

Brentwood Borough Council Playing Pitch Strategy 2018 - 2033

4global Consulting

November 2018



**BRENTWOOD
BOROUGH COUNCIL**



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4 global Consulting Terms of Reference

It is not possible to guarantee the fulfilment of any estimates or forecasts contained within this report, although they have been conscientiously prepared on the basis of our research and information made available to us at the time of the study.

The author(s) will not be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any contents of this report. We have relied on a number of areas of information provided by the client and have not undertaken additional independent verification of this data.

1 Executive Summary

1.1 Introduction:

- 1.1.1 A Playing Pitch Strategy (PPS) is a robust evidence base which seeks to identify whether the supply and demand of play pitches within a Local Authority is sufficient to meet the current and future needs and demands for sport. Sport England require Local Authorities to have an up to date PPS evidence base to justify the protection, enhancement and provision of playing pitches. (Sport England, Play Pitch Strategy Guidance, 2013).
- 1.1.2 The purpose for Brentwood Borough Council (BBC) undertaking an updated Playing Pitch Strategy is to determine whether the current supply of outdoor sports facilities within the Borough is sufficient to support the current and future demands aligned to population growth, housing projections and the strategic needs of sport, health and wellbeing as outlined in the Brentwood Local Development Plan (2033). The PPS will also be used to inform the Brentwood Leisure Strategy, Local Football Facilities Plan, strategic play pitch provisions as part of the South Essex Joint Strategic Plan (JSP), the Brentwood Health and Wellbeing Board, Asset Management Strategy, and Active Brentwood Strategy.
- 1.1.3 Brentwood Borough has sufficient play pitch provision in terms of quantity to meet current demands, however improvements are need to those play pitches which are of poor quality in order to bring them up to standard. It is recommended that the Council retain the number of play pitches, however the location of the sites may change in order to allow for hub locations, with multi-functional play pitches.
- 1.1.4 The PPS identified there is currently sufficient playing pitch provision on secured and accessible community use sites to cater for the current demand for the majority of PPS sports (Football, Cricket, Rugby and Hockey) apart from specific football youth and mini pitches (youth 11v11, 9v9 and mini football 5v5). There is also a significant deficit of 3G Football Artificial Grass Pitch (AGP) provision within the borough with the potential for an additional 4 full sized 3G AGP pitches.
- 1.1.5 When taking into account the future demand for sport provision aligned to projected population and housing growth in the borough up until 2033 the PPS identifies there will be an overall deficit for grass sports pitches across all sports (Football, Cricket and Rugby) with the exception of Hockey where the current provision of Hockey appropriate AGP's within the borough is considered sufficient to cater for the future demand. The current deficit of full size 3G AGPs for football is projected to increase to 5 in order to cater for the future demand for football.
- 1.1.6 It is recommended that the Council protects and retain the number of play pitches, however the location of the sites may change in order to allow for hub locations, with multi-functional play pitches along with the identification of new sites to accommodate future playing pitch demand.
- 1.1.7 The PPS makes a number of sport specific recommends and provides a 10-year Action Plan to ensure good quality play pitches are provided within the Borough. The Recommendations and

Actions will be reviewed on an annual basis and reported on as part of the Brentwood Leisure Strategy.

1.1.8 A complete, comprehensive list of recommendations and actions for each sport are identified in sections 9 and 10 respectively. The overarching recommendation identified within this study are:

- Recommendation 1: Work with well-run sports clubs to utilise the existing volunteer network across Brentwood by providing more autonomy for clubs and allowing those organisations that have adequate governance and financial stability to develop facilities and participation
- Recommendation 2: To work with the regional FA, its appointed pitch advisor, and the future Local Football Facility Plan (LFFP) for Brentwood, to identify areas of required pitch improvement (including maintenance and drainage) to enhance the carrying capacity of playing pitches to ensure the current and future demand for sport can be met. Utilise the PPS action plan to identify specific high priority sites for enhancement.
- Recommendation 3: For all sports and physical activity, look to increase and secure community use at education sites across the study area. There is currently significant dependence on secured facilities to meet needs of residents across the Borough, which represents a risk to participation and physical activity in Brentwood Borough. A strategic approach is recommended rather than on a school by school basis and consideration should be given to independent schools, given the quality of the facilities that they can offer.
- Recommendation 4: Utilise the Local Development Plan policies to protect all playing field sites as identified in the PPS, in order to reduce the risk of loss and subsequent impact on sport and physical activity provision. Where a site is to be lost, the future development plan for the site should meet one of the five policy exceptions identified in Sport England's March 2018 issue of the Playing Field Policy and Guidance. In addition, it is key that local authority planning policy supports the development of new high quality sports provision required to meet the needs generated by major housing development and population growth. The policy and associated strategic planning is particularly key when existing provision cannot meet the growing need generated by a large numbers of new residents living in a single area. It is recommended that the tools and guidance identifies in this strategy are used to identify the typology and quantity of provision, as well as the overall strategic direction of sport facility development in Brentwood.

2 Introduction and Methodology

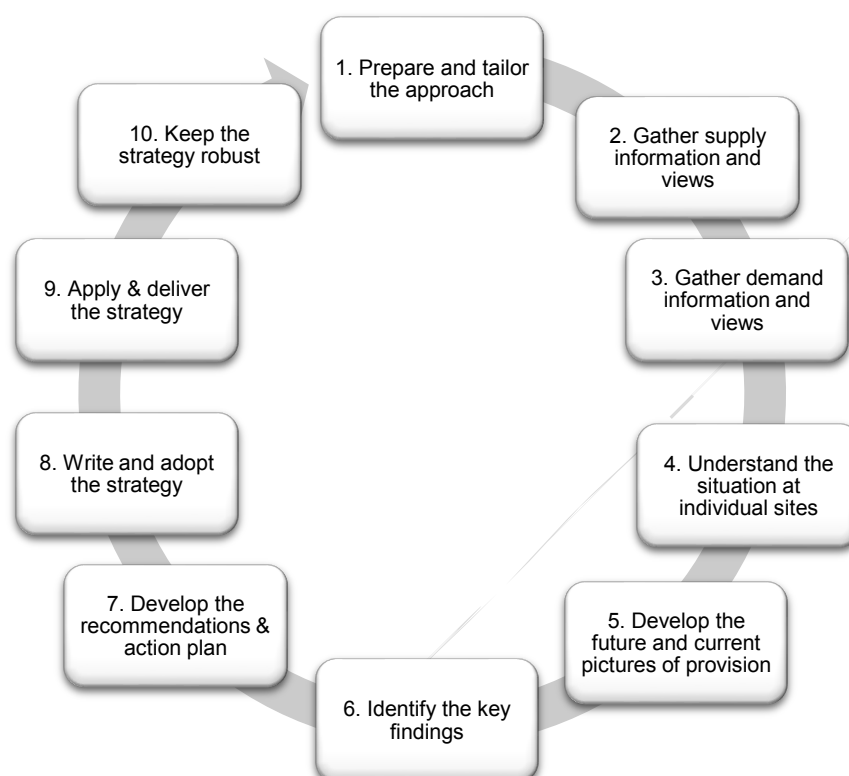
2.1 Project Scope and Objectives

- 2.1.1 Brentwood Borough Council hereafter referred to as (BBC) has commissioned 4 global Consulting to prepare a detailed Playing Pitch Strategy (PPS) to 2033. This will be used to guide decisions regarding future provision and management of sports pitches in Brentwood.
- 2.1.2 The purpose for BBC undertaking an updated Playing Pith Strategy is to determine whether the current supply of outdoor sports facilities within the borough is sufficient to support the current and future demands aligned to population growth, housing projections and the strategic needs of sport, health and wellbeing aligned to the Brentwood Local Development Plan timelines. The study identifies any gaps in provision and provides a robust evidence base and recommendations for future protection, enhancement provision of outdoor sports facilities helping to leverage investment from developer contributions and external partnership funding from national bodies such as Sport England
- 2.1.3 The Indoor Sports Facility Strategy was produced in May 2018. Together with the PPS, these documents will inform future planning policies, planning application negotiations, priorities for improving existing sites and providing new sites, and applications for external funding.
- 2.1.4 This PPS, which is part of a wider Open Space, Sport and Recreation Study, is a strategic assessment in the context of national policy and local sports development needs that provides an up to date analysis of supply and demand for playing pitches (grass and artificial) in the local authority. Given the breadth of sports played in the study area, as well as the intention of the authority to incorporate as much grass-roots participation as possible within the study, the assessment will focus on the following sports:
- Cricket
 - Football
 - Rugby Union
 - Hockey
 - Tennis
 - Bowls
- 2.1.5 Within these sports, the PPS will seek as far as is practicable to include consideration of all forms of play to:
- Ensure that service delivery is focused to meet the current and future needs of residents of, and visitors to, the area, and takes account of potential future growth in the area.
 - Provide a framework for the delivery of targeted services that contribute directly to the development of sustainable, cohesive communities, improved health and well-being and increased opportunities for participation in both sport and informal recreation.
 - Ensure the appropriate provision of accessible, high quality green space, sports and recreational facilities.

2.2 Methodology

2.2.1 The assessment methodology adopted for the PPS 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 2.1 summarises the approach proposed in this guidance and is broken down into 10 steps.

Figure 2.1: Developing and Delivering a Playing Pitch Strategy – The 10 Step Approach (Sport England, 2013)



2.2.2 To facilitate information gathering and help ensure PPS reports are based on a robust evidence base, 4 global has developed an online data entry and assessment platform (see images below), which contains all pitch provider and club information. This will enable the Council to keep supply and demand information and the strategy up to date through to the end of the strategy and beyond.

¹ <https://www.sportengland.org/media/3522/pps-guidance-october-2013-updated.pdf>

Figure 2.2 - 4 global's Online Playing Pitch Platform



2.2.3 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, reducing the margin of error.

2.3 The Structure of our Report

2.3.1 The structure of the PPS report is as follows:

- Section 1: Executive Summary
- Section 2 - Introduction
- Section 3 – Strategic Context
- Section 4 – Cricket
- Section 5 – Football
- Section 6 – Rugby Union
- Section 7 – Hockey
- Section 8 – Tennis
- Section 9 – Bowls
- Section 10 – Scenario testing and options
- Section 11 – Recommendations and action plan
- Section 12 – Delivering the PPS
- Section 13 – Glossary of terms

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



3 STRATEGIC CONTEXT

3.1 Brentwood

- 3.1.1 Provision of existing open space, sport and recreation facilities are important for residents ² of the Borough of Brentwood, located in Essex. The Borough comprises of a number of small villages and hamlets, with Brentwood being the largest settlement. There are a number of sites within Brentwood that supply a good quality of provision to the residents, however there is a minority of the population that do feel that there is an undersupply of sport pitches within the Borough, this shall be explored within the strategy.³
- 3.1.2 The borough is named after the town of Brentwood, a town located in the London Commuter Belt. There are large areas of open space and woodland present within the borough such as: King Georges Playing Fields, supplying a range of facilities to residents in an urban area, and Brentwood School Sports Centre, home to 16 football pitches, with both sitting in close proximity to the town centre.
- 3.1.3 Brentwood is located within the London's Metropolitan Green Belt, featuring countryside and attractive natural landscapes, there is around 13,700 hectares within Brentwood. This adds unique identity to Brentwood. Due to the large amount of green space present, it also helps to meet informal demand in the area and supplies the residents with space to carry out recreational activities such as keep fit and outdoor group work out classes.
- 3.1.4 Identified within the Brentwood Council draft open space strategy, second edition,⁴ there is a significant lack of artificial provision within the borough, impacting upon the quality of grass pitch provision present. It may be the case that with developments such as that at Brentwood School, this may alleviate pressure on the grass pitches and also allows for greater demand to be met across the Borough. It is evident here that a number of AGPs are present on school sites, making them unsecure for community use, an interesting dynamic to consider within the study.

3.2 Planning Policy Introduction

- 3.2.1 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 Development 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;

² Brentwood Council Draft Open Space Strategy
(<http://www.brentwood.gov.uk/pdf/03112008141436u.pdf>)

³ <http://www.brentwood.gov.uk/pdf/03112008141436u.pdf>

⁴ <http://www.brentwood.gov.uk/pdf/03112008141436u.pdf>

these are the key elements of the National Planning Policy Framework (NPPF). This will be explained further in the following sections.

3.3 National Planning Policy

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)⁵

- 3.3.1 The National Planning Policy Framework (NPPF) sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraphs 96 and 97 outline the planning policies for the provision and protection of sport and recreation facilities:
- 3.3.2 *“Access to a network of high quality open spaces and opportunities for sport and recreation is important for the health and well-being of communities. Planning policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate”.*
- 3.3.3 ‘Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:
- An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
 - 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
 - The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.”

PROTECTION, ENHANCEMENT AND PROVISION OF FACILITIES

- 3.3.4 The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and built sports facilities, as follows:
- **Protect** sports from loss as a result of re-development
 - **Enhance** existing facilities through improving their quality, accessibility and management
 - **Provide** new facilities that are fit for purpose to meet demands for participation now and in the future.
- 3.3.5 More information regarding Sport England’s Planning Aims and Objectives please follow: <https://www.sportengland.org/facilities-planning/planning-for-sport/aims-and-objectives/>

⁵ National Planning Policy Framework – July 2018

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf (2012)



3.4 Regional Planning Policy

- 3.4.1 Essex County Council provides a series of strategies and policies for the region, setting out integrated economic, environmental and social objectives for the regions development for years to come. Notably, The Vision for Essex sets out long-term aspirations for the county till 2035.
- 3.4.2 Major aspirations and strategic aims for 2017-2021 can be filtered down to 3 main areas. All these areas are interlinked and closely related, many of which have overlapping underlying aims:

ECONOMIC DEVELOPMENT AND GROWTH:

- Support the community by helping to increase their skills and allow them to prosper.
- Enable Essex to attract and grow large firms in high growth industries
- Limit cost and drive growth in revenue.

SOCIAL DEVELOPMENT:

- Help keep vulnerable children safer and enable them to fulfil their potential.
- Enable more vulnerable adults to live independent of social care
- Help to secure stronger, safer and more neighbourly communities
- Facilitate growing communities and new homes in local areas.

HEALTH:

- Reducing the gap in life expectancy
- Promoting independence in the elderly and vulnerable adults
- Reduce the need for hospital admissions or formal care services by delivering community based solutions
- Help people live longer, by ensuring targeted health checks and health programmes are available to those most at risk of heart disease, stroke and diabetes.

- 3.4.3 Essex County Council benefits from working alongside and in partnership with many different organisations and plans. Some of these partnerships have shaped the type of council Essex are today and the strategies and plans they implement. Notably:

- Essex County Council supported the South East Local Enterprise Partnership in its submission in 2014 of the Strategic Economic Plan (SEP) to government with the hope of securing a share of the governments Single Local Growth Fund
- The Economic Plan for Essex (EPfE) has provided the county's content for the SEP. The EPfE is continuously revised and refreshed to ensure there is a consistent and relevant pipeline of economic growth projects that will support the delivery of economic growth across the county.
- The Essex Co-operation Framework describes the principles that guide the work from The Essex Partnership, a collaboration of representatives of the many organisations that deliver services to the people of Essex.

- 3.4.4 The Essex Sports Facility Strategy, currently in operation for the next 14 months (2020), recognises the need for provision of appropriate quality and quantity of sports facilities in the



area in order to increase participation. The aim is to ensure that opportunities for sport are offered through the planned provision, design and management of a full range of facilities to accommodate for the growing population. The Essex County Sports Partnership, *Active Essex*, are at the heart of the delivery system for community sport and for this strategy.

THE ASSOCIATION OF SOUTH ESSEX AUTHORITIES JOINT STRATEGIC PLAN

- 3.4.5 The Association of South Essex Authorities (ASELA) consists of Basildon, Brentwood, Castle Point, Essex County, Rochford, Southend-on-Sea, and Thurrock Councils. All seven Councils have recognised the need to work across boundaries on strategic issues such as infrastructure; open space provision and leisure; planning and growth; economy and skills; housing; and transport connectivity.
- 3.4.6 A Memorandum of Understanding was signed on 10th January 2018. This recognises that through a collaborative approach the Councils will be best placed to deliver a vision for South Essex up to 2050, promoting healthy growth for its communities. There is an intention to assist the delivery of this vision through the preparation of a Joint Strategic Plan (JSP).
- 3.4.7 ASELA will focus on the strategic opportunities, regardless of individual local authority boundaries, for the South Essex economic corridor to influence and secure the strategic infrastructure that will help individual areas to flourish and realise their full economic and social potential.

