy[1]. Figure 1.1 summarises the approach proposed in this guidance and is broken down into 10 steps.

Figure 1: Developing and Delivering a Playing Pitch Strategy – The 10 Step Approach (Sport England, 2013)

1.11. Stage B of the PPS methodology involves the gathering of supply and demand information from a range of sources. An initial audit of outdoor sports facilities is gathered using Sport England's Active Places Power (APP) online tool. This audit will then form the basis of the supply information, before being informed through other sources. Non-technical site assessments, club surveys, and Council officer and NGB consultation will also influence this information before it is presented at Stage B.

1.12. The supply information at Stage B should include the following:

- Site name and location
- Ownership and management type
- Number and type of pitches
- Accessibility
- Pitch and ancillary facility quality
- Maintenance information
- Security of tenure or community use agreements
- The views of users, providers and other relevant groups.

1.13. In addition to supply data, it is important to gather information regarding the demand for outdoor sports facilities. Using information provided by NGBs at Stage A, club affiliation data, league secretaries, education information and club surveys etc, it is possible to build an accurate picture of the demand for that each specific site caters for. The demand information required to inform the PPOSS is as follows:

- Sport clubs matches and training
- Casual and other demand
- Educational demand
- Displaced demand
- Unmet and latent demand
- Trends and changes
- Future demand

1.14. All pitch sports are subject to the Playing Pitch Strategy (PPS) methodology, whereas other outdoor sports (e.g. tennis) are assessed using the Assessing Needs and Opportunities Guidance (ANOG). There are 4 stages to the ANOG assessment:

- **Stage A – Prepare and tailor the approach**
  - Establish a clear understanding of the purpose, scope and scale of the assessment. This will be undertaken in line with Stage A of the PPS methodology.

- **Stage B – Gather information on supply and demand**
  - To build a clear picture of the supply of outdoor facilities, information will be gathered on the quality, quantity, accessibility and availability of individual sites.
  - Demand data such as local population, club affiliation, educational demand, unmet/latent demand, future growth and sport specific priorities will be gathered.
  - Supply and demand data will be gathered alongside Stage B of the PPS methodology, using consultation, club surveys, site assessments etc.

- **Stage C – Assessment – bringing the information together**
  - Development of the key findings regarding quality, quantity, accessibility and availability of outdoor sports provision in the area. Implications of each site will be developed on the principle of protect, enhance and provide.

- **Application – Application of the assessment**
  - All key findings and priorities from Stage A – C will be applied and used to inform sports strategy, planning policy, infrastructure planning and funding applications.

1.15. The findings in this report are based on data collected from several credible sources, including but not limited to;

- Local authority and public policy strategic documentation;
- Sport England tools, including the Facility Planning Model (FPM), Active Places Power, the Active People Survey, Market Segmentation and the Sports Facility Calculator;
- Stakeholder consultation, including Bromsgrove and Redditch Council Officers and Members, Sport England, relevant National Governing Bodies of Sport, education providers, key user clubs; and
- Site visits, undertaken at all strategically important sites across the Study Area.

1.16. A project steering group comprising representation from the Council, Sport England and National Governing Bodies of Sport (NGBs) has guided the study from its commencement. At critical milestones, the Steering Group members have reviewed and verified the data and information collected to allow the work to proceed efficiently through each stage.

Report structure

1.17. The structure of the PPOSS report is as follows:

- Section 1 – Introduction and Methodology
- Section 2 – Strategic Context
- Section 3 – Artificial Grass Pitches
- Section 4 – Football
- Section 5 – Hockey
- Section 6 – Rugby Union
- Section 7 – Cricket
- Section 8 – Tennis
- Section 9 – Netball
- Section 10 – Bowls

1.18. Supporting information is included in the appendices and referenced throughout.

1.19. In addition to this needs assessment, a strategy document has also been produced, which provides future recommendations, scenario testing and a site-by-site action plan for key sites across the local authority.

2 Strategic Context

The Study Area

Bromsgrove District

2.1. The Bromsgrove District Council local authority area is split into five sub-areas for the purpose of the PPOSS. These are highlighted in the table below:

Table 2:

Sub Area	Areas
SA1	Cofton, Lickey Hills, Rubery North, Rubery South
SA2	Belbroughton and Romsley, Hagley East, Hagley West, Perryfields
SA3	Alvechurch South, Alvechurch Village, Barnt Green and Hopwood, Tardebigge
SA4	Drakes Cross, Hollywood, Wythall East, Wythall West
SA5	Aston Fields, Avoncroft, Bromsgrove Central, Catshill North, Catshill South, Charford, Hill Top, Lowes Hill, Marlbrook, Norton, Rock Hill, Sanders Park, Sidemoor, Slideslow

2.2. Table 2 shows the Bromsgrove District Council local authority's area and its five sub areas.

Bromsgrove District Council Local Authority Area

2.3. Bromsgrove District is situated in north Worcestershire and covers approximately 21,714 hectares. Although the Town is located only 22km (14 miles) from the centre of Birmingham, the District is predominately rural with approximately 90% of the land designated as Green Belt.

2.4. The area is well served by motorways, with the M5 running north/south and the M42 east/west. The M5 and M42 connect with the M6 to the north of Birmingham and the M40 to the east. The District also benefits from train and bus connections into Birmingham City Centre and the wider region.

2.5. The main centre of population in Bromsgrove District is Bromsgrove Town with other larger centres being Alvechurch, Barnt Green, Catshill, Hagley, Rubery, and Wythall. A series of smaller rural villages and hamlets are spread throughout the District. Development pressures are high due to the District's proximity to the Birmingham conurbation and the motorway and railway connections.

Planning Policy

2.6. There are a number of key national and local strategies and policies that inform and influence the development of these strategies. These policies inform the approach to current and future provision of sports facilities, linked to health improvement, increased participation, and the appropriate levels of provision of facilities to meet local needs.

2.7. From a planning perspective, the national agenda makes the link between planning policy, a Local Plan and population growth at a local level, and the need to plan for increased demands for infrastructure and provision, linked to Protect, Enhance, and Provide; these are the key elements of the National Planning Policy Framework (NPPF). This will be explained further in the following sections.

Bromsgrove Local Plan

2.8. The Bromsgrove District Plan is currently being reviewed, the next significant stage is likely to be a preferred option consultation in summer of 2022, this will lead to submission in summer of 2023 and possible adoption in spring of 2024. The plan's time-period is intended to be 2023 to 2040.

2.9. The PPOSS will be used to help inform future the location and scale of playing pitch provision and inform funding strategies. The future of CiL and Section 106 contributions are somewhat unknown due to the current reforms likely to be outlined in the planning bill. The PPOSS will provide the evidence required to inform whatever form of infrastructure delivery the Council will have to put in place.

2.10. The Bromsgrove District Plan was adopted in 2017 and refers to the protection and development of facilities that contribute towards health and wellbeing. BDP 25.3 states that "the council will not permit the loss or displacement of existing indoor and outdoor open space sport and recreation facilities to other uses unless it can be demonstrated through up-to-date and robust evidence…". BDP25.4 further highlights that under such circumstances "the Council will require appropriate compensatory measures for the loss in the form of equivalent or improved facilities and/or financial contributions from developers".

2.11. BDP25.5 states that the Council will look to support additional opportunities for healthy and active lifestyles through:

- Working with partners of the Worcestershire Health and Well-being board to xplore new ways to improve opportunities for healthy and active lifestyles;
- Providing high quality walking and cycling routes;
- Providing excellent access to sport, leisure and recreation facilities;
- Promoting and supporting initiatives for local food-growing, such as allotments, as well as urban agriculture.

Key Issues for Bromsgrove District in relation to playing pitch provision

2.12. The key issues in relation to playing pitches in Bromsgrove are:

2.13. There is a need to develop an up-to-date summary of the current landscape for outdoor pitch sports in Bromsgrove highlighting:

- areas of participation growth where known,
- any known pressures on capacity, quality, accessibility, maintenance etc.
- acknowledgement of the cross-boundary issues in neighbouring local authority areas and its impact upon supply and demand for our residents
- acknowledgement regarding access issues inherent in our local authority areas that have outlying rural areas
- acknowledgement of the pockets of deprivation to be found in the areas. In the case of Bromsgrove these contrast with the majority position of areas of affluence in socio economic terms

Overarching framework

2.14. The Bromsgrove and Redditch PPOSS will contain an overarching framework for the hierarchy of playing pitch provision across both local authority areas.

2.15. The overarching framework will identify the strategic added value of the proposals by:

- addressing the cross-boundary issues across Bromsgrove and Redditch;
- addressing the sub regional considerations across the neighbouring authorities of Wychavon, Wyre Forest, Stratford upon Avon, Birmingham, Dudley, Worcester and Solihull.
- identifying a consistent approach to undertaking pitch assessment, to ensure that the baseline information available on the current supply and demand for different sports is comparable across the two local authorities;
- providing sport and site-specific recommendations on opportunities for cross-boundary provision within and beyond the boundaries of the neighbouring boroughs;
- making recommendations for addressing the needs of potential / future major growth areas in the local authorities

How far forward will the PPOSS look?

2.16. The PPOSS documents will align with the timescales of the local plans. The Bromsgrove Local Plan is intended to be 2023-2040, the Redditch Local Plan is in very early stages of its review, and the current end date runs until 2030. However, considering there is not yet an up-to-date Redditch document, both PPOSS documents should mirror each other covering the timescales of Bromsgrove Local Plan i.e. up to 2040.

Strategic Policy and Context

2.17. There are a number of key national and local strategies and policies which inform and influence the development of these strategies. These national policies inform the approach to current and future provision of sports facilities, linked to health improvement, increased participation, and the appropriate levels of provision of facilities to meet local needs. From a planning perspective, the national agenda makes the link between national planning policy, a Local Plan and population growth at local level, and the need to plan for increased demands for infrastructure and provision, linked to Protect, Enhance and Provide.

National Planning Policy Framework (NPPF)

2.18. The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England. A revised version was published in 2021. The NPPF provides the framework that must be considered in the preparation of local plans and is a material consideration in determining planning decisions.

2.19. The NPPF highlights the purpose of the planning system in terms of contributing to the achievement of "sustainable development", and defines the three dimensions of this – economic, social and environmental – which are interdependent and need to be pursued in mutually supportive ways.

2.20. The Revised NPPF retains the broad policy approach of the previous version, albeit with a stronger emphasis upon housing delivery. The policy wording for sport and recreation is largely unchanged.

2.21. Paragraph 98 of the NPPF states that planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities and opportunities for new provision.

2.22. Paragraph 99 of the NPPF specifies that:

Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

1. **An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or**

2. **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; or**

3. **The development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.**

2.23. The revised NPPF has increased emphasis in relation to health and wellbeing. For example, the increased importance of planning policies and decisions to aim to achieve healthy, inclusive and safe places; planning positively for provision and use of community facilities (including sports venues); and taking into account local strategies to improve health, social and cultural wellbeing for all sections of the community (para 98 and 99).

2.24. Sport England is a statutory consultee on all planning applications affecting playing fields used in the last 5 years, and a consultee on other applications: it looks to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unsatisfied demand. Sport England requires local authorities to have an up-to date assessment of sports facility needs and an associated strategy including a recommendation that the evidence base is regularly reviewed to keep it up to date and renewed at least every five years.

2.25. The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide sports facilities, as follows:

1. **Protect**
   - To provide evidence to inform policy and specifically to support site allocations and development management policies which will protect sports facilities and their use by the community, irrespective of ownership;
2. **Provide**
   - To ensure that sports facilities are effectively managed and maintained and that the best uses are made of existing resources – whether facilities, expertise and/or personnel to improve and enhance the existing provision – particularly in the light of pressure on local authority budgets; and

3. **Enhance**
   - To provide evidence to help secure external funding for new facilities and enhancements (if on the infrastructure list) and Section 106 agreements.

Sport England Definitions

1. **Protect:**
   - Existing provision should be protected unless an assessment has demonstrated there is an excess of the provision and the specific buildings or land are surplus to requirements, or equivalent or better provision will be provided as replacement;

2. **Enhance:**
   - The use of existing **provision** should be optimised, for example through quality, access and management improvements supported by appropriate ancillary facilities; and

3. **Provide:**
   - Appropriate new **provision** that meets needs and encourages people to play sport and be active should be provided by adapting existing places and through new development.

A New Strategy for Sport – Department for Culture, Media and Sport

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

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

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

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

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

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

Sport England Strategy 2021- 2031 'Uniting the Movement'

2.30. The Vision for this Strategy is:

'a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives'.

2.31. Being active is one of the most effective and sustainable ways to achieve this Vision. The evidence is overwhelming that moving our bodies – through community sport, fitness and physical activity – improves our lives, individually and collectively. Everyone across the nation can benefit from it.

2.32. Sport England won't – and can't – do it alone. Ours is a collective purpose: we're part of a much bigger team. Together, we won't stop until everyone has the opportunity, the inspiration and the freedom to get moving.

2.33. Sport England wants everyone in England to feel able to take part in sport or physical activity, regardless of age, background or ability; key priorities of the 10 year Sport England Strategy are:

- Advocating for movement, sport and physical activity
- Joining forces on five big issues
- Recover and Re-Invent
- An Active and Healthier Life
- Fairer Access to Physical Activity
- Strengthen Communities
- Active Environments
- Creating the Catalysts for Change

2.34. The Strategy's vision will transform lives and communities through physical activity.

When we choose where to spend time, energy and money, we'll be guided by three principles built into the way we operate:

1. Investing most in those that need it most
   - We'll balance targeted and universal provision in a way that's proportionate to the level of need.
   - We'll draw on the experiences and knowledge of people in places and communities closest to the issues, alongside the influence, views and understanding of national partners.
   - We'll make the things that underpin all our work simpler and easier for our colleagues and partners, so the basic information, guidance and support feels brilliantly simple to give and receive.

2. The right blend of national and local action
3. Simple as standard.

Local Level

2.35. A number of current strategic polices, strategies and factors influence current and future supply and demand for sport and recreation facilities in the Bromsgrove. As well as providing the context for future facility provision, e.g. health improvement, improving accessibility, increasing participation, these strategies provide opportunities to link priority areas and needs, and ensure that outcomes are aligned with identified local objectives. The relevant strategies and policies include:

- Bromsgrove District Council – The Plan 2019 - 2023
- Bromsgrove District Plan – 20122 – 2030 (adopted Jan 2017)
- Shaping Worcestershire's Future – Our Plan for Worcestershire (2017 – 2022)

- The Bromsgrove Centres Strategy (2017 – 2020)
- Bromsgrove Open Space, Sport and Recreation Needs Assessment 2007
- Worcestershire Green Infrastructure Strategy 2018
- Bromsgrove Partnership
- Bromsgrove Playing Pitch Strategy 2015
- Bromsgrove Local Football Facilities Plan 2019
- Bromsgrove Sport and Leisure Centre Options Appraisal 2018
- Worcestershire Joint Health and Wellbeing Strategy 2016 – 2021
- Worcestershire JSNA Reports
- Worcestershire Climate Change Strategy 2020

Population Profiles and Projections

2.36. The current and future population profile of Bromsgrove and the locations of growth are important to understand in relation to planning for the future provision of sport and physical activity.

- Population:
  - The total population estimate from Bromsgrove is 101,477 (ONS, 2021)
  - 49.1% of the population are male
  - 50.9% of the population are female

2.37. Figure 1 shows the population estimates by 5-year age groups.

Figure 1:

2.38. The ONS sub national projections (2021) indicate that the current population is likely to rise 115,103 by 2040, an increase of 13,656.

2.39. Figure 1 shows that Bromsgrove has a lower proportion of 15-44 year olds compared to the average for England. However, the district is home to a slightly higher proportion of 50+ year olds.

Ethnicity

2.40. ONS data states that 93.1% of people in Bromsgrove identify as white, which is around 12% higher than the national average. The 2nd largest ethnicity group is Asian, Asian British or Asian Welsh, of which 3.2% of people identify as.

2.41. 95.2% of the population of Bromsgrove were born in the UK, significantly higher than the rest of England (82.6%).

Deprivation

2.42. 54.7% of households in Bromsgrove do not suffer any kind of deprivation according to ONS 2021 census. This is approximately 6% higher when compared to the rest of England.

2.43. Bromsgrove's deprivation score is 11.697, which means it is ranked number 9 out of Bromsgrove geographical neighbours (there are a total of 9) and number 262 out of all 317 authorities in England.

2.44. In Bromsgrove, none of the Lower Layer Super Output Areas (LSOAs) are among the 10 per cent most deprived nationally.

- Bromsgrove is ranked:
  - 9th out of Bromsgrove geographical neighbours (there are a total of 9) and 286 out of all 317 authorities in England for the Children and Young People sub-domain
  - 8th out of Bromsgrove geographical neighbours and 241 out of all 317 authorities in England for the Adult Skills sub-domain
  - 4th out of Bromsgrove geographical neighbours and 87 out of all 317 authorities in England for the Geographical Barriers sub-domain
  - 8th out of Bromsgrove geographical neighbours and 256 out of all 317 authorities in England for the Wider Barriers sub-domain
  - 8th out of Bromsgrove geographical neighbours and 222 out of all 326 authorities in England for the Indoors sub-domain
  - 7th out of Bromsgrove geographical neighbours and 218 out of all 317 authorities in England for the Outdoors sub-domain.(Rank 1 = most deprived, 317 = least deprived.)
  - Bromsgrove is ranked 8th out of Bromsgrove geographical neighbours (there are a total of 9) and 254 out of all 317 authorities in England for IDACI. The score, 9.5, represents the actual proportion of children living in families who were income deprived.
  - Bromsgrove is ranked 8th out of Bromsgrove geographical neighbours and 258 out of all 317 authorities in England for IDAOPI. Again, the score, 8.2, represents the actual proportion of the population aged 60 and over who were income deprived.

Health

2.45. The health of people in Bromsgrove is varied compared with the England average. Bromsgrove is one of the 20% least deprived districts/unitary authorities in England, however about 10.2% (1,605) children's live-in low-income families. Life expectancy for men is higher than the England average

2.46. Life expectancy is 8.9 years lower for men and 8.4 years lower for women in the most deprived areas of Bromsgrove than in the least deprived areas.

2.47. In year 6, 15.3% (151) of children are classified as obese, better than the average for England. The rate for alcohol-specific hospital admissions among those under 18 is 25*. This represents 5 admissions per year. Levels of breastfeeding are worse than the England average. Levels of GCSE attainment (average attainment 8 score) are better than the England average.

2.48. The rate for alcohol-related harm hospital admissions is 687 [1]. This represents 702 admissions per year. The rate for self-harm hospital admissions is 166*. This represents 145 admissions per year. Estimated levels of smoking prevalence in adults (aged 18+) are better than the England average. The rates of new sexually transmitted infections and new cases of tuberculosis are better than the England average. The rate of under 75 mortality rate from cardiovascular diseases is better than the England average.

Physical Activity and Participation

2.49. The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be under-estimated. This is true for both younger and older people; participation in sport and physical activity delivers:

2.50. In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a 'controlled' environment in which participants can 'grow' and develop.

2.51. Promoting the benefits of regular active participation in sport and physical activity will be important to the future of sport, leisure and physical activity in Bromsgrove. There is an existing audience in the Bromsgrove, which already recognises the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in Bromsgrove can support the delivery of the desired outcomes across a number of district-wide strategic priorities and objectives

Activity Levels and Current Participation Rates

2.52. According to the Public Health England (PHE) definition for a physically active individual (150 minutes or equivalent of at least moderate intensity activity per week) 72.7% of adults aged 16+ years in Bromsgrove are classed as being active. This is compared to 65.9% when considering England as a whole and 63% in the West Midlands (Fingertips, 2020/21).

2.53. Using the same definition of physical activity, 47.9% of children and young people are classed as being physically active in Bromsgrove. This is marginally higher than England-wide average of 47.2% and 45.2% regionally.

[1] * rate per 100,000 population

Sports Activity

2.54. Active Lives November 2020 - November 2021 data for Bromsgrove highlights the following:

- 19.7% of adults in Bromsgrove are inactive (undertaking less than 30 minutes per week of exercise). This is a reduction of 3.5% from 2019/20 and well below both the regional and national averages.
- 13.7% of adults in Bromsgrove are fairly active, taking part in 30 – 149 minutes of exercise each week. This figure has decreased from 16.1% in 2019/20.
- 67% of adults in Bromsgrove take part in 150 minutes or more of exercise per week, an increase of 6% on the previous year.

2.55. When considering children and young people's activity levels Active Lives academic year 21/22 data for Redditch highlights the following:

- 28.9% of children and young people in Bromsgrove are inactive (undertaking less than 30 minutes per day of exercise). This remains similar to previous years and around the national average for England.
- 23.2% of children in Bromsgrove are fairly active, taking part in 30 – 59 minutes of exercise each day. This figure has remained the same based on previous years data and is similar to the England average.
- 47.9% of children and young people in Redditch are active and take part in 60 minutes or more of exercise per day, which equates to a slight increase on the previous year and is around the average for England.

3 Artificial Grass Pitch (AGP) Analysis

Introduction

3.1. There are four surface types that fall into the category of Artificial Grass Pitches (AGP); rubber crumb (3G), sand-based (filled or dressed) and water based. This section focusses on the third generation (3G) facilities in Bromsgrove that are suitable for football, rugby union and rugby league, as well as the one sand-based pitch in Bromsgrove, which is currently used for football and rugby training.

3G AGP Usage for Football

3.2. The FA and Football Foundation considers high quality 3G pitches as essential in promoting coach and player development across all age groups. These pitches can support intensive use and as such are valuable assets for both playing and training. Primarily, such facilities have been installed for community use and training however they are increasingly used for competition, which the FA wholly supports providing the pitch has been appropriately tested and is on the FA 3G pitch register. The FA's long-term ambition is to provide every affiliated team in England with the opportunity to train once a week on a floodlit 3G surface together with priority access for England Football Accredited community clubs through a partnership agreement.

3.3. The FA has adopted the use of 3G pitches across all competitions other than the Premier League and Football League. This decision was taken due to the significant advances that have been made to the development of 3G Football Turf (FT) and the adoption of these surfaces by professional leagues throughout Europe and by both UEFA and FIFA for major competitions.

3.4. Competitive affiliated football can only take place on 3G surfaces that have been tested to FA standards and are on the FA 3G Pitch Register. Some football training takes place on sand-based surfaces; however, this is mainly due to lack of access to more appropriate facilities, and it not a comparable alternative. Therefore, a 3G surface is the preferred surface for football by both the consumer and the FA.

3G AGP Usage for Rugby

3.5. The use of 3G AGP provision for rugby match play and training has increased significantly in the past 10 years, due to a combination of improved technology, greater investment and changing player behaviour.

3.6. Clubs and operators are increasingly seeing the benefit of utilising 3G provision, due to the durability of the surface and the ability of clubs to play back-to-back matches, as well as using the same surfaces for both match play and training.

3.7. For facilities to be used for contact training or affiliated rugby union match play, pitches must be World Rugby 22 (WR22) compliant, which ensures pitches have an adequate shock pad and length of synthetic grass to ensure they are safe to play on.

3.8. Pitches that are WR22 are commonly also compliant for Rugby League as the surface satisfied the requirements of the RFL Performance and Construction Standards for Synthetic Turf Competition and Training Pitches. However surfaces that are compliant with rugby league standards, do not always meet the requirements for rugby union.

Supply

3.9. Table 3 overleaf provides a list of all sand-based and 3G AGPs in Bromsgrove, identified as part of the audit. For each of the AGPs across the Study Area, the supply and demand has been summarised, with identification of spare capacity in the peak period where relevant.

3.10. Detailed audit data for each facility, as well as whether they are included on the FA register, are included in Appendix B.

3.11. The study area currently has two full sized 3G AGPs available for community use which are used heavily through periods of peak demand (weekday evenings 5pm-9pm and weekends). Both pitches have secured community use agreements, one of which is located in SA3 and the other in SA5.

3.12. There is sand and water based AGP provision in SA3, SA4 and SA5, however SA1 and SA2 sub areas have no artificial grass pitches.

3.13. Hayes Playing Field and South Bromsgrove High are both full size 3G pitches. Hayes Playing Field is a newly developed community site, mainly serving Alvechurch FC. The Hayes Playing Field site is located very close to the local authority boundary with Birmingham. South Bromsgrove High is a full size 3G on an education site, catering for curricular use as well as a wide range of community football.

3.14. The weekday peak times are 5-9pm and at weekends and 10am-6pm. All facilities have sports lighting and can therefore be used by the community at peak times throughout the winter. Table 4 details the number of peak time hours available at each site.

3.15. There is no small sided AGP provision in Bromsgrove.

3.16. There are three, full sized sand dressed AGPs in the study area, all of which are on education sites. Woodrush Community Sports Centre, in SA4 has one and there are two situated at Bromsgrove School in SA5.

3.17. Work carried out as part of the updated Football Foundation's Local Football Facility Plan (LFFP) in 2019, established a 10-year vision for football facilities that aims to transform the playing pitch stock and 'built' facilities in a sustainable way. It will build on existing local evidence and strategic planning work. For example, an LFFP will complement and take forward relevant actions from a Local Authority's 'Playing Pitch Strategy' (PPOSS) rather than acting as a substitute for having a PPOSS in place. By doing so, an LFFP will identify the FA and FF's priority projects to deliver and will act as an investment portfolio for schemes that require funding. As such, we estimate that 90% of all national football investment (FA, Premier League, Sport England and DCMS via the Football Foundation) in your Authority will be identified via your LFFP'.

3.18. The LFFP is not a strategic document and does not take into consideration other sporting and community needs outside of football. This Playing Pitch Strategy supersedes the LFFP should help to inform its recommendations and priority projects. Therefore the LFFP should be updated following the completion of the PPOSS.

3.19. The 2019 LFFP for Bromsgrove highlighted several priority projects regarding AGPs. Hayes Playing Field was identified for the development of a full size 3G, however this aspect of the project has since been completed. Barnsley Hall Playing Fields is also highlighted as a priority for the development of a full size, floodlit 3G. Bromsgrove and District Bowls Club is also a site that is suggested for the creation of a 5v5 3G. The site currently has no football provision, however, has a disused outdoor artificial bowling green, on which the 5v5 will be developed.

3.20. Waseley Hills High School are also considering the development of a full size 3G pitch. The pitch would be situated in SA1, very close to the Bromsgrove District Council boundary. The impact of this development and which teams it may cater for will be explored at stage D of the PPOSS.

3.21. The LFFP also highlights the need for grass pitch improvements at a number of other sites, however these will be further mentioned in the football section of this report.

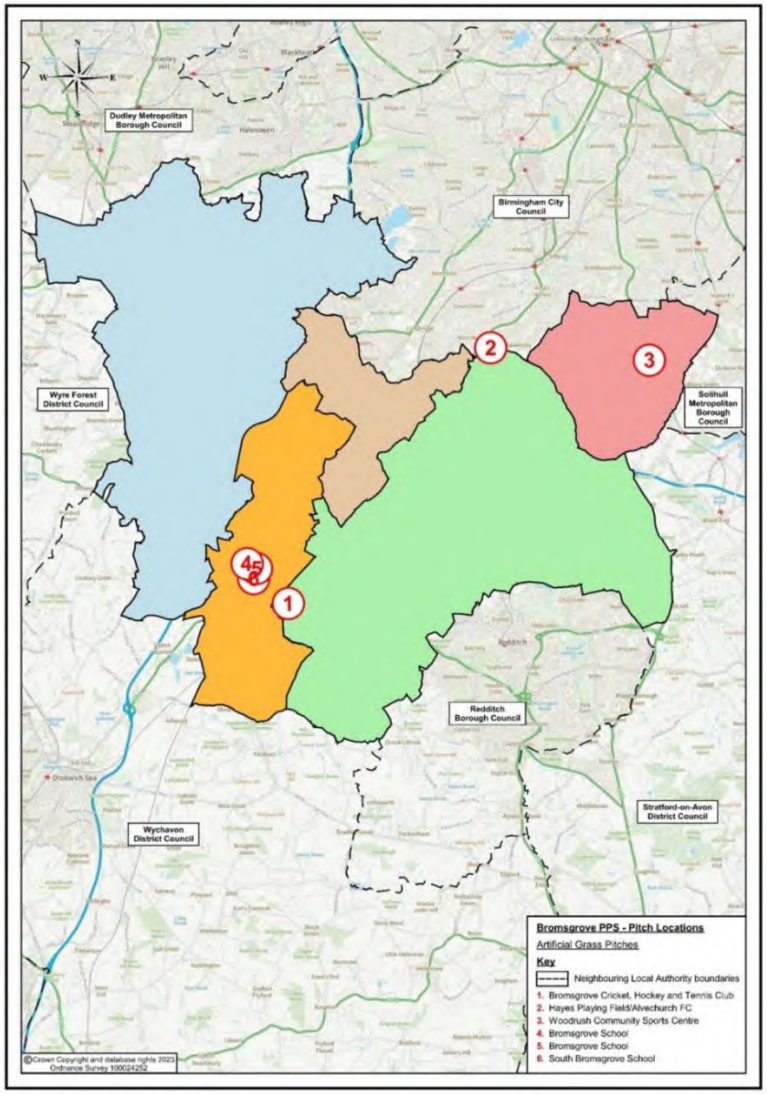
3.22. An audit of AGPs in Bromsgrove is provided below, with the location of AGPs shown in Map 2.

Table 3: AGP Audit

Site Name	Sub Area	Postcode	Availability	Security of Use	Surface Type	FA 3G Pitch Register	WR22	Size	Pitch Dimensions (m)	Age of Surface	Floodlit	Pitch Rating
Bromsgrove Cricket, Hockey and Tennis Club	SA5	B60 3BW	Available	Secured	Water Based	No	No	Full	101x66	2015	Yes	Good
Hayes Playing Field / Alvechurch FC	SA3	B38 9EL	Available	Secured	3G	Yes	No	Full	105x70	2021	Yes	Good
Woodrush Community Sports Centre	SA4	B47 5JW	Available	Unsecured	Sand Dressed	No	No	Full	100x60	2009	Yes	Standard

Site Name	Sub Area	Postcode	Availability	Security of Use	Surface Type	FA 3G Pitch Register	WR22	Size	Pitch Dimensions (m)	Age of Surface	Floodlit	Pitch Rating
Bromsgrove School	SA5	B61 7DU	Available	Unsecured	Sand Dressed	No	No	Full	91x56	2010	Yes	Good
Bromsgrove School	SA5	B61 7DU	Available	Unsecured	Sand Dressed	No	No	Full	100x60	2010	Yes	Good
South Bromsgrove School	SA5	B60 3NL	Available	Secured	3G	Yes	No	Full	100x60	2016	Yes	Good

Map 2: AGP provision in Bromsgrove



Current Supply and Demand

3.23. The commentary in the previous section has explained the theoretical supply of AGPs in the study area. To understand how this supply caters for the study area, it is necessary to analyse the current demand for AGP pitch use.

3.24. To provide a more accurate picture of how AGP provision is currently being utilised, Table 3 shows the supply and demand analysis for all provision that is available to the community. This compares the amount of available capacity (in hours) during the peak period with the amount of demand that has been provided by clubs and users during consultation.

Supply and Demand Analysis for Football

3.25. Table 4 indicates that both the 3G AGPs in Bromsgrove have very little peak time capacity.

3.26. Both 3G AGPs in Bromsgrove are used to capacity midweek for training, match play and some informal use. There is no spare weekend peak time capacity at The Hayes, and only two hours at South Bromsgrove High.

3.27. Woodrush Community Sports Centre caters for curricular and extra-curricular use during the mid-weekday times but is available for community access during peak hours. It's football demand is currently generated by Hollywood United for mid-week training sessions.

Supply and Demand Analysis for Hockey

3.28. As highlighted in table 4, Woodrush Community Sports Centre facilitates educational demand Monday to Friday. However, as well as catering for education and the football demand mentioned above, it also provides training and match play opportunities for Kings Heath Pickwick Hockey Club. The hockey club are based outside of the study area, but use the facility in Bromsgrove. Although there is theoretically some spare capacity on this site, both the football and hockey club require more training time but are unable to utilise the pitch adequately enough to meet both of their needs.

3.29. Bromsgrove Hockey Club site is at capacity for peak time availability, at both weekends and mid-week. This is due to the number of teams affiliated to the club and using the pitch.

3.30. However, there is significant spare capacity on the two pitches at Bromsgrove School. The site is a private school, which caters for significant levels of curricular and extra-curricular usage, especially for hockey. However other than a very minimal amount of casual football, the two AGPs at Bromsgrove School are inaccessible by the community.