3.5 Local Planning Policy – Brentwood Borough emerging Local Development Plan⁶

- 3.5.1 The Local Development Plan sets out a vision and framework for development in the Borough for the next 15 years (until 2033). It addresses needs and opportunities across a number of themes, including housing, specialist accommodation and employment. The Local Development Plan for Brentwood borough is currently under construction and in draft edition, and is expected to be submitted and examined by July 2019 – Please see the revised Local Development Scheme (January 2018) ⁷for further details.
- 3.5.2 The replacement local plan, 2005, consists of a number of documents and pieces of evidence, however this document is being superseded by the emerging Local Development Plan that is currently under production. The Brentwood Borough Council emerging Local Development Plan sets out the approach to bring forward the development of community facilities, and to balance the demand for housing and sporting facilities on prioritizing land and development plans. The policy states;
- 3.5.3 *" The Council recognizes that it is essential for the Plan to be supported by a comprehensive approach to infrastructure planning to ensure that new communities are supported by the right range of services and facilities at the right time, such as schools, transport, healthcare, places for sport and leisure and community facilities. Our*

⁶ Local Development Plan for Brentwood Borough – January 2016
(<http://www.brentwood.gov.uk/pdf/08022016165904u.pdf>)

⁷ Revised Local Development Scheme – January 2018
<https://www.brentwood.gov.uk/pdf/24012018160540000000.pdf>



Infrastructure Delivery Plan (IDP) accompanying this consultation document, includes extensive information on the current levels of infrastructure provision and forecasts needs linked to development pressures, across a number of key topic areas”

- 3.5.4 The Council will therefore ensure that a range of community facilities are provided to meet existing and forecast demand by;
- Protect and nurture existing leisure, cultural and recreational assets such as the Borough’s County Parks for residents and visitors to the Borough and promote and enhance social inclusion, health and wellbeing.
 - Secure the delivery of essential infrastructure, including education, health, recreation and community facilities to support new development growth throughout its delivery.
- 3.5.5 With regards to housing; the Council emphasise the intent to protect the Green Belt wherever possible, prioritizing brownfield sites to be developed on or converted into green space, however with economic viability at the forefront⁸. The Plan is very much focused on creating a new well-connected community which is recognized for its high quality place marking, range of services and facilities, sustainability and culture of innovation. The plan contains detailed plans for each area type: Greenfield land, Green belt land and brownfield land.
- 3.5.6 The Council does not currently utilize a CIL system to allocate investment for the development of community facilities. However, it is planned for this to be put in place following the completion of the Infrastructure Delivery Plan (IDP) and Viability Assessments that are currently being compiled. In line with the Leisure Strategy that was being drafted at the time of writing this report, the Council will continue to strategically maximize developer contributions through the use of section 106 funding.
- 3.5.7 As part of the Sustainability Appraisal (Stage 3 of the site assessment process in the emerging Local Development Plan 2016-2033⁹), any site development that may result in the loss of sport and physical activity provision will be assessed, specifically in terms of the required mitigation, if the site is put forward for allocation

3.6 Sports and Physical Activity Strategic Context

- 3.6.1 The Council has previously and will continue to work with Sport England, as a statutory consultee on planning applications affecting playing fields and built sports facilities. The objective of this consultation is to avoid potential objections and delays at a later date if such sites are allocated for development, which may affect the delivery of the allocations.
- 3.6.2 Sport England will oppose the granting of planning permission for any development which would lead to the loss of, or would prejudice the use of:
- All or any part of a playing field, or

⁸ Brentwood Replacement Local Plan – August 2005
<https://www.brentwood.gov.uk/pdf/30102013165238u.pdf> (pg 18/2.17)

⁹ Local Development Plan for Brentwood Borough – January 2016
<http://www.brentwood.gov.uk/pdf/08022016165904u.pdf>



- Land which has been used as a playing field and remains undeveloped, or
- Land allocated for use as a playing field.

3.6.3 Unless, in the judgement of Sport England, the development as a whole meets with the one or more of five specific exemptions. To find details of these specific exceptions, along with further information regarding sport England statutory role on developments, please follow the link: <https://www.sportengland.org/media/12940/final-playing-fields-policy-and-guidance-document.pdf>.

3.7 Sports and Physical Activity Policy and Strategy Review

3.7.1 The following section provides a policy review of all strategic documentation that is relevant to this strategy, including the most recent national strategic documentation for sport and leisure, as well as relevant local government documentation and strategic planning work.

A NEW STRATEGY FOR SPORT – DEPARTMENT FOR CULTURE, MEDIA AND SPORT

3.7.2 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.

3.7.3 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.

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

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

More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport

- A more productive, sustainable and responsible sports sector
- Maximising international and domestic sporting success and the impact of major sporting events.

SPORT ENGLAND STRATEGY 2016 - 'TOWARDS AN ACTIVE NATION'

3.7.6 The Vision for this Strategy is: 'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers'.



3.7.7 The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.

3.7.8 This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:

- Focusing more money and resources on tackling inactivity because this is where the gains for the individual and for society are greatest
- Investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life
- Helping those who are active now to carry on, but at lower cost to the public purse over time. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient
- Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport
- Helping sport to keep pace with the digital expectations of customers
- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers
- Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources
- Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.

BRENTWOOD BOROUGH COUNCIL PHYSICAL ACTIVITY AND SPORT PROFILE

3.7.9 Adult participation in sport and active recreation has increased from 65.2% in 2016 to 67.6% in 2017, and there has been no change in activity for this year. This indicator is the percentage of the adult population participating in sport and active recreation, at moderate intensity, for at least 30 Minutes on at least 12 days out of the 4 weeks (Active People Survey, Sport England). The study area compares well to the national percentage of 61.8%. The authority, along with Active Essex and Sport England, aim to continue to improve these statistics through:



- Maximising opportunities for sport and physical activity to work with commissioners of health, social care, young people's service and community safety
- Developing a strategic approach for sports facilities and opportunities based on need and evidence
- Capitalise on opportunities to work with NGB's
- Provide opportunities for young people through Sportivate, School Games; and working with the HE and FE sectors.

3.8 Policy Review

3.8.1 The following sections summarise the key policies and strategies that are relevant to this project but do not fall under the previous planning policy review.

BRENTWOOD BOROUGH COUNCIL CORPORATE PLAN 2016-2019

3.8.2 At the time of writing this report, the present corporate plan is still relevant. This updated plan builds on the themes identified within the previous issue and commits the council to delivering a new local development plan that will shape the way the borough will change over the next 15 years. The key overarching priorities highlighted are:

- Environment and Housing Management
- Community and Health
- Economic Development
- Planning and Licensing
- Transformation

BRENTWOOD ECONOMIC STRATEGY 2017-2020¹⁰

3.8.3 The strategy provides a framework to direct economic development and growth for Brentwood Borough and to bring economic benefits to businesses and residents. Ultimately supporting an improved quality of life for those who live and work in Brentwood.

The key economic aims for the vision are too:

- Promote a mixed economic base and a discerning and sustainable approach to economic growth
- Encourage high value, diverse, employment uses that will provide a significant number of skilled and high quality jobs.
- Encourage better utilization, upgrading and redevelopment of existing land and buildings

¹⁰ Brentwood Economic Strategy – 2017-2020

(<https://brentwood.moderngov.co.uk/documents/s11235/Appendix%20A.pdf>)

- Enable the growth of existing business, the creation of new enterprises and encourage inward investment.

This strategy also ties in well with the emerging Local Development Plan, mentioned above, through

- Fostering a prosperous, vibrant and diverse local economy by attracting new commercial investment to maintain high and stable levels of economic and employment growth.

ACTIVE ESSEX CHANGING 1 MILLION LIVES¹¹

3.8.4 The key mission is to get one million people active by driving and sustaining participation in physical activity and sport. Working with key partners to create opportunities and resources to achieve this, reducing inactivity and developing positive attitudes to health and wellbeing in communities across greater Essex.

3.8.5 Four key principles are outlined within the strategy are:

- Getting children and adults activity/more active, by driving and sustaining participation in regular physical activity and sport. Looking to combat figures such as one in five adults currently do less than 30 minutes' exercise per week.
- Improving outcomes for people's long term health and wellbeing through reaching out to the specific groups which are most likely to be inactive and under- represented in both physical activity and sport.
- To maximise potential along with supporting local clubs and organisation, that are voluntary in their nature, about their coaches, officials and talented athletes within performance pathways.
- Strengthening the Active Essex network of local partners in each of the local authorities, to better support the roll out of 14 local plans in these areas.

3.8.6 One of the key considerations for this strategy is the developments at Hadleigh Park, turning it into a world class outdoor sports and leisure venue, with a Olympic mountain bike course at its heart.

They key priorities for Active Essex can be summarised as:

- Drive and Sustain Participation
- Improve Health and Wellbeing
- Develop individuals and Organisations

¹¹ <https://www.activeessex.org/wp-content/uploads/2017/06/Active-Essex-Changing-1-Million-Lives-Strategy.pdf>



- Strengthen Localities, Communities and Networks.

BRENTWOOD BOROUGH COUNCIL HEALTH AND WELLBEING STRATEGY (2017-2022) ¹²

3.8.7 The strategy has been produced in conjunction with the Brentwood Health and Wellbeing Board, along with both County and Borough Council services. The strategy sets out the key principles that the board will pursue over the next 5 years.

3.8.8 The vision for the authority with regard to Community and Health is around:

- Encourage thriving and engaged communities
- Make Brentwood a Borough where people feel safe, healthy and supported
- Provide effective representation of local people's views and needs for improved and accessible health services
- Support businesses, safe-guard public safety and enhance standards locally
- Work with partners to reduce anti-social behaviour and ensure that Brentwood is a safe place to live.

3.8.9 Furthermore, over recent years' mental health and wellbeing has become an area of focus within Brentwood. It is estimated that roughly 7,209 Brentwood residents aged 18-64 are living with a mental health problem¹³. Although the proportion of people with a mental health problem in Brentwood is better than the national average, it is believed that mental health problems are often underreported. In addition to this, a large proportion of older people diagnosed with mental health problems are related to dementia.

3.8.10 To summarise the key priorities identified in the strategy:

- Ageing Well – Ageing is more widely viewed as a positive concept and it's about ensuring that when we are older we have lives that have value, meaning and purpose. Although we cannot aspire to resolve all these challenges, we will aim to focus our attention on some core areas for improvement and to help the local residents to age well.
- Tackling Obesity and Improve Physical Health – Obesity continues to pose a serious threat to health and wellbeing and is seen as an increasing burden on public services. Regular, physical activity is associated with increased life expectancy and reduced risk of coronary heart disease, stroke, diabetes, hypertension, obesity, and osteoporosis. As part of its commitment to improve health and wellbeing and to assist local residents

¹² BBC Health and Wellbeing Strategy – 2017-2022

(<https://brentwood.moderngov.co.uk/documents/s12535/Appendix%20A.pdf>)

¹³ BBC Health and Wellbeing Strategy – 2017-2022

(<https://www.livewellcampaign.co.uk/app/uploads/2018/05/Health-and-Wellbeing-Strategy-Brentwood-2017-2022.pdf> (pg7))



in becoming healthier and active, local partners will focus their efforts on a work programme that will promote more physical and recreational activities amongst local residents.

- Mental Health and Wellbeing - The concept of mental health and wellbeing is not yet sufficiently reflected in the planning, development and everyday delivery of public services. Feelings of contentment, enjoyment, self-confidence, positive self-esteem and engagement with daily living are all a part of mental health and wellbeing. With the growing of number with dementia and mental health conditions, we must continue to work to support those in need and help build self-resilience to cope

3.9 Brentwood Open Space Strategy¹⁴

3.9.1 Brentwood is very well provided for in terms of outdoor sport facilities. The whole study area is within a 15 minute drive time of a site, however this is with the assumption that all sites are accessible for the community. In terms of current provision, it is recommended that the current level of provision is maintained, 3.15 hectares per 1,000 population, be kept as this will help protect existing facilities.

3.9.2 There have been five key issues highlighted at present:

- Enhancing existing Open Space and addressing current methods of management and maintenance.
- Developing new revenue streams for open spaces, including existing funding from revenue and capital budgets.
- The establishment of a Parks Ranger/Warden Service to work within the local open spaces.
- Explore the possibility of establishing 'Friends of Groups' for key sites around Brentwood.
- Improvement works needed in relation to condition of SSSI Sites

3.9.3 With regard to issues for consideration, that are relevant to the PPS, land in general is a scarce and finite resource and the Borough faces considerable pressures, arising from the future population increase, to identify land for a variety of additional uses including houses, education and community purposes. It is apparent, based on the public consultation undertaken for the Open Space Strategy, that there is a strong body of resident support within the Borough for a document which ensures as a minimum, there is no net loss of open space and that the current provision be protected as a matter of course. To help protect these sites it is recommended that detailed management plans be produced for all open space sites be it a natural site, formal open space or outdoor sports facility.

¹⁴ BBC Open Space Strategy (<http://www.brentwood.gov.uk/pdf/03112008141436u.pdf>)



3.10 Vision for Brentwood¹⁵

- 3.10.1 This strategy sits as the corporate plan for the authority. This focuses on the authorities' top priorities and ambitions for the Borough over the next three years. The authority acknowledges that keeping green spaces clean and tidy is a priority for residents and recent initiatives, such as the Street Inspector, have been introduced to encourage this.
- 3.10.2 It is recognized, as a key priority for Environment and Housing Management that there needs to be a suitable leisure strategy in place to provide strong and sustainable leisure facilities for residents and visitors, along with increasing access to the Boroughs leisure opportunities and increasing the usage of these facilities through working with key partners across the area.

3.11 Brentwood Green Infrastructure Strategy¹⁶

- 3.11.1 This strategy provides a framework for the council and local partners across a wide range of specialist areas relating to the outdoor environment. Less than 20% of the Borough is built up, with green wedges being present here and the remainder of this is utilized for agriculture.
- 3.11.2 The Brentwood Open Space Strategy 2008-2018 concludes that, "Presently, Brentwood has a portfolio of what can only be described as 'good' open spaces, but they have the potential and the infrastructure to be 'excellent' open spaces if the investment both in time and money is made." Consequently, these aims are present for the authority:
- Protect and enhance facilities for sport, recreation art, heritage, and play;
 - Provide opportunities to learn about nature and the environment;
 - Engage local people in the design, improvement, & maintenance of locally important green spaces;
 - Provide exciting and adventurous play and recreation opportunities for children, adults, and families. To support healthy development & wellbeing, and accessible to all social groups;
 - Value and support informal rural recreation on public rights of way and bridleways.
- 3.11.3 There have been three key recommendations identified here in order to meet these aims:
- Secure several new Adventurous Play and Recreational facilities: To support healthy physical, emotional and social development; independence & wellbeing; and love of nature and the outdoors. Enabling

¹⁵ Corporate Plan for the Borough of Brentwood - 2016-2019
(<http://www.brentwood.gov.uk/pdf/16122015093212u.pdf>)

¹⁶ BBC Green Infrastructure Strategy – 2015
(<https://www.brentwood.gov.uk/pdf/29012016122803u.pdf>)

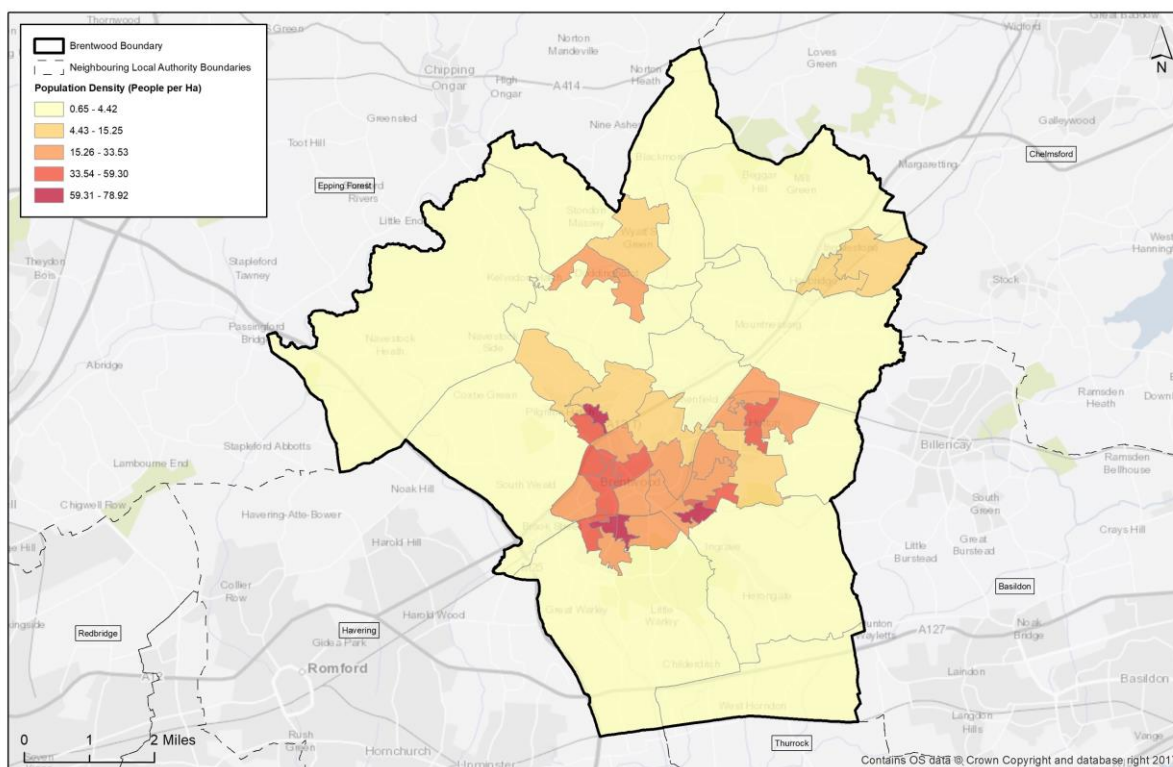


young people to have freedom enjoying the outdoors is key to helping sustain and support Green Infrastructure in the long term.