3.31. It is key to note that only demand that has been identified by clubs and sites during the PPOSS consultation has been included. Table 4 below shows that there is currently 122.5 hours of demand from affiliated teams and clubs in Bromsgrove.

3.32. It must be noted that further demand will be generated by informal football or corporate leagues, among others, therefore it is important that this supply and demand assessment is cross-checked with the supply and demand analysis presented below.

3.33. Although the preferred artificial surface for football club usage is 3G (long pile), there is some football use of the sand dressed AGPs at Woodrush Community Sports Centre and Bromsgrove School. Due to suitability and FA regulations, sand-dressed surfaces are not able to meet any match play demand from football clubs. However, if community use of Bromsgrove School was secured, there may be an opportunity to satisfy some football training demand and reduce the overplaying of some grass pitch sites.

Table 4: Supply and Demand Analysis for all available 3G AGP Provision

Site Name	Pitch Type	Size	Peak Time Capacity	Clubs using the site			Total hours				Percentage of Usage at peak times	
				Football	Hockey	Other	Midweek	Saturday	Sunday-	Total	% Football	% Hockey
Hayes Playing Field / Alvechurch FC	3G	Full	36	Alvechurch FC	-	-	20	8	8	36	100%	0%
South Bromsgrove School	3G	Full	36	Bromsgrove Partisan, Catshill 2014, West Hagley Vets, Stoke Prior FC, Fairfield Villa, Redditch United FC, Meadow Park	-	-	20	6	6	32	100%	0%
						Total	**40**	**14**	**14**	**68**		

Table 5: Supply and Demand Analysis for all available Sand/Water Based AGP Provision

Site Name	Pitch Type	Size	Peak Time Capacity	Clubs using the site			Total hours				Percentage of Usage at peak times	
				Football	Hockey	Other	Midweek	Saturday	Sunday-	Total	% Football/Other	% Hockey
Bromsgrove Cricket, Hockey and Tennis Club	Water Based	Full	36	Grass Roots	Bromsgrove Hockey Club	Walking Sports Club	20	8	8	36	22%	78%

Site Name	Pitch Type	Size	Peak Time Capacity	Clubs using the site			Total hours				Percentage of Usage at peak times	
				Football	Hockey	Other	Midweek	Saturday	Sunday-	Total	% Football/Other	% Hockey
Woodrush Community Sports Centre	Sand Dressed	Full	36	Hollywood United	Kings Heath Pickwick HC	-	12	2.5	2	16.5	76%	24%
Bromsgrove School	Sand Dressed	Full	36	Catshill Seniors	-	-	2	0	0	2	100%	0%
Bromsgrove School	Sand Dressed	Full	36	-	-	-	0	0	0	0	0%	0%
						Total	**34**	**10.5**	**10**	**54.5**		

Informal Demand

3.34. In addition to the 'formal' demand captured during the club consultations, it is also important to consider the amount of 'informal' demand for AGP facilities produced within the Bromsgrove. 'Informal' demand in this sense refers to demand produced by clubs, teams or users of AGP facilities that are not affiliated to an NGB (such as groups of friends having a game of 5v5 organised within their group).

3.35. The over 16- 70 population of Bromsgrove is 66,611. In the area covered by Herefordshire and Worcestershire Active Partnership (HWAP), which is the smallest available area for which there is available data, 1.9% of people aged 16 or over participated in small-sided football at least twice in the last 28 days (May 2019-2020).

3.36. If this ratio is applied to the population of Bromsgrove, then it can be said that 1,266 people play small-sided football every fortnight (on average). On a given single week therefore, is, on average, demand from 633 people play small-sided football.

3.37. Small-sided football is typically played in a 5v5 or 6v6 format meaning a minimum of 10 people are required for any one match (although 7v7 is also a common format). Accounting for substitutes and a portion of small-sided demand being played in 7v7, it can be stated as an assumption that a total of 14 people on average participate in one game of small-sided football.

3.38. When the above assumption is applied to the number of people estimated to participate in small-sided football matches per week, it can be said that there is demand for 45 informal small-sided matches per week (633 divided by 14).

3.39. It is assumed that each small-sided football match lasts for one hour (allowing time for change over). Given there are considered to be 4 hours of peak-time capacity per day in the mid-week period, plus a further 8 hours on each day of the weekends, it can be said that one small-sided pitch can accommodate 36 matches per week in the peak period.

3.40. Given the 122.5 hours of 'formal' demand captured by the club consultations, it can be said there is demand for approximately 167.5 hours of AGP demand in Bromsgrove when all formal and informal demand has been considered. However, although it is important to consider the impact of informal demand, it will not be taken into consideration in the calculations below, as the FA and FF's 1:38 model already takes into account some recreational demand.

Current Supply and Demand Modelling – Full Size 3G AGP Provision (Football)

3.41. As part of the FA National Game Strategy, the Football Association identified a strategic objective to ensure that all teams playing competitive football have access to a floodlit 3G AGP to train on at least once a week. To do this, FA calculations show that a full size 3G AGP (available for community use at peak times) is required for every 38 teams, which will allow the required training and match play slots, as well as providing suitable supply at peak times (weekday evenings and weekends).

3.42. Using the demand data for Bromsgrove, 211 teams have been identified as playing within Bromsgrove. Using the FA's suggested ratio of 1:38, this demonstrates the need for 6 (rounded from 5.5) full sized 3G AGP's. Table 5 below highlights the concentration of teams in Bromsgrove and the required distribution of 3Gs by sub area.

Table 6: Current Capacity Analysis for AGPs per Sub Area

Sub Area	Teams	Total number of full size 3G AGPs required to meet demand	Current number of full size equivalent 3G AGPs	Current balance
SA1	2	0.1	0	-0.1
SA2	37	0.9	0	-0.9
SA3	42	1.1	1	-0.1
SA4	48	1.2	0	-1.2
SA5	82	2.2	1	-1.2
Bromsgrove	**211**	**5.5**	**2**	**-3.5**

3.43. Supply data for the project identifies two existing full sized 3G AGP facilities within the Study Area that are available for community use. Table 6 suggests that there is a deficit of 3.5 full size equivalent 3G AGPs. However, after rounding the figures in the 'total number of 3G AGPs required to meet demand' column, we are left with a deficit of 3 3G AGPs. This total deficit can be translated as -1 in SA2, -1 in SA4 and -1 in SA5.

3.44. It should be noted that this theoretical analysis only includes full sized 3G AGP's, in line with the strategic objectives of the FA and Football Foundation and because there is no small-sided 3G provision in the study area.

AGP Future Supply and Demand Balance

3.45. To understand the projected level of demand for 3G AGPs in Bromsgrove across the lifetime of the project, the same ratio of 1:38 has been used and applied to the identified growth of an additional 84 football teams, which were identified in the TGR and latent demand calculations, by 2040.

3.46. Using these updated parameters, it is projected that an additional 2.1 new full sized 3G AGPs will be required by the end of the local plan period in Bromsgrove, to meet demand from future football demand alone if latent demand is considered.

3.47. However, as growth through latent demand is highlighted by clubs, this can often be aspirational and may not be realised. Therefore, we must also consider the future AGP balance based on population growth alone. Table 7 suggests that there will be 0.6 additional full size equivalent 3G AGPs required to meet extra demand from population growth by 2040.

3.48. Although both population growth and latent demand must be considered when analysing the future need for additional 3G provision, consultation with Sport England, Football Foundation and local FA's suggested that only the higher of the two figures is considered initially. Therefore, demand for an additional 1.5 full size 3G pitches due to latent demand will initially be considered, with any further need for development due to population growth (0.6 full size 3G AGPs) being informed by steering group members at Stage E.

3.49. Table 7 below breaks down this future demand by sub area, which will feed into the site-specific recommendations and actions.

Table 7: Future Capacity Analysis for AGPs by Sub Area

Sub Area	Projected No. new teams created by Population Growth (TGR)	Number of new AGPs required to meet future – Population Growth	Projected No. new teams created latent demand	Number of new AGPs required to meet future – Latent Demand	Total number of new AGPs required to meet total future demand
SA1	0	0	0	0	0
SA2	5	0.1	11	0.3	0.4
SA3	3	0	18	0.5	0.6
SA4	8	0.2	21	0.6	0.8
SA5	11	0.3	7	0.2	0.3
Bromsgrove	**27**	**0.6**	**57**	**1.5**	**2.1**

3.50. SA3 and SA4 have the largest amount of latent demand growth of all sub areas. Therefore, any additional should be focussed on these areas.

3.51. Whilst the above section considers how to meet the training demand for clubs in the study area, 3G pitches can also be used for match play, dependent on league regulations. The development of additional AGP provision may help to minimise the existing and future deficit for match play demand in Bromsgrove. This will be explored further in at Stage D and the overall action plan.

3.52. While the above analysis provides a quantified assessment of supply and demand, it is important to consider accessibility and spatial constraints when making recommendations regarding new or increased access to AGP provision. Figure 1 overleaf shows the catchment area analysis for 3G AGPs in Bromsgrove, which can be used to assess the accessibility of full-size 3G AGP facilities across the Study Area.

3.53. Map 2 shows the 20-minute (non-overlapping) catchment areas for 3G AGPs in Bromsgrove Study Area (3G AGPs).

AGP Future Demand –Rugby Union and Hockey

3.54. A hockey supply and demand analysis is included in the 'Hockey' section of this PPOSS.

3.55. There are no WR22 3G facilities within the study area, therefore there is no Rugby Union use of the facilities. However, as stated in the Rugby Union section of this report, there is a current deficit of grass rugby provision across Bromsgrove. Although different scenarios for pitch development will be considered as part of Stage D, it could be suggested that a proportion of any future AGP development should be WR22 compliant, helping to support Rugby Union provision.

Meeting the Current and Future Demand for 3G AGP Facilities Across Bromsgrove

3.56. A key objective for the FA is to maximise the use of 3G pitches for competitive football match play. This will increase the quality of provision, reduce the number of cancellations and help to address future demand. Affordable pricing policy that includes match-based charges in line with grass pitches should be a consideration.

3.57. From the current and future supply and demand analysis we can presume the following:

- There is a current deficit of **3** full size 3G pitches in Bromsgrove for affiliated football teams. The priority areas for these are SA2, SA4, SA5.
- To cater for future demand, **1** further full size AGP should be considered, in either SA3 or SA4.
- Any further development on top of these 4 additional AGPs that are proposed, needs to be justified by ongoing analysis by steering group members at Stage E.

- Due to the under supply of rugby union pitches, it should be considered that at least one of the proposed new 3G AGPs should be WRC22 compliant.
- There is no 3G provision in the SA1 or SA2 sub areas. However, they are the areas with the smallest demand, particularly SA1. The highest concentration of teams are located in SA3, SA4 and SA5 sub areas. SA2 is considered a priority area for development of AGP provision to help meet the current deficit.
- The deliverability of any AGP should be subject to a significant feasibility study to determine the financial viability of a site and its impact on the local community. When selecting the sites that are appropriate for 3G AGP development, sites should have the following characteristics:
- Be available for significant use by local community clubs
- Have good access and ancillary facilities to service the pitch(es)
- Be financially sustainable
- Be able to be maximised for training and match play provision during peak time
- Be well positioned to deliver wider football or rugby development programmes, including coach education and a recreational offer, using spare off-peak capacity to deliver this
- Be able to explore shared projects across multiple sports, possibly education use with a focus on the community, in order to ensure facilities are used throughout the peak and off-peak periods.

AGP summary

3.58. This section summarises the findings from the AGP analysis, which will form the basis of the recommendations and action plan section for Bromsgrove.

3.59. Table 8 includes the response to 5 key questions which are identified in the Sport England PPOSS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapter creates consistency, not only within the report but with similar PPOSS projects in neighbouring local authorities and further afield.

Table 8: Key PPOSS Findings for AGPs in Bromsgrove

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	There is a total of 6 AGP's, with 5 (83%) of facilities rated as good and 1 (17%) as standard. Of this supply, only 2 are 3G surfaces, the rest being comprised of 3 sand dressed pitches and 1 water based surface. All AGP pitches are full size. There are no WR22 compliant pitches in the study area. There is no AGP provision in the SA1 or SA2 sub areas, limiting the opportunities for teams from these locations. However there is only a very small demand for football provision in the SA1 sub area.

Key Question	Analysis
Is there enough accessible and secured community use provision to meet current demand?	The current supply and demand analysis for 3G AGP football pitch provision, shows a **deficit of 3 full sized 3G AGPs**. However, there is a current and predicted future under supply of rugby union pitches in Bromsgrove, therefore the 3G deficit may be higher. Priority areas for development to meet this deficit are SA2, SA4, SA5
Is the provision that is accessible of sufficient quality and appropriately maintained?	83% of AGPs in Bromsgrove are good and 17% standard. Both 3G AGPs are rated as good quality.
What are the main characteristics of the future supply and demand for provision?	In addition to the current under supply of 3 3G AGP pitches, there is a demand for an additional full size 3G AGP to meet demand created by team growth in SA3 or SA4. If all latent demand and population growth is realised, then an argument could be made for a 5th full size AGP, however this would need to be informed by future analysis at Stage E.
Is there enough accessible community use provision to meet future demand?	Using current demand data coupled with future TGR calculations and latent demand information, it has been identified that by 2040, there will be a deficit of 4 full size AGPs, with the possibility of a 5th dependent on growth and future analysis. Again, this figure only takes into consideration football demand, and when noting the deficit of rugby union pitches in Bromsgrove, the future under supply of 3G AGP pitches may be higher.

4 Football Stage C Assessment

Introduction

4.1 This section of the report focusses on the supply and demand for grass football pitches. There is a separate standalone section that covers all Artificial Grass Pitches (AGP) including the 3rd Generation (3G) pitches, that are becoming increasingly important to service the needs of football for both competitive play and training.

4.2 This section includes the headline findings from the PPOSS, as well as a site-by-site analysis of football sites across Bromsgrove.

Strategic Priorities for Football

4.3 Football in the study area is governed by both Birmingham FA and Worcestershire FA. Both associations work to administer the provision of football in Bromsgrove and support the strategic priorities highlighted below.

4.4 The FA Time for Change Strategy 2020-2024 is based on the exciting objective of inspiring a lifelong journey in football for all.

4.5 Its vision is to 'Unite the game, inspire the nation' and its mission is to change the game to maximise its impact and serve the game to deliver football for all.

4.6 The Time for Change Strategy focusses on six game changer objectives:

- Win a major tournament
- Serve 2m+ through a transformed digital platform
- Ensure equal opportunities for every girl
- Delivery of 5000 quality pitches
- A game free from discrimination
- Maximise the appeal and revenue of the FA cups and Barclays FA Women's Super League.

4.7 There are also 8 serve objectives:

- Trusted, progressive, regulation and administration
- Safe and inclusive football pathways and environment
- Personalised & connected learning experiences

- Maximum investment into the game
- Diverse, high-performing workforce & inclusive culture
- World class venues and events
- Strong reputation and clear brand identity
- Technology enabled and insight driven

4.8 A key piece of context for the strategy is the changing profile of formal football participation across the country. Between the 17/18- 20/21 seasons, the number of women and girls playing has doubled, more youth teams were created, more facilities built, driving record investment back into football.

4.9 The strategic pillar that is of greatest relevance to this PPOSS is 5. Develop Sustainable Football Facilities. This key focus for this pillar is facilities and investment, with key objectives summarised below:

- 3G Football Turf Pitches
- Changing rooms, pavilions, and clubhouses
- Improved grass pitches
- Better indoor and outdoor spaces
- Ensure that all projects are aligned and deliver against FA National Football Facilities Strategy targets:
- Quality
- Sustainability
- Inclusivity
- Engagement
- Participation

4.10 Another key element of the Change Strategy is the focus on informal and recreational football, the overall goal being to improve the experience of the participant, leading to enhanced retention and new participation in the game.

4.11 Local Football Facility Plans (LFFP) are locally tailored reports that highlight the facility need across individual local authority areas. Informed and led by a PPOSS, the plans help to set out a roadmap for development of grass and artificial grass football facilities in specific areas. LFFPs work to set out a long-term vision for local football facilities, identify priority projects, and can act as an investment portfolio for projects the require funding.

Supply

4.12 The audit identifies a total of 113 grass football pitches across 46 sites in Bromsgrove. 87 pitches are available for community use, across 32 sites. All other pitches are classed as unavailable.

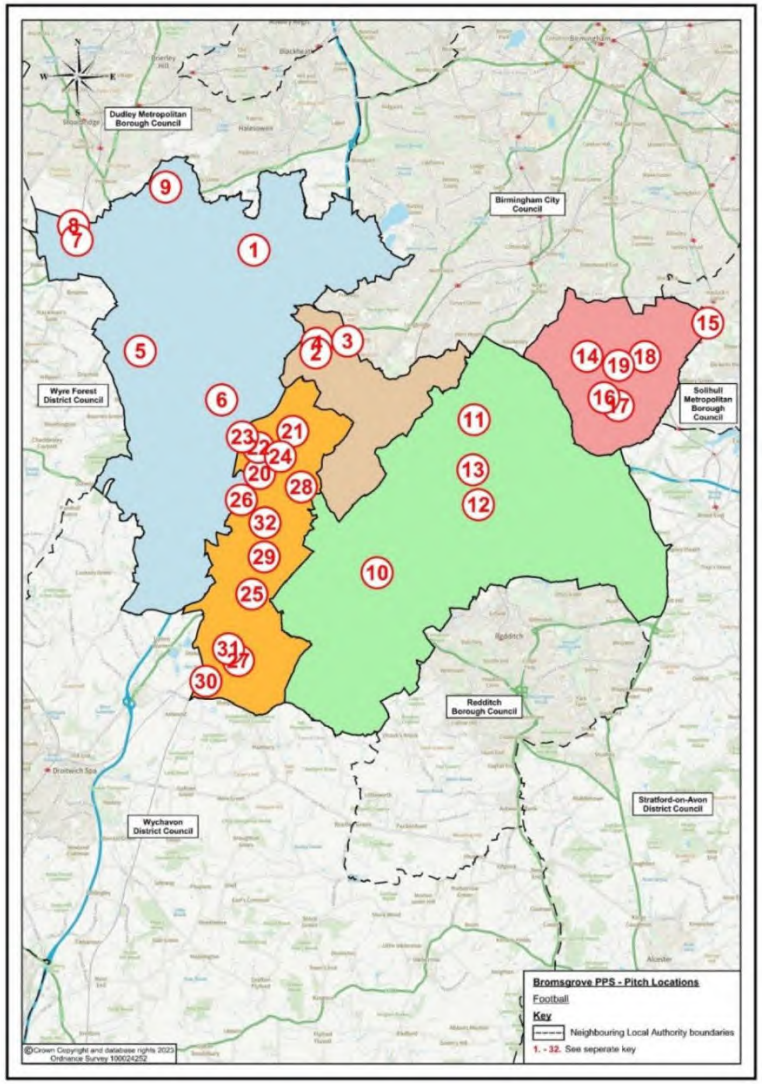
4.13 Table 9 highlights that the largest proportion of community available (Secured and unsecured community use) pitches in the study area are located in SA5 (40%). This is followed by SA4 (27%), SA2 (19%) and SA3/SA1 (both 7%)

Table 9: Summary of Grass Football Pitches in Bromsgrove by sub area.

Analysis area	No. unavailable pitch sites	No. available Playing Pitch Sites	Pitches Available for Community Use					Total Available Pitches
			Adult	Youth 11v11	Youth 9v9	7v7	5v5	
SA1	2	4	4	1	0	1	0	6
SA2	4	5	6	4	1	2	3	16
SA3	1	4	2	2	0	2	0	6
SA4	1	6	8	2	1	11	3	25
SA5	6	13	11	6	4	9	4	34
Total	**14**	**32**	**31**	**15**	**6**	**25**	**10**	**87**

4.14 There are 87 available pitches in Bromsgrove. This number can be broken down into 31 adult 11v11, 15 youth 11v11, 6 youth 9v9, 25 7v7 and 10 mini 5v5 pitches.

Map 3: All pitch across the Bromsgrove area



Football Site – Key

1 – Romsley Playing Field
2 – Rubery Community and Leisure Centre
3 – St Chad's Recreation Ground
4 – Waseley Hills High School
5 – Belbroughton Recreation Ground
6 – Fairfield Villa
7 – Hagley Playing Fields
8 – Haybridge High School
9 – Ridge Arena
10 – Hewell Cricket Club
11 – Hopwood Recreation Ground
12 – Lye Meadow
13 – Wiggin Memorial Ground
14 – Bay Tree Farm
15 – The Holloway
16 – The Phoenix Group
17 – The Wendy House
18 – Woodrush Community Sports Centre
19 – Wythall Park
20 – Barnsley Hall
21 – Braces Lane
22 – Catshill Middle School
23 – Catshill Village Meadow
24 – Chadsgrove School
25 – Charford Recreation Ground
26 – King George V Playing Field
27 – LG Harris/Meadow Park
28 – Lickey End
29 – Ryland Centre
30 – Stoke Prior Sports Club
31 – The Navigation Inn
32 – The Victoria Ground

Available Secured and Unsecured Community Use Pitches.

4.15 Of the 87 available grass football pitches in Bromsgrove, 69 were used during the 2021/2022 season.

4.16 62 of the 87 (73%) available pitches in Bromsgrove provide secure community use access (i.e., pitches owned or leased by local authorities or clubs/associations). 23 (27%) pitches are unsecured community use pitches.

4.17 In all five sub areas, there are significantly more secured community access sites than unsecured ones.

Table 10: Secured and Unsecured Community Use Pitches by Sub-Area 2020/21 Football season

Sub-Area	Secured/ Unsecured Community Use	No. marked pitches 2020/21 Used for community Use					Total (%)
		Full size	Youth (11 v 11)	Junior (9 v 9)	Mini (7 v 7)	Mini (5 v 5)	
SA1	Secured Community Use	2	0	0	0	0	2 (2%)
	Unsecured Community Use	2	1	0	1	0	4 (5%)
SA2	Secured Community Use	5	4	1	2	3	15 (17%)
	Unsecured Community Use	1	0	0	0	0	1 (1%)
SA3	Secured Community Use	2	2	0	1	0	5 (6 %)
	Unsecured Community Use	0	0	0	1	0	1 (1%)
SA4	Secured Community Use	**6**	**1**	**1**	**6**	**1**	**15 (17%)**
	Unsecured Community Use	**2**	**1**	**0**	**5**	**2**	**10 (11%)**
SA5	Secured Community Use	**8**	**5**	**3**	**8**	**3**	**27 (31%)**
	Unsecured Community Use	**3**	**1**	**1**	**1**	**1**	**7 (8%)**
	Total	**31**	**15**	**6**	**25**	**10**	**87 (100%)**

Education Supply

4.18 Football facilities are provided at educational establishments across the study area, with different levels of community use and security of that use. Where a site has been identified as being available for community use, pitches allocated to the relevant site are included within the total supply and demand analysis.

4.19 The following education establishments have been identified as being unavailable for community use and are therefore not included in the supply and demand analysis. Further detail is provided in Appendix XX, as well as the site-by-site analysis.

Table 11: Education Facilities Unavailable for Community Use

Site Name	Sub Area	Pitch(es)
Hunters Hill Technology College	SA1	2x Youth 11v11
Reaside Academy	SA1	1x Youth 11v11, 1x Youth 9v9, 2x 7v7
Lickey Hills School	SA2	1x 7v7
Belbroughton Primary School	SA2	1x 7v7
Hagley Catholic High School	SA2	1x Adult 11v11, 1x Youth 11v11
Hagley Primary School	SA2	1x Youth 11v11
Alvechurch CE School	SA3	1x Youth 11v11
Meadow Green Primary School	SA4	2x Youth 11v11
North Bromsgrove High School	SA5	1x Adult 11v11, 1x Youth 11v11
Parkside Middle School	SA5	2x Adult 11v11, 1x Youth 11v11
South Bromsgrove High School	SA5	1x Adult 11v11
Aston Fields Middle School	SA5	1x Youth 11v11
St John's Middle School	SA5	2x Youth 11v11, 4x 7v7
Stoke Prior First School	SA5	1x 7v7

Disused Provision

4.20 Playing fields which have previously accommodated formal pitch provision are categorised as disused. A disused site is a playing field 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 then fall outside of Sport England's statutory remit.

4.21 Although disused pitches that fall outside of Sport England's statutory remit, they must still be assessed using the criteria in paragraph 99 of the National Planning Policy Framework and Sport England may challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

Table 12: Disused Pitches Bromsgrove

Pitch Name	Sub-Area	Pitch Size	Ownership	Reason for no use
Aston Fields Recreation Ground	SA5	Youth 11v11, 7v7	Local Authority	No pitches marked out
Boleyn Road	SA1	Adult 11v11	Local Authority	No pitches marked out
Garrington's	SA5	Adult 11v11	Unknown	No pitches marked out
The Meadows	SA5	Adult 11v11	Local Authority	No pitches marked out
Sanders Park	SA5	Youth 11v11, 7v7	Local Authority	No pitches marked out
Bromsgrove Cricket, Hockey and Tennis Club	SA5	Adult 11v11	Sports Club	No pitches marked out
Rowney Green	SA3	Adult 11v11	Local Authority	No pitches marked out
Hayes Playing Fields	SA3	Adult 11v11	Local Authority	Pitches completely overgrown and unused. On the same site as a brand new 3G facility.

Proposed Supply changes

4.22 Current planning applications/proposals for playing pitch sites in the Bromsgrove that have potential implications for the future supply of playing pitches are:

Table 13: Development Proposals

Playing Pitch Development Proposals	Impact on Outdoor Sports Supply
aying Field	On the Hayes Playing Field site, there is a recently developed 3G pitch, as well as ancillary facilities that are currently being built. However at the time of the PPOSS the grass pitches on site were currently unused and overgrown. The site is currently home to the youth and junior sections of Alvechurch FC, while the 1st team play at Lye Meadow. There are currently proposals for the pitch at Lye Meadow to be developed for housing, to enable to club to raise money for the development of grass pitches at Hayes Playing Fields. It is the intention of the club to have all football activity located at Hayes. The development at Hayes Playing Fields would include a stadia facility similar to that which is currently at Lye Meadow. According to new consultation, the grass pitches at Hayes Playing Field have now been reinstated. Although these have not been factored into the supply and demand calculations at Stage C, their impact on the capacity of pitches in the sub area will be explored at Stage D.
Lye Meadow	As highlighted above, there are currently proposals that would result in the loss of Lye Meadow. Home to Alvechurch FC a level 7 step 3 club, the site is a good quality, floodlit grass pitch, with stands and good ancillary facilities.

Current Position for Football

4.23 This section presents the current position for grass football pitches for the study area, split by sub-area. It will first highlight the supply information regarding sites, number of pitches and their quality. Data regarding the demand for all types of football in Bromsgrove will then be set out, before a supply and demand analysis is undertaken for each site, sub area and Bromsgrove as a whole.

4.24 Birmingham FA, Worcestershire FA and the Football Foundation have introduced PitchPower - revolutionising the state of grass football pitches across England, ensuring that by 2030, grassroots football has 20,000 'good' quality pitches to enjoy. PitchPower is a web app that allows organisations to quickly and easily inspect, grass pitch(es) directly from a mobile phone. The app is used to submit information about pitch(es) to the Grounds Management Association who assess the site. After the assessment is complete, a report is received which evidences the technical quality score and provides recommendations as to what is needed to improve the pitch(es). The pitch quality scores given in Tables 14 - 19 match the Pitch Power assessments provided by Birmingham FA and Worcestershire FA. Further, site specific details regarding Pitch Power are given in 2.14.

4.25 The following clubs/sites are being supported by Worcestershire FA, Birmingham FA and Football Foundation through the PitchPower process defined above. Through this initiative, these clubs and sites will have improved maintenance regimes with the aim of improving the quality of pitches, allowing additional usage during the season. The PitchPower quality ratings reflect the pitch assessment ratings in this report.

- **Woodrush Community Sports Centre** – The Adult 11v11 pitch received a rating of poor based on the PitchPower assessment. This is reportedly due to improvements needed to the following areas: ground and soil profile, drainage, goalposts and line marking. The other pitches on site have not been assessed at the current time.

- **Wake Green Amateurs/The Holloway** – All pitches received a PQS score of Basic, which for the purpose of this PPOSS will be considered as Standard. Recommendations made by the report include investment in appropriate machinery and applying for a Grass Pitch Maintenance fund.

4.26 Tables 14 - 19 indicate the quality assessments for each site and pitch in Bromsgrove, separated by sub area. The following information includes only sites which are available for community use.

Table 14: Pitch Quality in Bromsgrove – SA1 Sub-Area

SA1	Adult Pitches			Youth 11v11 Pitches			Youth 9v9 Pitches			7v7			5v5		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Romsley Playing Field		1													
Rubery Community and Leisure Centre	1														
St Chad's Recreation Ground			1												
Waseley Hills High School		1			1						1				
Total Available Pitches – SA1	**1**	**2**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**

Table 15: Pitch Quality in Bromsgrove – SA2 Sub-Area

SA2	Adult Pitches			Youth 11v11 Pitches			Youth 9v9 Pitches			7v7			5v5		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Belbroughton Recreation Ground			1												
Fairfield Villa	1														
Hagley Playing Fields	1			1						1			2		
Haybridge High School		3			3										
Ridge Arena								1			1			1	
Total Available Pitches – SA2	**2**	**3**	**1**	**1**	**3**	**0**	**0**	**1**	**0**	**1**	**1**	**0**	**2**	**1**	**0**

Table 16: Pitch Quality in Bromsgrove – SA3 Sub-Area

SA3	Adult Pitches			Youth 11v11 Pitches			Youth 9v9 Pitches			7v7			5v5		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Hewell Cricket Club					1										
Hopwood Recreation Ground		1			1						1				
Lye Meadow	1														
Wiggin Memorial Ground												1			
Total Available Pitches – SA3	**1**	**1**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**

Table 17: Pitch Quality in Bromsgrove – SA4 Sub-Area

SA4	Adult Pitches			Youth 11v11 Pitches			Youth 9v9 Pitches			7v7			5v5		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Bay Tree Farm		1						1			2				
The Holloway		3													
The Pheonix Group	1									1			3		
The Wendy House															1
Woodrush Community Sports Centre			1		1						1			1	
Wythall Park		1			1						2			1	
Total Available Pitches – SA4	**1**	**5**	**1**	**0**	**2**	**0**	**0**	**1**	**0**	**1**	**5**	**0**	**3**	**2**	**1**

Table 18: Pitch Quality in Bromsgrove – SA5 Sub-Area

SA5	Adult Pitches			Youth 11v11 Pitches			Youth 9v9 Pitches			7v7			5v5		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Barnsley Hall				1			1			1			1		
Braces Lane		1												1	
Catshill Middle School					1						4				
Catshill Village Meadow					1										
Chadsgrove School											1				
Charford Recreation Ground		1						1							
King George V Playing Field			1												

SA5	Adult Pitches			Youth 11v11 Pitches			Youth 9v9 Pitches			7v7			5v5		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
LG Harris/Meadow Park	4			2						2			1		
Lickey End						1			1						
Ryland Centre	1									1			1		
Stoke Prior Sports Club			1						1						
The Navigation Inn	1														
The Victoria Ground	1														
Total Available Pitches – SA5	**7**	**2**	**2**	**3**	**2**	**1**	**1**	**1**	**2**	**4**	**5**	**0**	**3**	**1**	**0**

Table 19: Pitch Quality in Bromsgrove - Total

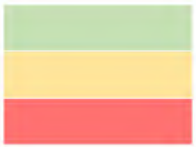
Bromsgrove Total	Adult Pitches			Youth 11v11 Pitches			Youth 9v9 Pitches			7v7			5v5		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
SA1	1	2	1	0	1	0	0	0	0	0	1	0	0	0	0
SA2	2	3	1	1	3	0	0	1	0	1	1	0	2	1	0
SA3	1	1	0	0	2	0	0	0	0	0	1	1	0	0	0
SA4	2	6	0	0	2	0	0	1	0	5	6	0	0	2	1
SA5	7	3	1	3	2	1	1	2	1	4	5	0	3	1	0
Total Available Pitches - Bromsgrove	**13**	**14**	**4**	**4**	**10**	**1**	**1**	**3**	**2**	**10**	**14**	**1**	**5**	**4**	**1**

4.27 Across the study area, 38% of pitches are rated as good quality, 54% are rated standard and 8% are classified as poor quality.