- Designate local green spaces through the Plan to help secure sports facilities and school playing fields in the longer term: Many sports grounds could be at risk of development if not protected leaving rural communities with even fewer communal green spaces.
- Develop separate Arts; Sports; Play; Heritage; and Education themes within the Master planning of the Brentwood Greenways Project; working with relevant local clubs, stakeholders, partners, and businesses to build local consensus and ownership of the process, and project.

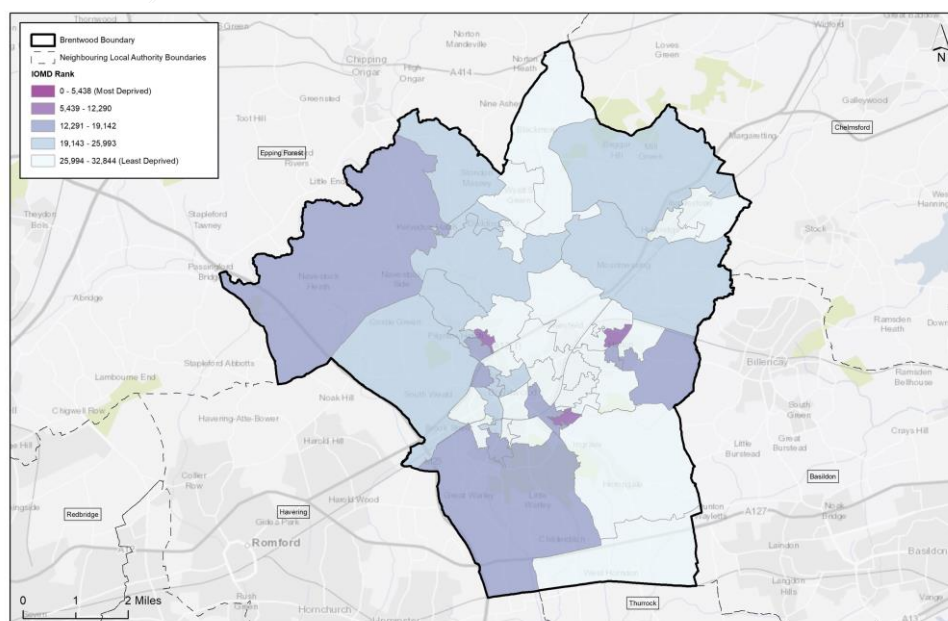
3.12 Population Profiles and Projections

- 3.12.1 Brentwood Borough Council is in Essex in the East of England. The Borough is bordered by Epping Forest district (to the north-west), Chelmsford (north-east), Basildon district (south-east), Thurrock (south) and the London Borough of Havering (south-west) and covers an area of approximately 59.1 sq. miles.
- 3.12.2 The current and future population profile of Brentwood Borough and the locations of growth are important to understand in relation to planning for the future provision of sport and physical activity
- 3.12.3 The Borough of Brentwood has a 2018 estimated population of 78,000 people (ONS 2014 SNPP) of which 17.3% are under 15 years of age, 62.3% of the population are aged 16-64 years and 20.4% are 65 or over. Black and minority ethnic population is 6.4% (Census 2011).
- 3.12.4 By way of future population projection, the borough's housing target, as identified through the emerging Local Plan, is 380 dwellings per annum to 2033. This equates to an estimated annual population increase of 912 people per year (when multiplied by 2.4 persons per new dwelling). This means the projected future population increase for Brentwood from present (2018) to 2033 would equate to 13,360 people. This projected growth is higher than the ONS 2014- based Subnational population projections increase between 2018 and 2033, which is 10,991. The higher population figure has been used in future provision calculations
- 3.12.5 Figure 1 shows the current population density in the borough. The areas with the highest population are Brentwood, Shenfield, Hutton, Warley.

Figure 1: Current Population Distribution in the Borough of Brentwood**Usual resident population density by lower super output area in Brentwood (2017)**

3.13

3.13.1 Brentwood Borough is ranked 295 out of 326 local authorities (where 1 is the most deprived) based on average deprivation scores (2010 indices of Deprivation). According to the Index of Multiple Deprivation (IMD) 13 of the Borough's Lower Super Output Areas fall into the top 10% least deprived nationally. These Super Output Areas are such as Ingatestone, Fryerning and Moutnessing and Shenfield.

Figure 2: Index of Multiple Deprivation by lower super output area in Brentwood (2015)**Index of multiple deprivation by lower super output area in Brentwood (2015)**

3.14 Health Profile

The health of people in Brentwood is varied compared with the England average, however life expectancy for both men and women is higher to the England average. According to Public Health England (2017), the key factors of Brentwood residents are:

- At year 6, the number of children classed as obese was 14.0%, which is lower than the regional figure of 17.9% and below the national average of 20%.
- Estimated levels of adult excess weight and smoking are lower than the regional and national averages.
- Death caused by CVD for under 75's is 53.2%, compared to the England average of 73.5%.
- Percentage of 16-64 year olds in employment is 72.3%, lower than the regional of 77.2% and national average of 74.4%.
- GCSE attainment is 69.3%, below the national average of 57.8%.

3.14.1 Brentwood performs better than the regional averages in the areas of excess weight, smoking and GCSE attainment, to name a few. The priorities in Brentwood include reducing excess weight in adults, by increasing the percentage of physically active adults in Brentwood.

3.15 Summary of Key Demographic Factors and their Implications

3.15.1 Table 3.1 below summarises the demographic profile of Brentwood localities, reflecting the overall demographic analysis and factors for the Borough as discussed above.

Table 3.1: Summary of Brentwood's Localities – population, deprivation, health and sporting assets

Population Profile	The Borough of Brentwood has a 2018 estimated population of 78,000 people (ONS 2014 SNPP) of which 17.3% are under 15 years of age, 62.3% of the population are aged 16-64 years and 20.4% are 65 or over.
Ethnicity	Black and minority ethnic population is 6.4% (Census 2011).
Housing	The Local Development Plan housing allocation sets out 6,033 dwellings to be delivered between 2018/19 and 2033.
Deprivation	Brentwood Borough is ranked 295 out of 326 local authorities (where 1 is the most deprived) based on average deprivation scores (2010 indices of Deprivation).
Health	Brentwood performs better than the regional averages in relation to health issues, often performing better than national figures on variables such as; excess weight, smoking and death by CVD.

**Overall
Implications
for Future
Sports
Facility
Provision**

There is likely to be an increased demand for sport and leisure facilities within Brentwood, due to the projected population growth. The ageing population will also have an impact on resident's ability to access facilities. For example, day time access for older people with closely located public transport is important.

There are high levels of wealth in Lower Super Output Areas (LSOAs) such as Ingatestone and Fryening and therefore sports facilities need to be match the potential cliental in terms of quality and customer experience.

The level of childhood obesity and overweight in adults in the Borough are low. Sports facilities in Brentwood need to be welcoming and accessible to children and adults to continue this trend.

3.16 Physical Activity and Participation

THE VALUE OF PARTICIPATION

3.16.1 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:

- Opportunities for physical activity, and therefore more 'active living'
- Health benefits – cardio vascular, stronger bones, mobility
- Health improvement
- Mental health benefits
- Social benefits – socialisation, communication, inter-action, regular contact, stimulation

3.16.2 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 'disciplined' environment in which participants can 'grow' and develop.

3.16.3 The benefits of regular and active participation in sport and physical activity will be important to promote in relation to future sport, leisure and physical activity in Brentwood. There is an existing audience in the District, which already recognizes the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in the District can support the delivery of the desired outcomes across a number of District priorities and objectives.

CURRENT PARTICIPATION RATES

3.16.4 In terms of the Public Health England definition for physical activity (150 minutes or equivalent of at least moderate intensity activity per week) 21.8% of adults are doing enough physical activity to benefit their health (i.e. exercising three or more times per week), the second highest in the county and above the national

average of 17.6%. The remaining population are in the fairly active category which includes people who do not quite hit 150 minutes of exercise a week but do more than the inactive members (the fairly active percentage is not included).

Table 3.2: Physically active and inactive adults

Rate	Brentwood	Essex	England
% Active	67.6%	61.6%	61.8%
% Inactive	25.1%	26.3%	25.7%

Source: Public Health England (based on Active People Survey source data) 2017.

3.16.5 The Sport England Active People Survey (APS), now Active Lives, show us that Essex shows a slight decline in participation rates since 2008/09 APS for once a week participation in sport for adults age 16+ years. There is a slight increase for rates in Brentwood, increasing from 40.4% in 2008/09 to 42.0% in 2015/16, however these rates fluctuate throughout the years. Albeit, the participation rates for Brentwood have consistently been above the average for the region however the rates for Essex are largely in line with the regional baseline level. This data is shown in table 3.3 below.

Table 3.3: APS Participation Rates in Brentwood, Essex, Regionally (East) and Nationally - Adult (16+) Participation in Sport (at least once a week), by year

Year	Brentwood	Essex	East	England
2008/09	40.4%	36.4 %	36.7 %	36.5 %
2009/10	38.5%	35.3 %	35.7 %	36.2
2010/11	41.6%	36.0 %	36.1 %	35.6 %
2011/12	45.0%	37.8 %	38.7 %	36.9 %
2012/13	43.6%	36.2 %	36.8 %	36.6 %
2013/14	36.6%	35.1 %	35.7 %	36.1 %
2014/15	43.2%	34.3 %	34.8 %	35.8 %
2015/16	42.0 %	35.1 %	35.4 %	36.1 %

Source: Active People Survey. Measure: Adult (16+) participation in sport (at least once a week) by year, one session per week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days). Time period(s): 2012/13, 2013/14, 2014/15, 2015/16

Source: Sport England Local Sports Profile January 2017

3.17 Sports Activity

ACTIVE LIVES

3.17.1 In 2016, Sport England launched the Active Lives monitoring system, to measure sport and physical activity in with the objectives set out by the recent DCMS and Sport England strategies.

3.17.2 Although the project is still in its 1st year and therefore providing a consistent and reliable benchmark is difficult, Data for the study area identifies that:

- 25.1 % of Brentwood Borough Council residents aged 16+ are inactive, slightly better than the national figure of 25.7%.
- 67.6% of Brentwood residents aged 16+ took part in sport and physical activity 3 (or more) times a week, compared to 61% in Essex and 61.8% in England.

SPORTS ACTIVITY

3.17.1 The Active People Survey identifies that Running (15.4%), Fitness Classes (14.6%) and Gym sessions (12.0%) are the top sports in which people participate at least twice a month in the borough. Top sports by local area are based on the assumption that these are aligned to those sports which have the highest participation nationally, so data has only been run for those sports which have the highest participation at national level.

MARKET SEGMENTATION

3.17.2 Sport England's market segmentation model comprises of 19 'sporting' segments. It is designed to assist understanding of attitudes, motivations and perceived barriers to sports participation and to assist agencies involved in the delivery of sport and recreation to develop tailored interventions, communicate more effectively with the target market and to better understand participation in the context of life stages and cycles.

3.17.3 The market segmentation illustrates, in sports participation terms, the diversity of the borough, and therefore the need to ensure that future provision addresses local needs, based on population age, structure, health inequalities, and current participation levels, as well as interest, and existing facility infrastructure.

3.17.4 In Brentwood Borough, the dominant segments are: Tim, Ralph & Phyllis and Philip. More information regarding sport England segmentation can be found at: <http://segments.sportengland.org/>.

Table 3.4: Summary of Market Segmentation for Brentwood

Market Segment	Key Characteristics	% Brentwood	Activities / Sports that appeal to segment
Tim - Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner	13.5%	Keep fit/gym, Football, Cycling, Swimming
Ralph & Phyllis	Retired couples, enjoying active and comfortable lifestyles (Late 60s)	9.9%	Keep fit/gym, Swimming and Golf
Philip – Comfortable Mid-Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves	9.2%	Cycling, Keep fit/gym, Swimming

3.17.5 As interpreted from the data above, there is evidence that the key demographic area in Brentwood, in terms of sports provision, is the 26-45 adult male population. This population participation is focused on Football, cycling, swimming and gym activities, therefore in term of relevance to the PPS, there is potential opportunity for growth within the adult football sector. It is therefore assumed that a key consideration will be both grass and artificial provision in the Borough.

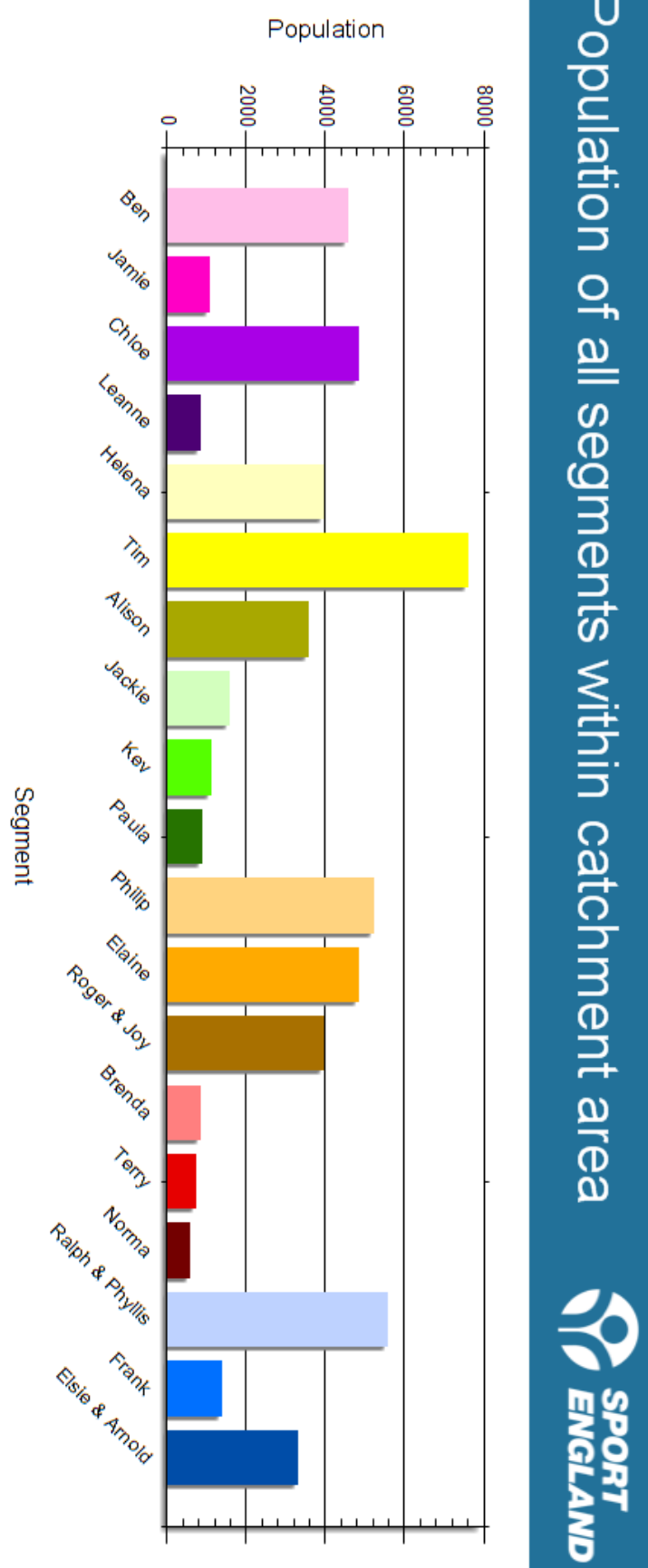
3.17.6 Due to the second dominant segment within Brentwood being Ralph and Phyllis, retired couples enjoying active and comfortable lifestyles, it is considered important that the authority has a suitable provision of sports such as Bowls, Golf and Tennis. It is assumed that there will be a even split between authority and privately owned sites in Brentwood, due to the assumed wealth within the Borough, and therefore a high quality of provision across these sports is expected, along with key development priorities being present also.

3.17.7 Using figures 3 and 4 below, it can be shown that, in comparison to Essex and Nationally, there is a large presence of Ben and Chloe segments. In terms of physical activity tendencies, both segments appeal to keep fit exercises along with tendencies to take part in athletics based sports. This has direct implications for the built facility strategy, being undertaken at the same time as the playing pitch strategy, however there is consideration for formal athletics provision to be present within the Borough.

3.17.8 There is a reduced presence of the Elsie and Arnold segments, mainly 66+ years of age, widowed and retired. In comparison to all adults, there is a large increase in bowls playing, emphasising the point above regarding having secured and suitable bowls provision within Brentwood Borough.

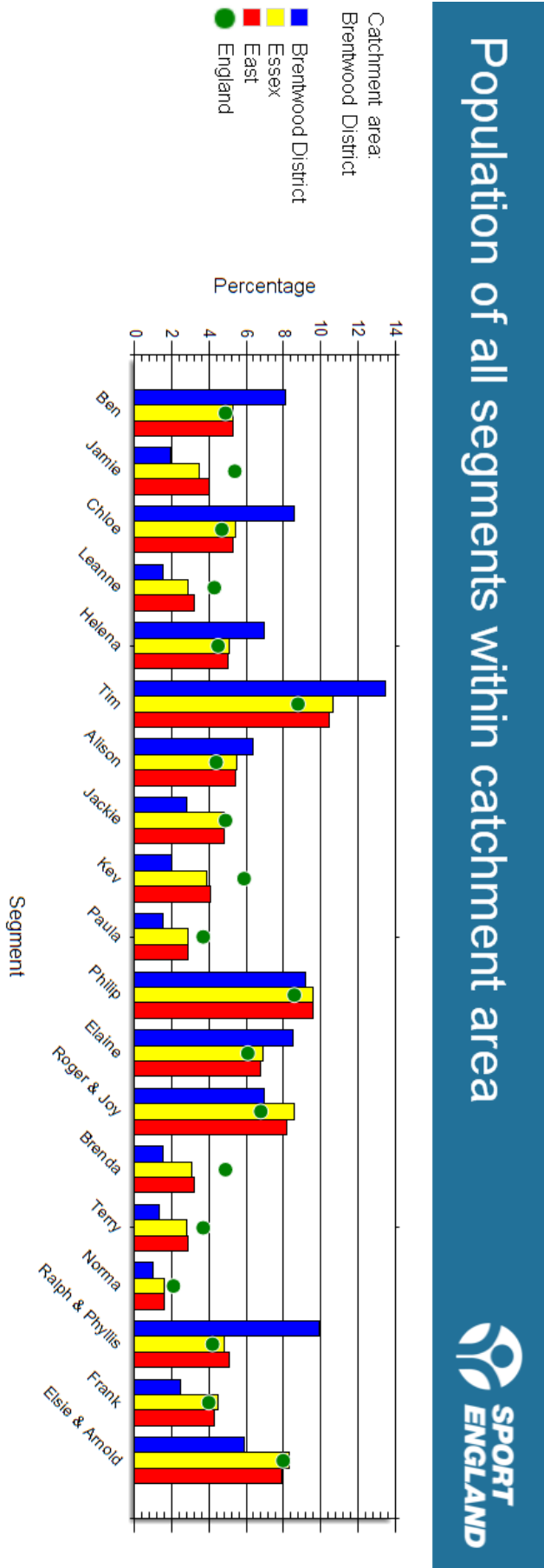
3.17.9 The overall market segmentation profiles are included in the following charts:

Figure 3: Market Segmentation for Brentwood



3.17.10 Figure 4 compares the dominant market segments in Brentwood as a percentage of the population with Essex and national percentages.

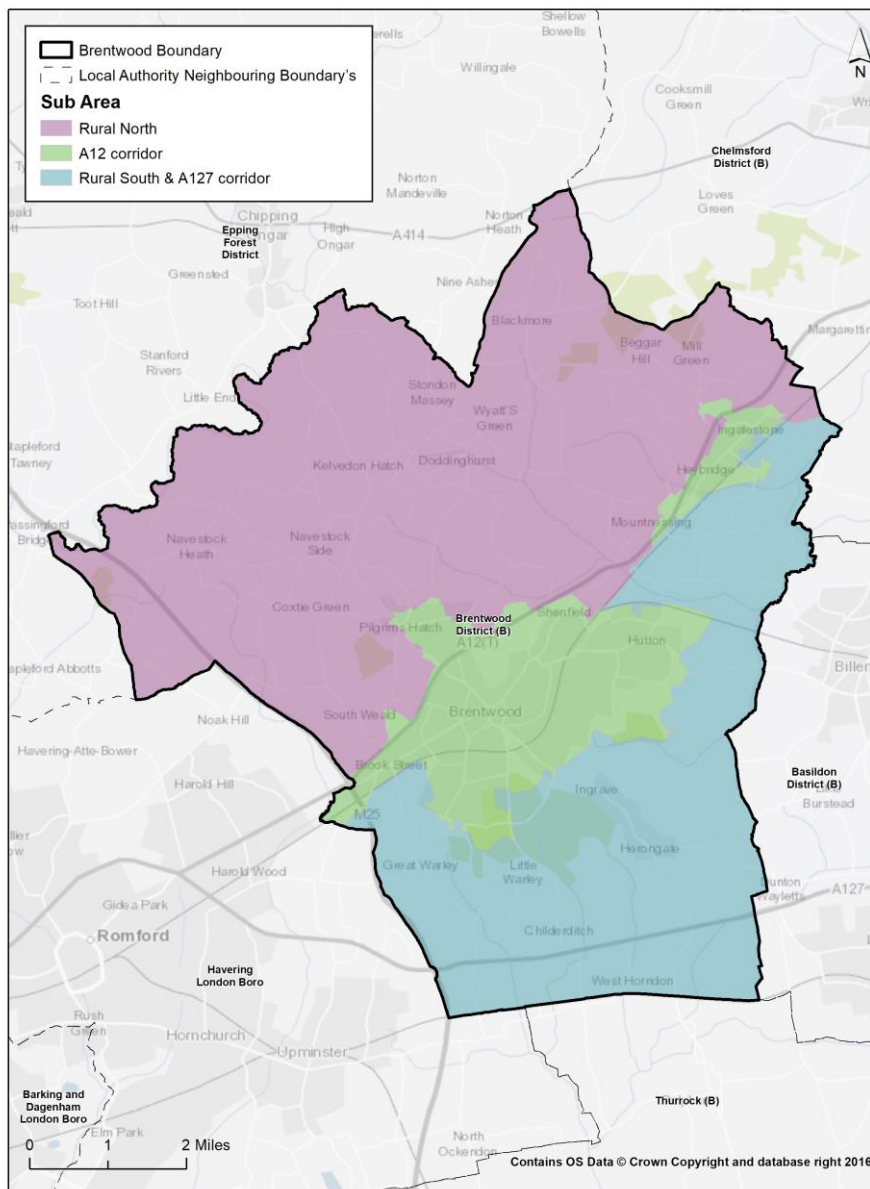
Figure 4: Market Segmentation in Brentwood Borough – comparison with Essex and National percentages



3.18 Sub Areas

3.18.1 In addition to the analysis above, to aid the delivery of the PPS the local authority has also been split into three sub-areas. This allows the supply and demand analysis for each pitch typology to be split into three areas that mirror how residents may typically travel to use playing pitch facilities and the catchment areas of facilities. For instance, a resident is unlikely to travel from the north west of the borough to the south to use playing pitch provision. Instead, they are more likely to travel within each of the sub-areas shown in Figure 3.5 overleaf.

Figure 3.5: Brentwood Borough Council Sub Areas



Sub Areas in Brentwood

4 CRICKET ANALYSIS

4.1 Introduction and Strategic Context

- 4.1.1 In order to understand the overall objectives and priorities of the ECB, an analysis of key recent strategies and documentation has been undertaken and summarised below.

CRICKET UNLEASHED (2016)¹⁷

- 4.1.2 The ECB published its new strategic plan in 2016. One of the core aims of the strategy is to create more players, great teams and inspired fans, guided by good governance and strong financial operations. The goal of Cricket Unleashed is to make the game more accessible and inspire the next generation of players, coaches, officials and volunteers.
- 4.1.3 The ECB is looking to work with Local Authorities to develop fit-for-purpose facility and participation plans that will engage with local residents and ensure residents are provided with the right facilities to help them play the game.

ALL STARS CRICKET (2017)¹⁸

- 4.1.4 Launched in 2017, All Stars Cricket is an ECB initiative that provides children aged five to eight with an introduction to cricket, focussing on parental engagement in supporting the newly trained All Stars Cricket Activators, as well as a special focus on establishing women's softball and cricket events.
- 4.1.5 The programme will be delivered nationwide at over 1,800 centres, predominantly at club sites, and the ECB expect it to have a positive impact on junior demand in the short to medium term, providing a transition for children into formal junior cricket.
- 4.1.6 It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed 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'.

4.2 Consultation Overview

KEY CLUBS

- 4.2.1 There are twelve cricket clubs that were identified by the ECB as playing in the study area; all of these clubs responded to 4 global requests for information. The data gathered from this consultation has been used to help inform the remainder of this assessment. The clubs with the largest number of cricket teams in Brentwood are Hutton CC (23 teams), Brentwood CC (16 teams), Shenfield CC (11 teams) and Bentley CC (10 teams). There is a total of 85 teams identified as playing in Brentwood Borough.

¹⁷ <http://cricketunleashed.com/pages/intro.php>

¹⁸ <https://www.ecb.co.uk/play/all-stars>

PROGRAMMES, INITIATIVES AND FUNDING OPPORTUNITIES

- 4.2.2 The ECB is looking to provide appropriate provision and club support to clubs that attract a wide demographic of participants. This includes teams that consist of BME players, which tend to play informally on public parks and as such is in line with cross-sport trends that suggest players are looking for informal, flexible participation opportunities rather than regular, time consuming match play.

4.3 Supply

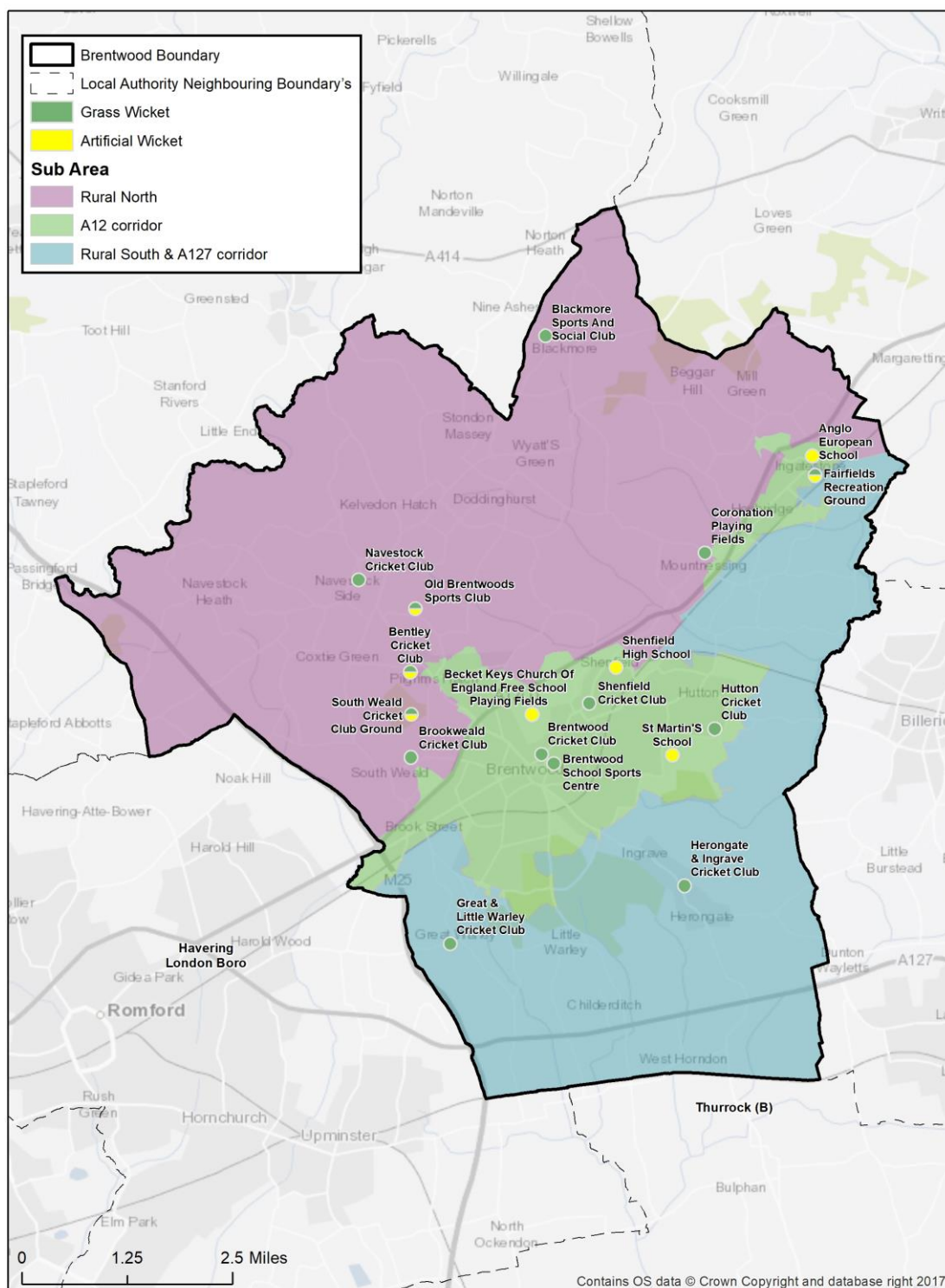
QUANTITY OVERVIEW

- 4.3.1 Table 4.1 overleaf presents the data collected on cricket pitch supply in Brentwood. Technical Appendix B – Cricket Analysis presents a detailed audit of all pitches across the study area including carrying capacity and supply and demand balance.
- 4.3.2 There are 18 sites in Brentwood that comprise grass / artificial wickets – the largest of which is Brentwood School Sports Centre; there are five cricket pitches and a total of 29 grass wickets at this site. There are five school/college sites with cricket provision – four of which have artificial wickets – and are predominately used by school/college pupils.
- 4.3.3 Bentley Cricket Club, Old Brentwoods Sports Club, Fairfields Recreation Ground and South Weald Cricket Club have both grass wickets and an artificial wicket, which offer the greatest versatility in provision in the borough, as the artificial wicket can be utilised for informal cricket, mid-week and junior teams. The grass wickets can therefore be prioritised for formal cricket and for weekend adult teams.
- 4.3.4 Map 4.1 overleaf details the sub area within which the cricket sites fall. The sub area with the largest amount of cricket provision is A12 corridor, which has nine sites; Rural North has seven sites and Rural South/A127 Corridor has two.