Ancillary Facilities

4.28 The quality of ancillary facilities across Bromsgrove have been assessed via a combination of site visits and user consultation to reach and apply an agreed rating as follows:

Good
Standard
Poor



4.29 Ancillary facility ratings are primarily influenced by the type of amenities which are available on a site accompanied by their quality, such as a clubhouse, changing rooms, showering provision, car parking, dedicated official and spectator facilities and boundary fencing. Table 20 below identifies the findings for football sites that are actively utilised for football across Bromsgrove.

Table 20: Site by site analysis of ancillary facility quality.

Site name	Analysis area	Ancillary facility quality
SA1		
Romsley Playing Field	SA1	--
Rubery Community and Leisure Centre	SA1	Standard – Very basic changing facilities, with separate community centre including kitchen.
St Chad's Recreation Ground	SA1	-
Waseley Hills High School	SA1	Standard – School Changing Facilities
SA2		
Belbroughton Recreation Ground	SA2	-
Fairfield Villa	SA2	Good – Excellent ancillary facilities with good changing rooms, spectator covered standing, spectator rail and dug outs.
Hagley Playing Fields	SA2	Good – Excellent changing/club house building which received Football Foundation funding. Lack of parking availability is an issue
Haybridge High School	SA2	Standard – School Changing Facilities
Ridge Arena	SA2	-

Site name	Analysis area	Ancillary facility quality
SA3		
Hewell Cricket Club	SA3	Poor – Very poor changing facilities that need redevelopment. Difficult access to the site.
Hopwood Recreation Ground	SA3	Standard – Average ancillary facilities, with a number of basic changing rooms. The site is not easy to access and there is only a small amount of parking available
Lye Meadow	SA3	Good – Good ancillary facilities consisting of small clubhouse/changing, two spectator stands and dug outs. Access to the site is challenging and there is an inadequate level of parking.
Wiggin Memorial Ground	SA3	-
SA4		
Bay Tree Farm	SA4	Good – Ancillary facilities part of larger, commercial development on site. Good quality changing rooms and easy access and parking.
The Holloway	SA4	Good – Home to Wake Green AFC, there is very good facilities on site. The club house is large, with changing rooms and kitchen, with a large amount of parking and easy access.
The Pheonix Group	SA4	Good – Part of large commercial site. Excellent quality ancillary facilities overlooking grass pitches.
The Wendy House	SA4	-
Woodrush Community Sports Centre	SA4	Standard – School Changing Facilities
Woodrush RUFC	SA4	Good – Good built facility including changing rooms, officials room and kitchen/bar.
Wythall Park	SA4	Good – Ancillary facilities part of larger community facility on a park site. Good access and paid parking.
SA5		
Barnsley Hall	SA5	Good – Facilities refurbished in 2016 with FF funding. Good quality including changing rooms and basic kitchen. Good access and parking available.
Braces Lane	SA5	Good – Small but adequate changing facilities that were refurbished in 2016 by the Football Foundation.
Catshill Middle School	SA5	Standard – School Changing Facilities
Catshill Village Meadow	SA5	Poor – Small facilities with only toilets included.
Chadsgrove School	SA5	Standard – School Changing Facilities
Charford Recreation Ground	SA5	Poor – Poor, inadequate facilities located next to bowls club.
King George V Playing Field	SA5	-

Site name	Analysis area	Ancillary facility quality
LG Harris/Meadow Park	SA5	Good – Good quality changing and clubhouse facility with adequate parking. Clearly well used and maintained
Lickey End	SA5	Standard – Very basic facilities, presumed toilets and small changing rooms but unable to access.
Ryland Centre	SA5	Good – Part of larger centre with gym and indoor hall.
Stoke Prior Sports Club	SA5	Good – Traditional sports club with good changing facilities, kitchen and bar. Good access and parking.
The Navigation Inn	SA5	-
The Victoria Ground	SA5	Good – High quality stadium facility

Current Demand

4.30 Football is the most popular team sport across Bromsgrove. With a total of 211 teams across 33 clubs. As part of the PPOSS process, all clubs were given the opportunity to respond to consultation, allowing them to provide their views on facilities, developments, issues and growth plans. An overview of the consultation is included in Table 21 below.

4.31 The clubs that responded as part of the consultation exercise, are made up of 157 teams, which is a 74.4% response rate. Although this meets the requirements of Sport England, ongoing consultation with clubs is necessary to inform future facility needs in Bromsgrove.

Table 21: Club Consultation

Club	Site Name	Sub Area	Consultation Summary
Bromsgrove Rovers AFC	Hopwood Rec Ground	SA3	The club has one competitive mixed U13 side and two mixed U10 training sides. Bromsgrove Rovers AFC is a relatively new club which aims to increase its current team tally to 10 from mini soccer 5v5 to adult men and women's teams. As the club focuses on meeting an increased demand, there is an additional requirement of grass pitches for match-play and 3g pitches for training. There were no considerable issues faced by the club during the covid-19 pandemic. The overall maintenance of the pitch and changing rooms has been rated below average.
Beoley Village FC	-	-	The club has one senior male 11v11 side. The club currently play outside of the study area, due to lack of access to facilities in Bromsgrove. The club has new pitch and facility development plan in place with an objective to improve drainage and renovate the clubhouse.

Club	Site Name	Sub Area	Consultation Summary
			Although the grass coverage has remained good throughout the season, pitch slope, pitch maintenance and length of the grass have been some of the key issues. The club suffered financially during the covid-19 pandemic with reduced funding and sponsorship affecting the pitch maintenance budget thus worsening the condition of the designated pitches.
Ridge FC	Ridge Arena	SA2	The club has four male youth teams based at Ridge Arena and Thorns Collegiate Academy. The club is in its formative phase and is keen to 10-11 more youth boys' and girls' teams to their current roster. The club is set to have a new pitch and facility development plan without securing any funding to add fresh pitches, drainage system and improve the quality of changing rooms to meet match-play and additional training demands which include 11v11 pitch and 3g/4g pitches respectively. The club is satisfied with the maintenance of the ground. Match cancellations and minor vandalism were the only two issues impacting the club negatively.
Stoke Prior FC	Stoke Prior Sports Club	SA5	The club has one senior male team. There is an additional demand for pitches owing to the lack of affordable facilities for open age. The club has new facility and pitch development and plans in place. The pitch size is as per FA recommendation however, pitch slope and maintenance has been an issue. The quality of ancillary facilities is also sub-par. The covid-19 pandemic had a negative impact on the commercial state of the club as it lost revenue worth more than £1,000 apart from incurring upfront expenditure for the use of facility. The absence of revenue also affected the maintenance of the pitch with the quality of the pitch getting poorer.
Bromsgrove Sporting Colts FC	Barnsley Hall and Braces Lane	SA5	The club has twenty teams from U5 to U18 age categories. The number of adult and youth 11v11 teams have stayed the same however, there is an increase in the number of 9v9 youth and mini soccer (U7-U10) teams. The club has plans to primarily increase the number of youth girls' team and a couple of youth boys' 9v9 team. Although, the club does not have any pitch development plans, the club would benefit from an increase in the number of artificial pitches to allow the club to have more teams. The club faced issues like dog fouling and vandalism over covid-19 pandemic. The overall pitch maintenance has been of standard quality and the pitch has become slightly poor as usage has increased as more teams are added to the club.
Fairfield Villa FC	Fairfield Villa	SA2	The club has five teams based at Colters 3g and Bromsgrove South High School training and playing matches on the same pitches. There has been an increase in U7 youth boys' team while the adult reserve side has been discontinued. The club has a new facility development for their ancillary facilities. The club uses removable spectator facilities but would like to have covered spectator standing areas along the two sides of the pitch.

Club	Site Name	Sub Area	Consultation Summary
			Despite paying rental fee to the Parish Council landlords, the club has had to maintain the ground by themselves. Especially the club has had to tidy up the litter after having been used by general public as it is a recreational ground. Largely, the club is happy with the quality of the pitches due to better fertilization and seeding.
Frankley United	Charford Recreation Ground	SA5	The club has one male adults' team based at Colmers Farm 3g. The club has struggled to find slots for training and new artificial surfaces have been identified as a possible solution. The quality of the pitch has been poor, and the grass has worn out quickly. The pitch was burnt at the start of the season, but no steps have been taken to recalibrate the pitch lines as a result, the club had to switch from Greenlands to Charford. The club has £400+ subs pending to recover and suffered heavily during the covid-19 pandemic.
Hollywood United FC	Woodrush RUFC	SA4	The club has 18 teams with most of the teams from U6 to U11 category. The club trains at Woodrush High School's 3g pitch. The number of players has increased therefore, more teams have been added and the club is planning to add more youth boys and mini soccer team along with one adult men's team. The pitches are being overused, affected by waterlogging and the club has had to spend more than £1,000 per month as Astro turf fees. The pitch maintenance has been poor, and the club requires improved drainage system and new artificial pitches. The club suffered from loss of income like most of the other clubs during the covid-19 pandemic.
Catshill FC	Lickey End	SA5	The club has one veteran and one senior male team, and a thriving junior girls section of 24 mixed and female teams. The club is keen to add one more adult men's team and one adult women's team. The club is happy with the quality of the pitches and adequate ground maintenance by the school.
Meadow Park FC	LG Harris/Meadow Park	SA5	Meadow Park have 24 teams, from U9s to seniors, and have a strong female and mixed youth section which has grown significantly in recent seasons and there are aspirations to grow further in the future. The club have development plans to improve the drainage on grass pitches and also renovate the clubhouse. Meadow Park highlighted the need for additional 3G facilities in the area, as they are not able to train sufficiently in the winter. They have minimal use of South Bromsgrove 3G and teams have to share 1 hour slots. Grass pitches are hard to manage due to the weather, and more and more are being called off .
West Hagley FC	Hagley Playing Fields	SA2	28 teams with teams from U6 to U17. The club both train and play at Hagley Playing Fields, but also use Winterfold School 3G for training, which is outside of the study area. The club identified that all their current needs were being met by their grass pitches, access to 3G and clubhouse.
Alvechurch FC	Lye Meadow	SA3	Alvechurch FC are a large club of 16 teams, currently occupying two sites; Lye Meadow and Hayes playing field. The club have plans to sell Lye Meadow and move all football activity to Hayes, where there is a new 3G pitches and ancillary facilities. There is also the potential to develop additional grass pitches on site. This is all dependent on planning decisions.

Club	Site Name	Sub Area	Consultation Summary
Kings Heath Concorde	Wythall Park	SA4	The club have 10 junior teams from U8 to U15, playing and training at Wythall Park. The club indicate that they need additional floodlit, indoor or artificial provision to cater for training demand during the winter months.

4.32 Included in the numbers above are 4 Downs Syndrome Football teams run by Midlands Downs Syndrome FC. Although much of Midlands Downs Syndrome FC's activity takes place indoors, there is some use of AGPs in the study area. Age groups and pitch usage for these teams are highlighted in table 22 below.

Table 22: Pan-Disability Football Provision

Club	Sub-Area	Age Group	Team Category	Site Location
Midlands Downs Syndrome FC	SA5	Open Age	6v6	Various
Midlands Downs Syndrome FC	SA5	U16	6v6	Various
Midlands Downs Syndrome FC	SA5	U12	6v6	Various
Midlands Downs Syndrome FC	SA5	U8	6v6	Various

4.33 Table 23 outlines the current football demand in Bromsgrove.

Table 23: Football Provision

Age Groups	Male Teams	Female Teams	Total
SA1			
Adult 11v11	2	0	2
Youth 11v11	0	0	0
9v9	0	0	0
7v7	0	0	0
5v5	0	0	0
Total	2	0	2

Age Groups	Male Teams	Female Teams	Total
SA2			
Adult 11v11	5	0	5
Youth 11v11	13	0	13
9v9	7	0	7
7v7	9	0	9
5v5	2	1	3
Total	**36**	**1**	**37**
SA3			
Adult 11v11	10	1	11
Youth 11v11	15	1	16
9v9	10	0	10
7v7	3	0	3
5v5	2	0	2
Total	**40**	**2**	**42**
SA4			
Adult 11v11	8	1	9
Youth 11v11	11	0	11
9v9	11	1	12
7v7	12	0	12
5v5	4	0	4
Total	**46**	**2**	**48**

Age Groups	Male Teams	Female Teams	Total
SA5			
Adult 11v11	22	4	26
Youth 11v11	17	4	21
9v9	12	4	16
7v7	11	5	16
5v5	2	1	3
Total	**64**	**18**	**82**
Bromsgrove Totals			
Adult 11v11	47	6	53
Youth 11v11	56	5	61
9v9	40	5	45
7v7	35	5	40
5v5	10	2	12
Total	**188**	**23**	**211**

4.34 Table 24 outlines the current football provision for women and girls in Bromsgrove, focussing on female only teams (team numbers below are included in the overall data in table 26.

Table 24: Female Only Football Provision

Club	Sub-Area	Site Location	Adult 11v11	Youth 11v11	9v9	7v7	5v5	Total No. Teams
West Hagley Juniors	SA2	Haybridge High School	-	-	-	-	1	1
Alvechurch Ladies	SA3	Lye Meadow	1	-	1	-	-	2
Hollywood United	SA4	Woodrush RUFC	-	-	-	1	-	1
Rubery Juniors	SA4	Bay Tree Farm	1	-	-	-	-	1
Catshill FC	SA5	Lickey End	-	3	2	3	1	9

Club	Sub-Area	Site Location	Adult 11v11	Youth 11v11	9v9	7v7	5v5	Total No. Teams
Meadow Park	SA5	LG Harris / Meadow Park	2	2	1	2	-	7
Bromsgrove Sporting Ladies	SA5	The Victoria Ground	2	-	-	-	-	2
Totals	**Bromsgrove**		**6**	**5**	**4**	**6**	**2**	**23**

Demand Driven by Exported/Imported Demand

4.35 Although Beoley is a village on the border between the Bromsgrove and Redditch study areas, Beoley Village FC currently play in Tanworth in Arden, in the Solihull area. This involves one adult male 11v11 team, playing just outside of SA3 sub area. The club do not mention in consultation any desire to return to the study area, due to the close proximity of their playing facilities.

4.36 Redditch United Football Club, are based outside of the study area in Redditch. However, the club are utilising South Bromsgrove High 3G pitch during peak weekend hours to support their fixture demand, due to accessibility issues on AGPs in Redditch. This is in turn limiting access to AGP provision for clubs within Bromsgrove.

Demand Driven by Latent Demand

4.37 Unlike unmet demand, latent demand for football has been identified across the study area. Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. This could include feedback from a sports club which may feel that it could set up and run an additional team if it had access to improved provision.

4.38 The table below identifies all clubs, that identified latent demand (not currently active), which they are aiming to convert into affiliated football demand within the next 3 - 5 years. This provides an estimation of the number of new teams that will be required in Bromsgrove, in addition to the teams generated by population growth.

4.39 It should be noted that the latent demand commentary (LD commentary) contains a summary of the comments provided by clubs during consultation, which the consultancy team has used to quantify the estimated number of teams.

4.40 Table 25 shows that there is the potential latent demand of 28.5 MES per week across the study area. The majority of latent demand is generated by football clubs in SA3 and SA4, with the largest coming from Hollywood United.

Table 25: Latent demand highlighted through consultation

Club	Sub-Area	Latent Demand commentary	Total latent demand (MES)
Ridge FC	SA2	3x youth 11v11, 2x youth 9v9, 2x boys 7v7, 1 youth girls 11v11, 1 youth girls 9v9, 1x girls 7v7 and 1x girls 5v5	5.5
Bromsgrove Rovers	SA3	1 senior men, 1 senior women's, 3 youth 11v11, 3 youth 9v9, 3 7v7, 1 youth girls 11v11, 1 girls 9v9, 1 girls 7v7, 4x mini 5v5	9
Hollywood United	SA4	1 adult male, 5 youth 11v11, 5 youth 9v9, 5 youth 7v7, 5 mini 5v5	10.5
Bromsgrove Sporting Colts	SA5	2x boys 9v9, 1x youth girls 11v11, 1x youth girls 9v9 and 1x youth girls 7v7	2.5
Catshill FC	SA5	1 adult male and 1 adult female	1
		Total	**28.5**

Future Demand

Demand Driven by Population Growth

4.41 To calculate the future demand for football in the Study Area, Team Generation Rates have been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand to create a football team in each of the age categories

4.42 This Team Generation Rate can then be applied to the population projections for the Study Area to confirm how population growth or reduction will affect the number of teams in each of the key age groups. It is to be noted that population is just one factor in estimating future teams. Other factors such as NGB initiatives and amount of available provision has a large level of influence.

4.43 All figures have been rounded to the nearest whole number.

4.44 SA5 is projected to see the largest increase in team numbers, where it is predicted there will be a requirement of 11 new teams to meet demand created by population growth by 2040.

4.45 Table 26 below demonstrates that there is an anticipated total increase of 27 teams across all sub areas in Bromsgrove due to population growth. A full breakdown can be seen below:

Table 26: Future demand driven by population growth

Age Groups	Current no. of teams	Current Population	Future Population (13.46% increase by 2040)	Current TGR*	Population change	Projected team no. change
SA1						
Adult Men 11v11 (16-45yrs)	2	2040	2315	1020	275	**0**
Adult Women 11v11 (16-45yrs)	0	2123	2409	0	286	**0**
Youth Boys 11v11 (12-15yrs)	0	275	312	0	37	**0**
Youth Girls 11v11 (12-15yrs)	0	286	324	0	38	**0**
Youth Boys 9v9 (10-11yrs)	0	139	158	0	19	**0**
Youth Girls 9v9 (10-11yrs)	0	144	163	0	19	**0**
Mini Soccer Mixed 7v7 (8-9yrs)	0	313	355	0	42	**0**
Mini Soccer Mixed 5v5 (6-7yrs)	0	296	336	0	40	**0**
					Total projected new teams by 2040	**0**
SA2						
Adult Men 11v11 (16-45yrs)	5	2145	2434	429	289	**1**
Adult Women 11v11 (16-45yrs)	0	2232	2532	0	300	**0**
Youth Boys 11v11 (12-15yrs)	13	433	491	33	58	**2**
Youth Girls 11v11 (12-15yrs)	0	450	511	0	61	**0**
Youth Boys 9v9 (10-11yrs)	7	201	228	29	27	**1**
Youth Girls 9v9 (10-11yrs)	0	210	238	0	28	**0**
Mini Soccer Mixed 7v7 (8-9yrs)	9	397	450	44	53	**1**
Mini Soccer Mixed 5v5 (6-7yrs)	3	322	365	107	43	**0**
					Total projected new teams by 2040	**5**

Age Groups	Current no. of teams	Current Population	Future Population (13.46% increase by 2040)	Current TGR*	Population change	Projected team no. change
SA3						
Adult Men 11v11 (16-45yrs)	10	1974	2240	197	266	**1**
Adult Women 11v11 (16-45yrs)	1	2054	2330	2054	276	**0**
Youth Boys 11v11 (12-15yrs)	15	260	279	17	19	**1**
Youth Girls 11v11 (12-15yrs)	1	270	306	270	36	**0**
Youth Boys 9v9 (10-11yrs)	10	142	159	14	19	**1**
Youth Girls 9v9 (10-11yrs)	0	147	167	0	20	**0**
Mini Soccer Mixed 7v7 (8-9yrs)	3	326	370	108	44	**0**
Mini Soccer Mixed 5v5 (6-7yrs)	2	317	360	159	43	**0**
					Total projected new teams by 2040	**3**
SA4						
Adult Men 11v11 (16-45yrs)	8	1736	1970	217	224	**1**
Adult Women 11v11 (16-45yrs)	1	1807	2050	1807	243	**0**
Youth Boys 11v11 (12-15yrs)	11	247	280	22	33	**2**
Youth Girls 11v11 (12-15yrs)	0	251	285	0	34	**0**
Youth Boys 9v9 (10-11yrs)	11	148	168	13	20	**2**
Youth Girls 9v9 (10-11yrs)	1	155	176	155	21	**0**
Mini Soccer Mixed 7v7 (8-9yrs)	12	321	364	26	43	**2**
Mini Soccer Mixed 5v5 (6-7yrs)	4	242	275	61	33	**1**
					Total projected new teams by 2040	**8**
SA5						
Adult Men 11v11 (16-45yrs)	22	8075	9162	367	1087	**3**
Adult Women 11v11 (16-45yrs)	4	8404	9535	2101	1131	**1**
Youth Boys 11v11 (12-15yrs)	17	1185	1345	70	160	**2**

Age Groups	Current no. of teams	Current Population	Future Population (13.46% increase by 2040)	Current TGR*	Population change	Projected team no. change
Youth Girls 11v11 (12-15yrs)	4	1233	1399	308	166	**1**
Youth Boys 9v9 (10-11yrs)	12	606	688	51	82	**2**
Youth Girls 9v9 (10-11yrs)	4	631	716	158	85	**1**
Mini Soccer Mixed 7v7 (8-9yrs)	16	1174	1332	73	158	**1**
Mini Soccer Mixed 5v5 (6-7yrs)	3	1192	1352	397	160	**0**
					Total projected new teams by 2040	**11**

4.46 The table above illustrates the projected growth across each football age group. The age group with the largest projected growth is youth boys 11v11 football, which is expected require seven extra teams to meet demand from population growth. The next largest projected change will come from adult male 11v11 football and youth boys 9v9, both growing by 6 teams each. This is mainly influenced by the high existing demand in those age categories.

4.47 Utilising the current demand for football in each of the Sub-Areas and how the population of each of the sub-areas is projected to grow by 2040, we can provide an estimation of how the growth of demand is likely to be allocated across the five sub-areas. This data, shown in MES, assumes that teams will require access to 0.5 MES per week, due to playing away from their home ground every other week.

4.48 Table 27 highlights that there will be an increased demand for 13.5 MES across Bromsgrove by 2040, due to population growth alone. The largest proportion of this will be generated by the SA5 sub area, where there will be demand for an extra 5.5 MES per week.

Table 27: Future demand driven by population growth by sub area in MES.

Local Authority Area	Adult 11v11		Youth 11v11		Youth 9v9		Mini		Total
	M	F	M	F	M	F	Mixed 7v7	Mixed 5v5	
SA1	0	0	0	0	0	0	0	0	**0**
SA2	0.5	0	1	0	0.5	0	0.5	0	**2.5**
SA3	0.5	0	0.5	0	0.5	0	0	0	**1.5**
SA4	0.5	0	1	0	1	0	1	0.5	**4**
SA5	1.5	0.5	1	0.5	1	0.5	0.5	0	**5.5**
Bromsgrove	**3**	**0.5**	**3.5**	**0.5**	**3**	**0.5**	**2**	**0.5**	**13.5**

Football Supply and Demand information

4.49 For every site that has grass football provision, an analysis has been undertaken to assess whether each pitch on the site has enough capacity to meet the current level of demand for affiliated football. This analysis has been undertaken for two separate time periods; a) weekly and b) during the peak period.

4.50 This compares the weekly carrying capacity (in Match Equivalent Sessions – MES) of each individual pitch type with the demand that is placed upon that pitch type over the full week. It may also be referred to as the 'theoretical capacity' as it assumes that demand will be spread across the week and is calculated solely from the theoretical carrying capacity of the pitch to withstand training and match play. Table 28 below illustrates how weekly carrying capacity is allocated to each pitch type, depending on its quality rating.

Table 28: Carrying Capacity per Pitch Type. All Figures in MES

Quality score	Adult football	Youth football	Mini soccer
Good (80-100%)	3	4	6
Standard (50-79.9%)	2	2	4
Poor (0-49.9%)	1	1	2

4.51 Tables 29, 30, 31, 32, 33 below provide an overview of all pitch capacity and demand across all available sites across Bromsgrove, categorised by sub-area and pitch type. All unavailable sites have been dismissed from this list as there is no community use on these sites. A full list of the unavailable sites can be found in Table 12.

4.52 All teams have been assigned 0.5 MES per week. However, if a youth 9v9, 7v7 or 5v5 team participates on a senior pitch, then they have been assigned 0.25 MES of demand. This is due to the decrease in impact they will have on the surface.

4.53 It is assumed that all education-based pitches have usage of 1 MES per week due to curricular/extra-curricular activity, the exception where the actual demand for MES has been inputted including all grass pitches with known community use.

Table 29: SA1 Sub Area

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Romsley Playing Field	SA1	Available	1 Adult 11v11	Standard	2	0	2	1	Standard quality park site location with no ancillary facilities.
Rubery Community and Leisure Centre	SA1	Available	1 Adult 11v11	Good	3	0.5	2.5	1	Good quality pitch, average goal posts and some slightly muddy patches. Well maintained. Very basic changing facilities and separate community centre with kitchen etc.
St Chad's Recreation Ground	SA1	Available	1 Adult 11v11	Poor	1	0.5	0.5	No spare capacity	Poor pitch, park location. Sloped and uneven ground. Long grass. No ancillary facilities
Waseley Hills High School	SA1	Available	1 Adult 11v11	Standard	2	1	1	No spare capacity	The is currently no community demand for football use on the site.
Waseley Hills High School	SA1	Available	1 Youth 11v11	Standard	2	1	1	No spare capacity	The is currently no community demand for football use on the site.
Waseley Hills High School	SA1	Available	1 7v7	Standard	2	1	1	No spare capacity	The is currently no community demand for football use on the site.

Table 30: SA2 Sub Area

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Belbroughton Recreation Ground	SA2	Available	1 Adult 11v11	Poor	1	0	1	1	1x adult 11v11, poor quality. Rusty goal posts, long grass, no markings, goal areas very worn. Flat but uneven surface. Adjacent to tennis club, but no ancillary facilities of its own.
Fairfield Villa	SA2	Available	1 Adult 11v11	Good	3	2.25	0.75	No spare capacity	Very good adult 11v11 pitch. Slight slope but otherwise excellent surface. Small spectator cover and dug outs. Good ancillary facilities, spectator rail. Clearly well maintained.
Hagley Playing Fields	SA2	Available	1 Adult 11v11	Good	3	2	1	No spare capacity	Excellent facility. 1x adult 11v11, 1x youth 11v11, 1x 7v7, 2x 5v5. All pitches of excellent quality, clearly well maintained and marked out. Good ancillary facilities funded by the football foundation. Only a small amount of parking available.
Hagley Playing Fields	SA2	Available	1 Youth 11v11	Good	4	1	3	No spare capacity	
Hagley Playing Fields	SA2	Available	1 7v7	Good	6	3	3	No spare capacity	
Hagley Playing Fields	SA2	Available	2 5v5	Good	12	2	10	No spare capacity	
Haybridge High School	SA2	Available	3 Adult 11v11	Standard	6	2.5	3.5	No spare capacity	School site, with extensive playing pitch provision. All grass pitches are of standard quality.
Haybridge High School	SA2	Available	3 Youth 11v11	Standard	6	2.5	3.5	No spare capacity	
Ridge Arena	SA2	Available	1 Youth 9v9	Standard	2	3	-1	There can be no spare capacity as	

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
								the pitch is over played	1x 5v5, 7v7, 9v9 - standard quality, poor parking/access. No ancillary facilities
Ridge Arena	SA2	Available	1 7v7	Standard	4	1.5	2.5	No spare capacity	
Ridge Arena	SA2	Available	1 5v5	Standard	4	1.5	2.5	No spare capacity	

Table 31: SA3 Sub Area

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Hewell Cricket Club	SA3	Available	1 Youth 11v11	Standard	2	0.5	1.5	0.5	Standard youth 11v11 and small floodlit training area. Very poor ancillary facilities and bad access. Mayfly Tigers resident team.
Hopwood Recreation Ground	SA3	Available	1 Adult 11v11	Standard	2	0.5	1.5	1	
Hopwood Recreation Ground	SA3	Available	1 Youth 11v11	Standard	2	0.5	1.5	1	
Hopwood Recreation Ground	SA3	Available	1 7v7	Standard	4	0	4	1	
Lye Meadow	SA3	Available	1 Adult 11v11	Good	3	0.5	1.5	1	Home of Alvechurch FC. Excellent site. Very good condition grass pitch, floodlit. 2 small stands, one seated, one standing, dug outs, small ancillary facilities, perimeter rail. Poor access and very little parking
Wiggin Memorial Ground	SA3	Available	1 7v7	Poor	2	0	2	1	Park pitch. 1x youth 7v7, very small goals, no pitch markings, very poor drainage. Some evidence of past adult 11v11 on site, but no current use.

Table 32: SA4 Sub Area

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Bay Tree Farm	SA4	Available	1 Adult 11v11	Standard	2	3	-1	There can be no spare capacity as the pitch is over played	Some slope, average pitch markings and below average goal posts. Home of Rubery Juniors FC. Well used and some muddy areas. Ancillary facilities on site, but unable to access at time of visit. Priority site for Birmingham FA
Bay Tree Farm	SA4	Available	1 Youth 9v9	Standard	2	1	1	No spare capacity	
Bay Tree Farm	SA4	Available	2 7v7	Standard	8	3	5	No spare capacity	
The Holloway	SA4	Available	3 Adult 11v11	Standard	6	3	3	No spare capacity	3 adult 11v11 pitches of standard quality. Good overall site with easy access and parking. Basic ancillary facilities also on site.
The Phoenix Group	SA4	Available	1 Adult 11v11	Good	3	0	3	1	High quality pitches on large office site. Good standard ancillary facilities, netting and line markings
The Phoenix Group	SA4	Available	1 7v7	Good	4	0	4	1	
The Phoenix Group	SA4	Available	3 5v5	Good	18	0	18	3	
The Wendy House	SA4	Available	1 5v5	Poor	2	1	1	1	Long grass, very poor plastic goals, on nursery site
Woodrush Community Sports Centre	SA4	Available	1 Adult 11v11	Poor	1	1	0	No spare capacity	Extensive school site with grass pitches, tennis courts and sand-dressed AGP.
Woodrush Community Sports Centre	SA4	Available	1 Youth 11v11	Standard	2	1	1	1	
Woodrush Community Sports Centre	SA4	Available	1 7v7	Standard	4	1	3	1	

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Woodrush Community Sports Centre	SA4	Available	1 5v5	Standard	4	1	3	1	
Wythall Park	SA4	Available	1 Adult 11v11	Standard	2	1.5	0.5	No spare capacity	Park site with good parking and access. Long walks to some pitches. 1x adult 11v11, youth 11v11, 2x 7v7, 1x 5v5. Good quality surfaces, mostly well marked out, no goals and well recently cut grass. Ancillary facilities presumed in community centre next to car park, but unable to access.
Wythall Park	SA4	Available	1 Youth 11v11	Standard	2	0.5	1.5	1	
Wythall Park	SA4	Available	2 7v7	Standard	8	1.5	6.5	2	
Wythall Park	SA4	Available	1 5v5	Standard	4	1	3	1	

Table 33: SA5 Sub Area

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Barnsley Hall	SA5	Available	1 Youth 11v11	Good	4	1.5	2.5	No spare capacity	Great junior facility. Clearly regularly well maintained and well used. Good surface, clearly marked out, even and good grass length. Goals are stored securely but look in excellent condition. Good parking and basic but good ancillary facilities. Refurbed 2016 - FF Funded.
Barnsley Hall	SA5	Available	1 Youth 9v9	Good	4	2	2	No spare capacity	
Barnsley Hall	SA5	Available	1 7v7	Good	6	3	3	No spare capacity	
Barnsley Hall	SA5	Available	1 5v5	Good	6	2	4	No spare capacity	

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Braces Lane	SA5	Available	1 Adult 11v11	Standard	2	1.5	0.5	No spare capacity	Sloped pitch, long grass, goal areas well used, and pitch poorly marked out at time of visit. Good ancillary facilities. Refurbed 2016 - FF Funded.
Braces Lane	SA5	Available	1 5v5	Standard	4	0	4	1	
Catshill Middle School	SA5	Available	1 Youth 11v11	Standard	2	3	-1	There can be no spare capacity as the pitch is over played	School site with 5 standard quality pitches. 1 youth 11v11 and 4 7v7.
Catshill Middle School	SA5	Available	4 7v7	Standard	16	12	4	No spare capacity	
Catshill Village Meadow	SA5	Available	1 Youth 11v11	Standard	2	0	2	1	1x youth 11v11. Small ancillary facility - just toilets. Very limited parking. Sloped pitch, good grass length, some evidence of poor drainage. No goal posts, clearly marked out.
Chadsgrove School	SA5	Available	1 7v7	Standard	4	1	3	1	School site, available for community use. Standard quality pitch.
Charford Recreation Ground	SA5	Available	1 Adult 11v11	Standard	2	0.5	1	0.5	Rec ground site, average pitches, no parking, flat but uneven surfaces, poor goal posts and line markings. Some evidence of unofficial use. Ancillary facilities located at rear of bowls club - poor. Currently 1x 11v11 and 1x 9v9, but sometimes 9v9 is youth 11v11
Charford Recreation Ground	SA5	Available	1 Youth 9v9	Standard	2	0	2	1	

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
King George V Playing Field	SA5	Available	1 Adult 11v11	Poor	1	0	1	1	1x adult 11v11. Uneven sloped surface, poor goal posts, long grass length, has been marked out but not recently, significant wear of goal areas, some evidence of dog waste.
LG Harris/Meadow Park	SA5	Available	4 Adult 11v11	Good	12	3.5	8.5	No spare capacity	Excellent football facility. 4x adult 11v11, 2x youth 7v7, 2x youth 11v11, 1x mini 5v5. All pitches excellently maintained and clearly marked out. Goal posts securely stored, but high quality, Good, basic clubhouse, small parking area. No pitches floodlit.
LG Harris/Meadow Park	SA5	Available	2 Youth 11v11	Good	8	4.5	3.5	No spare capacity	
LG Harris/Meadow Park	SA5	Available	2 7v7	Good	12	2	10	No spare capacity	
LG Harris/Meadow Park	SA5	Available	1 5v5	Good	6	1	5	1	
Lickey End	SA5	Available	1 Youth 11v11	Poor	1	1.5	-1	There can be no spare capacity as the pitch is over played	Poor surface - Mole hills present across pitch. Muddy, poorly drained and uneven. Average pitch markings and no goal posts. Home of Catshill FC Girls
Lickey End	SA5	Available	1 Youth 9v9	Poor	1	2.5	-1.5	There can be no spare capacity as the pitch is over played	
Ryland Centre	SA5	Available	1 Adult 11v11	Good	3	0	3	1	Good facility, inside of athletics track and adjacent to fitness centre. Good quality pitches.
Ryland Centre	SA5	Available	1 7v7	Good	6	0	6	1	

Site name	Sub-Area	Availability	Pitch supply	Pitch Quality Rating	Pitch capacity MES	Pitch demand MES	Balance Weekly	Peak period	Site Summary
Ryland Centre	SA5	Available	1 5v5	Good	6	0	6	1	
Stoke Prior Sports Club	SA5	Available	1 Adult 11v11	Poor	1	0	1	1	1x 11v11 and 1x 9v9. Poor pitches, good ancillary facilities, good parking.
Stoke Prior Sports Club	SA5	Available	1 Youth 9v9	Poor	1	0	1	1	
The Navigation Inn	SA5	Available	1 Adult 11v11	Good	3	0.5	2.5	No spare capacity	Well maintained, short grass, clearly marked out, flat and even, good goal posts. Lack of parking and no ancillary facilities
The Victoria Ground	SA5	Available	1 Adult 11v11	Good	3	1.5	1.5	No spare capacity	Stadium facility, home to Bromsgrove Sporting FC. Could not access.