Table 4.1 – Supply of all cricket pitches in Brentwood

Site Name	Sub Area	Grass wickets	Artificial wickets
Anglo European School	A12 corridor	0	1
Becket Keys Church Of England Free School Playing Fields	A12 corridor	0	1
Bentley Cricket Club	Rural North	15	1
Blackmore Sports And Social Club	Rural North	10	0
Brentwood Cricket Club	A12 corridor	19	0
Brentwood School Sports Centre	A12 corridor	29	0
Brookweald Cricket Club	Rural North	10	0
Coronation Playing Fields	Rural North	9	0
Fairfields Recreation Ground	A12 corridor	9	1
Great & Little Warley Cricket Club	Rural South/A127 Corridor	12	0
Herongate & Ingrave Cricket Club	Rural South/A127 Corridor	9	0
Hutton Cricket Club	A12 corridor	24	0
Navestock Cricket Club	Rural North	12	0
Old Brentwoods Sports Club	Rural North	12	1

Shenfield Cricket Club	A12 corridor	15	0
Shenfield High School	A12 corridor	0	1
South Weald Cricket Club Ground	Rural North	10	1
St Martin'S School	A12 corridor	0	1
Total Cricket Wickets		195	8

Map 4.1 – Cricket Sites in Brentwood**Cricket sites by wicket type in Brentwood**

TENURE AND MANAGEMENT

- 4.3.5 Table 4.2 shows that ownership of cricket sites is split between the Local Authority, Education establishments, Charities and Trusts, Clubs and private owners. The Local Authority owned pitches are more likely to have greater accessibility. On the other hand, the reduced reliance on the Local Authority may also lead to an improved quality of general facilities, as residents are not relying on Council maintenance teams, which are continuing to be restricted financially. Anglo European School and Brentwood School Sports Centre have unsecured community use.
- 4.3.6 Table 4.2 also provides a breakdown of the management of cricket sites in Brentwood, the majority of which are managed by the clubs (seven sites).

Table 4.2 – Cricket Site Breakdown of Security of Community Use

Playing Pitch Sites	Sub Area	Community Use on Site	Secured Community Use	Ownership	Management
Anglo European School	A12 corridor	Available	Unsecured	Education	Education
Becket Keys Church Of England Free School Playing Fields	A12 corridor	Available	Secured	Charity, Trust	Education
Bentley Cricket Club	Rural North	Available	Secured	Private	Club
Blackmore Sports And Social Club	Rural North	Available	Secured	Club	Club
Brentwood Cricket Club	A12 corridor	Available	Secured	Private	Private Contractor
Brentwood School Sports Centre	A12 corridor	Available	Unsecured	Education	Education
Brookweald Cricket Club	Rural North	Available	Secured	Club	Club
Coronation Playing Fields	Rural North	Available	Secured	Local Authority	Local Authority
Fairfields Recreation Ground	A12 corridor	Available	Unknown	Local Authority	Local Authority
Great & Little Warley Cricket Club	Rural South/A127 Corridor	Available	Secured	Private	Private
Herongate & Ingrave Cricket Club	Rural South/A127 Corridor	Available	Secured	Unknown	Club
Hutton Cricket Club	A12 corridor	Available	Unknown	Local Authority	Private Contractor

Navestock Cricket Club	Rural North	Available	Secured	Parish Council	Club
Old Brentwoods Sports Club	Rural North	Available	Secured	Private	Club
Shenfield Cricket Club	A12 corridor	Available	Secured	Local Authority	Private Contractor
Shenfield High School	A12 corridor	Available	Secured	Education	Private Contractor
South Weald Cricket Club Ground	Rural North	Available	Secured	Charity, Trust	Trust
St Martin'S School	A12 corridor	Not Available	Secured	Charity, Trust	Local Authority

QUALITY ASSESSMENT

- 4.3.7 Each site (where access was possible) was visited and assessed by the 4 global research team (in June 2017) using a non-technical assessment framework provided by the ECB. The assessment considers the quality of playing surface, the quality of changing rooms and the score of their 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, STANDARD or POOR.
- 4.3.8 Table 4.3 summarises the quality assessment results. Full details of the subsequent carrying capacity allocations of each site by pitch type can be found in Technical Appendix B – Cricket Analysis. Given the ratings, the overall quality of pitches across Brentwood is healthy, with all of the open and working pitches scoring standard or better.

Table 4.3 – Summary of cricket pitch scoring in Brentwood

Sub Area	Good	Standard	Poor
A12 Corridor	10	4	2
Rural North	0	10	0
Rural South/A127 Corridor	0	0	2
Total no. of pitches in the borough	10	14	4

- 4.3.9 There are 10 pitches in Brentwood that are of high quality, these are located at thriving cricket club sites, such as Brentwood CC, Hutton CC and Shenfield CC, along with high quality provision being available at Brentwood School Sports Centre.

There are four cricket pitches in Brentwood that are of poor quality. These are the ones at Fairfields Recreation Ground, Becket Keys School, Great & Little Warley Cricket Club and Herongate & Ingrave Cricket Club.

4.4 Demand

CLUB AND TEAM PROFILE

- 4.4.1 Through the demand consultations with clubs, 12 clubs have been identified as playing in Brentwood as shown in Table 4.4 below, with details on the team profiles where it was possible to contact them.

Table 4.4 – Cricket club profiles for responding clubs. Source: PPS club consultations

Club	Sub Area	No. of competitive teams				Total
		Senior men	Senior women	Boys	Girls	
Bentley CC	Rural North	5	0	5	0	10
Brentwood CC	A12 corridor	7	0	7	2	16
Brookweald CC	Rural North	2	0	0	0	2
Herongate CC	Rural South/A127 Corridor	1	0	5	0	6
Hutton CC	A12 corridor	7	2	14	0	23
Ingatestone CC	A12 corridor	3	0	0	0	3
Mountnessing CC	Rural North	1	0	0	0	1
Navestock CC	Rural North	4	0	0	0	4
Old Brentwoods CC	Rural North	2	0	0	0	2
Shenfield CC	A12 corridor	5	0	6	0	11
Southweald CC	Rural North	3	0	3	0	6
Willowherbs CC	Rural North	3	0	0	0	3
Total		43	2	40	2	87

- 4.4.2 To further understand the demand for cricket in the study area, the following detailed consultations provide further clarity on the priorities and issues of key clubs in the study area.

Table 4.5 – Major club cricket consultations in Brentwood

Club	Consultation Summary
Bentley CC	<p>A total of 10 teams, with 5 Men's teams and 5 juniors ranging from U9s to U16s. The club always welcomes new players into the sides and there has been a recent push towards introducing girls into existing teams. They have aspirations to have enough numbers to form a full girls side in the near future but at the moment they play in mixed teams.</p> <p>The pavilion at their ground was built in 2000, as the old one was knocked down. Facilities on site include two cricket squares as well as an artificial, which enables most of the scheduled matches to be played (unless the outfield is unsuitable) at the site. Although the pavilion is showing some signs of wear, it was stated that it is perfectly suitable for the club's needs, it is very central to the community of the club with regular social events. The site also has 2 sets of home and away changing rooms (one that was recently built), and 2 newly laid astro nets for training.</p>
Brentwood CC	<p>There are 7 senior and 9 junior sides present within the club, from the junior section there are currently two teams present. The club utilise their preferred site,</p>

	<p>Brentwood Cricket Club, for the majority of their provision however they access Brentwood School and Mountnessing Cricket Club in order to meet senior provision that they cannot support on site. The club find that both the other grounds are suitable for their provision however their preferred site is Brentwood Cricket Club. The club are currently going through their reaccreditation and hope that this is to be confirmed before the start of the season. The club are keen to stress the need for an indoor training centre on site, due to the number of players within the club and the lack of facilities in the area. In terms of immediate issues, the club are keen to establish funding for part time coaches for female sessions, due to the club seeing around a 250% increase in female participation, a trend which they are keen to continue.</p>
Hutton CC	<p>This is the largest club in the area, with a total of 23 teams including men's, women's and junior cricket. They have recently seen an increase in female numbers as a consequence of concentration, support and promotion of women's cricket.</p> <p>The majority of their teams play at Hutton Cricket Club, however they do access Mountnessing Cricket Club for some adult fixtures. The club identified a need for additional indoor training facilities in the area – although they do use indoor facilities in Brentwood, these are not sufficient and they currently have to travel to Chelmsford for winter training in order to satisfy demand. They stated that an indoor cricket centre of good quality is needed in Brentwood, Navestock had been pursuing such a scheme but it was blocked by planners.</p> <p>The club own their home ground and stated to be happy with the quality of maintenance, with good pitch quality due to excellent ground staff and investment by the club. They have current plans to install additional wickets on each of their two main squares and work with Mountnessing Parish Council to further improve the quality of changing provision at Mountnessing Cricket club.</p> <p>Ancillary facilities were also rated as good and the club are constantly upgrading the quality of the pavilion, nets and playing surface. A need for additional nets on site was also identified.</p>
Shenfield CC	<p>The club has a total of 11 teams, including 5 adult sides and a junior's section with 6 teams from U11 to U15 (as well as 3 softball teams in the U9 age group). They also stated that they would like to introduce a women's team into the set up. The club rent their ground from the local council and carry out the maintenance themselves. They have rated the quality of this maintenance and the pitch itself as good, with the only outstanding issue being a slight slope towards the car park. However, they stated that this is not major and is similar to many clubs in the area.</p> <p>The club have no current development plans for the site, they would like a new club house facility but lack the funding (since the extension in 1996). Overall, they are very satisfied with their current set up and feel that it is perfect for the size of the club. The club do have problems at the moment regarding sufficient fencing around the perimeter of the group, which is being suggested by the authority, however this fencing would need to be taken down at the end of each fixture, which will be a major inconvenience for the club and could affect them significantly.</p>

4.5 Future Demand

DEMAND DRIVEN BY POPULATION GROWTH

- 4.5.1 In order to estimate the future demand for cricket in the study area, a Team Generation Rate¹⁹ has been calculated using the current number of teams and the current population. This measure allows us to calculate the population (for various age groups) that will typically cause enough demand for a cricket team.
- 4.5.2 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.
- 4.5.3 The impact of population projections on the need for cricket provision has been divided into the three identified sub areas and are displayed as such below.
- 4.5.4 Tables 4.6 to 4.8 overleaf illustrate that the greatest projected growth in cricket demand is projected to be junior boys, followed by men's (open age) cricket. As no formal demand was recorded for female cricket across the Rural North and Rural South/A127 sub areas, the TGR calculation is unable to project the likely growth in demand for these age groups.
- 4.5.5 It should be noted that the * indicates an adjusted level of demand for female cricket. As there are currently no female teams playing cricket in the Rural North and Rural South/A127 corridor sub areas, it is not possible to allocate a TGR ratio, which means that no future growth can be projected.
- 4.5.6 Following consultation with the ECB, and in line with the NGB's national strategy, this does not represent a realistic future picture of female cricket. The ECB and County Cricket Boards (including Essex CCB) are making a conscious effort to increase female participation across the country, especially following England's 2017 Womens Cricket World Cup win.
- 4.5.7 To ensure a more accurate future growth projection is considered as part of the study, we have used figures from the latent demand analysis, which projects one additional female team in the Rural North sub-area and one in the A12 Corridor sub area over the lifetime of the strategy. This has been included in the following tables however it is not double counted as part of the overall future supply and demand analysis.
- 4.5.8 Utilising the current demand for cricket in each of the sub areas and how each of the sub-areas is projected to grow over the lifetime of the strategy, an estimation of how the growth of demand is likely to be allocated across the four sub areas is summarised in the table below

¹⁹ The Team Generation Rate calculation uses the current number of teams and the current population to calculate a proxy measure of the number of total residents per relevant sports team. This measure is therefore applied to the projected population (depending on the length of the strategy) to predict how many additional teams will be required in order to satisfy the demand from the 'new' population.

Table 4.6: A12 Corridor sub area - Impact of population projections on the need for cricket provision (Team Generation Rates)

Cricket age group	Current pop. Within age group	No. Of teams	TGR	Future population (2033) within age group	Population Change in Age Group	Potential Change in team Numbers
Adult (19-65) – males only	14022	22	637	14624	602	1
Adult (19-65) – females only	14416	2	7208	14661	246	1*
Youth (7-18) – boys only	4029	27	149	4782	752	5
Youth (7-18) – girls only	3966	2	1983	4579	613	0
Total Projected Additional Demand (Teams)						7

Table 4.7: Rural North sub area - Impact of population projections on the need for cricket provision (Team Generation Rates)

Cricket age group	Current popn. Within age group	No. Of teams	TGR	Future population (2033) within age group	Population Change in Age Group	Potential Change in team Numbers
Adult (19-65) – males only	2653	20	147	2743	90	1
Adult (19-65) – females only	2750	0	N/A	2782	32	1*
Youth (7-18) – boys only	954	8	119	1139	185	2
Total Projected Additional Demand (Teams)						4

Table 4.8: Rural South/A127 Corridor sub area - Impact of population projections on the need for cricket provision (Team Generation Rates)

Cricket age group	Current popn. Within age group	No. Of teams	TGR	Future population (2033) within age group	Population Change in Age Group	Potential Change in team Numbers
Adult (19-65)	1255	1	1255	2776	1521	1

– males only						
Youth (7-18) – boys only	391	5	78	1007	616	8
Total Projected Additional Demand (Teams)						9

- 4.5.9 Tables 4.6 to 4.8 shows that there would be 15 additional junior teams and five additional adult teams due to the increase in population in these age groups.
- 4.5.10 The demand created by these teams will be in line with ECB guidance, 10 matches per adult team and eight per junior team. This means the TGR calculation is projecting that there will be a future 170 additional matches played in Brentwood in 2033, compared with 2018.
- 4.5.11 In addition, unmet and displaced demand for provision is also identified on a sport by sport basis. Unmet demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches (and ancillary facilities) was available. Displaced demand refers to teams that are generated from residents of the area but due to any number of factors do not currently play within the area.
- 4.5.12 No unmet demand was identified through club consultations as part of this study. Details on displaced demand identified during club consultations are displayed below:

4.9: Displaced demand for cricket in Brentwood Borough

Club	Displaced demand	Reason
Ardleigh Green CC	Adult and junior fixtures and training at Royal Liberty School, Romford	Lack of available and affordable pitches within Brentwood
Bentley CC	Winter training at Writtle Sports Centre	Lack of available and suitable standard pitches
Hutton CC	Winter indoor training and nets in Chelmsford	Pressure on existing facilities in Brentwood
Navestock CC	Adult and junior training at Billericay CC	Lack of available pitches within the area
Old Brentwoods CC	Indoor league and weekly training at David Lloyd Centre Walthamstow	Lack of available and suitable indoor facilities in the area

DEMAND DRIVEN BY LATENT DEMAND

- 4.5.13 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 Brentwood Borough, in addition to the teams generated by population growth.

- 4.5.14 Table 4.10 illustrates the significant projected growth that clubs are expecting over the next 3 – 5 years, which represents an equivalent level of growth that is projected to be influenced by population growth. It is important to note that this projected growth 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.