Adult 11v11 Analysis total Peak Capacity

4.54 Table 34 provides the current and future position for 11v11 adult grass pitch provision across the full study area, split by sub-area for peak times.

4.55 This table indicates spare MES capacity across the three Sub-Areas currently and by 2040. The data demonstrates that there is a small amount of spare capacity (8.5 MES) of adult 11v11 pitches across the study area. The largest spare capacity comes from the SA5 sub area, with 3.5 MES of spare capacity. However SA5 also has the largest latent demand and population growth estimates.

4.56 When population growth is taken into account, the current over supply is predicted to shrink to 5 MES of spare capacity per week.

4.57 If latent demand is also considered, then adult 11v11 pitches will have 2.5 MES of spare capacity by 2040.

Table 34: Adult 11v11 Supply and Demand Analysis - Peak. All Figures in MES

Analysis Area	Actual Spare capacity MES	Total Overplay	Current position	Future demand – Population Growth	Future position – Population Growth Only	Unmet/Latent demand	Future position – Incl Latent Demand
SA1	2	0	2	0	2	0	2
SA2	1	0	1	0.5	0.5	0	0.5
SA3	2	0	2	0.5	1.5	1	0.5
SA4	1	-1	0	0.5	-0.5	0.5	-1
SA5	3.5	0	3.5	2	1.5	1	0.5
Bromsgrove	**9.5**	**-1**	**8.5**	**3.5**	**5**	**2.5**	**2.5**

Youth 11 v 11 Analysis - Peak

4.58 Table 35 provides the current and future position for 11v11 youth grass pitch provision across the full study area, split by sub-area, at peak times.

Table 35: Youth 11v11 Supply and Demand Analysis - Peak. All Figures in MES

Analysis Area	Spare capacity MES (Peak)	Total Overplay	Current position	Future demand – Population Growth	Future position – Population Growth Only	Unmet/Latent demand	Future position – Incl Latent Demand
SA1	0	0	0	0	0	0	0
SA2	0	0	0	1	-1	2	-3
SA3	1.5	0	1.5	0.5	1	2	-1
SA4	2	0	2	1	1	2.5	-1.5
SA5	1	-2	-1	1.5	-2.5	0.5	-3
Bromsgrove	**4.5**	**-2**	**2.5**	**4**	**-1.5**	**7**	**-8.5**

4.59 Table 35 illustrates that there is a current spare capacity of 2.5 MES when looking at youth 11v11 provision. This spare capacity on youth 11v11 pitches is generated only by the SA3 and SA4 sub areas. However, due to the population growth projections this spare capacity is turned into a deficit of -1.5 MES by 2040.

4.60 However there is also a large amount of expected growth due to latent demand predictions, mainly from Ridge FC (SA2), Bromsgrove Rovers (SA3) and Hollywood United (SA4). When these are added into the future growth, the is an expected deficit of -8.5 MES on youth 11v11 pitches by 2040.

Youth 9 v 9 Analysis Peak

4.61 Table 36 provides the current and future position for 9 v 9 youth grass pitch provision across the full study area, split by sub-area.

Table 36: Youth 9v9 Supply and Demand Analysis. All Figures in MES

Analysis Area	Spare capacity MES (Peak)	Total Overplay	Current position	Future demand – Population Growth	Future position – Population Growth Only	Unmet/Latent demand	Future position – Incl Latent Demand
SA1	0	0	0	0	0	0	0
SA2	0	-1	-1	0.5	-1.5	1.5	-3
SA3	0	0	0	0.5	-0.5	2	-2.5
SA4	0	0	0	1	-1	2.5	-3.5
SA5	2	-1.5	0.5	1.5	-1	1.5	-2.5
Bromsgrove	**2**	**-2.5**	**-0.5**	**3.5**	**-4**	**7.5**	**-11.5**

4.62 Table 36 illustrates that there is a current deficit of -0.5 MES for 9v9 pitches across the study area. However, this deficit is created solely by the large demand for 9v9 provision at Ridge Arena in the SA2 sub area.

4.63 When taking into account future population growth, the current deficit increased to -4 MES.

4.64 As a result of large amounts of predicted latent demand in all sub areas other than SA1, the total future deficit could be -11.5 MES by 2040.

Mini 7 v 7 pitch supply Peak

4.65 Table 37 provides the current and future position for 7v7 mini grass pitch provision across the full study area, split by sub-area.

Table 37: Mini 7v7 Supply and Demand Analysis. All Figures in MES

Analysis Area	Spare capacity MES (Peak)	Total Overplay	Current position	Future demand – Population Growth	Future position – Population Growth Only	Unmet/Latent demand	Future position – Incl Latent Demand
SA1	0	0	0	0	0	0	0
SA2	0	0	0	0.5	-0.5	1.5	-2
SA3	2	0	2	0	2	2	0
SA4	4	0	4	1	3	2.5	0.5
SA5	2	0	2	0.5	1.5	0.5	1
Bromsgrove	**8**	**0**	**8**	**2**	**6**	**6.5**	**-0.5**

4.66 Table 37 indicates that there is an 8 MES of spare capacity on 7v7 pitches in the study area, largely due Wythall Park, Woodrush Sports Centre and the Phoenix Group in the SA4 sub area.

4.67 When considering additional demand created through population growth, the expected future position reduces to 6 MES of spare capacity

4.68 However due to the large latent demand predictions of Hollywood United and Bromsgrove Rovers, the spare capacity is expected to turn into a deficit of -0.5 MES by 2040.

Mini 5 v 5 pitch supply Peak

4.69 Table 38 provides the current and future position for 5v5 grass pitch provision across the full study area, split by sub-area.

Table 38: Mini 5v5 Supply and Demand Analysis. All Figures in MES

Analysis Area	Spare capacity MES (Peak)	Total Overplay	Current position	Future demand – Population Growth	Future position – Population Growth Only	Unmet/Latent demand	Future position – Incl Latent Demand
SA1	0	0	0	0	0	0	0
SA2	0	0	0	0	0	0.5	-0.5
SA3	0	0	0	0	0	2	-2
SA4	6	0	6	0.5	5.5	2.5	3
SA5	3	0	3	0	3	0	3
Bromsgrove	**9**	**0**	**9**	**0.5**	**8.5**	**5**	**3.5**

4.70 Table 38 illustrates that there is a 9 MES of spare 5v5 grass provision in Bromsgrove, generated by SA4 and SA5 sub areas. Once additional demand created by population growth is taken into account, the spare capacity reduces to 8.5 MES per week.

4.71 However with an additional future increase due to latent demand predictions of 5 MES by 2040, this spare capacity is expected to decrease to 3.5 MES per week.

Football Summary

4.72 This section summarises the findings from the football analysis, which will form the basis of the recommendation and action plan section for the Bromsgrove.

Table 39: Summary of Supply and Demand Bromsgrove Peak time of Play

Pitch type	Demand (match equivalent sessions per week)				Future position – Population Growth Only	Unmet/Latent demand	Future position – Incl Latent Demand
	Actual Spare Capacity (Peak Time)	Total Overplay	Current Total	Future Demand Population Growth			
Adult 11v11	9.5	-1	8.5	3.5	5	2.5	2.5
Youth 11v11	4.5	-2	2.5	4	-1.5	7	-8.5
Youth 9v9	2	-2.5	-0.5	3.5	-4	7.5	-11.5
Mini 7v7	8	0	8	2	6	6.5	-0.5
Mini 5v5	9	0	9	0.5	8.5	5	3.5

4.73 There is currently spare capacity on all pitches types other than Youth 9v9 across Bromsgrove. However, when taking into consideration population growth, there is also predicted to be a deficit of Youth 11v11 pitches.

4.74 If latent demand predictions are also considered, only Adult 11v11 and Mini 5v5 pitches will have any spare capacity by 2040.

- There are 87 grass football pitches across 32 sites that are available for community use.
- 73% of pitches in Bromsgrove provide secured community use access (i.e., pitches owned or leased by local authorities or clubs/associations). 27% pitches are unsecured community use pitches.
- Woodrush Community Sports Centre and The Holloway aspire to improve their pitch quality and have FA/FF approved schedules in place through the PitchPower app.
- Across the study area, 7 sites (8%) are not serviced by any sort of clubhouse or changing rooms. In addition, a further 4 (5%) sites are serviced by poor quality ancillary provision.

- 211 teams from within 33 clubs are identified as playing within Bromsgrove. This consists of 32 adult men's, 4 adult women's, 47 youth 11v11 boys', 6 youth 11v11 girls', 32 junior boys' 9v9 teams, 2 junior girls' 9v9 teams, 47 7v7 and mini soccer teams and 32 5v5 mini soccer teams. There is demand across all age groups of football across Bromsgrove.

- Spare peak time capacity across Bromsgrove totals 27.5 match equivalent sessions per week, across all pitch types. However, there is currently a small shortfall of 0.5 MES for youth 9v9 pitches.

- By 2040, there will be an increased demand for an extra 42 MES due to latent demand and population growth. This will result in a future total deficit of -14.5 MES per week across all pitch types in Bromsgrove. However, this deficit is mostly created by a -8.5 MES shortfall on youth 11v11 pitches and a -11.5 MES shortfall on youth 9v9 pitches. There is also a very minor deficit predicted on 7v7 pitches of -0.5 MES per week.

- Currently there is spare capacity on all pitch types in Bromsgrove other than youth 9v9. However Adult 11v11, 7v7 and 5v5 are responsible for 93% of the spare capacity of MES across the study area.

4.75 This section summarises the findings from the football analysis, which will form the basis of the recommendation and action plan section for Bromsgrove. Table 40 includes the response to 5 key questions which are identified in the Sport England PPOSS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapter creates consistency, not only within the report but with similar PPOSS projects in neighbouring local authorities and further afield.

Table 40: Key PPOSS findings for football in the Bromsgrove study area

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	There are a total of 87 available pitches across 32 sites in Bromsgrove. The majority (73%) of available pitches have secured community use on them. There are 33 football clubs in Bromsgrove, comprising a total of 211 teams. The largest proportion of these teams come from Youth 11v11 Boys (27%), Adult Men (22%) and Youth 9v9 Boys and 7v7 teams (18%). The majority of pitches and teams are located in the SA5 sub area.
Is there enough accessible community use provision to meet current demand?	The current supply and demand analysis for accessible pitch provision shows a current weekly position of 27.5 MES of spare capacity from pitches across all forms of the game. The analysis shows that most of this capacity is generated in the SA5 and SA4 sub areas, and focussed on adult 11v11, 7v7 and 5v5 pitches. Adult 11v11, 7v7 and 5v5 pitches make up 93% of the spare capacity in Bromsgrove.

Key Question	Analysis
Is the provision that is accessible of sufficient quality and appropriately maintained?	Despite a number of clubs highlighting quality and maintenance issues during consultation, the quality of football provision is generally adequate, with 38% of pitches rated as good quality, 54% rated standard and only 8% classified as poor quality. Woodrush Community Sports Centre, on which the current adult 11v11 pitch is rated as poor, has a pitch improvement plan in place through the PitchPower app. The quality of this facility should therefore improve in the near future, increasing the pitch capacity.
What are the main characteristics of the future supply and demand for provision?	There is not significant changes anticipated in the supply of grass pitches in Bromsgrove, other than the potential closure of Lye Meadow and the development of Hayes Playing Fields. Although this would increase the overall pitch supply, it would result in the loss of a high-quality playing pitch and stadium facility. Due to the 13.46% projected growth in population by 2040, coupled with latent demand predictions, there is expected to be a growth of 42 MES of demand by 2040. This will turn the current spare capacity into an undersupply of -13.5 MES for grass football provision in Bromsgrove.
Is there enough accessible and secured community use provision to meet future demand?	The future supply and demand analysis for accessible pitch provision shows that apart adult 11v11 and 5v5 pitches, there will be a deficit of all grass pitch sizes in the study area. There will be a total deficit of -14.5 MES. Adult 11v11 and 5v5 pitches will have 2.5 and 3.5 MES of spare capacity respectively, whilst the deficit will be created by Youth 11v11 (-8.5 MES), 9v9 (-11.5 MES) and 7v7 (-0.5 MES).

5 Hockey Analysis

Introduction and Strategic Context

5.1 In order to understand the overall objectives and priorities of England Hockey (EH), an analysis of key recent strategies and documentation has been undertaken and summarised below.

England Hockey Facilities Strategy (2017)

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

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

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

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

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

- **Protect: To conserve the existing hockey provision. EH currently has over 800 pitches that are used by hockey clubs (club, school, universities). We need to retain the current provision where appropriate to ensure that hockey is maintained across the country.**

- **Improve: To improve the existing facilities stock (physically and administratively). The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to more support for clubs to obtain better agreements with facilities providers & education around owning an asset.**

- **Develop: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidation hockey provision in a local area where appropriate. Research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered at one site.**

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

Table 41: England Hockey Guidelines on Artificial Surface Types Suitable for Hockey

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

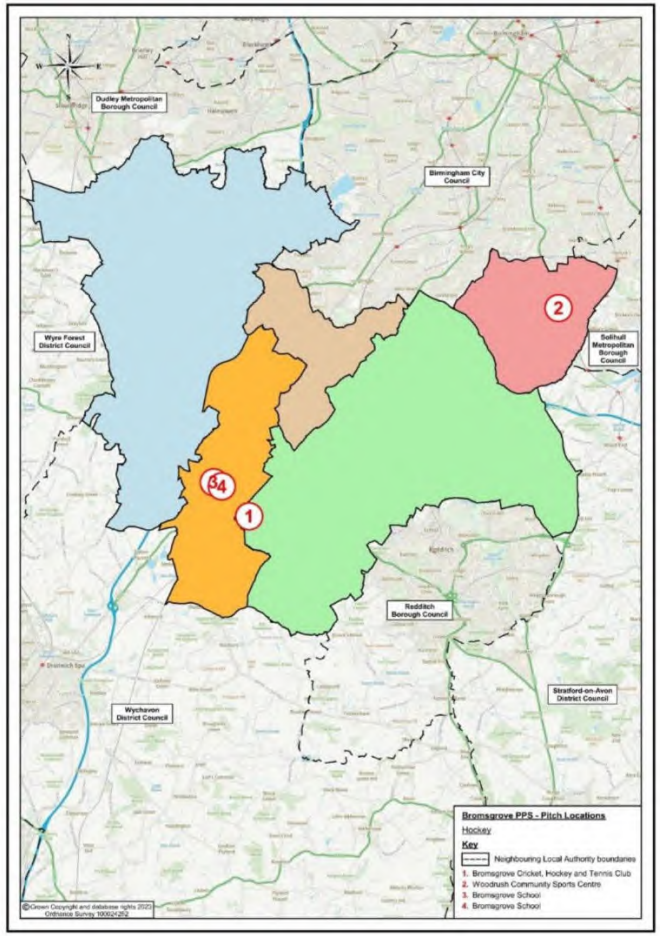
5.6 For senior hockey teams, a full-sized pitch for competitive matches must measure at least 91.4 x 55 metres excluding surrounding run off areas which must be a minimum of two metres at the sides & three metres at the ends. England Hockey preference is for four metre side and five metre end run offs, with a preferred overall area of 101.4 x 63 metres though a minimum overall area of 97.4 x 59 metres is accepted.

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

Supply

5.8 Bromsgrove has three sites, with four pitches that have full size sand or artificial grass pitches that are suitable for competitive hockey. All site locations are shown in Map 4.

Map 4: Hockey AGPs in Bromsgrove



5.9 Whilst Woodrush Community Sports Centre is also available for community use, only Bromsgrove Cricket, Hockey and Tennis Club offers any security of tenure. The two AGPs at Bromsgrove School are unavailable for hockey use, and there is very little other community use of them.

5.10 Table 42 below details of all pitches that are suitable for competitive hockey in Bromsgrove.

5.11 As part of the PPOSS, each site that is suitable for hockey has been assessed by an independent research team and scored according to England Hockey's facilities framework contained within the 2013 Sport England Playing Pitch Guidance. Table 42 below provides a summary of the quality assessments for all hockey suitable sites in the Study Area.

Table 42: Quality Overview for Hockey Facilities in Bromsgrove

Site Name	Sub Area	Postcode	Pitch Type	Size	Floodlit	Pitch rating	Availability	Security of Use	Peak Time Availability – No. Hours
Bromsgrove Cricket, Hockey and Tennis Club	SA5	B60 3BW	Sand Dressed	Full – 101x66	Yes	86% - Good	Available	Secure	36
Woodrush Community Sports Centre	SA4	B47 5JW	Sand Filled	Full – 100x60	Yes	65% - Standard	Available	Unsecure	36
Bromsgrove School	SA5	B61 7DU	Sand Dressed	Full – 91x56	Yes	79% - Good	Unavailable	Unsecure	0
Bromsgrove School	SA5	B61 7DU	Sand Dressed	Full – 100x60	Yes	79% - Good	Unavailable	Unsecure	0

*The data in the above table was collected in November 2021.

5.12 Table 42 indicates that only two of the four of the AGPs in Bromsgrove are available for community use. The two pitches at Bromsgrove School are unavailable for community use. Only Bromsgrove Cricket, Hockey and Tennis Club provides security of tenure.

5.13 Three out of four sites are rated as good quality, with only Woodrush Community Sports Centre rated as standard.

5.14 Bromsgrove Cricket, Hockey and Tennis Club satisfies all demand for all community hockey in the area. The site summary is below:

5.15 Bromsgrove Cricket, Hockey and Tennis Club: A large, sports club owned site with extensive tennis courts, three cricket pitches and a full-size water based AGP. The pitch is floodlit, with dug outs and moveable netting. The pitch is of high quality and although its main use is hockey, there is small sided football goals available. The site is home to Bromsgrove Hockey Club, who cater for 410 members, across 29 teams and 9 age groups.

5.16 It is presumed that each of the facilities has a peak time community availability of 36 hours. Peak times are 5pm – 9pm weekday evenings and 10am – 6pm at weekends. This results in there being a possible 20 hours of peak availability Monday – Friday and 16 hours during Saturday and Sunday.

Ancillary Facilities

Table 43: Quality Overview for Hockey Facilities in Bromsgrove

Site name	Analysis area	Ancillary facility quality
Bromsgrove Cricket, Hockey and Tennis Club	SA5	Good – Large clubhouse catering for cricket, tennis and hockey. Excellent quality facility with good amenities.
Woodrush Sports Centre	SA4	Standard – community leisure centre site, which is used solely by the school during curricular hours. Basic indoor changing rooms can be hired for use alongside the pitches.
Bromsgrove School	SA5	Standard – school changing facilities

Demand

Current Demand

5.17 The only hockey club in Bromsgrove currently is Bromsgrove Hockey Club. The club have a total of 29 teams and 410 members. Although the club are based at Bromsgrove Cricket, Hockey and Tennis Club, they also utilise Droitwich Leisure Centre, which is outside of the study area. The scale of club demand is demonstrated by Table 44 and 45.

5.18 The only other demand for hockey in Bromsgrove is generated by Kings Heath Pickwick HC. Although the club are based outside of the study area, they utilise Woodrush Community Sports Centre in the SA4 sub area for both training and matches. They currently have 5 senior teams that train on a Thursday evening and compete on a Saturday. The club also have a junior section that accepts players from 5-16 years old for training only, which takes place on Sunday mornings. For this reason, it is difficult to break down the junior membership/team figures any further.

5.19 The tables below highlight how the profile of hockey teams across Bromsgrove creates demand for AGP match and training hours throughout the week. Senior teams train midweek, however, some junior teams/development centres may train on weekends. It is important to understand that this will impact on capacity analysis when considered with the competitive match slots required above.

Table 44: Senior Demand for Hockey in Bromsgrove

	Number of teams	Competitive hours required		
		Weekday	Saturday	Sunday
Match Play	20	3	9	0
Training	20	6	0	0

Table 45: Junior Demand for Hockey in Bromsgrove

	U6	U8	U10	U12	U14	U16	Training hours required		
							Weekday	Saturday	Sunday
Match Play	1	1	3	4	3	3	0	0	5
Training	1	1	3	4	3	3	6	0	4

5.20 Table 44 and 45 highlight that there are a total of 35 teams operating in Bromsgrove currently, creating a demand for a total of 17 hours of match play demand and 16 hours training. Bromsgrove HC are responsible for 14.5 hours of the total match play demand, which takes place at Bromsgrove Cricket, Hockey and Tennis Club. Kings Heath Pickwick HC require 2.5 hours per week of use at Woodrush Community Sports Centre for match play.

5.21 When considering training, Bromsgrove HC have a thriving junior section which requires 8 hours per week of use at Bromsgrove Cricket, Hockey and Tennis Club. Kings Heath Pickwick HC junior section only demand 2 hours of training per week at Woodrush Community Sports Centre. Bromsgrove HC hold senior training sessions for five hours per week, whilst Kings Heath Pickwick HC seniors only require on hour of use for training.

Pitch Usage

5.22 It is important to understand that a number of sand filled pitches are also being used for football. In these instances, pitch quality deteriorates more quickly, and capacity for hockey clubs is also reduced. Table 46 demonstrates all community usage on the sand filled pitches across Bromsgrove.

Table 46: Sand Dressed Pitch Usage

Site Name	Pitch Type	Site Usage			Total hours			
		Football	Hockey	Other	Midweek	Saturday	Sunday	Total
Bromsgrove Cricket, Hockey and Tennis Club	Sand Dressed		Bromsgrove Hockey Club	-	14	9	5	28
Woodrush Community Sports Centre	Sand Filled	Hollywood United	Kings Heath Pickwick HC		12	2.5	2	16.5
Bromsgrove School	Sand Dressed	Catshill Seniors		-	2	0	0	2

5.23 Table 46 highlights that there is a demand total demand of 46.5 hours for community usage on hockey appropriate AGPs in Bromsgrove. 33.5 hours of this total demand (72%) is generated through hockey club usage. There 16.5 hours of community use at Woodrush Community Sports Centre is divided between Hollywood United FC (11 hours of midweek training), and Kings Heath Pickwick (5.5 hours). There is demand for more hockey on this site however there is a currently insufficient space due to Hollywood United FC.

5.24 Kings Heath Pickwick HC are based outside of the study area, but use Woodrush Community Sports Centre for all training and match play needs. The club have a clubhouse at Kings Heath Cricket and Sports Club, which is less than 1.5 miles outside of the study area.

Future Demand

Demand driven by Population Growth

5.25 In order to calculate the future demand for Hockey in the Study Area, an agreed growth rate has been used in conjunction with the current number of teams across the study area. This measure allows us to calculate the expected number of participants and subsequent number of teams that will be present by the end of the lifetime of the local plan period (2040).

5.26 The growth rate has been agreed following consultation with England Hockey, based on experience and best practice from across the country. This is believed to be a more accurate projection that than provided by team generation rates (as used for the other sports included within the PPOSS), as it allows for the expected growth driven by success at the 2016 Rio Olympics, increasing level of junior demand across the sport and the level of informal activity such as pay and play.

5.27 Table 47 shows the current number of members in each of the age groups and applies a 5% growth rate, to calculate a projected number of members and teams.

5.28 It should be noted that, due to the impossibility to determine which sub-area each club member is based, the future analysis and capacity analysis has been undertaken at a Study Area-wide level.

Table 47: Future Demand Projections for Hockey Teams in Bromsgrove

Sport and Age Groups	No. of members	5% growth	Projected number of members
Hockey Senior Men (16-55yrs)	110	6	116
Hockey Senior Women (16-55yrs)	102	5	107
Hockey Youth Boys (14-16yrs)	20	1	21
Hockey Youth Girls (14-16yrs)	11	1	12
Hockey Junior Boys (11-13yrs)	32	2	34
Hockey Junior Girls (11-13yrs)	31	2	33
Hockey Mixed (5-10yrs)	107	5	112
Total	**413**	**22**	**435**

5.29 Table 47 illustrates that with the 5% projected growth in participation, it is expected that there will be an additional 22 (rounded to allow for a small comfort factor) players over the period of the strategy.

5.30 To calculate the expected growth in teams that this will generate, a ratio has been calculated based on the existing number of members and teams (1 team to every 20.85 members). There is expected to be enough demand for one additional team over the lifetime of the local plan period (2040).

Demand Driven by Latent Demand

5.31 No latent demand was identified as part of this study.

Demand Driven by Informal Demand

5.32 With the success of the England Women's team at the Rio 2016 Olympic Games and Tokyo 2021, accompanied by significant investment into the grass roots game by England Hockey, there is an aspiration to increase the amount of people playing informal hockey, either as an entry point into the more formal game or simply as a way of providing people with fun ways of keeping active.

5.33 Among others, England Hockey are looking to promote Back to Hockey, Rush Hockey and Indoor Hockey, all of which are easily accessible programmes that are easy for those who are not experienced hockey players to play and enjoy.

5.34 It is expected that as these informal forms of the game grow, there will be an increase in the number of participants playing both informal and formal hockey. The scenario testing section of the Strategy Document will look to calculate the future need for facilities, should this growth be realised.

Supply and Demand Balance

Supply and Demand Balance – Spatial Analysis

5.35 To calculate whether there is any spare capacity at hockey sites in the Study Area, Table 48 shows the supply and demand figures for community use hockey facilities in Bromsgrove. This table contains demand (in hours) from competitive matches as well as training required by local clubs.

5.36 In order to assess the availability of hockey facilities at peak times, it has been assumed that the period of highest demand for hockey matches is on a Saturday.

Table 48: Supply and Demand Balance for Hockey in Bromsgrove

Site name	Supply (hours)			Demand (Hours: training and matches)			Balance (hours)		
	Week	Sat	Sun	Week	Sat	Sun	Week	Sat	Sun
Bromsgrove Cricket, Hocket and Tennis Club	20	8	8	14	9	5	6	-1	3
Woodrush Community Sports Centre	20	8	8	1	2.5	2	19	5.5	6

5.37 Table 48 illustrates that there are 6 hours of mid-week spare capacity at Bromsgrove Cricket Hockey and Tennis Club and on a Saturday, there is a deficit of -1 hours at peak time. This is deficit is satisfied by the clubs usage of Droitwich Leisure Centre (outside of the study area) for a small amount of match play. However, on a Sunday there is a three hours of spare capacity. The hockey usage of Woodrush Community Sports Centre is imported demand from Kings Heath HC. It should be noted that this table includes hockey demand only. As previously mentioned, there is significant demand for the pitch at Woodrush Community Sports Centre, the balance shown above for Sunday usage is by Hockey Club's only, this time is utilised by Hollywood FC for mini soccer training. In reality, the capacity on a Sunday is less than the 6 hours shown.

5.38 As is indicated in the AGP section of this report, there is a small demand for football usage at Woodrush Community Sports Centre, as well demand for curricular purposes. Table 49 below highlights the supply and demand balance for community sites in the study area with football usage built in.

Table 49: Supply and Demand Balance for Hockey in Bromsgrove with football usage included

Site name	Supply (hours)			Demand (Hours: training and matches)			Balance (hours)		
	Week	Sat	Sun	Week	Sat	Sun	Week	Sat	Sun
Bromsgrove Cricket, Hockey and Tennis Club	20	8	8	14	9	5	6	-1	3
Woodrush Community Sports Centre	20	8	8	12	2.5	2	8	5.5	3

5.39 The demand for football usage at Woodrush Community Sports Centre reduces the spare capacity during the week significantly, from 19 hours to 8. This is a direct impact of Hollywood United FC's use of the pitch for training purposes.

5.40 The impact of expected growth in hockey demand will be addressed as part of the analysis later in this section.

Peak Time Capacity Analysis

5.41 In line with the 2013 Sport England PPOSS guidance, this study has considered the total supply and demand for facilities, measured in match equivalent sessions per week.

5.42 While this is a valuable measure of whether or not AGP facilities are at capacity, the patterns of demand should also be considered when assessing whether there are sufficient facilities across the Study Area.

5.43 With this in mind, this section undertakes a peak time capacity analysis, to assess whether there are sufficient facilities during the periods that the greatest proportion of the population like to play hockey.

5.44 This will indicate whether there is enough capacity to satisfy the demand where a large amount of hockey is played at the same time (e.g., are there enough match slots so that all adult and junior teams can to play at the favoured times on Saturday and Sunday)

5.45 The following assumptions on peak times have been developed, based on standard practice for competitive grass roots hockey:

- There are 4 x 2 hours match slots on Saturday per pitch
- There are 4 x 1.5 hours match slots on Sunday per pitch

5.46 It should be noted that two hockey suitable AGPs have been identified as available for community use as part of this study, therefore 4 match slots on each day of the weekend have been included for each of these sites in the peak time capacity analysis, producing a total peak time capacity of 8 match slots per day.

Table 50: Peak Time Capacity Analysis for Bromsgrove Hockey Provision (Calculated in Match Slots)

Age Group (Preferred Match Slot)	No. of Teams	Peak Time Demand	Peak Time Capacity	Balance	Commentary
Adult (Saturday 10-5*)	20	10.5	7	-3.5	-3.5 MES deficit
Junior (Sunday 10-4)	15	7	8	1	1 MES spare capacity

***Adult fixtures are occasionally played on Sunday (depending on league rules), however for this analysis peak time adult demand is assumed to be Saturday.**

5.47 Table 50 indicates that, when including all available sites in the analysis, there is a deficit of -3.5 MES for adult hockey and 1 MES of spare capacity for junior hockey across Bromsgrove during periods of peak demand.

5.48 The deficit of adult hockey in the area, is generated by Bromsgrove HC at Bromsgrove Cricket, Hockey and Tennis Club. As mentioned earlier in the hockey section of this report, Bromsgrove HC utilise Droitwich Leisure Centre (in neighbouring authority Wychavon) to meet a small amount of the demand that their main site cannot satisfy. They do wish to accommodate all their demand within Bromsgrove, and this will be explored as part of Stage D of the PPOSS.

Site by Site Analysis

5.49 Table 51 serves to summarise the key parts of the PPOSS assessment that have been identified so far within this sport specific section.

Table 51: Site by Site Analysis for Available Hockey Sites

Site Name	Sub Area	Pitch Type and Size	Quality rating	Balance (Total hours)	Site Summary
Bromsgrove Cricket, Hockey and Tennis Club	SA3	Sand Dressed – Full Size	86% - Good	8	A large, sports club owned site with extensive tennis courts, three cricket pitches and a full-size water based AGP. The pitch is floodlit, with dug outs and moveable netting. The pitch is of high quality and although its main use is hockey, there is small sided football goals available. The site is home to Bromsgrove Hockey Club, who cater for 410 members, across 21 teams and 6 age groups.

Site Name	Sub Area	Pitch Type and Size	Quality rating	Balance (Total hours)	Site Summary
Woodrush Community Sports Centre	SA4	Sand Filled – Full Size	65% - Standard	19.5	One sand filled AGP on an education site. The pitch is floodlit, with standard quality fencing and goal posts for small sided football and hockey. The site caters for curricular and extra-curricular provision during school hours and a small amount of community provision from imported demand- during peak hours. Also on site is tennis and grass pitch provision.

Capacity Analysis

5.50 The following section contains the summary capacity analysis for hockey in Bromsgrove. This takes into consideration the current position for hockey, as well as a potential future analysis.

Table 52: Summary of Capacity Balances for Hockey (Hours)

Analysis	Notes	Supply (Hours)			Demand (matches + training in hours)			Balance (supply minus demand)		
		Week	Sat	Sun	Week	Sat	Sun	Week	Sat	Sun
All secured sites	This includes all secured sites and their capacity	20	8	8	14	9	5	6	-1	3
All secured sites; FUTURE analysis	As above, but including the projected growth in demand	20	8	8	15	9.5	5	5	-1.5	3

5.51 Table 52 illustrates that there is a currently a deficit of secure, available hockey provision in Bromsgrove on Saturdays. However during the week there is 6 hours of spare capacity on secured sites, and 3 hours of spare capacity on Sundays. It is important to note that this only considered sites that have secured community use, which is only Bromsgrove Cricket, Hockey and Tennis club.

5.52 Due to there only being a small predicted growth in participation of 1 team, the peak time balance remains similar, reducing only slightly the mid-week spare capacity and adding 2 MES of additional deficit on a Saturday.

5.53 When also considering the available, but unsecured Woodrush Community Sports Centre site, there would be 14 MES of spare capacity during mid-week days, 4.5 MES spare on Saturdays, and 6 MES spare on Sundays.

Hockey Summary

5.54 This section summarises the findings from the hockey analysis, which will form the basis of the recommendation and action plan section for Bromsgrove.

5.55 Table 53 includes the response to 5 key questions which are identified in the Sport England PPOSS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapters creates consistency, not only within the report but with similar PPOSS projects in neighbouring local authorities and further afield.

Table 53: Key PPOSS Findings for Hockey in Bromsgrove

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	There is a total of four AGPs across three sites in Bromsgrove that are suitable for Hockey. 75% of the pitches are on education sites. Two of the pitches are available for community provision, but only Bromsgrove Cricket, Hockey and Tennis Club offers any security of use. There is currently one hockey club in Bromsgrove, comprising of 21 teams and 410 members. Bromsgrove HC utilise the Bromsgrove Cricket, Hockey and Tennis Club site, as well as using Droitwich Leisure centre which is outside of the study area. Woodrush Community Sports Centre caters for some imported demand from Kings Heath HC.
Is there enough accessible and secured community use provision to meet current demand?	There only available secured site in the study area is Bromsgrove Cricket, Hockey and Tennis Club, which is currently operating with spare capacity Monday – Friday and Sundays. However there is a deficit of -1 MES on Saturdays. However there is spare capacity at Woodrush Community Sports Centre, which provides for football training as this is the only floodlit artificial surface within the area, as both the football and hockey clubs continue to grow, there is competition for peak slots on this pitch. as well as Kings Heath Pickwick HC.
Is the provision that is accessible of sufficient quality and appropriately maintained?	The quality of provision in Bromsgrove is of generally of good quality with the average score across all sites in the area being 77%. The only site that is not rated as good quality is Woodrush Community Sports Centre.
What are the main characteristics of the future supply and demand for provision?	It is important to recognise that the sport has also enjoyed significant growth since the Women's gold medal at the Rio and Tokyo Olympics, which it is hoped will stimulate further growth at both junior and adult age groups across the country. Future demand for hockey in Bromsgrove is projected to have very little change, through a combination of population growth and the conversion of latent demand, with 1 potential new team identified as part of the analysis.

Key Question	Analysis
	The supply of hockey provision in the study area in unlikely to change.
Is there enough accessible and secured community use provision to meet future demand?	Due to the lack of secured provision in Bromsgrove, the analysis shows a small deficit of capacity for Saturday Adult match play. However, when considering all available sites, any projected increase in demand could be satisfied at the existing facilities, as Woodrush Community Sports Centre has spare capacity. If the two good quality, sand dressed pitches at Bromsgrove School, which are currently unavailable for community hockey use, were secured for community use, the growth of hockey could be sustained comfortably for the future. The population growth should be reviewed at Stage E on an annual basis based on housing developments across Bromsgrove.

6 Rugby Union Analysis

Introduction and Strategic Context

6.1 The Rugby Football Union (RFU) is the national governing body responsible for grassroots and elite rugby in England, with the season operating from September to May.

RFU Strategic Plan (2021 Onwards)

6.2 In April 2021, the RFU published the England Rugby Strategy – A Successful and Thriving Game Across England, with the main purpose being to "enrich lives, introduce more people to rugby and develop the sport for future generations".

6.3 Of the eight priorities following goals are of particular relevance to this strategy:

- **Enabling positive, enjoyable player experiences:**
  - Improve accessibility for women and girls across the game
  - Make the game inclusive and attractive for 14–18-year-olds
  - Redefine playing opportunities, structures and competitions for current and future player, recognising the strategic importance of the adult male game

- **Supporting clubs to sustain and grow themselves:**
  - Provide support to club volunteers so they can attract new, diverse volunteers and help clubs be fit for the future and self-sustaining
  - Provide support to help clubs maximise the benefit from their facilities and assets
  - Help clubs manage their risks and liabilities

- **Driving rugby union to reflect the diversity of society:**
  - Improve the diversity of all facets of our game and continue to create an inclusive environment for all

- **Building a deep understanding of players, volunteers and fans to shape the future of the game:**
  - Build a two-way relationship with our players to identify when and where they play rugby, and how they feel about the game
  - Generate greater insights into our volunteers, customers and stakeholders to better serve their needs

- **Connect with and grow the rugby community:**
  - Unite and engage the rugby community through proactive and effective communication
  - Promote the core values across the game

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

England Rugby Women and Girls Action Plan (2021-2027)

6.5 Alongside the general strategic plan referenced above, England Rugby has also developed the 'Every Rose' action plan. The strategy highlights the historical progress that has been achieved and makes four key commitments to the women and girls' game, to be accomplished by 2027.

6.6 The aims of the 'Every Rose' action plan that are relevant to this PPOSS are:

- **Increasing number of female players to 100,000 by 2027:**
  - **Retain** – understand where the highest number of players, clubs and teams sit; provide clear and appropriate formats for women and girls to play and align appropriate playing opportunities; utilise existing and new data and insight to continually assess the rapid growth of the game, to ensure the needs of women and girls are continually being met.
  - **Recruit** – ensure that the growth of the grassroots game is supported by having the right facilities and volunteers in the right places; transition players from introductory programmes in the community into clubs by creating playing opportunities that players wish to take part in.

- **Enablers:**
  - **Coach and match official development** – increase the visibility of female coaches and match officials from ethnically diverse communities in the grassroots and elite game; support female coaches and match officials with potential to impact the growth and success of future teams through targeted mentoring.

  - **Volunteer and leadership development** – provide support to club and CB volunteers to help them attract new and diverse volunteers; communicate effectively with current female leaders and ex-players and invite them onto training and leadership pathways.

  - **Competitions and playing opportunities** – deliver a competition framework and girls game age bands designed to retain more women and girls for longer in line with player feedback

Supply

Quantity Overview

6.7 There are 10 sites in Bromsgrove that have rugby union provision, five of which are available for community rugby usage. There is no community rugby union use on any of the education sites. The ownership of the 10 rugby union sites across the Study Area is shown in Table 54.

Table 54: Ownership of Rugby Pitches in Bromsgrove

Sub-category	Ownership	Management
Charity, Trust	0	0
Education	5	5
Local Authority	0	0
MOD	0	0
Private	0	0
Sport Club	5	5

6.8 Table 55 provides a breakdown of the rugby sites in Bromsgrove, the majority of which are available for community use.

Table 55: Rugby Site Breakdown of Security of Community Use

Site Name	Sub area	Postcode	Community use on site	Security of Use	Ownership	No. Adult Pitches	Pitch Quality	Floodlit	No. Mini/Midi Pitches	Ancillary Facilities
Old Halesonians Association	SA2	DY9 9JP	Available	Yes - Freehold	Sports Club	6	All Pitches M2/D1	1	3	Good
Bromsgrove Rugby Club	SA3	B60 3DH	Available	Yes - Freehold	Sports Club	4	All Pitches M1/D1	3	4	Standard

Site Name	Sub area	Postcode	Community use on site	Security of Use	Ownership	No. Adult Pitches	Pitch Quality	Floodlit	No. Mini/Midi Pitches	Ancillary Facilities
Five Ways Old Edwardians	SA3	B48 7BD	Available	Yes - Freehold	Sports Club	2	All Pitches M2/D1	1	0	Good
Kings Norton RFC	SA3	B48 7BD	Available	Yes - Freehold	Sports Club	3	All Pitches M2/D1	2	0	Standard
Woodrush Rugby Club	SA4	B38 0EL	Available	Yes - Freehold	Sports Club	3	All Pitches M2/D1	1	0	Good
Bromsgrove School	SA5	B61 7DU	Unavailable	No	Education	4	All Pitches M2/D1	0	0	School Changing Facilities
St Johns Middle School	SA5	B61 7DH	Unavailable	No	Education	1	D1/MO	0	0	School Changing Facilities
North Bromsgrove High School	SA5	B60 1BA	Unavailable	No	Education	1	D1/MO	0	0	School Changing Facilities
Parkside Middle School	SA5	B61 0AH	Unavailable	No	Education	0	D1/MO	0	2	School Changing Facilities
South Bromsgrove High School	SA5	B60 3NL	Unavailable	No	Education	1	D1/MO	0	0	School Changing Facilities

Quality Assessment

6.9 Each site was visited and assessed by SLL using non-technical assessments as determined by the RFU. The methodology for assessing rugby pitch quality analyses two key elements; the maintenance programme and level of drainage.

6.10 Each pitch is scored and classified in one of three categories. These represent actions required to improve site quality. A breakdown for each of the two scoring elements and three respective categories is provided in the following two tables.

Table 56: Rugby Pitch Maintenance Quality Assessment Specifications [2]

Category	Overall Quality Rating
MO	Action requires significant improvements to the maintenance programme
M1	Action requires minor improvements to the maintenance programme
M2	Action requires no improvements to the maintenance programme

Table 57: Rugby Pitch Drainage Quality Assessment Specifications [3]

Category	Overall Quality Rating
DO	Action on pipe draining system is needed on pitch
D1	Action on silt drainage system is needed on pitch
D2	No action is needed on pitch drainage
D3	No action is needed on pipe drainage or slit drainage.

6.11 These scores are then combined to provide a match equivalent capacity, as calculated in Table 58 below. Depending on the score of a site, a pitch is assigned a certain carrying capacity which can then be used to calculate the overall capacity of a site.

[2] Source: RFU PPOSS Guidance
[3] Source: RFU PPOSS Guidance

Table 58: Match Equivalent Calculation for Rugby Pitches. Source: Appendices 4a to 4c – Rugby Football Union

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

6.12 Table 59 summarises the quality assessment results for those sites currently used by the community.

Table 59: Quality Summary by Pitch Type

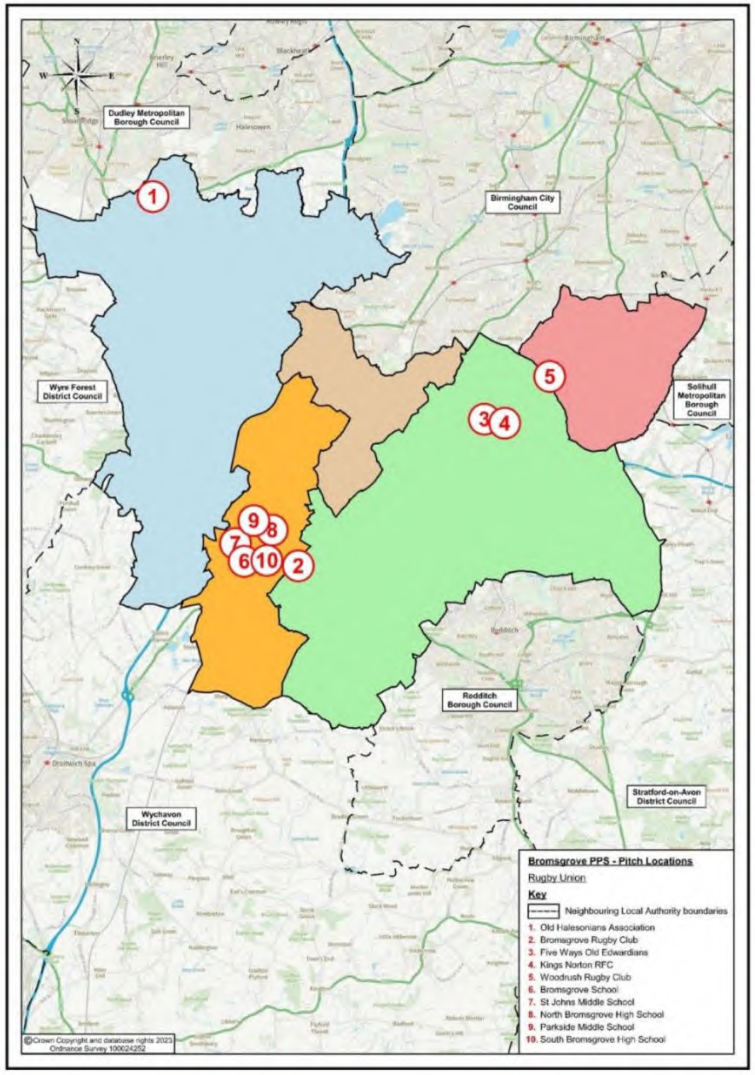
Drainage	Maintenance		
	Poor (M0)	Standard (M1)	Good (M2)
Natural Inadequate (D0)	-	-	-
Natural Adequate (D1)	4	1	5
Pipe Drained (D2)	-	-	-
Pipe and Slit Drained (D3)	-	-	-

6.13 In terms of maintenance, all community available pitches across Bromsgrove fall between the standard (M1) rating and the good (M2) rating, meaning that minor improvements are needed for the maintenance programme to increase the carrying capacity of the existing pitch stock. All education sites, other than Bromsgrove School, fall into the M0 rating.

6.14 The quality of community rugby union pitch provision in Bromsgrove, is generally good, with sports club owned sites rated highly in terms of maintenance.

6.15 Map 5 shows the geographic location of the rugby pitches across the Study Area

Map 5: Rugby Pitch Audit in Bromsgrove



Current Demand

6.16 Through the demand consultations with clubs, five clubs have been identified as playing in Bromsgrove. Utilising survey responses and desktop research, Table 60 provides the team profiles of all community clubs playing in Bromsgrove.

Table 60: Rugby Club Profiles for Responding Clubs [4]

Club	Sub Area	Adult teams (male)	Adult teams (women)	Junior Boys' teams	Junior Girls' teams	Mini / Midi teams	Total
Old Halesonians Association	SA2	4	1	10	3	6	24
Bromsgrove Rugby Club	SA3	4	0	10	0	6	20
Five Ways Old Edwardians	SA3	2	1	2	1	0	6
Kings Norton RFC	SA3	2	0	4	1	6	13
Woodrush Rugby Club	SA4	2	0	4	1	6	13
Total		**14**	**2**	**30**	**6**	**24**	**76**

6.17 Five Ways Old Edwardians, Kings Norton RFC and Woodrush RC, have a combined girls club called The Vixens who run three teams in different age groups. To enable these teams to be considered in current and future analysis, each of the three clubs has been assigned one team each.

6.18 All of the rugby union clubs in Bromsgrove were given the opportunity to be consulted as part of the PPOSS process. Four of the community rugby union clubs playing in the local authority responded to the club survey and were consulted with as part of the demand gathering process, with the detailed consultations providing the following findings.

Table 61: Summary of Demand Consultations from Rugby Clubs in Bromsgrove

Club	Consultation Summary
Kings Norton RFC	Kings Norton RFC run a total of 12 teams consisting of 2 seniors, 4 juniors and 6 mini teams. All fixtures and training take place at their home ground. The club aspire to develop female rugby by adding 1 senior and 1 youth female team. The club have recently purchased a new field adjacent to their site, which they are currently developing into pitches and car parking space. This new pitch will have a drainage system implemented. Birmingham Bulls American Football and Birmingham Bulldogs Rugby League also have occasional use of the site.

[4] Source: PPOSS Club Consultations

Club	Consultation Summary
Bromsgrove RFC	Bromsgrove RFC currently have a total of 20 rugby union teams, made up of 4 senior, 10 junior and 6 mini teams. All training and fixtures take place at Bromsgrove RFC ground. The club have plans to increase the number of teams by 4, including senior men, senior women, youth girls and colt boys' teams. The club have highlighted the need to extend the changing facilities on site, and plan to carry this work out withing the next year. They have also identified the need for an WR22 3G, to reduce the wear on their current grass pitches. Although no funding has been secured for this project, they hope to have completed this with three years. The site is also used by Academy Kicks Football on an occasional basis.
Five Ways Old Edwardians RFC	Five Ways Old Edwardians run four teams consisting of 2 seniors and 2 junior teams. The site is where all fixtures and training take place. The club plan to increase the number of senior and youth teams by 2 each, as well as developing the mini/midi section by adding 5 teams. Alvechurch FC also use the site for junior football on a Sunday morning.
Old Halesonians	Large rugby club, with thriving junior section of over 400 members including a very successful girls' section over these last few years that have achieved some significant numbers at under 13, 15, and 18 levels and a very high level of rugby. The club has players that represent North Midlands County, Worcester Warriors Development and Warriors Centre of Excellence. The club provides participation across 3 sports; Rugby Union, Hockey and Cricket. The social side of the club is very active, the club house is open daily. The club have aspirations to improve the drainage on site, develop a new good quality pitch and extend the clubhouse to provide additional changing facilities.

Future Demand

6.19 Future Demand driven by Population growth

6.20 In order to calculate the future demand for rugby in Bromsgrove, a Team Generation Rate (TGR) has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a rugby team.

6.21 This Team Generation Rate can now be applied to the population projections for the Study Area to confirm how population growth or reduction will affect the demand for teams in each of the key age groups. This has not been carried for SA1 or SA5 sub area, due to their being no current rugby union provision.

6.22 Table 62 shows the current and future population projections for Bromsgrove. There is a predicted 13.46% increase in population between 2020 and 2040.

Table 62: Future population projections for Bromsgrove

Modelled scenarios	Population ONS 2020	Projected Increase (13.46%)	Population ONS 2040
Bromsgrove	101,447	13,656	**115,103**

6.23 Table 63 shows the TGR calculations for Bromsgrove. Based on future population projections a total of 10 new teams will be created by 2038.

Table 63: Future Demand Projections for Rugby Teams in Bromsgrove Based on TGR Data

SA2							
Age Group	**No. of teams**	**Current Population in age group**	**Future Population (13.46% increase)**	**Current TGR**	**Population Change**	**Potential Change in Team no. (Rounded up or down)**	**Total teams by 2040**
Rugby Union Senior Men (19-45yrs)	4	1908	2165	477	257	1	5
Rugby Union Senior Women (19-45yrs)	1	1985	2252	1985	267	0	1
Rugby Union Youth Boys (13-18yrs)	10	563	639	56	76	1	11
Rugby Union Youth Girls (13-18yrs)	3	585	664	195	79	0	3
Rugby Union Mini/Midi Mixed (7-12yrs)	6	1196	1357	199	161	1	7
SA3							
Age Group	**No. of teams**	**Current Population in age group**	**Future Population (13.46% increase)**	**Current TGR**	**Population Change**	**Potential Change in Team no. (Rounded up or down)**	**Total teams by 2040**
Rugby Union Senior Men (19-45yrs)	8	1819	2064	227	245	1	9
Rugby Union Senior Women (19-45yrs)	1	1893	2148	1893	255	0	1
Rugby Union Youth Boys (13-18yrs)	16	347	394	22	46	2	18
Rugby Union Youth Girls (13-18yrs)	2	362	411	181	49	0	8[5]
Rugby Union Mini/Midi Mixed (7-12yrs)	12	913	1036	76	123	2	14

[5] See 'Growth of Female Rugby'

SA4							
Age Group	**No. of teams**	**Current Population in age group**	**Future Population (13.46% increase)**	**Current TGR**	**Population Change**	**Potential Change in Team no. (Rounded up or down)**	**Total teams by 2040**
Rugby Union Senior Men (19-45yrs)	2	1589	1803	795	214	0	2
Rugby Union Senior Women (19-45yrs)	0	1654	1877	0	223	0	0
Rugby Union Youth Boys (13-18yrs)	4	329	373	82	44	1	5
Rugby Union Youth Girls (13-18yrs)	1	343	389	343	46	0	4[6]
Rugby Union Mini/Midi Mixed (7-12yrs)	6	879	997	147	118	1	7
						Total Bromsgrove	**95**

RFU have a key strategic objective to increase the number of women and girls' teams. This could lead to the development of women and girls' teams across all sub-areas.

6.24 Table 63 illustrates that the projected demand for rugby teams across the Bromsgrove is likely to increase by a total of 19 teams. The largest growth is predicted to occur in the SA3 sub area, which is due to the number of current teams in the sub area which drives the TGR.

6.25 While the TGR calculation does not project a growth in female senior or youth age groups, it should be noted that one of the RFU's key strategic objectives is to increase female participation, with potential investment leading to a growth in demand. Therefore women and girls growth has been added into table 63.

6.26 It is important to note that this calculation assumes that clubs, the council and the RFU do not improve their marketing or participation schemes over the period and are therefore no more successful than they are now in attracting new players to participate in rugby in in the study area. It is expected that there will be improved channels of digital communication and improved maintenance technology, as well as higher quality ancillary provision. The output of this will be a higher quality and improved ability to generate demand and convert it into participation.

[6] See 'Growth of Female Rugby'

Growth of Female Rugby

6.27 Through consultation with the RFU, it was highlighted that the cross-club female team, The Vixens, are likely to disband to create junior female sections at three clubs; Five Ways Old Edwardians, Kings Norton RFC and Woodrush RUFC. The RFU predict that these separate clubs will generate a demand four teams each, a total of 12 girls teams. Because of this anticipated growth, eight junior girls teams have been added to the total 2040 future team prediction for SA3 sub area and four for SA4 sub area in Table 63.

Future Demand driven by Latent demand

6.28 While a large amount of future demand will be driven by population growth, it is also likely that clubs and operators are successful in converting latent demand into actual demand, therefore increasing the number of people playing rugby union. The table below identifies latent demand (not currently active), which clubs are aiming to convert into rugby union demand within the next 3-5 years. This provides an estimation of the number of new teams that will be required in Bromsgrove, in addition to the teams generated by population growth.

6.29 Table 64 illustrates that 15 additional teams have been projected as part of the latent demand calculations.

6.30 This latent demand will be combined with the projected increase in demand generated from population growth and incorporated into the future supply and demand analysis for rugby union provision.

Table 64: Latent Demand for Rugby Union in Bromsgrove

Club	Sub Area	Adult Male	Adult Female	Youth Boys	Youth Girls	Mini/Midi	Total
Kings Norton RFC	SA3	0	1	0	1	0	**2**
Bromsgrove RFC	SA3	1	1	1	1	0	**4**
Five Ways Old Edwardians RFC	SA3	2	0	2	0	5	**9**
Total[7]		**3**	**2**	**3**	**2**	**5**	**15**

Supply and Demand Balance

6.31 This section of the report brings together the supply of rugby union pitches across the study area and combines it with community use demand data. A supply and demand analysis is then undertaken for all sites that provide community use rugby provision, which is subsequently brought together to provide a view of the current and future position for rugby union across the study area.

6.32 Table 65 brings together the key data from this chapter, for all rugby union sites in Bromsgrove. The key issues are identified for each site, as well as the supply and demand data, as explained in the sections below.

Peak Time Capacity

6.33 To assess the availability of rugby union facilities at peak times, it has been assumed that the period of highest demand for rugby matches is on a Saturday afternoon for adult men; Sunday morning for mini and junior rugby union; and Sunday afternoon for adult women. Please note that all demand is measured in match equivalent sessions. Table 65 below shows the peak time capacity for available sites in Bromsgrove, therefore unavailable education sites have not been included.

Table 65: Peak Time Capacity at Rugby Club Sites

Site Name	Sub Area	Peak Time Supply		Peak Time Demand			Capacity	
		Senior Pitch	Mini/Midi Pitch	Senior	Colts/Youth	Mini	Saturday Senior Pitch (1 session)	Sunday Senior Pitch (2 sessions)
Old Halesonians Association	SA2	12	3	2.5	6	3	4	-0.5
Bromsgrove Rugby Club	SA3	8	4	2	5	3	2	0

[7] Totals for Adult Female and Youth Girls latent demand has not been assigned to specific clubs, but rather will be allocated to the North sub area.

Site Name	Sub Area	Peak Time Supply		Peak Time Demand			Capacity	
		Senior Pitch	Mini/Midi Pitch	Senior	Colts/Youth	Mini	Saturday Senior Pitch (1 session)	Sunday Senior Pitch (2 sessions)
Five Ways Old Edwardians	SA3	4	0	1.5	1.5	0	0.5	0.5
Kings Norton RFC	SA3	6	0	1	2.5	1.5	2	-1
Woodrush Rugby Club	SA4	6	0	1	2.5	1.5	2	-1

6.34 To calculate whether there is any total spare capacity at peak times at rugby union sites in Bromsgrove, Table 65 shows the supply and demand figures across all sites that have rugby union provision. This table demonstrates that there is currently spare, peak time capacity on Saturdays all sites. However, there is small deficit at three of the five sites Sundays during peak time.

6.35 E.g., Old Halesonians – There are 6 senior rugby union pitches, therefore there are 6 peak time, senior sessions available each week. Old Halesonians RFC have a demand of 2, senior MES per week. Therefore, there is an oversupply on a Saturday morning of 4 MES. There are also 6 possible youth team, peak time slots as well as 3 mini/midi MES available on a Sunday morning. There is a demand for 6 youth MES, 0.5 senior female and 3 mini MES, therefore leaving a deficit of -0.5 MES at peak time on a Sunday.

6.36 Senior and youth teams are assumed to play on senior pitches and mini/midi teams play on mini pitches where possible. Match Equivalent Sessions are calculated as 0.5 per week for senior and youth teams. The same calculation applies if mini demand can be met by the appropriate size pitch. However, where mini/midi demand is met by senior pitches, each team is assigned 0.25 MES per week. This is due to the fact they will use half a full-sized senior pitch every other week.

6.37 It is presumed that schools in Bromsgrove have no peak time capacity, due to the lack of community use.

6.38 It should be noted that all figures are in Match Equivalent Sessions (MES) and the demand data includes both match play and training demand.

6.39 Table 66 details how training and match demand is spread across pitches in Bromsgrove. Training demand is assumed to occur midweek and can only be placed on floodlit grass pitches.

6.40 If training pitches become overplayed due to training demand, these are then removed from match pitch supply.

6.41 For clarity the table has also been divided into secure and unsecured sites. The latter is included to give an understanding of potential additional capacity if community use agreements can be negotiated.

Table 66: Supply and Demand Capacity Balance by Site (All Figures in MES)

Site	Sub Area	Availability	Security	Number of Floodlit Pitches	Mid-Week Day/Training			Weekend Match Day Senior/ Junior			Weekend Match Day Mini			Total Senior/Junior Match Pitch Balance	Unmet Mini Demand Placed on Senior Match Pitches (50% of Senior ME)	Total Pitch Balance
					Supply	Demand	Balance	Supply	Demand	Balance	Supply	Demand	Balance			
Old Halesonians Association	SA2	Available	Secured	1	3	8	-5	15	9	6	9	3	6	1	0	7
Bromsgrove Rugby Club	SA3	Available	Secured	3	6	6.5	-0.5	6	7	-1	8	3	5	-1.5	0	3.5
Five Ways Old Edwardians	SA3	Available	Secured	1	3	4	-1	3	3	0	0	0	0	-1	0	-1
Kings Norton RFC	SA3	Available	Secured	2	6	4.5	1.5	6	3.5	2.5	0	1.5	-1.5	4	-1.5	2.5
Woodrush Rugby Club	SA4	Available	Secured	1	3	4.5	-1.5	6	3.5	2.5	0	1.5	-1.5	1	-1.5	-0.5
Overview of Secure Available Sites				**7**	**18**	**27.5**	**-6.5**	**36**	**26**	**10**	**17**	**9**	**8**	**3.5**	**-3**	**11.5**
Bromsgrove School	SA5	Unavailable	Unsecure	0	0	0	0	12	12	0	0	0	0	0	0	0
St Johns Middle School	SA5	Unavailable	Unsecure	0	0	0	0	1.5	1.5	0	0	0	0	0	0	0
North Bromsgrove High School	SA5	Unavailable	Unsecure	0	0	0	0	1.5	1.5	0	0	0	0	0	0	0
Parkside Middle School	SA5	Unavailable	Unsecure	0	0	0	0	0	0	0	3	3	0	0	0	0
South Bromsgrove High School	SA5	Unavailable	Unsecure	0	0	0	0	1.5	1.5	0	0	0	0	0	0	0
Overview of Not Available Sites				**0**	**0**	**0**	**0**	**16.5**	**16.5**	**0**	**3**	**3**	**0**	**0**	**0**	**0**

6.42 Table 66 demonstrates that there is a current spare capacity of 11.5 MES on available grass pitches. The majority of this spare capacity is generated by Old Halesonians Association, due to the number and quality of pitches on site.

6.43 There is no current rugby union community use at any education establishments. The capacity of the school sites is utilised through curricular and extra-curricular demand, therefore there is 0 MES spare.

Current and Future Position

6.44 Utilising the data from the previous section, Table 67 shows the current and future position for adult and junior rugby provision across the study area.

6.45 The points below provide further explanation on the terms used within the tables:

- Current balance: The supply and demand position for rugby pitches, when taking into consideration the extent of spare capacity and then deducting the amount of overplay
- Projected balance: The projected supply and demand analysis for 2038, using the current position and taking into consideration the additional demand from unmet, latent, displaced and future (population growth) demand
  - Unmet/latent demand: Potential demand that has been identified as not being converted yet. For more information see the latent and unmet demand sections of this needs assessment
  - Displaced demand: Demand that cannot be satisfied within the local authority, due to a lack of suitable facilities
  - Future demand: The projected growth of demand, calculated using Team Generation Rates and the population projections for each sub-area

6.46 For all future demand it is presumed that each team will train for 1 MES per week.

6.47 The specific site will be considered when taking into account latent demand, to ensure that each age group/team is assigned to the pitch type available at that site. This is not possible for population growth, therefore it is presumed that all teams will be playing on the correct size pitches.

6.48 Table 67 shows the current and future position for all grass rugby provision in the study area.

Table 67: Current and Future Position for All Community Available Rugby Grass Provision

Sub Area	Current Balance		Projected Balance	
	Training	Match	Training	Match
SA2	-5	12	-8	10.5
SA3	0	5	-26	-8
SA4	-1.5	1	-8.5	-1.5
SA5	0	0	0	0

Sub Area	Current Balance		Projected Balance	
	Training	Match	Training	Match
Bromsgrove Study Area	**-6.5**	**18**	**-42.5**	**1**

6.49 Table 67 highlights that there is a current spare capacity of 18 match play sessions across Bromsgrove, whilst there is a deficit of -6.5 MES for training sessions. When taking into account future population growth, latent demand and growth of the female game, the data suggests that there will be a spare capacity of 1 MES per week for match play in the study area. However, the bulk of this (10.5 MES) will be generated by the SA2 sub area. There is predicted to be a large deficit of -42.5 MES for training sessions in Bromsgrove. This is mainly due to the large training demand, coupled with a shortage of floodlit pitches. Although there is a deficit in all sub areas, the majority of the under supply is centred in the SA3 sub area. This shortfall in training availability will be considered further as part of Stage D of the PPOSS.