Table 4.10: Latent demand for cricket by sub-area

Sub-area	Club	Senior Cricket		Junior Cricket		Total
		Men	Women	Boys	Girls	
Rural North	Navestock CC	0	0	1	1	3
	Old Brentwoods CC	0	1	0	0	
A12 Corridor	Shenfield CC	0	1	0	0	1

CURRENT AND FUTURE DEMAND FOR INDOOR CRICKET

- 4.5.15 Consultations undertaken as part of the PPS project have identified that a key priority for clubs and Essex County Cricket Board is the continuation of indoor cricket in the area and the wider Essex County.
- 4.5.16 While indoor facilities do not sit within the scope of this PPS, it is important that development priorities are referenced, as they have an impact on the wider game of cricket, including the level of participation from adults and juniors.
- 4.5.17 Essex cricket see Brentwood as a key area for developing cricket. This is primarily due to the strong club and school cricket community, but also the transport network to the whole country from the Brentwood area. Essex Cricket strategic facility plan for the future involves focusing on the provision of indoor cricket, to provide a 12-month all year around playing offer.
- 4.5.18 Essex Cricket believe there is a good opportunity for indoor Cricket in the Brentwood area, as there is currently no indoor centre for training. Essex Cricket highlighted that the Brentwood Centre would provide a great environment for Women and Girls, Ability Wheelchair Cricket and Schools Programmes along with the over 50's walking cricket linked into casual access to the game.
- 4.5.19 Essex Cricket also stated that utilising the current 6 community halls across the borough could be beneficial, stating this could work well for Women and Girls, Table Cricket, over

50's, all of which are the street versions of the game that have high community impact and engagement

- 4.5.20 In addition, during club consultations, Navestock CC highlighted their current plans to replace their existing pavilion with a new-build 'barn', which will have indoor cricket nets, a multi-sport activity space and changing rooms with showers. The Club has backing from Essex County Cricket Board, but were refused planning by Brentwood Borough Council in 2017. The Club is located 3.5 miles north of Brentwood Town Centre (3.5 miles away) within the Rural North sub area and, if granted planning permission, would be accessible to the Brentwood community as well as neighbouring residents in Epping Forest District.
- 4.5.21 Epping Forest District Council is currently considering its options for rationalisation of its indoor leisure stock by potentially closing the Ongar Leisure Centre. This Centre is within a 20-minute drive time for Brentwood Borough residents and, if closed, is likely to increase demand for the sports halls in Brentwood Borough
- 4.5.22 Club feedback has indicated that there are no facilities within Brentwood Borough that are capable of supporting competitive indoor cricket (matchplay), with the nearest facility being the Peter May Sports Centre in Walthamstow. This is not only a long way for clubs to travel to training and matchplay, but it is also difficult for clubs to secure a block booking given the popularity of the facility.

OVERPLAY

- 4.5.23 Overplay occurs when a cricket square is played on a greater amount than is recommended by the pitch's carrying capacity. For example, through agreement with the project steering group the carrying capacity for grass wickets in Brentwood is five matches per season. If a square has 8 individual 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**.
- 4.5.24 There are a number of reasons for a pitch being overplayed, such as lack of alternative provision, poor site management, or a discrepancy in pitch rates, making some more affordable than others.
- 4.5.25 It is important that any overplay of pitches is considered as part of the overall supply and demand analysis, therefore Table 3.11 below identifies all sites that have pitches with overplay or that have been identified as being at capacity (and therefore risk falling into overplay).
- 4.5.26 Where overplay has been identified as part of this analysis, it is included within the overall supply and demand analysis for cricket in the Borough. A full capacity analysis of all sites with cricket provision is included within Technical Appendix B – Cricket Analysis.

Table 4.11: Overplay of cricket pitches in Brentwood Borough (Only sites with overplay included)

Site Name	Sub area	No of Cricket Squares	Site Comments	Extent of overplay or spare capacity (match equivalents per season)
Brentwood Cricket Club	A12 corridor	2	The site is currently over capacity for grass wickets	-7
Herongate & Ingrave Cricket Club	Rural South	1	The site is currently over capacity for grass wickets	-29
Hutton Cricket Club	A12 corridor	2	The site is currently over capacity for grass wickets	-71
Navestock Cricket Club	Rural North	1	The site is currently over capacity for grass wickets	-1

4.5.27 Table 4.11 shows the sites across the District where overplay has been found. This is a particularly issue for sites in the South sub-area, with a combined overplay of 114 matches per season.

4.5.28 This level of overplay typically leads to clubs either failing to host fixtures or using unsecured nearby facilities for short term usage on an ad hoc basis, to ensure that facilities can be fulfilled. 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.

4.6 Capacity Analysis for Cricket in Brentwood

4.6.1 Using the supply of the cricket sites and the current level of demand, the overall capacity of each of the sites has been calculated. 9 of the 17 available cricket sites have been identified as having spare capacity for their grass wickets.

4.6.2 Table 4.12 shows the total supply and demand balance for cricket pitches in Brentwood, taking into consideration the use of artificial pitches for matches, which occurs in Brentwood. Table 4.2 also shows the balance when it is assumed that non-turf pitches are not used for matches at any age groups. It is likely that in reality, a small number of clubs such as those with larger junior sections, will use the non-turf pitches for a small proportion of their matches.

Table 4.12 – Overall Cricket balance figures for Brentwood – grass pitches only

Not Including Non-Turf Pitches in Analysis		
Supply and demand figures (matches)	Demand 761	Supply 930
Overall balance (matches)		+169
Pitch balance figure (no. of grass or artificial wickets)		43 grass wickets or 3.5 artificial wickets

- 4.6.3 To assess the availability of cricket facilities at peak times, it has been determined that the period of highest demand for cricket matches is on a Saturday afternoon for adults and spread throughout the week for juniors. The capacity analysis below takes account of peak period usage.

4.7 Capacity Analysis

- 4.7.1 The following section contains the summary capacity analysis for cricket in Brentwood, as well as for a number of relevant scenarios, as requested by the ECB and the Sport England 2013 Playing Pitch Guidance. The scenario testing has divided into the three sub areas and are displayed below accordingly.

Table 4.13: Brentwood - Summary capacity analysis and scenarios for cricket

Balance per Pitch Type	Adults (Grass only)	Juniors (playing on only artificial pitches)	All matches played on	
			Grass Only	Grass +Artificial
Supply – pitch capacity in match equivalents (For available sites only)	825	420	825	1245
Demand – match equivalents for matches and training	458	303	761	761
Current Balance for all available sites only	367	117	64	484
Current Balance for secured sites only	372	57	69	429
Projected number of teams	3	15	18	18
Future additional demand (from TGR)	30*	120*	150*	150*
Future additional demand (converted latent demand)	20*	8*	28*	28*
Future balance for all available, secured sites	342	-63	-81	279

*Adult demand is calculated at 10 match equivalents per team per season. Junior demand is calculated at 8 match equivalents per team per season.

- 4.7.2 Table 4.13 identified the following key findings:
- Overall, there is a current surplus of cricket provision in the Brentwood Borough.
 - When looking at secured provision only, the spare capacity is reduced considerably but still sufficient to satisfy current demand.
 - Future provision is overall sufficient to accommodate additional future demand identified in the TGR analysis. However, if all matches were to be played on grass wickets there will be shortage of 81 match equivalents.

Table 4.14: A12 Corridor sub area - Summary capacity analysis and scenarios for cricket

Balance per Pitch Type	Adults (Grass only)	Juniors (playing on only artificial pitches)	All matches played on	
			Grass Only	Grass +Artificial
Supply – pitch capacity in match equivalents (For available sites only)	435	240	435	675
Demand – match equivalents for matches and training	195	218	413	413
Current Balance for all available sites only	240	22	22	262
Current Balance for secured sites only	140	-38	-78	102
Projected number of teams	1	5	6	6
Future additional demand (from TGR)	10*	40*	50*	50*
Future additional demand (converted latent demand)	10*	0	10*	10*
Future balance for all available sites	265	-18	7	247
Future balance for secured sites only	130	-78	-128	52

*Adult demand is calculated at 10 match equivalents per team per season. Junior demand is calculated at 8 match equivalents per team per season.

4.7.3 Table 4.14 identified the following key findings:

- A12 corridor accounts for the largest amount of cricket supply (both grass and artificial wickets) of all sub-areas in the borough.
- The analysis for currently available sites shows a surplus of cricket provision within the sub area.
- According to secured pitch balance calculations, there is a shortage of 38 junior match equivalents for artificial wickets and 78 match equivalents for all demand being placed on grass wickets. This shortage is increased when including additional demand identified by TGRs.
- Overall, there is a future surplus in secured capacity of 52 matches in the A12 corridor sub area when combining grass and artificial provision. This would allow for an additional 4 adult teams 5 junior teams. However, if all future demand was to be placed on grass wickets only, there would be a shortage of 128 match equivalents.

Table 4.15: Rural North sub area - Summary capacity analysis and scenarios for cricket

Balance per Pitch Type	Adults (Grass only)	Juniors (playing on only artificial pitches)	All matches played on	
			Grass Only	Grass +Artificial
Supply – pitch capacity in match equivalents (For available sites only)	390	180	390	570
Demand – match equivalents for matches and training	248	41	289	289
Current Balance for all available sites only	142	139	101	281

Current Balance for secured sites only	142	139	101	281
Projected number of teams	2	4	6	6
Future additional demand (from TGR)	10*	16*	26*	26*
Future additional demand (converted latent demand)	10*	16*	26*	26*
Future balance for all available sites	122	107	49	229
Future balance for secured sites only	122	107	49	229

*Adult demand is calculated at 10 match equivalents per team per season. Junior demand is calculated at 8 match equivalents per team per season.

4.7.4 Table 4.15 identified the following key findings:

- Rural North is the sub area with the highest level of demand for adult cricket.
- All cricket supply in this sub area is secured for future use
- The analysis shows that Rural North has spare capacity for grass and artificial wickets in both current and future scenarios, including the additional teams identified by TGRs and latent demand

Table 4.16: Rural South/A127 Corridor sub area - Summary capacity analysis and scenarios for cricket

Balance per Pitch Type	Adults (Grass only)	Juniors (playing on only artificial pitches)	All matches played on	
			Grass Only	Grass +Artificial
Supply – pitch capacity in match equivalents (For available sites only)	0	0	0	0
Demand – match equivalents for matches and training	15	44	59	59
Current Balance for all available sites only	-15	-44	-59	-59
Current Balance for secured sites only	0	-44	46	-59
Projected number of teams	1	8	9	9
Future additional demand (from TGR)	10*	64*	74*	74*
Future additional demand (converted latent demand)	0	0	0	0
Future balance for all available sites	-10	-108	-74	-133
Future balance for secured sites only	-10	-108	-74	-133

*Adult demand is calculated at 10 match equivalents per team per season. Junior demand is calculated at 8 match equivalents per team per season.

4.7.5 Table 4.16 identified the following key findings:

- Rural South/A127 Corridor accounts for the least amount of cricket demand of all sub areas.
- All cricket supply in this sub area, which is the lowest in the borough, is secured for future use.
- Current balance shows no spare capacity on grass wickets. There is currently a shortfall of 10 match equivalents, there is also no artificial wicket provision. This is due to both pitches in the sub area being scored as poor, resulting in 0 for carrying capacity.

- Future scenario analysis shows overplay of 74 match equivalents in the sub area when including demand from additional teams identified in the TGRs. This is due to a considerable increase in population as a result of housing developments in the area.
- An additional seven grass wickets (or one artificial wicket) would be required to accommodate the projected future demand with also the upgraded maintenance of the current pitches within the sub area.

PEAK TIME SUPPLY AND DEMAND ANALYSIS

- 4.7.6 In line with the 2013 Sport England PPS guidance, this study has considered the total supply and demand for facilities, measured in match equivalents per week and per season.
- 4.7.7 While this is a valuable measure of whether or not pitches are at capacity, underplayed or overplayed, the patterns of demand should also be considered when assessing whether there are sufficient facilities across the Borough.
- 4.7.8 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 cricket.
- 4.7.9 This will indicate whether there are enough pitches to satisfy the demand where a large amount of cricket is played at the same time (e.g. are there enough grass cricket squares so that all adult teams can to play on Saturday afternoons?)
- 4.7.10 The following assumptions on peak times have been developed, based on standard practice for competitive grass roots cricket
- Adult peak demand is assumed to be Saturday PM
 - Youth cricket peak demand is Weekdays anytime
- 4.7.11 A full methodology for calculating peak time capacity can be found in Technical Appendix B – Cricket Analysis.
- 4.7.12 Table 4.17 provides an analysis of all sites across the Borough where formal cricket demand has been identified. For all relevant sites, it has been identified whether there is spare capacity during the peak period (highlighted green). It should be noted that where sites are at an overall deficit of capacity (highlighted red), it is assumed that there is not spare capacity during the peak period. It has also been assumed that all sites that are currently available for community use but have no formal demand identified, there will be spare capacity at the peak period. Conversely, all sites that are not available for community use are assumed to have no spare capacity at the period of peak demand.

Table 4.17: Peak time supply and demand analysis – Cricket grass squares

Site Name	Sub area	No of Cricket Squares	Availability	Peak Time Balance – Adult Cricket (Sat PM)	Peak Time Balance – Junior Cricket (weekdays)
Anglo European School	A12 corridor	1	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
Becket Keys Church Of England Free School Playing Fields	A12 corridor	1	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
Bentley Cricket Club	Rural North	2	Available	No spare capacity in the peak period	7.5 match equivalents spare capacity in the peak period
Blackmore Sports And Social Club	Rural North	1	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
Brentwood Cricket Club	A12 corridor	2	Available	No spare capacity in the peak period	5.5 match equivalents spare capacity in the peak period
Brentwood School Sports Centre	A12 corridor	5	Available	4 match equivalents spare capacity in the peak period	25 match equivalents spare capacity in the peak period
Brookweald Cricket Club	Rural North	1	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
Coronation Playing Fields	Rural North	1	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
Fairfields Recreation Ground	A12 corridor	1	Available	No spare capacity in the peak period	No spare capacity in the peak period

Site Name	Sub area	No of Cricket Squares	Availability	Peak Time Balance – Adult Cricket (Sat PM)	Peak Time Balance – Junior Cricket (weekdays)
Great & Little Warley Cricket Club	Rural South/A127 Corridor	1	Available	No spare capacity in the peak period	No spare capacity in the peak period
Herongate & Ingrave Cricket Club	Rural South/A127 Corridor	1	Available	No spare capacity in the peak period	No spare capacity in the peak period
Hutton Cricket Club	A12 corridor	2	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
Navestock Cricket Club	Rural North	1	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
Old Brentwoods Sports Club	Rural North	2	Available	1 match equivalent spare capacity in the peak period	10 match equivalents spare capacity in the peak period
Shenfield Cricket Club	A12 corridor	2	Available	No spare capacity in the peak period	8 match equivalents spare capacity in the peak period
Shenfield High School	A12 corridor	1	Available	No spare capacity in the peak period	5 match equivalents spare capacity in the peak period
South Weald Cricket Club Ground	Rural North	2	Available	0.5 match equivalents spare capacity in the peak period	8.5 match equivalents spare capacity in the peak period
St Martin'S School	A12 corridor	1	Not Available	No spare capacity in the peak period	No spare capacity in the peak period

4.7.13 Table 3.18 below summarises this information and shows the total spare capacity during the peak period for each of the three sub-area.

Table 4.18: Peak period spare capacity by sub-area

Sub-area	Total spare adult capacity in the peak period	Total spare junior capacity in the peak period
A12 corridor	1	63.5
Rural North	No spare capacity	46
Rural South/A127 Corridor	No spare capacity	No Spare Capacity

- 4.7.14 Table 4.18 illustrates that there is very little spare adult capacity for available cricket sites in the peak period, which limits future growth of clubs and does not allow site operators and management team to increase the amount of cricket played on a weekly basis. This will be considered alongside the total supply and demand analysis when providing recommendations on future cricket facility provision across the Borough. There is no capacity in the rural south sub area of the borough due to both sites being located there being scored as poor.
- 4.7.15 Table 4.18 also shows a large amount of spare capacity for junior cricket in the peak period. This is partly due to the number of school sites included in the study that are not currently used by community clubs for junior cricket. When removing these school sites (Anglo European School, Becket Keys School, Brentwood School Sports Centre, Shenfield High School) from the analysis, spare peak time junior capacity in the Borough is reduced from a total of 117 match equivalents to 77.

4.8 Strategic sites for Protection, Enhancement and Provision

4.8.1 Table 4.19 provides a justification for how each of the cricket sites should be Protected, Enhanced or Provided for.