Site by Site Analysis

6.50 Table 68 details the current and peak time balance, which should provide an accurate overview of actual balance of supply and demand across the Study Area.

Table 68: Overall Site by Site Analysis for Rugby Union Sites

Site Name	Sub Area	Availability	Security of Use	Pitch supply	Pitch capacity (MES)	Community/school Pitch Demand (MES)	Balance	Peak Period Capacity
Old Halesonians Association	SA2	Available	Secured	6x senior / 3x mini	27	20	7 MES	7 MES
Bromsgrove Rugby Club	SA3	Available	Secured	4x senior / 4x mini	16	16.5	-0.5 MES	There can be no spare capacity as the site is overplayed
Five Ways Old Edwardians	SA3	Available	Secured	2x senior	6	7	-1 MES	There can be no spare capacity as the site is overplayed
Kings Norton RFC	SA3	Available	Secured	3x senior	9	9.5	-0.5 MES	There can be no spare capacity as the site is overplayed
Woodrush Rugby Club	SA4	Available	Secured	3x senior	9	9.5	-0.5 MES	There can be no spare capacity as the site is overplayed
Bromsgrove School	SA5	Unavailable	Unsecure	4x senior	12	12	0 MES	0 MES spare capacity

Site Name	Sub Area	Availability	Security of Use	Pitch supply	Pitch capacity (MES)	Community/school Pitch Demand (MES)	Balance	Peak Period Capacity
St Johns Middle School	SA5	Unavailable	Unsecure	1x senior	1.5	1.5	0 MES	0 MES spare capacity
North Bromsgrove High School	SA5	Unavailable	Unsecure	1x senior	1.5	1.5	0 MES	0 MES spare capacity
Parkside Middle School	SA5	Unavailable	Unsecure	2x mini	3	3	0 MES	0 MES spare capacity
South Bromsgrove High School	SA5	Unavailable	Unsecure	1x senior	1.5	1.5	0 MES	0 MES spare capacity

Rugby Union Summary

6.51 This section summarises the findings from the rugby analysis, which will form the basis of the recommendation and action plan section Bromsgrove.

6.52 Table 69 includes the response to 5 key questions which are identified in the Sport England PPOSS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapter creates consistency, not only within the report but with similar PPOSS projects in neighbouring local authorities and further afield.

Table 69: Key PPOSS Findings for Rugby Union in Bromsgrove

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	There are currently 10 rugby union sites in Bromsgrove, with a total of 34 pitches. 38% of these pitches are in the SA3 sub area, with 29% being situated in SA5 and 26% in SA2 and 9% in SA4. There is no rugby union provision in SA1. Of these pitches, 85% are rated good and the remaining 15% are of standard quality. In terms of demand, 76 teams were identified during the consultation process, again with the highest concentration being in SA3, followed by SA2 and then SA4. 21% of the teams are adult male, 44% youth and 35% minis.
Is there enough accessible and secured community use provision to meet current demand?	Based on the supply and demand analysis, there is currently an under supply of 6.5 MES for training and a surplus of 18 MES for match play across the study area. A large proportion of the oversupply of match sessions is generated by the SA2 area. The SA2 area is also responsible for the deficit of training sessions. This is solely due to the Old Halesonians Association site. There is a large supply of pitches for match play, however there is only one floodlit pitch, creating the significant deficit.

Key Question	Analysis
Is the provision that is accessible of sufficient quality and appropriately maintained?	Across Bromsgrove 85% of pitches are rated as good. Based on consultation with clubs and the RFU, we were also able to establish maintenance and drainage scores. This information can be found in table 59 above. Although generally the quality of rugby union provision can be considered adequate, improvements to the maintenance and drainage of some sites would improve the carrying capacity and therefore reduce the over-playing of the pitches. Scenarios regarding this will be considered during stage D of the PPOSS.
What are the main characteristics of the future supply and demand for provision?	Based on population growth, latent demand and expected increase in female participation, it is estimated that will be a total of 34 new teams in Bromsgrove by 2040. The majority of this growth is predicted to come from latent demand. It should be noted that latent demand is gauged through consultations with clubs, and this perceived growth often does not meet expectations. 20 of these new teams are predicted to be generated by the SA3 sub area.
Is there enough accessible and secured community use provision to meet future demand?	Due to the expected increased future demand for rugby union provision, the under supply of training availability is expected to increase to -42.5 MES. This increase is nearly all a result of latent demand predictions for team growth in the SA3 sub area, and a lack of floodlit provision. The current spare capacity of 18 MES for match play is expected to reduce to 1 MES by 2040 when latent demand and population growth are considered. The only expected change in the supply of rugby union pitches in Bromsgrove is the development of one further senior pitch at Kings Norton RFC, however this is unlikely to affect the supply and demand balance significantly.

7 Cricket Analysis

Introduction and Strategic Context

7.1 To understand the overall objectives and priorities of the England and Wales Cricket Board (ECB), an analysis of key recent strategies and documentation has been undertaken and summarised below.

Inspiring Generations (2019 - 2024)

7.2 The ECB published its new strategic plan in 2019, with the ambition being to inspire a generation to say that 'cricket is a game for me'.

7.3 The ECB wants to encourage more young people to form a lifelong relationship with cricket from an early age, to be passionate about the game throughout their lives, and to pass this passion on for generations to come.

7.4 The ECB will deliver in cricket's purpose and ambition through six priorities:

- Grow and nurture the core: Ensure that there is a thriving county network at the heart of the domestic game
- Inspire through elite teams: Create and celebrate the heroes at the pinnacle of the elite game
- Make cricket accessible: Give more people the opportunity to engage with cricket more often
- Engage children and young people: Inspire a new generation of players and fans to develop a love for cricket
- Transform women's and girls' cricket: Drive cricket's progress to becoming a truly gender-neutral sport
- Support our communities: Use the purpose to connect communities and improve lives more broadly across society.

7.5 It is key that this PPOSS recognises the opportunity made available by Inspiring Generations and provides a framework that allows stakeholders to work together and deliver against the priorities identified above. It's also vital that any facility development for cricket takes the objectives of the strategy into consideration, namely the growth of entry level cricket, women and girls' cricket, T20 and engagement of previously hard-to-reach demographics groups.

Development Priorities

All Stars Cricket (2017)

7.6 Launched in 2017, All Stars Cricket is an ECB initiative that provides children aged five to eight with an introduction to cricket, focusing on parental engagement in supporting the newly trained All Stars Cricket Activators, as well as having a special focus on establishing women's softball and cricket events.

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

Women's and Girls'

7.8 In consultation with the ECB, it has been identified that the development of female cricket is likely to have an impact on supply and demand in the area. Women's and girls' cricket is a national priority, with the aspiration to increase the number of women and girls' teams, increase the number of softball leagues and increase the number of hard ball teams.

7.9 Softball cricket is an ECB initiative aimed at women and girls to increase participation in cricket as a sport. The aim of softball cricket sections are enjoyment and participation, without pads, a hardball, a heavy bat and limited rules. Sessions follow a festival format with each session running for a maximum of two and half hours, shorter than traditional formats.

Consultation overview

7.10 In addition to the structure and guidance provided by the ECB, local cricket in Bromsgrove is governed by Worcestershire Cricket. Both organisations have been consulted as part of the PPOSS process, with key priorities and facility development needs for Bromsgrove highlighted below.

7.11 Cricket is a popular sport across the Study Area, with several affiliated teams playing as part of structured clubs. Team and clubs typically play as part of league structures, which include clubs from several different local authorities. Most teams in the study area are multi team clubs with thriving junior sections.

7.12 Table 70 below highlights the consultation responses that have been received from cricket clubs in Bromsgrove.

Table 70: Cricket Club Consultation Responses

Club	Site Name	Sub Area	Consultation Summary
Belbroughton CC	Belbroughton CC	SA2	Belbroughton are a well-established club, with a thriving junior section engaged in competitive cricket as well as junior participation programmes. The club have high quality playing facilities and two good quality fixed artificial nets. There are very good ancillary facilities on site, however the club have stated that they require an extension to the high safety net to protect the road, a new roof on the pavilion and refurbishment to the artificial wicket. The club have stated that they have difficulties attracting new players and officials as well as keeping up with maintenance of the ancillary facilities.
Hagley CC	Hagley CC	SA2	Hagley currently run 4 senior teams as well as 6 junior teams from U9 to U15. They also have aspirations to increase the number of youth teams, and drive women and girls participation. The club have good ancillary facilities on site with fixed and moveable nets, scoreboard and clubhouse. However the existing net facility requires redevelopment. The club have raised concerns regarding lack of space and facilities on site to cope with increased number of youth games and training.
Romsley and Hunnington CC	Romsley & Hunnington Sports Club	SA2	Romsley and Hunnington CC report having aspirations to grow the junior section in the near future, with the introduction of U10, U12 and U15 mixed teams. The club have identified that the clubhouse roof is in need of replacing due to corrosion, however they are already facing financial difficulties.
Barnt Green CC	Barnt Green CC	SA3	Barnt Green CC have currently run 4 senior teams and 10 junior teams from U9 to U17. The club occupy an excellent site with two pitches and an extensive artificial net facility. Although the pavilion is generally good, the changing rooms are poor quality and the club are in the early stages of conducting a £100k redevelopment of them.
Five Ways Old Edwardians	Five Ways Old Edwardians Sports Club	SA3	The club currently have 4 senior male teams and 1 senior female team. Although there is currently no junior section, the club do have aspirations to develop a youth section and they do run all stars and dynamos cricket sessions. The ancillary facilities on site are extensive, but the club would like to further develop the third team hut. FWOE have also highlighted difficulty in attracting new players and developing a youth section.
Avoncroft CC	Avoncroft CC	SA5	Avoncroft CC consists of 4 senior teams and 8 junior teams from U9 to U15. There are 20 girls at the club who are involved in mainly the younger junior age groups. The club have a successful junior programme which has influenced the growth of senior cricket in recent years, as many junior players are being retained to play in adult cricket once the reach the required age.

Club	Site Name	Sub Area	Consultation Summary
			However ground availability is a constraining factor for the club as they have struggled to source a regular additional ground to cater for this increase in both junior and senior cricket. The club have recently developed a new single artificial net, however, have aspirations to expand this in the future. The club also struggles to access cheap and reliable grass cutting services for the outfield. Although they would like to purchase their own mowers, they feel funding these internally would be challenging.
Clent CC	Centenary Fields East	SA2	Clent CC have one adult male team, however since the pandemic often have difficulty with fielding a team. To sustain the team they require development in facilities at Centenary Fields East, with improvement to grass wickets and investment in fixed artificial nets.
Alvechurch and Hopwood CC	Alvechurch and Hopwood CC	SA3	Alvechurch and Hopwood CC currently have 4 senior male teams and 5 junior teams, playing across Alvechurch CC and Hopwood CC. The club are beginning the development of a ladies section, with some females participating in the men's 4th team this season. The club have highlighted the need for extension of storage facilities at the Alvechurch site and the need for succession planning for committee roles and an increase in the number of volunteers to secure the clubs future.

Sub Areas

7.13 As part of the PPOSS process, Bromsgrove has been broken down into five sub-areas. The area covered by each sub area are outlined in Table 71 below.

Table 71: Description of Sub Areas in Bromsgrove

Sub Area	Areas
SA1	Cofton, Lickey Hills, Rubery North, Rubery South
SA2	Belbroughton and Romsley, Hagley East, Hagley West, Perryfields
SA3	Alvechurch South, Alvechurch Village, Barnt Green and Hopwood, Tardebigge
SA4	Drakes Cross, Hollywood, Wythall East, Wythall West
SA5	Aston Fields, Avoncroft, Bromsgrove Central, Catshill North, Catshill South, Charford, Hill Top, Lowes Hill, Marlbrook, Norton, Rock Hill, Sanders Park, Sidemoor, Slideslow

Supply

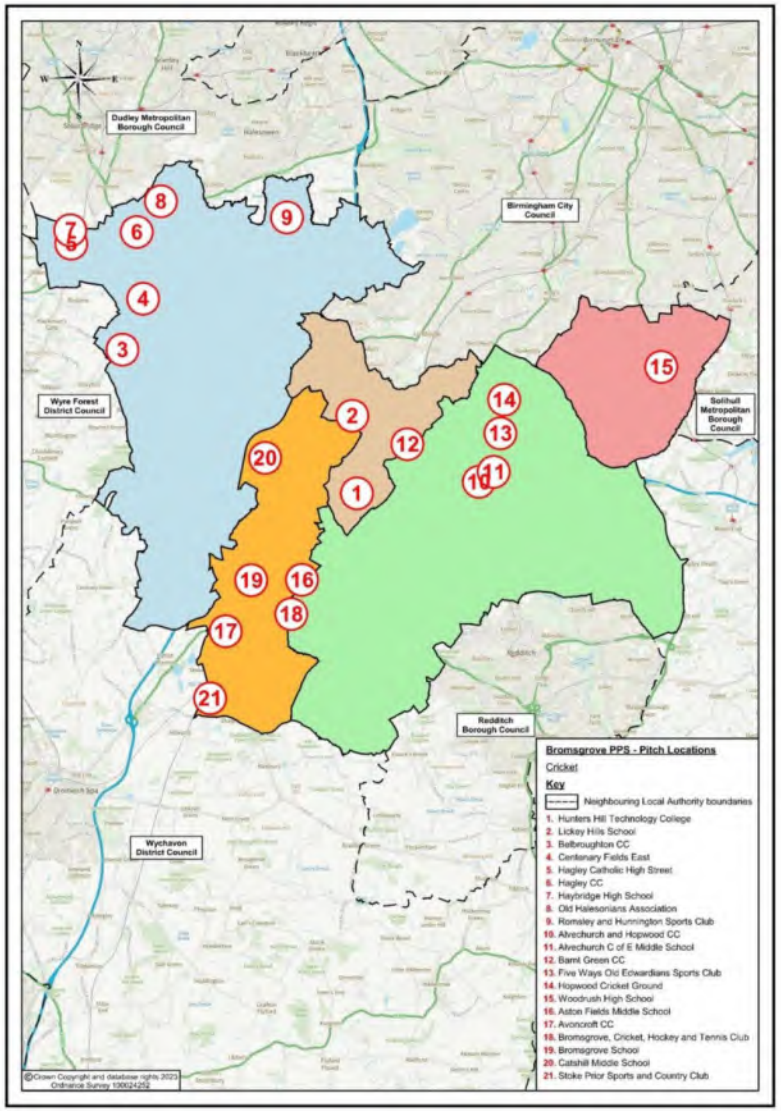
7.14 Table 72 below presents a summary of the total number of cricket pitches and wickets in each of the five sub-areas, as well as the study area as a whole. Bromsgrove has a total of 26 cricket pitches, 169 grass wickets and 13 artificial turf wicket. Table 73 overleaf also shows the supply of cricket wickets across the Study Area, on a site-by-site basis.

7.15 Table 72 illustrates the spread of cricket pitches across the Study Area, with 88% of all supply located in SA2, SA3 and SA5. The sub-areas also make up 100% of the grass wicket provision in Bromsgrove.

Table 72: Supply of Cricket Pitches in Bromsgrove

Sub Area	Number of pitches	Grass wickets	Artificial wickets
SA1	2	0	2
SA2	7	56	3
SA3	7	55	3
SA4	1	0	1
SA5	10	58	4
Total –Bromsgrove	**27**	**169**	**13**

Map 6: Cricket sites in Bromsgrove



Tenure and Management

7.16 Table 73 illustrates that the majority of cricket sites in Bromsgrove are owned by sports clubs (58%), with the second largest proportion being owned by education establishments (38%). One 1 (4%) of sites are owned by the local authority, which could have an impact on the long-term security of cricket across Bromsgrove. This will be analysed further as part of the site-by-site assessment and commentary.

7.17 In addition, Table 73 illustrates that the management of cricket facilities is dominated by Education sites and Club management. This identifies a high level of autonomy and low reliance on the council for cricket facility maintenance and management. A high level of cricket in education establishments also reduces the likelihood of significant community use from these facilities.

Table 73: Cricket Site Ownership and Management in Bromsgrove

Type of ownership	Ownership	Management
Education	11	11
Sports Club	15	15
Local Authority	1	1
Total	**27**	**27**

Quality Assessment

7.18 Each site was visited and assessed by Strategic Leisure in summer 2021 using a non-technical assessment framework provided by the ECB. Where this was not possible with some school sites, desktop audits and consultations have been used to complete the assessment. The assessment considers the quality of playing surface, the quality of changing rooms and the score of the maintenance regime when compared to ECB recommendations. In addition to the site visits, the club consultation was used to validate the quality ratings. Each site is rated as GOOD (≥80%), STANDARD (between 50% and 80%) or POOR (<50%).

7.19 The quality of a cricket pitch is essential in determining not only the amount of fixtures that can be played throughout a season, but also in ensuring the quality of cricket possible. A poor quality wicket is not conjunctive to fair competition and may favour the batting or bowling team. With the high amount of footfall each wicket has each game, a poor quality wicket can also be the cause of unnecessary injury, due to uneven ground causing fall hazards or unpredictable bounces. It is therefore important to ensure the high quality of each wicket used for cricket in Bromsgrove.

7.20 Table 73 provides a picture of the mean percentage score for pitches in each sub area, based on the quality assessment results. A full site-by-site breakdown can be seen in Table 75. The overall standard of pitches across Bromsgrove is 56% (Standard). The average quality scores for SA2, SA3 and SA5 areas are negatively influenced by poor quality, artificial turf only sites.

Table 74: Summary of Cricket Pitch Scoring in Bromsgrove by Sub Area

Sub Area	Pitches
SA1	30% - Poor
SA2	68% - Standard
SA3	79% - Standard
SA4	30% - Poor
SA5	74% - Standard
Average Score	**56% - Standard**

7.21 Table 74 illustrates that quality of provision is of a similar standard across SA2, SA3, SA4 areas. SA1 and SA4 only possess poor quality artificial, educational sites.

7.22 Table 75 provides a site-by-site breakdown of cricket provision in Bromsgrove.

Table 75: Cricket Site Breakdown in Bromsgrove

Playing Pitch Sites	Club	Sub-area	Postcode	Community use on site	Secured community use	Ownership	Squares	Grass wickets	Artificial wickets	Quality
Hunters Hill Technology College	-	SA1	B60 1QE	Unavailable	Unsecured	Education	1	0	1	Poor
Lickey Hills School	-	SA1	B45 8EU	Unavailable	Unsecured	Education	1	0	1	Poor
Belbroughton CC	Belbroughton CC	SA2	DY9 0DW	Available	Secured	Sports Club	1	12	1	Good

Playing Pitch Sites	Club	Sub-area	Postcode	Community use on site	Secured community use	Ownership	Squares	Grass wickets	Artificial wickets	Quality
Centenary Fields East	Clent CC	SA2	DY9 9RE	Available	Secured	Local Authority	1	6	0	Standard
Hagley Catholic High School	-	SA2	DY8 2XL	Unavailable	Unsecured	Education	1	0	1	Poor
Hagley CC	Hagley CC	SA2	DY9 9LG	Available	Secured	Sports Club	1	15	0	Standard
Haybridge High School	-	SA2	DY8 2XS	Unavailable	Unsecured	Education	1	0	1	Poor
Old Halesonians Association	Old Halesonians CC	SA2	DY9 9JP	Available	Secured	Sports Club	1	10	0	Good
Romsley and Hunnington Sports Club	Romsley and Hunnington Sports	SA2	B62 0JW	Available	Secured	Sports Club	1	13	0	Good
Alvechurch and Hopwood CC	Alvechurch and Hopwood CC	SA3	B48 7TA	Available	Secured	Sports Club	1	8	1	Good
Alvechurch C of E Middle School	-	SA3	B48 7TA	Unavailable	Unsecured	Education	1	0	1	Poor
Barnt Green CC	Barnt Green CC	SA3	B45 8LN	Available	Secured	Sports Club	2	25	0	Good
Five Ways Old Edwardians Sports Club	Five Ways Old Edwardians	SA3	B48 7BD	Available	Secured	Sports Club	2	15	1	Good
Hopwood Cricket Ground	Alvechurch and Hopwood CC	SA3	B48 7AX	Available	Secured	Sports Club	1	7	0	Standard
Woodrush High School	-	SA4	B47 5JW	Unavailable	Unsecured	Education	1	0	1	Poor
Aston Fields Middle School	-	SA5	B60 2ET	Unavailable	Unsecured	Education	1	0	1	Poor
Avoncroft CC	Avoncroft CC	SA5	B60 4JS	Available	Secured	Sports Club	1	8	1	Good

Playing Pitch Sites	Club	Sub-area	Postcode	Community use on site	Secured community use	Ownership	Squares	Grass wickets	Artificial wickets	Quality
Bromsgrove Cricket Hockey and Tennis Club	Bromsgrove CC	SA5	B60 3BW	Available	Secured	Sports Club	3	32	0	Good
Bromsgrove School	-	SA5	B61 7DU	Unavailable	Unsecured	Education	3	18	0	Good
Catshill Middle School	-	SA5	B61 0JW	Unavailable	Unsecured	Education	1	0	1	Poor
Stoke Prior Sports and Country Club	-	SA5	B60 4AL	Available	Unsecured	Sports Club	1	0	1	Poor

7.23 There are a number of poor quality cricket pitches across Bromsgrove. However, all apart from Stoke Prior Sports and Country Club are school sites. They have rated poor as they are contain only single artificial wickets with mostly long, poorly maintained outfields. Stoke Prior Sports and Country Club also contains only a single artificial wicket, which is in very poor condition.

Table 76: Cricket Ancillary Facilities by Site in Bromsgrove

Sites	Sub Area	Ancillary Facility Quality	Ancillary Facility Description
Hunters Hill Technology College	SA1	Standard	School changing facilities
Lickey Hills School	SA1	Standard	School changing facilities
Belbroughton CC	SA2	Good	Excellent pavilion and ancillary facilities including covers, two artificial nets and scoreboard.
Centenary Fields East	SA2	Standard	Average pavilion with basic amenities. One moveable grass net and wicket covers on site.
Hagley Catholic High School	SA2	Standard	School changing facilities
Hagley CC	SA2	Standard	Good quality ancillary facilities with two artificial nets, rollers and scoreboard.
Haybridge High School	SA2	Standard	School changing facilities

Sites	Sub Area	Ancillary Facility Quality	Ancillary Facility Description
Old Halesonians Association	SA2	Good	Excellent ancillary facilities, with changing rooms, kitchen and bar and ample parking.
Romsley and Hunnington Sports Club	SA2	Good	Good quality pavilion with basic kitchen and changing facilities. Shared built facility with good quality bowling green.
Alvechurch and Hopwood CC	SA3	Good	High quality ancillary facilities, with good maintenance equipment and moveable nets
Alvechurch C of E Middle School	SA3	Standard	School changing facilities
Barnt Green CC	SA3	Good	Excellent pavilion with bar, kitchen and changing facilities. Very high quality fixed nets.
Five Ways Old Edwardians Sports Club	SA3	Good	Extensive clubhouse, with good facilities shared with rugby union. Ample changing rooms, with large bar area.
Hopwood Cricket Ground	SA3	Poor	Poor quality pavilion which appears unused
Woodrush High School	SA4	Standard	School changing facilities
Aston Fields Middle School	SA5	Standard	School changing facilities
Avoncroft CC	SA5	Good	Small but good quality ancillary facilities, with fixed nets, small practice area and covers.
Bromsgrove Cricket Hockey and Tennis Club	SA5	Good	Excellent, extensive ancillary facilities, shared with hockey and tennis clubs.
Bromsgrove School	SA5	Good	School changing facilities
Catshill Middle School	SA5	Standard	School changing facilities
Stoke Prior Sports and Country Club	SA5	Good	Good facilities, located in a social club setting. Large bar and eating area, with changing rooms. Shared with bowls, football and public.

Current Demand

Club and Team Profile

7.24 To understand how cricket is played across Bromsgrove and the trends for demand across the game, this section assesses consultation responses from all clubs in the Study Area that responded to requests to take part in the study. 8 out of 10 clubs participated in consultation.

7.25 Through the demand consultations with clubs, 10 clubs have been identified as playing in Bromsgrove. This totals to 119 teams, with the majority of teams being junior age groups.

Table 77: Cricket Club Profiles

Club	Sub-Area (Home Ground Location)	No. of competitive teams				Total
		Senior Men	Senior Women	Junior	Junior Girls	
Belbroughton CC	SA2	5	0	10	3	18
Clent CC	SA2	1	0	0	0	1
Hagley CC	SA2	4	0	7	0	11
Old Halesonians CC	SA2	1	0	0	0	1
Romsley and Hunnington Sports Club	SA2	3	1	4	0	8
Alvechurch and Hopwood CC	SA3	5	1	6	3	15
Barnt Green CC	SA3	5	0	11	0	16
Five Ways Old Edwardians	SA3	4	1	0	0	5
Avoncroft CC	SA5	4	0	8	0	12
Bromsgrove CC	SA5	10	1	18	3	32
Total		**42**	**4**	**64**	**9**	**119**

7.26 Through consultation, only one club highlighted any exported demand, suggesting that all other clubs are satisfying their demand on their current site or elsewhere in Bromsgrove. Avoncroft CC 3rd team are currently playing their home fixtures in neighbouring Kidderminster due to lack of availability at their site. However they aspire to source an additional site within Bromsgrove to cater for the 3rd team as well as their expanding junior section.

7.27 To illustrate how the demand for cricket is spread geographically, Table 78 indicates how the teams are split by sub-area.

Table 78: Cricket Demand by Sub Area

Sub-area (Home Ground Location)	No. of Competitive Teams				Total
	Senior Men	Senior Women	Juniors	Junior Girls	
SA1	0	0	0	0	0
SA2	14	1	21	3	39
SA3	14	2	17	3	36
SA4	0	0	0	0	0
SA5	14	1	26	3	44
TOTAL	**42**	**4**	**64**	**9**	**119**

7.28 Table 78 shows that the majority of cricket is played in the SA5 sub area (37%), closely followed by SA2 (32%) and SA3 (30%). No formal cricket was highlighted being played in the SA1 or SA4 areas.

7.29 To further understand the demand for cricket in Bromsgrove, detailed consultations have been undertaken with all but two clubs within Bromsgrove. Accounts of these consultations including with key strategic priorities are referenced in the site-by-site assessment later in this section.

Future Demand

Demand Driven by Population Growth

7.30 In order to understand the future demand for cricket in the Study Area, a Team Generation Rate (definition provided in glossary) has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a cricket team.

7.31 This TGR can now be applied to the population projections for the Study Area to confirm how population growth or reduction will affect the demand for teams in each of the key age groups.

7.32 Table 79 overleaf illustrates that the greatest projected growth in cricket demand is projected to be in the adult men's and junior boys/mixed groups.

7.33 ECB and County Cricket Boards are making a conscious effort to increase female participation across the country, especially following England's 2017 Women's Cricket World Cup win. As a result of consultation with Worcestershire Cricket, 11 new female teams have been identified and added to the 'Change in Team Numbers' column' (identified in bold). This is broken down into 7 junior girls and 4 senior women's teams and are predominantly located in the SA2 and SA3 sub areas.

7.34 The TGR calculations have been completed for only SA2, SA3 and SA5, due to there being no current cricket activity in SA1 and SA4.

Table 79: Impact of Population Projections on the Need for Cricket Provision in Bromsgrove (TGRs by Sub Area)

SA2 Sub Area						
Age group	**No. of teams in age group within the area**	**Current Population in age group within the area**	**Future Population. in age group within the area (13.46% increase)**	**Current TGR**	**Population Change in Age Group**	**Change in Team Numbers in Age Group (numbers rounded up or down)**
Cricket Open Age Men's (18-55yrs)	14	3207	3639	229	432	2
Cricket Open Age Women's (18-55yrs)	1	3338	3787	3338	449	**2**
Cricket Junior (7-18yrs)	21	1080	1225	51	145	3
Cricket Junior Girls (7-18yrs)	3	1124	1275	375	151	**3**
Total	**39**	**8749**	**9926**	**-**	**1177**	**10**

SA3 Sub Area						
Age group	**No. of teams in age group within the area**	**Current Population in age group within the area**	**Future Population. in age group within the area (13.46% increase)**	**Current TGR**	**Population Change in Age Group**	**Change in Team Numbers in Age Group (numbers rounded up or down)**
Cricket Open Age Men's (18-55yrs)	14	2809	3187	201	378	2
Cricket Open Age Women's (18-55yrs)	2	2923	3316	1462	398	**1**
Cricket Junior (7-18yrs)	17	751	777	44	26	1
Cricket Junior Girls (7-18yrs)	3	781	808	260	27	**3**
Total	**36**	**7264**	**8088**	**-**	**829**	**7**

SA5 Sub Area						
Age group	**No. of teams in age group within the area**	**Current Population in age group within the area**	**Future Population. in age group within the area (13.46% increase)**	**Current TGR**	**Population Change in Age Group**	**Change in Team Numbers in Age Group (numbers rounded up or down)**
Cricket Open Age Men's (18-55yrs)	14	10916	12385	780	1469	**2**
Cricket Open Age Women's (18-55yrs)	1	11362	12891	11362	1529	**1**
Cricket Junior Boys (7-18yrs)	26	3244	3681	125	437	**4**
Cricket Junior Girls (7-18yrs)	3	3376	3830	1125	454	**1**
Total	**48**	**28898**	**32787**		**3889**	**8**

Future growth driven by latent demand

7.35 While a large amount of future demand will be driven by population growth, it is also likely that clubs and operators are successful in converting latent demand into actual demand, therefore increasing the number of people playing cricket. The table below identifies all clubs, grouped by sub-area, that identified latent demand (not currently active), which they are aiming to convert into affiliated cricket demand within the next 3 - 5 years. This provides an estimation of the number of new teams that will be required in Bromsgrove in addition to the teams generated by population growth.

Table 80: Latent Demand for Cricket by Sub Area

Club	Sub Area	**Senior Cricket**		**Junior Cricket**	
		Men	**Women**	**Boys**	**Girls**
Belbroughton CC	SA2	0	1	2	1
Hagley CC	SA2	0	0	3	0
Romsley and Hunnington CC	SA2	0	0	3	0
Five Ways Old Edwardians	SA3	0	0	1	1
Alvechurch and Hopwood CC	SA3	0	1	0	0
Avoncroft CC	SA5	1	0	0	0

7.36 It is important to note that the growth from latent demand should be treated with an element of caution, as the source of information is club consultations. In some instances, clubs may not have considered the governance and infrastructure requirements, associated with ongoing club growth. As a result, there may be instances where actual growth does not meet the projections identified during consultation.

Combined project growth in teams

7.37 Table 81 and 82 show the projected growth in cricket teams in Bromsgrove via two separate 'sources'. Table 81 below summarises this projection.

Table 81: Total projected future cricket team growth by Sub Area

Analysis Area	Adult Teams		Junior Teams		Total
	Population Growth	Latent Demand	Population Growth	Latent Demand	
SA2	4	1	6	9	**20**
SA3	3	1	4	2	**10**
SA5	3	1	5	0	**8**
Total - Bromsgrove	**10**	**3**	**15**	**11**	**39**

7.38 Table 80 shows that there is projected to be a combined growth of 39 teams in Bromsgrove by 2040. SA2 sub area is predicted to see the largest growth, however this is mainly due to latent demand predictions and does not reflect population growth.

Supply and Demand Balance

7.39 This section presents the supply and demand balance findings for cricket provision (both for current and future analyses) for the study, split by sub-area.

7.40 The pitch balance figures i.e., the relationship between supply and demand, have been calculated using the capacity and pitch quality ratings

7.41 Table 82 provides a supply and demand analysis for all cricket sites across the study area. To provide a greater understanding of how this spare capacity or deficit is dispersed around the across Bromsgrove.

7.43 For all supply and demand analysis, the carrying capacity of grass and artificial wickets have been adjusted based on the quality rating of the facilities. Following consultation with the ECB, the following carrying capacity assumptions have been agreed:

- A good quality grass wicket can accommodate 5 matches per season (MPS)
- Standard quality grass wicket can accommodate 4 MPS
- A poor-quality grass wicket has not been assigned any carrying capacity (0 MPS) as it is assumed that the wicket is not safe for formal or informal cricket use
- Good and standard quality non-turf pitches (NTP's) can accommodate 60 MPS, however a poor quality NTP is not assigned any carrying capacity (0 MPS). In the analysis below, grass wickets are considered alone firstly. If applicable, a total balance include NTPs included after.

Spare capacity and overplay

7.44 Overplay occurs when a cricket square is played on a greater amount than is recommended by the pitch's carrying capacity. If a square has 8 individual good quality wickets, then this provides an overall carrying capacity of 40 matches per season for that square. If, however, demand consultation indicates that there are 50 matches being played on that square over the course of a season, then that square (pitch) can be said to be overplayed.

7.45 There are a number of reasons for a pitch being overplayed, such as lack of alternative provision, poor site management, or poor quality wickets which lower the capacity for cricket to be played on the pitch.

7.46 Spare capacity is the opposite of overplay and occurs when demand at a site is less than the theoretical carrying capacity over a season.

7.47 It is important that any overplay of pitches is considered as part of the overall supply and demand analysis for grass wickets, therefore Table 80 identifies overplay or spare capacity at all sites.

7.48 As there were no junior wickets identified in the study area, the total demand including adult and junior play has been taken into consideration rather than differentiating between the two age categories.

Table 82: Current Position for Cricket in Bromsgrove

Playing Pitch Sites	Sub Area	Squares	Quality of Provision*	Grass Wickets	Grass Supply (MPS)	Grass Demand	Grass Balance (MPS)	NTP Wickets	NTP Supply (MPS)	NTP Demand	NTP Balance (MPS)	Total Balance
Hunters Hill Technology College	SA1	1	Poor	0	0	0	0	1	0	0	0	0
Lickey Hills School	SA1	1	Poor	0	0	0	0	1	0	0	0	0
Belbroughton CC	SA2	1	Good	12	60	85	-25	1	60	35	25	0
Centenary Fields East	SA2	1	Standard	6	24	14	10	0	0	0	0	10
Hagley Catholic High School	SA2	1	Poor	0	0	0	0	0	0	0	0	0
Hagley CC	SA2	1	Good	15	75	100	-25	0	0	0	0	-25
Haybridge High School	SA2	1	Poor	0	0	0	0	1	0	0	0	0
Old Halesonians Association	SA2	1	Good	10	50	40	10	0	0	0	0	10
Romsley and Hunnington Sports Club	SA2	1	Good	13	65	50	15	0	0	0	0	15
Alvechurch and Hopwood CC	SA3	1	Good	8	40	40	0	1	60	15	45	45
Alvechurch C of E Middle School	SA3	1	Poor	0	0	0	0	1	0	0	0	0
Barnt Green CC	SA3	2	Good	25	125	52	73	0	0	0	0	73
Five Ways Old Edwardians Sports Club	SA3	1	Good	15	75	30	45	1	60	0	60	105
Hopwood Cricket Ground	SA3	1	Standard	7	28	20	8	0	0	0	0	8
Woodrush High School	SA4	1	Poor	0	0	0	0	1	0	0	0	0
Aston Fields Middle School	SA5	1	Poor	0	0	0	0	1	0	0	0	0
Avoncroft CC	SA5	1	Good	8	40	80	-40	0	0	0	0	-40
Bromsgrove Cricket Hockey and Tennis Club	SA5	3	Good	32	160	153	7	0	0	0	0	7
Bromsgrove School	SA5	3	Good	18	90	90	0	0	0	0	0	0
Catshill Middle School	SA5	1	Poor	0	0	0	0	1	0	0	0	0
Stoke Prior Sports and Country Club	SA5	1	Poor	0	0	0	0	1	0	0	0	0

Playing Pitch Sites	Sub Area	Squares	Quality of Provision*	Grass Wickets	Grass Supply (MPS)	Grass Demand	Grass Balance (MPS)	NTP Wickets	NTP Supply (MPS)	NTP Demand	NTP Balance (MPS)	Total Balance
			TOTAL BROMSGROVE	**169**	**832**	**754**	78	11	180	50	130	208

Where a site has multiple squares, the different quality scores of the individual squares are identified

Table 81: Potential Spare Capacity for Cricket in Bromsgrove

Playing Pitch Sites	Sub Area	Total Weekly Balance	Potential spare capacity for senior cricket Saturday	Potential spare capacity for senior cricket Sunday	Potential spare capacity for junior cricket midweek
Hunters Hill Technology College	SA1	0	No	No	No
Lickey Hills School	SA1	0	No	No	No
Belbroughton CC	SA2	0	No	No	Yes
Centenary Fields East	SA2	10	Yes	No	Yes
Hagley Catholic High School	SA2	0	No	No	No
Hagley CC	SA2	-25	No	No	No
Haybridge High School	SA2	0	No	No	No
Old Halesonians Association	SA2	10	No	No	Yes
Romsley and Hunnington Sports Club	SA2	15	No	No	Yes
Alvechurch and Hopwood CC	SA3	45	No	No	Yes
Alvechurch C of E Middle School	SA3	0	No	No	No
Barnt Green CC	SA3	73	No	No	Yes
Five Ways Old Edwardians Sports Club	SA3	105	No	Yes	Yes
Hopwood Cricket Ground	SA3	8	No	No	Yes

Playing Pitch Sites	Sub Area	Total Weekly Balance	Potential spare capacity for senior cricket Saturday	Potential spare capacity for senior cricket Sunday	Potential spare capacity for junior cricket midweek
Woodrush High School	SA4	0	No	No	No
Aston Fields Middle School	SA5	0	No	No	No
Avoncroft CC	SA5	-40	No	No	No
Bromsgrove Cricket Hockey and Tennis Club	SA5	7	No	No	No
Bromsgrove School	SA5	0	No	No	No
Catshill Middle School	SA5	0	No	No	No
Stoke Prior Sports and Country Club	SA5	0	No	No	No

7.49 Table 81 shows the supply and demand balance of all cricket sites across the Study Area. Where sites have both grass and artificial wickets, the balance is shown separately as well as a total balance. However, the total balance may not reflect any potential overplay on the grass wickets.

7.50 Overplay typically leads to clubs either using facilities more intensively than is sustainable or using unsecured nearby facilities for short term usage on an ad hoc basis, to ensure that facilities can be run efficiently and effectively. It is therefore important that future facility planning allows clubs to utilise an adequate quantity of provision to ensure that existing facilities are not subject to overplay.

7.51 There is currently no demand for the artificial wickets at education sites, although they may cater for curricular and extra-curricular use. Therefore, they have been given a neutral balance. Bromsgrove School has three good quality grass wickets with a supply of 90 MPS. However, the site is unavailable for community use. This site has also been assigned a neutral position to ensure an inaccurate balance is not stated.

7.52 Table 81 highlights where there is potential spare capacity for cricket activity in Bromsgrove. Although some sites have spare capacity as they cater for less MPS than the wicket quality allows, due to the number of matches taking place, spare capacity at peak times is actually significantly reduced. Based on club consultation and match play timings, there is only the potential for one additional match session on Saturdays and one match session on Sundays for senior cricket in the study area. However, there are 8 sites that have the potential to offer additional mid-week junior sessions in Bromsgrove.

Site by Site Analysis

7.53 To ensure that the PPOSS can be seen as a robust evidence base, the site-by-site assessment below includes all cricket site that have been included within the study, as well as the key issues that have been identified through consultation and site assessments. Additionally, this table serves to summarise the key parts of the PPOSS assessment that have been identified so far within this sport specific section, such as community use status, site security and site ownership.

Table 83: Site by Site Summary for Cricket Provision in Bromsgrove

Site	Sub Area	Squares	Community Use	Secured Community Use	Ownership	Capacity Analysis (Grass Wickets)	Site Summary
Hunters Hill Technology College	SA1	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use.
Lickey Hills School	SA1	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use.
Belbroughton CC	SA2	1	Available	Secured	Sports Club	-25	12, good quality grass wickets and one non turf wicket. The site has good ancillary facilities as well as two fixed artificial nets. Belbroughton CC have highlighted the need to extend the high safety fence to further protect passing motorists, install a new pavilion roof and to refurbish the artificial wicket and practice nets.
Centenary Fields East	SA2	1	Available	Secured	Local Authority	10	Six standard quality grass wickets, used by Clent CC. The site has average ancillary facilities including three changing rooms and toilets. There is one fixed, grass net, but the club have highlighted the need for this to be replaced by an artificial wicket net. The main development need for the site is to improve the quality of the grass wickets.
Hagley Catholic High School	SA2	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use.

Site	Sub Area	Squares	Community Use	Secured Community Use	Ownership	Capacity Analysis (Grass Wickets)	Site Summary
Hagley CC	SA2	1	Available	Secured	Sports Club	-25	Very good quality 15 wicket grass pitch with rollers, scoreboard, fixed nets and good quality ancillary facilities. The club have highlighted the need for a new scoreboard, improved netting facilities and for the development of 2 or 3 junior grass wickets on the outfield to facilitate youth cricket.
Haybridge High School	SA2	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use.
Old Halesonians Association	SA2	1	Available	Secured	Sports Club	10	10 good quality grass wickets on a large multi-sports site. Good ancillary facilities and access, shared with football and rugby union.
Romsley and Hunnington Sports Club	SA2	1	Available	Secured	Sports Club	15	13 wicket, good quality pitch with basic ancillary facilities. The site also contains an outdoor bowling green. Although the club house is of good quality, the club have highlighted the need to replace the roof.
Alvechurch and Hopwood CC	SA3	1	Available	Secured	Sports Club	0	8, high quality grass wickets, which are clearly well-maintained. There
Alvechurch C of E Middle School	SA3	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use. There is also an artificial wicket on site, as well as moveable nets. Although there is already a scoreboard on site, one of the clubs development needs it to extend the scorebox and umpires rooms to create additional storage.
Barnt Green CC	SA3	2	Available	Secured	Sports Club	73	Excellent facility with good parking and access. There are 25 good quality grass wickets across 2 pitches, as well as four high quality artificial nets. The club are currently generating revenue for a new pavilion, changing rooms upgrades and grass net practice provision.
Five Ways Old Edwardians Sports Club	SA3	1	Available	Secured	Sports Club	45	Large multi-sport site, shared with rugby union. There are two pitches, one with 15 good quality grass wickets and the other with one artificial wicket. Outfields on both pitches are excellent. The ancillary facilities are very good.

Site	Sub Area	Squares	Community Use	Secured Community Use	Ownership	Capacity Analysis (Grass Wickets)	Site Summary
Hopwood Cricket Ground	SA3	1	Available	Secured	Sports Club	8	Seven standard quality grass wickets, one of which was under repair at the time of the site visit. There are no practice facilities on site and the pavilion is of a very poor quality. The site is used as a second ground for Alvechurch and Hopwood CC. Access to and parking at the site is difficult.
Woodrush High School	SA4	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use.
Aston Fields Middle School	SA5	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use.
Avoncroft CC	SA5	1	Available	Secured	Sports Club	-40	Eight good quality grass wickets, with a well-maintained outfield. The ancillary facilities are of standard quality, consisting of changing provision and toilets. There is one artificial net, that the club want to expand to two. Avoncroft CC regularly have to use other cricket grounds for their 'home' games due to a lack of availability at their ground. This is a result of a rapidly expanding junior section. #
Bromsgrove Cricket Hockey and Tennis Club	SA5	3	Available	Secured	Sports Club	7	Excellent, large multi-sport site, shared with hockey and tennis. There are three cricket pitches, with 20, 8 and 4 wickets respectively. There are good ancillary facilities, also shared with tennis and hockey.
Bromsgrove School	SA5	3	Unavailable	Unsecured	Education	0	Private school site, with excellent sporting facilities. There are three high quality grass pitches and good ancillary facilities, however there is no community use of the cricket provision.
Catshill Middle School	SA5	1	Unavailable	Unsecured	Education	0	One poor quality artificial wicket with only curricular and extra-curricular use.
Stoke Prior Sports and Country Club	SA5	1	Available	Unsecured	Sports Club	0	One, unused artificial wicket in a very poor condition. Clear improper use of the site. Good ancillary facilities included as part of a social club, with bowls and football also on site.

Current and Future Position for Grass Pitches

Understanding the Process and Key Terminology

7.54 The previous section and table provide an analysis, both over the season and during the period of peak demand, of the balance between supply and demand for each adult and junior cricket squares across all sites, as well as identifying the key issues and users for each site.

7.55 To provide a clear idea of the current position for cricket provision across each of the sub-areas, Table 84 below shows the balance between supply and demand for each sub-area, split by adult and junior wickets. The information gathered in the earlier stages of the project is used to present the current supply and demand position for each pitch typology. The current position is then used to look at the likely future position by incorporating latent/unmet, displaced and future demand.

7.56 The points below provide further explanation on the terms used within the tables:

- Site capacity: The amount of capacity from all pitches quantified in Matches Per Season (MPS)
- Current demand: The total amount of demand for cricket sites in the area, expressed in matches per season (MPS)
- Current position: The supply and demand position for grass wickets, when taking into consideration the extent of spare capacity and then deducting the amount of overplay
- Future demand: Additional demand that is projected to be realised over the lifetime of the Local Plan, consisting unmet/latent demand, displaced demand and future population growth. Each adult team is presumed to play 10 home games per season, whilst juniors will play 8.
- Population growth demand: Additional demand that is created by a projected increase in the area's population over the lifespan of the local plan. This is calculated using Team Generation Rates (TGRs).
- Unmet/latent demand: Potential demand that has been identified as not being converted yet. For more information see the latent and unmet demand sections of this needs assessment. Each adult team is presumed to play 10 home games per season, whilst juniors will play 8.
- Displaced demand: Demand that cannot be satisfied within the local authority, due to a lack of suitable facilities

- Future position: The projected supply and demand analysis for 2038, using the current position and taking into consideration the additional demand from unmet, latent, displaced and future (population growth) demand. ECB guidance suggests that adult teams will play 10 home matches per season and junior teams 8 home matches per season. These figures have therefore been utilised to calculate the future demand for pitch provision.

7.57 The following analysis provides a total supply and demand calculation which includes both adult and junior participation. This has not been separated due to the fact there are no junior wickets identified in Bromsgrove.

7.58 Like above, it must be taken into consideration that much of the future demand is made up of latent demand, that is only apparent through consultations with cricket clubs. This is not always accurate, and, in many cases, clubs do not meet their growth targets in the timescales they predict.

Total Wicket Analysis

Table 84: Current and Future Position for Adult Grass Wickets

Analysis Area	Site capacity	Current demand	Current position	Total Future demand	Future position
SA1	0	0	0	0	0
SA2	274	289	-15	471	-197
SA3	268	142	126	230	38
SA4	0	0	0	0	0
SA5	290	323	-33	395	-105
Total - Bromsgrove	**832**	**754**	**78**	**1096**	**-264**

7.59 Table 84 illustrates that there is currently 78 MPS of spare carrying capacity for grass wickets across Bromsgrove. However, the only sub area in a with spare capacity is SA3, with 126 MPS spare. This means that the overall position for grass wickets in Bromsgrove is heavily influenced by one sub area. There is a current shortfall of 48 MPS on grass wickets across the SA2 and SA5 areas.

7.60 However, when future demand by 2040, including population growth and latent demand, is taken into account, it is predicted that there will be a under supply of -264 MPS of grass wickets in the study area. This deficit is predicted to be most significant in the SA2 area. This must be treated with caution however, as this anticipated growth in cricket is mainly a result of latent demand predictions which may not materialise.

7.61 When capacity generated by NTPs (Non-turf pitches) is taken into consideration and extra 130 MPS is available. Of this 130 MPS, 25 would be allocated to SA2 sub-area, resulting in a current position of 10 MPS of spare capacity. The remaining 105 MPS from artificial wickets is allocated to SA3, bringing its current balance to 231 MPS of spare capacity. However, although it is necessary to consider NTPs in Bromsgrove, it is often not possible to meet demand, particularly from adults on NTP wickets. Meeting junior demand through use of NTPs could be considered as part of the stage D analysis.

7.62 When including the NTP generated capacity in the overall future position, the predicted deficit of -206 MPS by 2040, would reduce to -154 MPS.

Cricket summary

7.63 This section summarises the findings from the cricket analysis, which will form the basis of the recommendation and action plan section for Bromsgrove

7.64 Table 85 includes the response to 5 key questions which are identified in the Sport England PPOSS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapter creates consistency, not only within the report but with similar PPOSS projects in neighbouring local authorities and further afield.

Table 85: Key PPOSS Findings for Cricket in Bromsgrove

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	There is a total of 26 pitches across 21 sites in Bromsgrove, compromising of 178 grass wickets and 11 artificial wickets. All grass wickets are concentrated in the SA2, SA3 and SA5 sub areas. The grass provision is split evenly between these sub areas with SA2 having 56 wickets, SA3 with 55 and SA5 with 58. There are three community accessible NTPs in Bromsgrove, as well as 8 located on education sites. Most of the accessible cricket provision in Bromsgrove is owned by sports clubs, with only one local authority owned site. There are currently 10 cricket teams in the area, compromising of 119 teams. Of these 119 teams, 46 are seniors and 73 are junior and youth teams. The majority of cricket is played in the SA5 sub area (37%), closely followed by SA2 (32%) and SA3 (30%). No formal cricket was highlighted being played in the SA1 or SA4 areas.
Is there enough accessible community use provision to meet current demand?	The analysis shows that, overall, there is enough accessible community use provision to meet current demand when the study area is measured as a whole with 78 MPS for grass wickets. However, it must be highlighted that there is a large disparity in the supply and demand balance between the sub areas, with the SA2 and SA5 areas having shortfalls of -15 and -33 MPS respectively. All spare capacity of cricket provision is located in the SA3 sub area.

Key Question	Analysis
Is the provision that is accessible of sufficient quality and appropriately maintained?	All grass wicket provision is of a good or standard quality in Bromsgrove. NTP's on community sports clubs' sites are also of a standard quality. However artificial wickets on education sites are poor and only cater for curricular use.
What are the main characteristics of the future supply and demand for provision?	The future demand for cricket is projected to increase significantly across the Study Area, with a total growth of 342 MPS by 2040. The largest growth of cricket is projected to come in the SA2 sub area (182 MPS), which is driven mainly by latent demand predictions for junior cricket. With the projected increase in demand from both population growth and conversion of latent demand, as well as the expected growth that will be realised following the success of All Stars Cricket and Softball Cricket initiatives, the increase in demand is likely to have a significant impact on the level of demand for cricket across Bromsgrove.
Is there enough accessible community use provision to meet future demand?	The future analysis shows that there is predicted to be an undersupply of -154 MPS by 2040. However, this includes supply driven by NTPs. When only grass wickets are taken into consideration, there is predicted to be an under supply of -264 MPS by 2040. This predicted undersupply with be located heavily in the SA2 (-197 MPS) and SA5 (105 MPS) sub areas.

8 Tennis Analysis

Introduction and Strategic Context

8.1 The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis. The Herefordshire and Worcestershire LTA is responsible locally for the sport in terms of county teams and county-based initiatives in Bromsgrove. The following section provides greater detail of the existing strategies and national facility plans that are currently being delivered by the LTA.

8.2 Following this, the supply and demand section of this report evaluates the adequacy of facilities for tennis and considers:

- The supply of courts and demand for these;
- The quality of courts in Bromsgrove; and
- Recommendations moving forward.

Tennis Opened Up 2019-2023

8.3 The LTA has recently produced a new strategy which outlines the strategic priorities for the future of the sport.

8.4 The overriding mission statement of the strategy is “to grow tennis by marking it more relevant, accessible, welcoming and enjoyable.”

8.5 To help with delivering on this mission statement, four pillars have been identified to provide focus for improvement. These are:

- **Relevant:** Tennis is seen as traditional, old-fashioned and reserved. To succeed it needs to be seen as modern, fresh and exciting;
- **Accessible:** Tennis needs to be seen as an easy sport for people to engage with. The process must be frictionless and available when people want it;
- **Welcoming:** Tennis is perceived as inward looking, elitist, and socially and technically intimidating. This image must be broken down; everyone is welcome in the tennis family whatever their age, ability or social background; and
- **Enjoyable:** Tennis is viewed as a tough sport requiring commitment, dedication and a lot of hard work but it doesn’t have to be this way. The social side, the different formats and the exhilaration of playing are richly rewarding and hugely positive.

8.6 To translate the strategic vision into a reality the LTA has produced a programme of action that is based on 7 core strategies. These are:

- Visibility: Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players;
- Innovation: Innovate in the delivery of tennis to widen its appeal.
- Investment: Support community facilities and schools to increase the opportunity to play.
- Accessibility: Make the customer journey to playing tennis easier and more accessible for anyone.
- Engagement: Engage and collaborate with everyone involved in delivering tennis in Britain, particularly coaches and volunteers, to attract and maintain more people in the game.
- Performance: Create a pathway for British champions that nurtures a diverse team of players, people and leaders; and
- Leadership: Lead tennis in Britain to the highest standard so it is a safe, welcoming, well-run sport.

8.7 The Sport England Active Lives Survey confirms the seasonal participation peaks in the summer. This is particularly pronounced amongst non-club and occasional players.

8.8 It is key to note that the correlation between the lack of 'community' tennis in the non-summer months is likely to be heavily influenced by the lack of floodlighting, which is often a characteristic of local authority owned courts.

8.9 Further research carried out by the LTA suggests that many more people would play tennis if they knew where courts were located, particularly local authority courts. Its assertion is that better promotion would increase conversion of latent demand.

8.10 Technology development is evolving, and it is now possible for an access gate to be connected to the internet via 3G / Wi-Fi. The keypad can be used to open the gate with a code, automatically generated by the LTA online booking system 'clubspark'. Courts can be booked via mobile phone tablets and laptop / desktop. The booking system manages payments for the courts alongside a number of other customer relationship features.

8.11 It is hoped that increasing the awareness, the ease of bookings and the security of facilities from petty crime and vandalism will increase the conversion of latent demand to actual demand across the country. The LTA are therefore keen to work with local authorities, especially those in areas of high population, to deliver fit-for-purpose projects at sites with community access.

Sub Areas

8.12 As part of the PPOSS process, Bromsgrove has been broken down into five sub-areas. The area covered by each sub area are outlined in Table 86 below.

Table 86: Description of Sub Areas in Bromsgrove

Sub Area	Areas
SA1	Cofton, Lickey Hills, Rubery North, Rubery South
SA2	Belbroughton and Romsley, Hagley East, Hagley West, Perryfields
SA3	Alvechurch South, Alvechurch Village, Barnt Green and Hopwood, Tardebigge
SA4	Drakes Cross, Hollywood, Wythall East, Wythall West
SA5	Aston Fields, Avoncroft, Bromsgrove Central, Catshill North, Catshill South, Charford, Hill Top, Lowes Hill, Marlbrook, Norton, Rock Hill, Sanders Park, Sidemoor, Slideslow

Supply

8.13 The following table 86 provides a breakdown of tennis courts in the area (please note that this table refers to courts and not sites). The quality rating of a site is calculated using the following LTA criteria:

Poor: Playing surface poor, slippery playing surface, poor drainage, cracks on the playing surface and surrounding area, court markings hardly visible, no nets or nets damaged, surrounding fencing poor/dangerous.	**Standard:** Court colour is fading or showing signs of wear. The surface remains largely intact. The court life, prior to needing resurfacing, would be extended for up to 5 years by cleaning and repainting of the existing surface.	**Good:** Good playing surface, courts recently been upgraded, resurfaced, nets and fencing in working order

8.14 The following table 87 provides a breakdown of tennis courts in the Study Area.

Table 87: Outdoor Tennis Provision by Site

Site Name	Sub Area	Postcode	Community Use	Security of Community Use	Ownership	Management	Number of Courts	Surface	Floodlit	Site Quality
Belbroughton Tennis Club	SA2	D79 9TJ	Available	Secure	Sports Club	Sports Club	4	Macadmam	4	Good
Barnt Green Sports Club	SA3	B45 8LR	Available	Secure	Sports Club	Sports Club	5	3x Clay / 2x Macadam	5	Good
Rowney Green	SA3	B48 7QN	Available	Secure	Local Authority	Local Authority	2	Tarmac	0	Satisfactory
Wythall Park Tennis Club	SA4	B47 6LZ	Available	Secure	Local Authority	Sports Club	4	AGP	3	Good
Pheonix Group	SA4	B47 6WG	Unavailable	Unsecure	Industry	Industry	2	Macadmam	2	Good
Bromsgrove Cricket, Hocket and Tennis Club	SA5	B60 3BW	Available	Secure	Sports Club	Sports Club	8	3x AGP / 3x Macadam / 2x Clay	8	Good
Sanders Park Tennis Club	SA5	B61 7JF	Available	Secure	Local Authority	Local Authority	2	Tarmac	0	Satisfactory
South Bromsgrove School	SA5	B60 3NL	Unavailable	Unsecure	Education	Education	6	Tarmac	0	Satisfactory
David Lloyd, Bromsgrove	SA5	B60 1GJ	Unavailable	Unsecure	Commercial	Commercial	5	AGP	5	Good
North Bromsgrove School	SA5	B60 1BA	Unavailable	Unsecure	Education	Education	4	Tarmac	0	Satisfactory
Bromsgrove School	SA5	B61 7DU	Available	Secure	Education	Education	6	Tarmac	6	Satisfactory

Table 88: Outdoor Tennis Ancillary Provision by Site

Site Name	Sub Area	Postcode	Overmarked?	Ancillary Facilities
Belbroughton Tennis Club	SA2	D79 9TJ	No	Standard – Pavilion with basic kitchen and communal area
Barnt Green Sports Club	SA3	B45 8LR	No	Good – Extensive facilities with squash courts, small sports hall, bar and kitchen

Site Name	Sub Area	Postcode	Overmarked?	Ancillary Facilities
Rowney Green	SA3	B48 7QN	No	Good – Village hall site with communal space and small kitchen
Wythall Park Tennis Club	SA4	B47 6LZ	No	Good – high quality recently developed clubhouse/pavilion with good amenities and easy access.
Pheonix Group	SA4	B47 6WG	No	Good - Large corporation site with good facilities and large pavilion.
Bromsgrove Cricket, Hocket and Tennis Club	SA5	B60 3BW	No	Good – excellent clubhouse with changing rooms, kitchen, bar etc shared with hockey and cricket.
Sanders Park Tennis Club	SA5	B61 7JF	No	No ancillary facilities
South Bromsgrove School	SA5	B60 3NL	Yes - netball	Standard – school changing
David Lloyd, Bromsgrove	SA5	B60 1GJ	No	Good – high quality sports club with extensive facilities. Private commercial site.
North Bromsgrove School	SA5	B60 1BA	Yes - netball	Standard – school changing
Bromsgrove School	SA5	B61 7DU	Yes - netball	Standard – school changing

8.15 Provisional findings from the supply-side analysis indicate:

- There are 48 courts, across 11 sites in the study area.
- 31 out of 48 courts are available to public, and all available sites provide secured community use
- 6 out of 11 sites are rated as good quality, making up 58% of the supply of courts.
- There are 33 floodlit courts in Bromsgrove, accounting for 69% of the total supply.

8.16 Table 89 summarises the tennis sites in Bromsgrove, including consultation summaries from clubs.

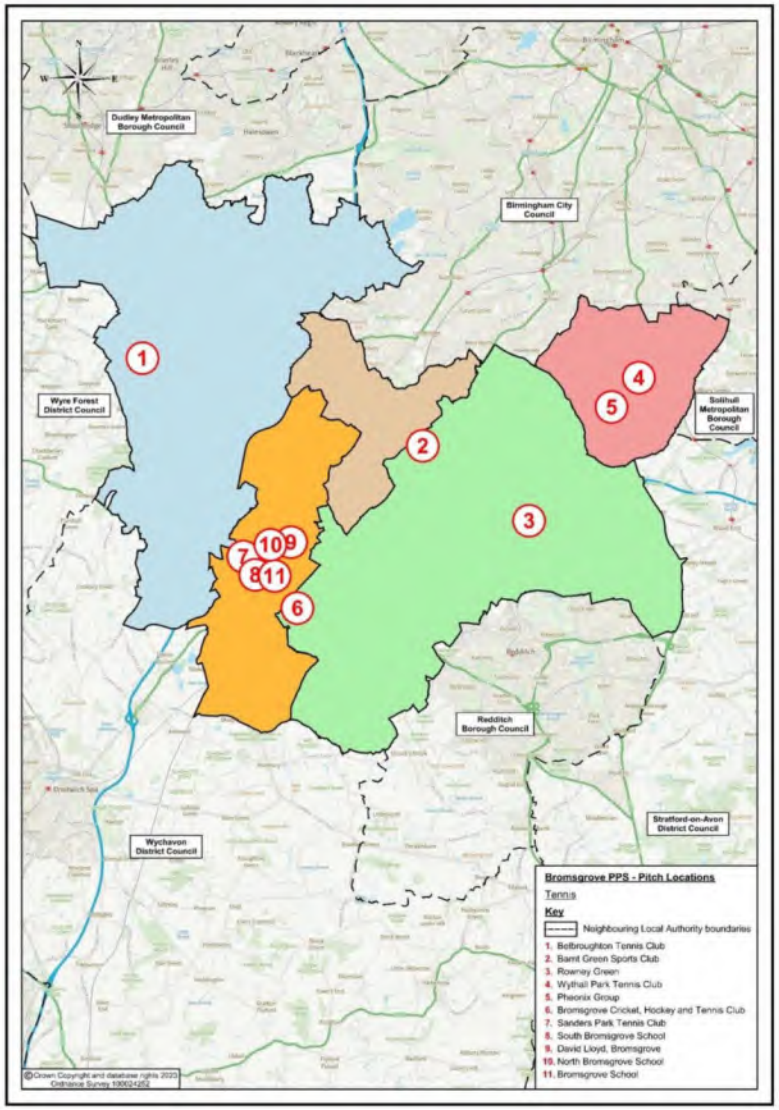
Table 89: Site Summaries

Site Name	Summary
Belbroughton Tennis Club	Four high quality, floodlit macadam courts with good ancillary facilities. Although there is adequate parking, access to the site is challenging. The courts are adjacent to a park and football pitch. Although the club currently has over 100 members, they have highlighted the difficulty in recruiting new players whilst retaining the current membership levels. The club runs four senior teams that play in local leagues.

Site Name	Summary
Barnt Green Sports Club	The site consists of three clay courts and two macadam courts, all of which are floodlit and recently resurfaced to a very good standard. All netting and fencing are high quality. Ancillary facilities are excellent. The club supports 500 active players, and the club are looking to expand and improve the facilities on site.
Rowney Green	Village hall site with two satisfactory tarmac courts, with no floodlights. The netting and fencing on site are adequate but would benefit from refurbishment.
Wythall Park Tennis Club	Four AGP tennis courts, in excellent condition. All courts are floodlit. The site is in a park location and adjacent to bowls and grass pitches. Access to and parking at the site is good. Ancillary facilities are excellent. The club caters for over 100 members, and this is predicted to increase further. The main issue highlighted by the club is regarding the lack of external funding available to them. The club currently run 7 teams, ranging from senior men's and women's to U8s.
Pheonix Group	Two high quality floodlit macadam courts. The site is on a business site and is private therefore not accessible to the community.
Bromsgrove Cricket, Hocket and Tennis Club	A busy multi-sport site with excellent facilities. There are 2x clay, 3x AGP and 3x macadam courts all rated good quality. All courts are floodlit with excellent netting and fencing. Also on site is extensive cricket provision and a water-based hockey AGP. There are excellent ancillary facilities. Good parking and easy access are also available. The club currently has over 100 members which is precited to increase by around 30 over the next 3-5 years. The key issues highlighted by the club are regarding internal and external funding, a lack of volunteers and coaches and retaining and recruiting members. Bromsgrove Tennis Club currently have 8 teams covering a range of age groups.
Sanders Park Tennis Club	Local authority park site with two, non-floodlit tarmac courts. There are no ancillary facilities and the court surface, fencing and netting would all benefit from refurbishment.
South Bromsgrove School	Education site with 6 non-floodlit tarmac courts, overlayed with netball.
David Lloyd, Bromsgrove	Excellent private members club with five AGP courts, 3 of which are covered by a dome. High quality provision and ancillary facilities, although they are not accessible by the community without a membership.
North Bromsgrove School	Education site with 4 satisfactory tarmac courts, overlayed with netball and football markings.
Bromsgrove School	Independent school site, with extensive sporting facilities. The tennis provision consists of 6, standard quality tarmac courts on s shared surface with netball. The courts are floodlit and have good netting and fencing. Parking and access to the site is good.

8.17 Map 7 shows the geographic location of outdoor tennis courts across the Study Area and presents the dispersion courts across Bromsgrove.