Table 4.19 – Strategic cricket sites for protection, enhancement and provision

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
			Games played (Adult – Junior)	Capacity (Grass – Artificial)				
Anglo European School	A12 Corridor	1	0	0-60	This site has artificial pitch provision and is not used for community cricket	5 match equivalents spare capacity for junior cricket	PR	The site should be protected as playing fields in the Local Plan. This site is available for community use, however no community club demand was identified as part of the study and it is used by pupils of the school.
							E	The outfield scored a 55% quality score and some drainage issues were identified as part of the site assessment. Increased maintenance of the cricket pitch and outfield is recommended.
							PV	There are no recommendations to provide new facilities at the site.
Becket Keys Church Of England Free School Playing Fields	A12 Corridor	1	0	0-60	This site has artificial pitch provision and is not used for community cricket	No spare capacity for adult or junior cricket	PR	The site should be protected as playing fields in the Local Plan. No community club demand has been recorded as part of the study, however it is used by pupils of the school.
							E	The artificial wicket at the site is worn down,

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
			Games played (Adult – Junior)	Capacity (Grass – Artificial)				
							PV	The school is currently building a new sports hall which will have at least 1 indoor net facility and hope for this development to be completed by March 2018. There are no further recommendations to provide new facilities at the site.
							PR	The site should be protected as playing fields in the Local Plan. It has two standard quality pitches that are used by Bentley CC's 5 adult and 5 junior teams.
Bentley Cricket Club	Rural North	2	40-20	75-60	This site is currently under capacity for grass wickets	No spare capacity for adult cricket and 7.5 match equivalents spare capacity for junior cricket	E	Drainage improvement works are recommended, to address the flooding issues (on the first team square) that were identified as part of the site assessment and club consultation.
							PV	The club also expressed a desire to invest in new sight screens and additional perimeter fencing.
							PR	There are no recommendations to provide new facilities at the site.
Blackmore	Rural North	1	32-0	50-0	This site is	No spare	PR	The site should be protected as playing

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
			Games played (Adult – Junior)	Capacity (Grass – Artificial)				
Sports And Social Club					currently under capacity for grass wickets	capacity for adult cricket and 5 match equivalents spare capacity for junior cricket		
								E
								PV
							There are no recommendations to provide new facilities at the site.	
Brentwood Cricket Club	A12 Corridor	2	30-72	95-0	This site is currently over capacity for grass wickets	No spare capacity for adult cricket and 5.5 match equivalents spare capacity for junior cricket	PR	
							E	
							PV	

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)			
			Games played (Adult – Junior)	Capacity (Grass – Artificial)						
Brentwood School Sports Centre	A12 Corridor	5	20-0	145-0	The site is currently under capacity for grass wickets	4 match equivalents spare capacity for adult cricket and 25 match equivalents spare capacity for junior cricket		PR	The site should be protected as playing fields in the Local Plan. It has 5 good quality cricket pitches that are used by school pupils, as well as two adult teams from Brentwood CC. It is recommended that a long term community use agreement is put in place at the site to ensure that Brentwood CC, who do not have the capacity to grow given the existing quantity of supply and their 1st team ground, have long term security of use the site as a secondary pitch.	
								E		There are no recommendations to enhance facilities at the site.
								PV		There are no recommendations to provide new facilities at the site.
Brookweald Cricket Club	Rural North	1	20-0	50-0	The site is currently under capacity for grass wickets	No spare capacity for adult cricket and 5 match equivalents spare capacity for junior	PR	This site should be protected as playing fields in the Local Plan. The site is utilised by Brookweald CC. The club have expressed their desire to utilise the pavilion as a social hub. In order to do so, the installation of central heating is required so that the pavilion can be used		
							E			

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
			Games played (Adult – Junior)	Capacity (Grass – Artificial)				
						cricket	PV	There are no recommendations to provide new facilities at the site.
Coronation Playing Fields	Rural North	1	42-0	45-0	The site is currently under capacity for grass wickets	No spare capacity for adult cricket and 5 match equivalents spare capacity for junior cricket	PR	This site should be protected as playing fields in the Local Plan. It is home to Mountnessing CC and also serves as a secondary home ground for Hutton CC and Brentwood CC (2 adult teams each).
							E	The site suffers severely from dog fouling, littering and vandalism. Improved signage and security is recommended in order to address this.
								The tea pavilion at the site is 26 years old and in need of refurbishment.
Fairfields Recreation Ground	A12 Corridor	1	30-0	0-60	The site is currently over capacity for grass wickets	No spare capacity for adult or junior cricket	PV	There are no recommendations to provide new facilities at the site.
							PR	The site should be protected as playing fields in the Local Plan. It is used by Ingatestone CC, who have 3 adult teams and a small junior section with aspiration to start a formal junior cricket team in coming years.

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)
			Games played (Adult – Junior)	Capacity (Grass – Artificial)			
Great & Little Warley Cricket Club	Rural South/A127 Corridor	1	0	0-0	The site is currently over capacity for grass wickets	No spare capacity for adult or junior cricket	
							E
							The club have recently had their lawn mower stolen, along with constant vandalism to the ancillary facility and outfield. Improved signage and increased security is recommended at the site. The site scored poorly overall as part of the site assessment, with particular care required to the artificial wicket and the ancillary facilities, which are in need of improvement/refurbishment, resulting in a 0 for capacity.
							PV
							There are no recommendations to provide new facilities at the site.
							PR
							No current demand was recorded at the site as part of the study, however in consultation with the ECB it was stated that Shenfield CC are looking at potentially running their 5 th team or some junior sides from the site, and it should therefore be protected as playing fields in the Local Plan.
							E
							The site was deemed poor as part of the assessment. The grass wickets and ancillary facilities were in acceptable condition, however the outfield was overgrown and of very poor quality. A

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
			Games played (Adult – Junior)	Capacity (Grass – Artificial)				
								general improvement of maintenance is required at the site.
						PV		There are no recommendations to provide new facilities at the site.
						PR		The site should be protected as playing fields in the Local Plan. It is used by 1 adult and 5 junior teams from Herongate CC.
Herongate & Ingrave Cricket Club	Rural South/A127 Corridor	1	15-44	0-0	The site is currently over capacity for grass wickets	No spare capacity for adult or junior cricket	E	The site was identified as poor during site assessments and club consultations. The outfield was overgrown, sloped and uneven and therefore increased maintenance is recommended.
								The clubhouse and changing rooms were also deemed poor by the club as upgrading is required.
							PV	There are no recommendations to provide new facilities at the site.
Hutton Cricket Club	A12 Corridor	2	67-124	120-0	The site is currently over capacity for grass wickets	No spare capacity for adult cricket and 5 match equivalents spare capacity	PR	The site is home to Hutton CC, the largest club in Brentwood, and should be protected as playing fields in the Local Plan.
							E	The site is very well maintained and scored within the 'good' category as part of the site assessment. The club also stated to be very

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)
			Games played (Adult – Junior)	Capacity (Grass – Artificial)			
						for junior cricket	
Navestock Cricket Club	Rural North	1	61-0	60-0	The site is currently over capacity for grass wickets	No spare capacity for adult cricket and 5 match equivalents spare capacity for junior cricket	PR
							E
							PV
							happy with the quality of pitches and facilities, however the site has recently suffered from vandalism, damage to equipment and litter and therefore improved signage is recommended.
							There are no recommendations to provide new facilities at the site.
							The site should be protected as playing fields in the Local Plan. It is used by Navestock CC, who have 4 adult teams.
							The grass wickets are maintained to a good standard, however some low levels of vandalism as well as dog fouling were identified as part of the site visit. The club also raised during consultation some issues with cars driving on the pitch and damaging the outfield. Improved signage is recommended, as well as exploring the possibility of installing pitch perimeter fencing.
							Shower facilities at the site have been recently upgraded but further refurbishment is required in the clubhouse.
							The club have plans to knock down the existing pavilion and build a brand new one.

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)
			Games played (Adult – Junior)	Capacity (Grass – Artificial)			
Old Brentwoods Sports Club	Rural North	2	20-0	60-60	The site is currently under capacity for grass wickets	1 match equivalents spare capacity for adult cricket and 10 match equivalents spare capacity for junior cricket	
							PR The site should be protected as playing fields in the Local Plan. It is used by Old Brentwoods CC, who have 2 adult teams.
							E The club have plans to redevelop the clubhouse to accommodate more changing rooms, particularly female provision, as there is currently only one shower block to serve 5 changing rooms. It was also stated that funding is required to purchase a new outfield mower and an electronic scoreboard.
						PV There are no recommendations to provide new facilities at the site.	
						PR The site should be protected as playing fields in the Local Plan. It is home to Shenfield CC, who have 5 adult and 6 junior teams.	
Shenfield Cricket Club	A12 Corridor	2	48-22	75-0	The site is currently under capacity for grass wickets	No spare capacity for adult cricket and 8 match equivalents spare capacity	E Ancillary facilities scored 64% as part of the site assessment and upgrading is required.

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)
			Games played (Adult – Junior)	Capacity (Grass – Artificial)			
						for junior cricket	<p>The club have recently applied for funding to refurbish the changing rooms and toilet facilities and install disabled access and toilet.</p> <p>The club are also facing some issues with their second ground at Courage Playing Fields, where the Council have identified a need for a 11x3 metre fence to be put up and taken down after every game (cost circa £3,500), which was stated to be a major inconvenience and could affect the club significantly</p>
							<p>PV</p> <p>On the club's main pitch there is open grass space that the club would like to develop to replace their current secondary pitch (Courage Playing Field). It is recommended to explore this possibility in order to avoid current issues at Courage Playing Field.</p>
Shenfield High School	A12 Corridor	1	0	0-60	This site has artificial pitch provision and is not used for community cricket	5 match equivalents spare capacity for junior cricket	<p>PR</p> <p>The site should be protected as playing fields in the Local Plan. It is used by pupils of the school and also available to the community, however it is only used very occasionally by Shenfield CC when their ground is at demand.</p>

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)
			Games played (Adult – Junior)	Capacity (Grass – Artificial)			
South Weald Cricket Club	Rural north	2	33-12	50-60	The site is currently under capacity for grass wickets	0.5 match equivalents spare capacity for adult cricket and 8.5 match equivalents spare capacity for junior cricket	PR
							E
							PV
St Martin's	A12 Corridor	1	0	0-60	N/A – the site is not available to the	N/A – the site is not available to	PR

The site is not available for community use, however it is used by school pupils for

Site Name	Sub Area	No of Pitches	Games Per Season		Capacity analysis	Peak time analysis	Justification for Protection (PR), Enhancement (E) or Provision (PV)
			Games played (Adult – Junior)	Capacity (Grass – Artificial)			
School				community	the community		
						E During site assessment, the artificial strip was identified as poor –with rips and lifting in places and very run down – and the outfield was overgrown. An increased maintenance regime is recommended at the site.	
						PV There are no recommendations to provide new facilities at the site.	

4.9 Cricket Summary

- 4.9.1 This section summarises the findings from the cricket analysis, which will form the basis of the recommendation and action plan section for Brentwood Borough Council.
- 4.9.2 Table 4.20 includes the response to 5 key questions, which are asked for all PPS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

Table 4.20 – Key PPS findings for cricket in Brentwood

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	<p>There are 18 cricket sites in Brentwood - 17 sites are available to the community and 16 have secured community access. Ownership of cricket sites is split across the borough, with the majority being Local Authority/Parish Council owned (5), followed by Education (3) and Charity/Trust (3) owned sites. The majority of pitches (20) in Brentwood were deemed Standard as part of the site assessments. There are four pitches of good quality - all located at the Brentwood School Sports Centre, in the A12 corridor sub area – and four poor quality pitches, two of which are in the A12 corridor sub area (Becket Keys School, Fairfields Recreation Ground) and two in Rural South (Great & Little Warley Cricket Club, Herongate & Ingrave Cricket Club). The clubs with the largest number of cricket teams in Brentwood are Hutton CC (23 teams), Brentwood CC (16 teams), Shenfield CC (11 teams) and Bentley CC (10 teams). There is a total of 87 teams and 12 clubs identified as playing in Brentwood.</p>
Is there enough accessible and secured community use provision to meet current demand	<p>Brentwood School Sports Centre and Anglo European School are the only sites with unsecured community use. However, the latter is currently unused by the community due to a lack of demand, in addition to the majority of cricket sites in Brentwood being under capacity. This demonstrates that there is sufficient, accessible and secured, community use of existing provision to meet current demand within the Borough.</p>
Is the provision that is accessible of sufficient quality and appropriately maintained?	<p>85% of cricket sites in Brentwood scored a quality rating of Standard or Good, which suggests an adequate level of maintenance is being provided. Apart from in the Rural South Sub area where both pitches are scored as poor, so these sites require increased maintenance and investment to upgrade these sites. As a result, there is not enough supply in the Rural South Sub area to meet with the future demand.</p>
What are the main characteristics of the future supply and demand for provision	<p>With the projected increase in population across the area, there is a significant increase in cricket demand expected in Brentwood by 2033, particularly in the Rural South/A127 Corridor sub area due to planned housing developments. The future supply of community-accessible cricket facilities is relatively secure and future scenarios undertaken as part of the study have shown that there is enough capacity to accommodate future demand in Brentwood as a whole. However, the lack of artificial pitch provision and a significant increase in population in the Rural South/A127 Corridor sub area is likely to result in overplay within this area by 2033. This demand is likely to be displaced to sites located in the other two sub areas or in neighboring local authorities if local supply cannot be enhanced.</p>

Key Question	Analysis
Is there enough accessible and secured community use provision to meet future demand?	<p>The future supply and demand analysis indicates that there will be significant supply of grass pitch provision, when this is complemented by the utilisation of artificial wickets amongst sites for mid-week and junior matches.</p> <p>However, if all future demand was to be placed on grass wickets only, the analysis shows an overplay of 81 matches on secured sites by 2033. With a significant deficit within the A12 corridor and Rural south/A127 sub-areas.</p> <p>When looking at supply and demand during the peak period, the analysis shows there is a 1 match equivalent spare capacity for adult Cricket across Brentwood as a whole within the A12 Corridor but no spare capacity for adult cricket within the peak period in the Rural North or Rural South/A127 Corridor sub-areas. There is spare capacity for junior cricket within the peak period apart from Rural South/A127 North.</p>

5 FOOTBALL ANALYSIS

5.1 Introduction

- 5.1.1 This section of the report focusses on the supply and demand for grass football pitches. At the end of this section there is also a summary of the supply and demand findings for third generation (3G) Artificial Grass Pitches (AGP's) that are becoming increasingly important to service the needs of football for both competitive play and training.
- 5.1.2 This section includes the headline findings from the PPS, as well as a site by site analysis of football sites across Brentwood. For further detail on the supply and demand of football in the study area, Technical Appendix A – Football Analysis provides a detailed analysis of supply and demand of football in Brentwood, including all the required analysis as defined in the Sport England Playing Pitch Guidance.

5.2 Strategic Priorities for the Football Association

- 5.2.1 In August 2015, the Football Association (FA) released their National Game Strategy for Participation and Development (2015 – 2019), which committed the organisation to invest £260 million into grassroots football over the next four years. The strategy has four key priorities:
- Participation – 'More players playing football more often'. The FA are aiming to boost female youth participation by 11% and retain the current level of male team affiliation.
 - Player Development – 'Better quality players being developed and entering the talent pathways'. The FA will invest £16m into coach education and development programmes. There will also be 1,000 more top level grassroots coaches developed and on-going investment into the skills coaching programme for 5 – 11 year olds.
 - Better Training and Playing Facilities – The FA has committed £48m to new and improved facilities through the Football Foundation. This includes the roll out of a new sustainable model for grassroots facilities in 30 cities through football hubs owned and operated by local communities. An ambition has also been stated to ensure that half of mini-soccer and youth matches are played on high-quality artificial grass pitches.
 - Football Workforce – 'Recruiting and developing volunteers and paid staff who service the game'. This will grow the workforce, increase the number of qualified referees and ensure there is an advisory board for every County FA.
- 5.2.2 The national strategy follows the FA's October 2014 announcements, stating its intentions to deliver 30 football hubs in cities across the country. The FA intends to increase the number of full size, publicly accessibility 3G AGP's to over 1,000 across England. It also intends to facilitate the delivery of more than 150 new club-owned and managed football hubs to support the delivery of FA, County FA and professional club youth development and coach education programmes. It also aims to ensure that at least 50% of all mini soccer and 9v9 matches are played on good quality 3G AGP's. t

5.2.3 The FA are currently working on a revised 2019-21 Strategy, which will have the following pillars:

- High quality introduction to Football
- Engaging all participants and formats
- Developing clubs and leagues
- Recruiting, developing and supporting the workforce
- Developing sustainable Football facilities

5.2.4 A key trend for football across the country is the contraction of adult affiliated clubs and the growth of more casual and informal forms of football, such as 5 and 7-a-side and organised evening 11-a-side, typically played on floodlit 3G pitches. This trend reflects the perceived reduction in free time across the UK and the reticence to commit to weekly football on a Saturday or Sunday afternoon.