Map 7: Outdoor Tennis Court Audit in Bromsgrove



8.18 This section of the analysis examines the demand for tennis in Bromsgrove.

Active Lives Survey

8.19 As per the LTA's insight as captured at the start of this chapter, demand for tennis is comprised of members and more 'casual' or 'recreational' players. These 'casual' or 'recreational' players are usually defined by a lack of membership to a tennis club and typically access facilities through public park courts and other publicly available facilities.

8.20 Sport England's Active Lives Survey represents the most robust dataset regarding participation in sport in England amongst those aged 16 or older. The latest iteration of this data is taken from surveys carried out in November 2020/21. Data was not available for Bromsgrove specific information, so the data is taken for the whole of the Herefordshire and Worcestershire Active Partnership area (HWAP) The data shows the following:

- 1.3% of residents aged 16+ in the HWAP reported playing tennis twice within the last 28 days (survey carried out in November 2021).
- The 1.3% 'twice-monthly' participation rate for HWAP was comparable to the national equivalent participation rate of 1.4%.
- 3.6% of residents aged 16+ in the HWAP area reported playing tennis at least once in year 20/21, which can be compared to a national average of 5.1%.

8.21 According to the population figures used throughout this report, there are 82,646 residents in Bromsgrove aged 16 or over. Although the 1.3% participation rate used in the Active Lives Survey considers the whole of the HWAP area, we can assume this is also relevant for Bromsgrove. This means that when translated into demand, the Active Lives Figures show that 1,074 people play tennis at least twice every 28 days and 2,975 play at least once per year. These figures can be taken forward to analyse the utilisation the court capacity in Bromsgrove.

Membership Data

8.22 Consultations undertaken with clubs in Bromsgrove have been used to capture membership and other information. The membership figures for each club are displayed in Table 90.

Table 90: Tennis Club Membership in Bromsgrove

Club Name	Site	Current Membership
Belbroughton Tennis Club	Belbroughton Tennis Club	256
Barnt Green Sports Club	Barnt Green Sports Club	500
Bromsgrove Tennis Club	Bromsgrove Tennis Club	256

Club Name	Site	Current Membership
Wythall Park Tennis Club	Wythall Park Tennis Club	256
	Total	**1,268**

8.23 Table 90 shows that there are 4 clubs in Bromsgrove with a combined membership of 1,268 people. As a percentage of residents in Bromsgrove aged 16+, 1.5% are member of a tennis club. The number of tennis club members is larger than the amount of people participating in tennis at least twice per month, which may indicate a lack of available, good quality tennis facilities in the area.

8.24 According to the club membership figures, 39.4% of all tennis club members in the Study Area are members of Barnt Green Sports Club.

Future Demand

8.25 Future population figures provided by the Bromsgrove District Council will be used to model future demand for tennis. There will be a predicted 13.46% increase in the population across Bromsgrove by 2040. See Table 91 for details.

Table 91: Future Population Projections

Current 16+ Population	Future 16+ Population 2038
82,646	93,770

8.26 This means that, should participation and club memberships grow in-line with the population increase there will be around 13.46% more players in the future. This is broken down in further detail in Table 92.

Table 92: Future Demand Estimates

Participant Category	Current	Future Projection
Club Members	1,268	1,439
Non-2lub players (at least once annually)	2,975	3,375
Total Participants	**4,243**	**4,814**

8.27 Table 92 shows the population driven growth in demand for tennis in Bromsgrove. However, this demand should be factored into the overall growth trends driven by the LTA's activity and participation programmes.

Supply and Demand Balance

8.28 This section of the report will draw together the supply and demand data presented above to show the current and projected capacity balances for tennis in Bromsgrove.

Club Balance

8.29 Table 93 summarises the current utilisation of each community club in Bromsgrove. If a court is floodlit it has a membership capacity of 60, compared with a membership capacity of 40 if non-floodlit. Although these are the figures that will be used to conduct the supply and demand analysis, clubs may be able to operate at a higher capacity. Therefore, they should not be considered to be the absolute threshold.

Table 93: Current and Projected Utilisation of Tennis Club Courts in Bromsgrove

Club	Capacity (membership)	Members	% Utilisation	Projected Members (2040)	Projected % Utilisation
Belbroughton Tennis Club	240	256	107%	290	121%
Barnt Green Sports Club	300	500	167%	567	189%
Bromsgrove Tennis Club	480	256	53%	290	60%
Wythall Park Tennis Club	220	256	116%	290	132%
Total	**1240**	**1,268**	**102%**	**1,437**	**116%**

8.30 Table 93 shows that, when considered together, tennis clubs in Bromsgrove are currently operating at 2% over their maximum capacity.

8.31 At present the only club that is able to meet the level of membership demand is Bromsgrove Tennis Club.

8.32 If growth in membership were to grow in line with population, then clubs in Bromsgrove are projected to be operating at 16% over their maximum capacity by 2040.

Public Courts

8.33 This section summarises the current supply and demand balance of public (non-club) courts in Bromsgrove. Only courts accessible on a free-to-access or pay-and-play basis can be considered as ‘public courts’.

8.34 The LTA advises that the capacity of public courts to be 7 hours per day for non-floodlit courts and 12 hours per day for floodlit courts. This equates to 2,555 hours per year on non-floodlit courts and 4,380 hours per year on floodlit courts.

8.35 Those sites deemed to be publicly accessible in this fashion are: Rowney Green, Sanders Park, 1x court at Belbroughton Tennis Club.

8.36 It is estimated that these sites contribute 588 hours per week of playing capacity to meet demand for informal tennis in Bromsgrove. This equates to 1,200 hours per month (30-day average) or 14,600 hours per year.

8.37 As highlighted in 1.21. 1,074 people participate in tennis activity at least twice every 28 days.

8.38 Assuming an average of 3 people per court per 'booking / use' (to account for an even split between singles, doubles and some sessions where 3 people share a court) this equates to 716 sessions per month played on public courts. If each match lasts for 1 hour on average this means that public courts are operating at 59.6% of their total operational capacity.

8.39 According to data provided by the LTA's online booking system (Clubspark) with court access technology, the average level of utilisation in venues (UK wide) is 53%. By this barometer Bromsgrove is operating at a just higher than average level in terms of its utilisation of public courts.

8.40 If demand for courts increases in line with population, there will be an estimated 813 sessions per month on public courts by 2040. This would equate to 67.8% of existing public court capacity. This means that public tennis courts in Bromsgrove would be operating around 15% higher than the current average utilisation according to the LTA's 2019 benchmarking.

8.41 Through consultation with the LTA, they have highlighted the strategic need for the protection of the public tennis courts at Sanders Park. Bromsgrove District and Redditch Borough councils, with the LTA, aim to promote opportunities in tennis that compliment both Councils plans to support health & wellbeing and give local communities the chance to come together. The Sport and Leisure Team are keen to take tennis to new audiences and investigate opportunities to develop the implementation of 'Serves' as well as 'Inclusion & Disability' tennis programmes. there is a palpable accessibility challenge for residents who want to play on community and park tennis courts. Shortfalls in this provision means that free and affordable tennis is not widely accessible to large segments of Bromsgrove, which further highlights, according to the LTA, the need to secure the long term future of Sanders Park.

8.42 The LTA Parks investment strategy is focused on investing in and improving park sites, meaning that Bromsgrove District Council are unable to unlock and maximise the opportunity for grant funding as a result of the shortfall in park sites for tennis. The investment strategy attempts to make it easier for people to find and book public courts through LTA Rally. The lack of park sites means that free and affordable tennis is not widely accessible through digital booking platforms to many in the Bromsgrove District Council area.

Tennis Summary

8.43 This section summarises the findings from the tennis analysis, which will form basis of the recommendation and action plan section for Bromsgrove.

8.44 Table 94 includes the response to key questions, which are asked for all PPOSS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

Table 94: Key PPOSS Findings for Tennis in Bromsgrove

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	Of the 48 courts in the study area, 31 are available for community use. 69% of the total courts are floodlit. There is a total of 1,268 members of clubs in Bromsgrove, whilst 1,074 people play tennis at least twice every 28 days and 2,975 play at least once per year.
Is there enough accessible and secured community use provision to meet current demand?	Club sites in Bromsgrove are operating at 2% over their maximum capacity, whilst publicly available courts are operating at around 40% under capacity. This is an average utilisation level according to LTA data.
Is the provision that is accessible of sufficient quality and appropriately maintained?	58% of the current supply of courts are rated as good quality, whilst 42% are rated as standard. There are no poor-quality courts in the study area.
What are the main characteristics of the future supply and demand for provision?	If participation continues to grow in line with population the playing population will increase by 13.46%. This means that club sites are estimated to be operating at 16% over their maximum capacity. Demand for public courts will also increase by 97 sessions per month, bringing the utilisation of public courts to 67.8% by 2040.
Is there enough accessible and secured community use provision to meet future demand?	When considering club sites, there is expected to be an 16% undersupply of courts by 2040. However, there is predicted to be approximately 32% spare capacity on public courts even when future population growth is taken into account.

9 Netball Analysis

Introduction and Strategic Context

9.1 This section provides greater detail of the existing strategies that are currently being delivered by Netball England. Following this, the supply and demand section of this report evaluates the adequacy of facilities for netball and considers:

- The supply of courts and demand for these;
- The quality of courts in Bromsgrove;
- Recommendations moving forward.

9.2 Netball in England is administered by Netball England, the national governing body for the sport. The current strategy forms the fundamental principles for its strategic planning for the future of sport and business.

Vision, Mission and Values

9.3 The 10-1-1 policy refers to 3 key targets for the sport:

- Aspire to establish netball as a top 10 participation sport in England;
- Aspire to establish netball as the first-choice team sport for women and girls; and
- Aspire to achieve and maintain Number 1 World ranking status.

Strategic Goals

9.4 In achieving these 3 central aspirations, England Netball has established 4 strategic goals:

- Grow Participation in the netball by an average of 10,000 participants per year;
- Deliver a 1st class member and participant experience;
- Establish the national team as number 1 in the world by winning the World Netball Championships; and
- Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

Guiding Principles

9.5 Finally, Netball England has identified 9 guiding principles to help shape decision making within the organisation:

1. We are a customer-focused sport business. We will always place the participant at the heart of everything we do and provide the best quality service we can but we will balance that with the need to grow and manage a sustainable business;
2. We will value and respect the contribution and needs of our volunteer workforce who are integral to our success;
3. We will centrally coordinate and locally deliver our portfolio of programmes and products targeting resources at the point of need (one size does not fit all), by ensuring pathways are integrated and securing a return to on our investment (financially or socially) creating capacity to reinvest in the business and deliver long-term sustainability;
4. We will be innovative and progressive in our thinking, always connecting short-term actions to medium-term strategies and long-term goals, while striving to improve the quality and standard of what we do and how we do it;
5. We will work as 'one team aligned to one dream' for the benefit of netball in England and as such we will succeed or fail together;
6. We will work in partnership and collaboration where there is a mutual benefit in terms of operational effectiveness and efficiency, value for money and added value for participants in netball;
7. We will develop, enable and encourage programmes and activities that have a positive and beneficial impact on the lives of netball participants;
8. We will establish integrated planning and process pathways that enable rather than constrain service excellence, making England Netball easy to do business with and add value to the participant; and
9. We will recognise and celebrate individual and collective contributions and success.

Delivery Methods

9.6 In order to deliver the strategic goals of netball, Netball England has established multiple participation programmes. These programmes are detailed below:

- Traditional 7-a-side: 7 aside is the longstanding format of the game that most girls are introduced to at school. The game is played to a professional level as part of the Netball Super league to regional amateur leagues around the country;

- Back to Netball: A key participation programme for netball, Back to Netball sessions are run nationally with the intention of reintroducing women back into the sport. Netball England report that over 60,000 women have taken part in these sessions since 2010;
- Netball Now: A turn up and play session of netball with an emphasis on low organisation for the player, with no assigned teams or organised leagues. Netball Now is targeted at 16-21year olds and is seen as a partner to the Back to Netball programme;
- I Heart Leagues: Designed to provide a social and gentle introduction into match play. The leagues are designed for players who have participated in the Back to Netball programme or Social Players looking for a weekly, light but competitive game;
- Walking Netball: A slower version of the 7 aside game played only at walking pace. The programme is targeted at older demographics with a key focus on sociability and enjoyment; and
- Bee Netball: Netball specifically designed for 5-11 year olds.

Supply

9.7 The following section will detail the supply of outdoor netball facilities in Bromsgrove.

9.8 Table 95 shows the outdoor provision of netball courts in Bromsgrove. There are 4 sites with a total of 19 courts. All courts in Bromsgrove are available for community use.

Table 95: Outdoor Netball Facilities in Bromsgrove

Site	Sub Area	Ownership	Management Type	Courts	Surface	Floodlit	Available to community	Overall Rating
Hagley Catholic High School	SA2	Education	Education	4	Tarmac	No	Available	Standard
Bromsgrove School	SA5	Education	Education	6	Tarmac	Yes	Available	Good
South Bromsgrove High	SA5	Education	Education	6	Tarmac	No	Available	Standard
North Bromsgrove High School	SA5	Education	Education	3	Tarmac	No	Available	Standard

9.9 Table 95 shows that there are 19 outdoor netball courts across 4 sites in the Study Area. 6 of these courts are floodlit. All of the of sites are education-owned (100%).

9.10 Of the 19 outdoor courts, 6 are of good quality (31.6%). The remaining 68.4% are in standard condition, with no poor courts present in Bromsgrove.

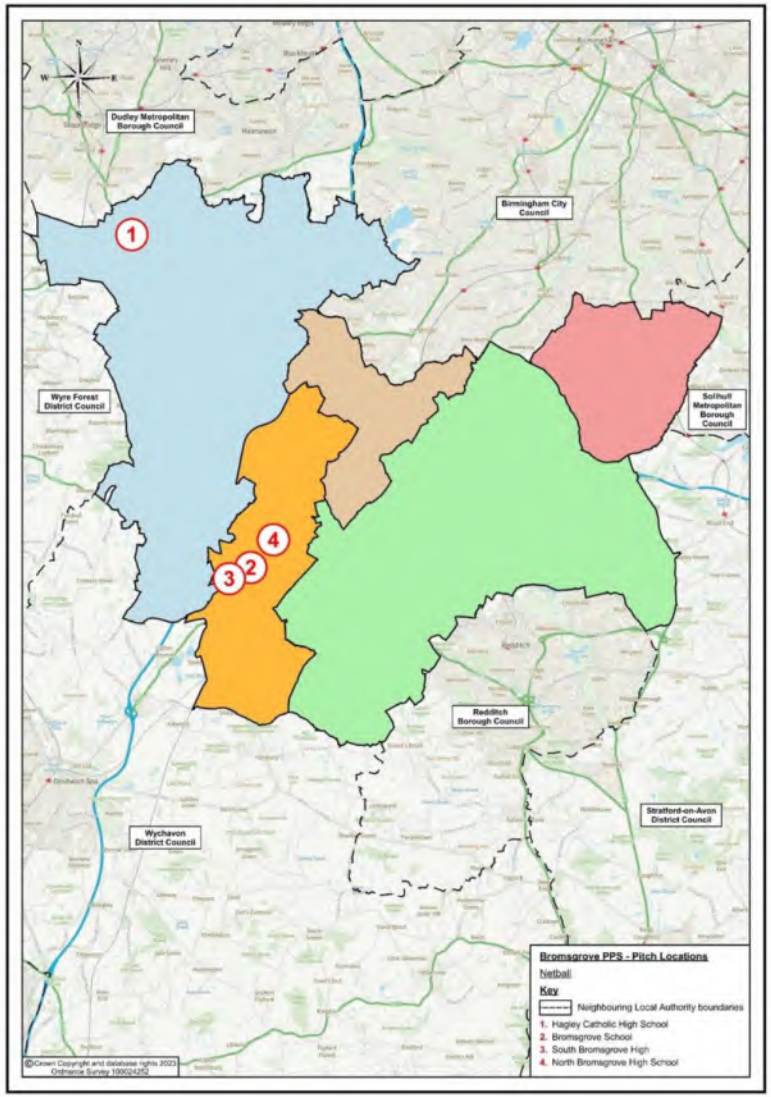
9.11 Detailed summaries from the site assessments can be found in Table 96.

Table 96: Outdoor Netball Facilities in Bromsgrove

Site	Summary
Hagley Catholic High School	Education site, with four standard quality, tarmac netball courts. There are three courts in one fenced enclosure, overlayed with tennis courts. Adjacent but separate to this, is one single netball court, again overlayed with netball, but also including a small basketball court.
Bromsgrove School	Six tarmac courts overlayed with tennis. The courts are of good quality and are floodlit and easily accessible. The site is part of a large independent school with excellent facilities.
South Bromsgrove High	Six standard quality tarmac courts on an education site. The courts are overlayed with tennis and are not floodlit. The school caters for a considerable amount of community use with a full size 3G and grass pitches also on site.
North Bromsgrove High School	Three standard quality tarmac netball courts, which share a surface with 5v5 football and tennis.

9.12 Map 8 shows the geographic location of outdoor netball courts across the Study Area and presents the dispersion courts across Bromsgrove.

Map 8: Outdoor Netball Court Audit in Bromsgrove



Demand

9.13 Although current netball demand is met by both outdoor and indoor facilities in the Study Area, the vast majority takes place indoors. Research on indoor netball is being undertaken as part of the Indoor Facilities Strategy and further detail is available within that document.

9.14 Table 97 details the facilities that are used for outdoor netball in Bromsgrove and the demand in hours. There is a total demand of 12 hours of demand per week across the Study Area. It must be noted that this demand is only present in the summer months, due to a lack of floodlit provision and difficulty accessing Bromsgrove School outdoor courts. The vast majority of netball provision in Bromsgrove is indoors.

Table 97: Demand for Netball in Bromsgrove

Site Name	Capacity for Netball Courts	Purpose	Weekly Demand
Bromsgrove School	6 Courts	Competitive League and training provision	Ryland Netball Club and Leagues: 7 hours a week
South Bromsgrove High	6 Courts	Competitive League and training provision	Ryland Netball Club: 5 hours a week

9.15 All clubs were invited to form part of the netball consultation. Table 98 shows a summary of the consultations provided by the responding club.

Table 98: Summary of the Demand Consultations from Netball Clubs in Bromsgrove

Club	Consultation Summary
Rylands Netball Club	The club have over 250 members, from year 2 development sessions to senior teams. There are 3 senior teams and 22 junior teams. Rylands mainly play and train indoors at Ryland Centre, South Bromsgrove High and Bromsgrove School. However during the summer, all indoor training at South Bromsgrove High, moves outside due to school examinations. The club also facilitate a 70 team summer junior league on the outdoor courts at Bromsgrove School, which is for 7 hours per week for 12 weeks. Ryland Netball Club expressed the need for a purpose-built netball facility due to the difficulty in accessing appropriate facilities. The club spend approximately £4000 per month on facility rental. The club also identified that they are currently operating a waiting list for memberships at most age groups.

Future Demand

9.16 Future demand for outdoor netball is difficult to calculate, as it is generated by the growth of indoor netball, which is not included as part of this PPOSS. Indoor sportshall or activity hall provision is the preferred method of netball delivery and therefore through consultation with Sport England, England Netball and sports clubs, it can be presumed that there is currently no demand for outdoor netball in Bromsgrove.

9.17 However demand for netball in Bromsgrove is likely to increase after the Commonwealth Games 2022, especially with its close location to the study area. After the 2019 Netball World Cup in Liverpool, there was an increase of over 160,000 people participating in netball. Other programmes and initiative led by England Netball may also lead to an increase in participation.

Netball Summary

9.18 This section summarises the findings from the netball analysis, which will form basis of the recommendation and action plan section for Bromsgrove.

9.19 Table 99 includes the response to key questions, which are asked for all PPOSS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

Table 99: Key PPOSS Findings for Netball in Bromsgrove

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	Education owned sites provide all of provision of outdoor courts in the Study Area, and all are available to the community. Most netball provision in the area takes place indoors, however there is some outdoor netball activity in the summer. This is due to the lack of accessible floodlit provision in the winter.
Is there enough accessible and secured community use provision to meet current demand?	Although theoretically there is spare capacity on outdoor courts in the study area, only Bromsgrove School is floodlit. According to users, this site is difficult to access during winter months due to other sporting provision. Therefore we can consider there is an deficit of outdoor netball provision in Due to the lack of floodlit courts in the study area, the vast majority of netball activity is on indoor courts.
Is the provision that is accessible of sufficient quality and appropriately maintained?	31% of courts in the study area are rated as good, although these are all located at Bromsgrove School. The remaining courts are all rated as standard quality. There are no courts rated as poor in Bromsgrove.

Key Question	Analysis
What are the main characteristics of the future supply and demand for provision?	There is currently no increase in future demand for outdoor netball courts in Bromsgrove.
Is there enough accessible and secured community use provision to meet future demand?	There is a lack of securely available sites in Bromsgrove. Although all sites are available to the community, it should be noted that this is often agreed on a monthly basis with no security of tenure. Due to the lack of outdoor floodlit, accessible provision, it is expected that there will still be deficit of outdoor provision by the end of the study period.

10 Bowls Analysis

Introduction and Strategic Context

10.1 Bowls England is responsible for the governance, administration and promotion of Flat Green Lawn Bowls in England. It was formed in 2008 following the unification of the English Bowling Association and the English Women's Bowling Association.

10.2 The following section provides greater detail of the existing strategies that are currently being delivered by Bowls England.

10.3 Following this, the supply and demand section of this report evaluates the adequacy of facilities for bowls and considers:

- The supply of facilities and demand for these;
- The adequacy of facilities in Bromsgrove; and
- Recommendations moving forwards.

Strategic Plan – Fit For The Future 2021 - 2026

10.4 In August 2021 Bowls England launched their new Strategic Plan for the five-year period to 2026, with the aim for reaching 1 million bowls experiences per year. The key priorities to meet this target are:

- Building the brand of bowls – Increasing focus on international and top domestic bowls, and utilising opportunities such as Birmingham 2022 to achieve larger media coverage;
- Ensuring the sport is truly accessible to all – by offering different formats of the game which suit all time constraints, as well as driving more people to clubs in new ways;
- Creating positive playing experiences for everyone – whoever steps on the green, both casual and competitive players, as well as growing our events calendar and introducing a performance pathway;
- Putting volunteers first – as the lifeblood of our sport, by increasing our support for clubs in order to empower them to thrive;
- Leading the sport with purpose – by developing our governance structures, diversifying our revenue streams, and working collaboratively with all the sport's key stakeholders.

Supply

10.5 The local authority owns 2 bowls sites in Bromsgrove, which it is also responsible for the management of 1. Of the remaining bowls provision (4 sites), three are owned and managed by bowling clubs and one is owned privately and managed a club. This highlights a lack of dependency upon local authority owned and managed sites. A breakdown of ownership and management can be found in Table 100.

Table 100: Ownership and Management of Bowls Sites in Bromsgrove

Type	Ownership	Management
Local Authority	2	1
Sports Club	3	5
Private	1	0
Total	**6**	**6**

10.6 Table 100 shows that there are currently 6 bowling greens in Bromsgrove spread across 6 sites.

10.7 Of the total number of greens, 83% are of good quality and the remaining are considered to be standard quality by the non-technical assessment criteria. It should be noted that for higher level competitive bowls, only good quality greens are considered appropriate under this assessment criteria.

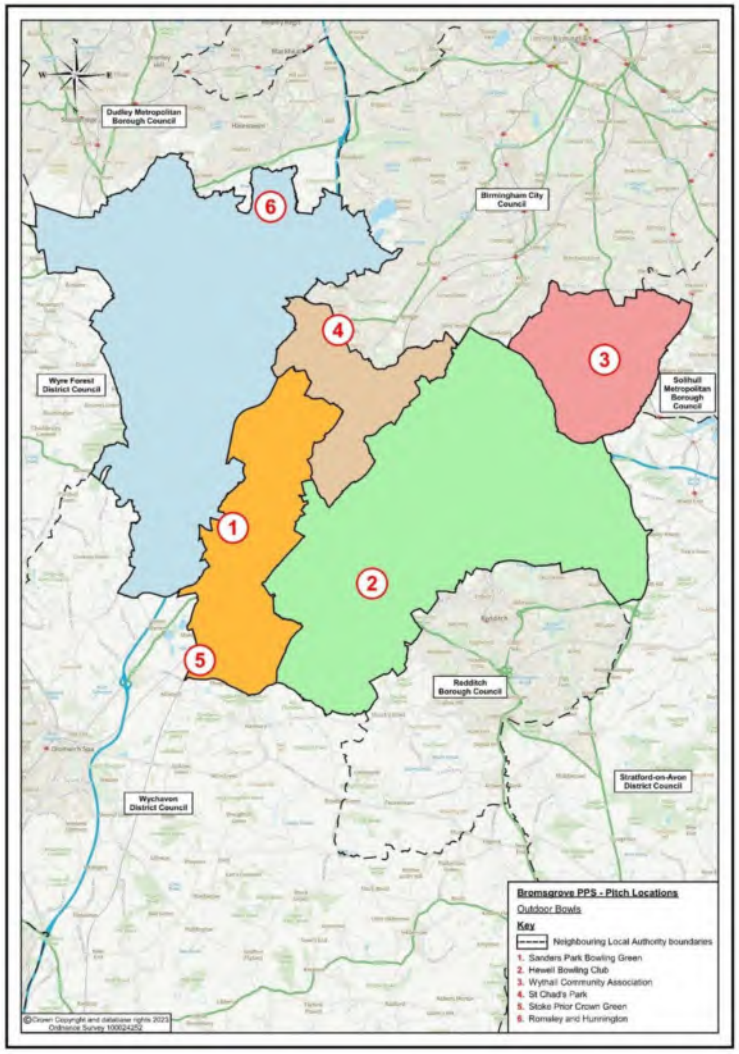
10.8 Full details of the sites can be found in Table 101.

Table 101: Bowls Sites in Bromsgrove (clubs marked with a * are not affiliated clubs)

Site	Club Using Site	Ownership	Management	Security of Availability to Community	Greens	Rinks	Green Condition	Clubhouse Condition
Sanders Park Bowling Green	-	Local Authority	Local Authority	No	1	5	Standard	Poor
Hewell Bowling Club	Hewell Bowling Club	Sports Club	Sports Club	Yes	1	6	Good	Good
Wythall Community Association	Wythall CA Bowling Club	Sports Club	Sports Club	Yes	1	5	Good	Good
St Chad's Park	RSCJ Bowls Club	Sports Club	Sports Club	No	1	6	Good	Good
Stoke Prior Crown Green	Stoke Prior Bowling Club	Local Authority	Sports Club	No	1	N/A	Good	Standard
Romsley and Hunnington	Romsley and Hunnington Bowling Club	Private	Sports Club	No	1	N/A	Good	Good

10.9 Map 9 shows the geographic location of outdoor bowling greens across the Study Area and presents the dispersion courts across Bromsgrove.

Map 9: Outdoor Bowling Greens Audit in Bromsgrove



Club and Site Consultation

10.10 Clubs were contacted by Strategic Leisure with the aim of informing the demand section of the study. Summaries of the information gathered during the Stage B process is provided in Table 102.

Table 102: Selected Site and Club Consultation Summaries

Site Name	Club	Consultation
Sanders Park Bowling Green	-	One, five rink court with a patchy, uneven surface. The green is situated in a large, public park, adjacent to tennis courts and MUGAs. There is easy access to the site. Bromsgrove Town Bowling Club, who used to use the site, no longer exist and therefore the green is now used for pay and play use only.
Hewell Bowling Club	Hewell Bowling Club	Excellent quality site with good ancillary facilities, access and parking. Hewell Bowling Club have 101 playing members as well as a further 20 social members. The club expect their playing membership to increase by 10-15 members over the next 5 years and numbers increased significantly throughout the pandemic. The club have identified the need for disabled access and facilities as well as floodlighting, however they believe both are unrealistic due to planning regulations and funding respectively.
Wythall Community Association	Wythall CA Bowling Club	The site is located adjacent to a large park, with tennis and grass pitch provision. The green and ancillary facilities are both of excellent quality and clearly well maintained. The green is also floodlit. The crown green club has 66 members and is a busy and active organisation. Through consultation, the club highlighted that expensive parking fees on site can be restrictive to further developing their membership base but would welcome new members.
St Chad's Park	RSCJ Bowls Club	Non-floodlit park-based site, with easy access and parking, adjacent to grass pitch provision. The green is rated as good as is their pavilion which supports the 43 members of RSCJ Bowls Club. The club currently runs teams in 6 leagues and is very proactive in trying to further develop their membership.
Stoke Prior Crown Green	Stoke Prior Bowling Club	A good quality crown green bowling surface adjacent to sports and social club which is used as the ancillary facilities. There is ample parking and easy access to the site. The club have 29 members, and moved to the current site after they were displaced from The Bowling Green Pub.
Romsley and Hunnington Sports Club	Romsley and Hunnington Bowling Club	An excellent quality crown green bowls green located on a shared site with cricket. The ancillary facilities/pavilion has been refurbished within the last 8 years and are rated as good. Access to and parking at the site is also good. The club have 81 members and an active presence in local leagues.

Demand for Outdoor Bowls Facilities

10.11 This section summarises the level of demand for bowls in Bromsgrove. Table 103 shows the demand for bowls in terms of the number of clubs assigned to each site.

Table 103: Club Demand on Each Site

Club Name	Affiliated to Bowls England / British Crown Green Bowling Association	Home Site	Members
Hewell Bowling Club	Yes	Hewell Bowling Club	101
Wythall CA Bowling Club	Yes	Wythall Community Association	66
RSCJ Bowls Club	Yes	St Chad's Park	43
Stoke Prior Bowling Club	Yes	Stoke Prior Crown Green	29
Romsley and Hunnington Bowling Club	Yes	Romsley and Hunnington Sports Club	81
		Total	**320**

10.12 Table 103 shows that there are 320 members of bowling clubs in the study area with the most used site being Hewell Bowling Club with 101 members, followed by Romsley and Hunnington Bowls Club with 81.

10.13 The Sport England Active Lives Survey results from November 2020-21 show that 0.4% of the population aged 16 or over in the West Midlands (the smallest area relating to the Bromsgrove for which there is data available) play 'crown green' bowls at least once per year. 0.2% of the same population participated in 'flat green' bowls.

10.14 ONS' subnational population projections estimate the population of residents in Bromsgrove aged 16 of over to be 82,646. If the participation figures for the West Midlands region (0.4% Crown Green and 0.2% Flat Green) are applied to this population figure, then it can be said that 330 people play crown green bowls at least once per year in Bromsgrove. 165 people are predicted to participate in flat green bowls at least once per year. This leaves a total of 495 people playing either form of the game at least once per year.

Future Demand

10.15 Using 495 as the number of people playing bowls at least once per year in Bromsgrove and future projections of the Study Area's population (93,770 over 16's by 2040), we can calculate potential future demand for the sport. The future population is due to grow by 13.46% which, assuming current levels of participation remain constant, equates to an additional demand of 67 people.

10.16 Due to the fact that during consultation, most clubs highlighted that there was capacity for, and they would welcome new members, we can assume that the demand for an additional 67 participants can be met by existing bowls provision.

10.17 This latter point needs to be caveated as the population calculation used data from those who played bowls at least once per year, so they are not necessarily members of affiliated bowls clubs.

Bowls Summary

10.18 This section summarises the findings from the bowls analysis, which will form basis of the recommendation and action plan section for Bromsgrove.

10.19 Table 104 includes the response to key questions, which are asked for all PPOSS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

Table 104: Key PPOSS Findings for Bowls in Bromsgrove

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	There are currently 6 sites across Bromsgrove with 6 greens. There are 5 clubs in the Study Area with a total estimated membership of 320 players.
Is there enough accessible and secured community use provision to meet current demand?	All 6 sites in the study are secured for community use, and clubs operating at the greens, highlight through consultation and online presence that new members/participants would be welcome. This suggests that all greens have some spare capacity.
Is the provision that is accessible of sufficient quality and appropriately maintained?	Of the 6 available sites, 5 were rated as good quality and the other rated as standard. Maintenance of the greens owned by sports clubs is good. The green at Sanders Park is maintained by the local authority and is only used on a pay and play basis.
What are the main characteristics of the future supply and demand for provision?	Future population projections indicate a potential of 67 additional players by 2040. Although any future growth in demand can be satisfied with the current green stock, Bromsgrove District Council are considering the future of the green at Sanders Park. However as this is just pay and play use, it will likely have little effect on the supply and demand balance in the area.
Is there enough accessible and secured community use provision to meet future demand?	The potential increase in demand of 67 participants by 2038 is able to be met by the current green and club supply.

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