5.2.5 The growth of demand and supply of 3G provision and the changing patterns of demand among grass roots footballers is key and will be addressed as an output of this study.

5.2.6 In addition to the focus on 3G facilities the FA has emphasised, throughout consultations, the commitment of the organisation to improving grass pitches, with the overall target being to improve 2,000 grass pitches across the UK and reduce the amount of cancellations, especially due to waterlogging.

5.2.7 The body that governs football in the study area is the Essex County FA and all of the FA's community and development objectives are implemented through this local body.

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

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

5.2.9 Essex County FA are also currently undertaking a Local Football Facility Plan for Brentwood Borough, which will have the purpose of identifying the priority projects for potential investment in the area.

- 5.2.10 Every local authority area in England will have a LFFP to enable investment in football facilities to be accurately targeted. Each LFFP, with guidance from local partners, will develop a list of high level projects for potential development, aligned to the investment priorities set in the National Football Facilities Strategy, including 1,000 new 3G pitches, 20,000 improved natural turf pitches, 1,000 new changing pavilions/clubhouses, and additional small sided facilities.

5.3 Consultation Overview

ESSEX FA CONSULTATION

- 5.3.1 4 global consulted with Essex County FA to provide an overview of club and facility needs and issues across the Borough. This section covers the main points raised during the consultation.
- 5.3.2 Football participation in Essex is high across the County, with large amounts of formal and informal football, played by all ages on a variety of surfaces. Brentwood Borough in particular is characterised by having a relatively high number of large clubs, especially given the low total population for the borough. In line with the recent National Strategy, the provision of 3G AGP's is a priority for the FA as this improves the quality and sustainability of football facilities across the UK.
- 5.3.3 For grass-based pitches, pitch ownership and maintenance are split between Local Authority, local clubs and third parties, with maintenance issues identified across a small number of sites. These views will be validated by the findings of this study and will provide the Council and the FA with information that can be used to improve natural turf pitches, which is a key performance indicator for the FA in the National Game Strategy 2018-2021.
- 5.3.4 The FA stated that a key priority is to provide facilities that are sustainable for the long-term future of football in the study area. As part of this, Essex County FA are committed to supporting large clubs across the Borough establish secure home grounds and facilities that will allow them to continue growing and developing across the lifetime of the strategy.

5.4 Supply

PITCH OWNERSHIP

- 5.4.1 As is common across the UK, a large proportion of sports provision in the study area is owned and operated by educational establishments and the local authority. Table 5.1 below shows the majority of sites (44%) in Brentwood are owned by BBC – six of which are also managed by BBC. The highest proportion of management type is educational establishments – 29% of all football sites.

Table 5.1 – Site ownership in Brentwood. Source: 4 global site assessments

Type of ownership	Ownership	Management
Charity/Trust	5	0
Club	1	5
Education	8	10
Local Authority	15	6
Private	5	5
Unknown	0	8

SECURITY OF TENURE

5.4.2 To understand the long-term trends and potential risks for football provision, it is important to understand the 'security' that is afforded to community access on football provision across the Borough. Decisions relation to security of tenure are taken on a case by case basis, using 4 global's industry experience and through collaboration with the project steering group. As a starting point, one of the following elements typically constitutes a secure site;

- A formal community use agreement
- A leasing or management agreement requiring pitches to be available to the community
- A formal policy for community use adopted by the owner and or educational establishment
- Written confirmation from the owner and/or educational establishment

5.4.3 The following points provide a summary of the general security of tenure for football provision across the Borough;

- 18% of sites are identified as being unsecured, which represents a low proportion of football provision. The long-term security of football provision across the Borough is good as a result.
- Of the 52% of sites that are secure, 5 sites (15% of overall sites) are owned by the Local Authority, illustrating the key role of local government in the protection, enhancement and provision of future football facilities.
- For the remaining 30% of sites, it was not possible to determine their security of tenure during the site assessments

5.4.4 Detail of all sites and their security of use is contained within the Technical Appendix A – Football Analysis, as well as in the site by site analysis later in this report chapter.

EDUCATION SUPPLY

5.4.5 Football facilities are provided at educational establishments across the Borough, with different levels of community use and security of tenure. 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.

- 5.4.6 As part of the supply and demand scenario section, the overall supply of football provision across the Borough will also be tested without secured facilities included. This will be done by eliminating those facilities that are 'unsecured' for community use.

Table 5.2: Education facilities that have unsecured community use

Site Name	Sub Area
Anglo European School	A12 corridor
Anglo European School Grass Pitches	Rural North
Brentwood School Sports Centre	A12 corridor
Trinity School	Rural North

- 5.4.7 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 the Technical Appendix A – Football Analysis, as well as the site by site analysis.

Table 5.3: Education facilities unavailable for community use

Site Name	Sub Area
Brentwood County High School	A12 corridor
Kelvedon Hatch County Primary School	Rural North
Long Ridings Primary School	A12 corridor

QUALITY OVERVIEW

- 5.4.8 To gather a full understanding of the supply of football pitches in Brentwood, the 4 global research team visited all football sites in the area and assessed the facilities using the FA's guidelines, as shown in Playing Pitch Strategy Appendix 2 - Football Association²⁰. Where appropriate an Institute of Groundsmen (IOG) qualified pitch assessor also undertook an assessment of key sites to cross check the original scores and ensure the scoring is consistent with the rest of the country.
- 5.4.9 A detailed record of all the supply data can be found in Technical Appendix A – Football Analysis, however this section will summarise the key findings.
- 5.4.10 Table 5.4 shows that of the 101 football pitches in Brentwood, the majority of pitches (75%) are rated as standard quality.
- 5.4.11 Table 5.4 also shows that the majority of football pitches in Brentwood are located in the A12 Corridor Sub Area.

²⁰ Sport England PPS Guidance – Football Appendix (<http://goo.gl/em3wyj>: 2015)

Table 5.4 – Supply of grass pitches in the study area. Source: 4 global site assessments

Sub Area	Quality score	Adult football	Youth football		Mini soccer		Total
		11v11	11v11	9v9	7v7	5v5	
A12 Corridor	Good (80-100%)	0	0	0	0	0	0
	Standard (50-79.9%)	16	5	8	12	6	47
	Poor (0-49.9%)	5	6	3	6	0	20
Rural North	Good (80-100%)	0	0	0	0	0	0
	Standard (50-79.9%)	9	0	2	7	0	18
	Poor (0-49.9%)	1	0	1	2	0	4
Rural South/A127 Corridor	Good (80-100%)	1	0	0	0	0	1
	Standard (50-79.9%)	2	0	2	7	0	11
	Poor (0-49.9%)	0	0	0	0	0	0
Total		34	11	16	34	6	101

5.4.12 Only one pitch in the Borough is rated good quality, this is one of the adult pitches located at Herongate Athletic Football Club. There are 24 pitches in the study area that are rated as poor quality – six Adult, six 11v11 Youth, four 9v9 Youth and 8 7v7 Mini Soccer pitches. The majority of these pitches (20) are located within the A12 corridor sub area and there are no poor pitches in the Rural South/A127 Corridor sub area.

5.4.13 Figure 5.1 overleaf shows the location of all football pitches across Brentwood Borough. The sites with the largest amount of provision are located within the sub areas of A12 corridor (67 grass pitches) and Rural North (22 grass pitches).

Legend:

- Brentwood Boundary
- Local Authority Neighbouring Boundary's
- Adult
- Youth 11v11
- Mini Soccer 9v9
- Mini Soccer 7v7
- Mini Soccer 5v5

Sub Area

- Rural North
- A12 corridor
- Rural South & A127 corridor

The map shows the Brentwood District (B) with its sub-areas and various facilities. The Rural North sub-area is purple, the A12 corridor is light green, and the Rural South & A127 corridor is light blue. Facilities include schools (e.g., Kelvedon Hatch County Primary School, Brentwood High School), sports clubs (e.g., Blackmore Sports And Social Club, Brentwood Sports Club), and playing fields (e.g., Kelvedon Trinity School, Doddinghurst Village Hall). The map also shows neighboring districts like Chelmsford District (B) to the north, Basildon District (B) to the east, and Havering London Boro to the south. A scale bar indicates 0 to 2 miles, and a north arrow is present in the top right corner.

5.5 Demand

- 5.5.1 Football is the most popular team participation sport across the Borough, with a total of 240 teams recorded by the study. Consultation was undertaken with 39 clubs in the area, with any remaining team data obtained from FA's latest affiliation data (Whole Game System). Table 5.5 below summarises the range of football team age groups playing in Brentwood. The majority of teams (25%) are Adult Men's. There is also a large proportion of Mini Soccer 5v5 (19%) and Youth Boys teams (18%).
- 5.5.2 Over 65% of the total number of teams playing in the Brentwood Borough are playing at sites that are located within the A12 Corridor Sub Area - 157 teams.

Table 5.5 – Team Profile for football in Brentwood

Sub-Area	Adult Teams		Youth Teams						Mini Teams		Total
	Men's	Ladies	Mixed		Boys		Girls		Mini Soccer		
			11v11	9v9	11v11	9v9	11v11	9v9	7v7	5v5	
A12 Corridor	36	5	1	12	28	14	5	2	23	31	157
Rural North	11	1	0	4	15	3	2	1	6	5	48
Rural South/A127 Corridor	14	0	0	0	0	3	0	0	9	9	35
Total – Brentwood Borough	61	6	1	16	43	20	7	3	38	45	240

- 5.5.3 Using the above team data and the volume of 39 clubs that were surveyed, the club-to-team ratio in Brentwood is 1:6.15, i.e. each club runs on average 6.15 teams. This compares to a national ratio of 1:3.3 and shows that there are more teams within each club on average compared to national levels.

MAJOR CLUB DEMAND SUMMARY

- 5.5.4 There are four clubs in the Borough that have been identified as key football clubs in the area. Summarised in Table 5.6 below are the major priorities and issues raised by each of the clubs during consultation. Reference to the quality of pitches and ancillary facilities may differ to that of 4 global site assessments. A more detailed analysis of these clubs can be seen in Technical Appendix A – Football Analysis.

Table 5.6 – Major club consultation summaries in Brentwood

Club	Consultation Summary
Hutton	They currently train at multiple venues across Brentwood (Shenfield School 3G and grass pitches, Hutton Poplars, Wash Road, Polo Fields – with clubhouse), whilst the ladies team play in Basildon. They have secured a lease on a parcel of agricultural land on Chelmsford Road that they plan to develop into further grass pitches with a two changing room pavilion. Essex FA and The Football Foundation are engaged the project and there are ongoing discussions around partnership funding.

	<p>The club believes there to be a threat to the grass pitches at Shenfield school with proposed new school/housing development.</p> <p>The club has no plans to expand because it has grown a lot over the past few years and has run out of space. It is therefore struggling workforce wise and think it would be a huge risk to the stability of the club if they were to expand further. They now wish to sustain their 60 teams to the high standards they set. They work in partnership with other clubs in the borough to signpost disability players to Great Danes.</p>
Stones Athletic	<p>Currently 4 different locations they use for training. 2 of which are outside of Brentwood (Chelmer Park and Moulsham High School), even though one of those facilities is quite dangerous in icy conditions (Chelmer Park)</p> <p>Their younger age groups train on a Saturday at Seymour Fields, which is also where they play their fixtures (Saturdays and Sunday's). The changing rooms are unsuitable as you have to walk through in order to get to the toilets. This creates a safeguarding issue when adults football is being played, and means there is unfortunately no provision for women's and girls' football. Essex FA are working with The Parish Council and The Football Foundation to support a building refurb project but the Parish Council are experiencing difficulties with obtaining the lease and therefore a finding application is being delayed.</p> <p>The younger age groups currently train in the gaps between the pitches and space is very limited for them. There is space across the road from the main site as well as at the far end of the site which is currently unused.</p> <p>They also rent facilities from Anglo European School, the other side of the A12. There is 3 football and 3 rugby pitches on the site, however the pitch layout does not make the most of the space. They would like the school to look at reconfiguring the pitches to support their extra demand for 9 v 9 pitches from next season. PPS to look at use of rugby pitches on this by school/community.</p>
Brentwood Town Youth and Brentwood Town	<p>The club currently leases the land at the Arena from the council. The lease is due to expire on 31st December 2020. This means they are unable to fulfil ground improvement works which is central to their place in the league (Ryman League). They need to provide security of tenure for beyond 31st of December 2020 by 31st March 2018 or they face expulsion from the league. The situation is urgent as there is no other facility within Brentwood that can hold a team of their size.</p> <p>They also rent the land around the Brentwood centre, where they do all of the maintenance of the facility, however the council rent it out to other groups. The groups who use it don't follow a health and safety policy, and on 2 occasions have drilled through the electricity supply for the floodlights. This has led to lost revenue for the club as they have been unable to hold evening fixtures, FA cup replays etc. They rent a playing space in Fyfield, which is outside of Brentwood, and vary which team plays there dependent on the distance the opposition have to travel.</p> <p>They have lost their ladies teams (who were having to play fixtures in Southend) as well as losing some of their adults and veterans sides. This is all down to a lack of facilities, and has hit the club economically as they no longer spend money in the bar or volunteer to help at the club.</p> <p>However the biggest issue by far remains the issues with their lease and the reluctance from the council to help secure their tenure</p>
Great Danes	<p>The club operate 40 teams from U7's through to U18's including a recreational disability group. They have no ambitions to develop an adult section but work in partnership with Hutton to progress players into adult football. They have a lot of unmet demand particularly at the younger age groups. They lease a facility (grass pitches and small pavilion) from the catholic diocese which has 7 years left to run. They also use grass pitches from Becket Keys School as well as one 9-a-side pitch from St Helens Catholic Infant School. For all training during the winter they use the sand based astro turf at Becket Keys (and are part of the trust which runs the facility). They have bookings on this throughout the week and space is limited with 8 teams training on it at once on some occasions. Ideally they would like access to a 3G pitch as this would enable them to hold training on a better surface with more</p>

	<p>space however a more realistic next target is to build a clubhouse, where they can offer better changing facilities and a clubhouse.</p> <p>There is land in the surrounding area which the club believe has been earmarked for housing development however is listed as playing fields and currently not being used. If this land was developed into pitches this would increase their capacity. They would like the local authority to consider an improvement to football facilities if further housing is developed around their home ground.</p>
Brentwood Youth AFC	<p>At present Brentwood Youth AFC have 35 sides, however are looking to expand this to 60 in the coming seasons. The club have a number of sides across a number of ages and genders, and find themselves split across multiple sites:</p> <p>Old Brentwood Sports Club: 2 11v11 pitches Kelvedon Hatch Nuclear Bunker: 2 11v11 pitches Woodlands School: 2 7v7, 2 9v9 Larkins Playing Field: 1 11v11, 1 9v9, 1 7v7</p> <p>The clubs use all sites equally however the preferred site is Larking playing field. The club are currently trying to establish a license to occupy, and use this site for all of their demand. The club will then look to expand the site in order to increase the number of playing pitches present. Should this be possible, the club are then looking to expand the car park, along with renovating it, and then establish suitable changing provision on site. In the near future, the club are looking to carry out surface works to the grass pitches however are keen to establish suitable funding for all works to prevent a loss of club funds.</p>

EDUCATION DEMAND

- 5.5.5 As part of the demand analysis, it is important to understand the impact of school usage on the capacity of football pitches and as to whether school demand has an impact on the supply and demand of pitch provision
- 5.5.6 As part of the consultation phase of the project, all schools were asked whether school (both curriculum or after school usage) leads to pitches either being unavailable or partially available for community use.
- 5.5.7 No education facilities in Brentwood identified their provision as not being available due to existing demand from school pupils. Therefore, all school sites that are available for community use have been included in the capacity analysis.

5.6 Future Demand

DEMAND DRIVEN BY POPULATION GROWTH

- 5.6.1 To calculate the future demand for football in the study area, a Team Generation Rate²¹ 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 football team.
- 5.6.2 This Team Generation Rate can then be applied to the population projections for the local authority to confirm how population growth or reduction will affect the demand for teams in each of the key age groups.

²¹ The Team Generation Rate calculation uses the current number of teams and the current population to calculate a proxy measure of the number of total residents per relevant sports team. This measure is therefore applied to the projected population (depending on the length of the strategy) to predict how many additional teams will be required in order to satisfy the demand from the 'new' population.

Table 5.7 – Team Generation Rates for Football in the A12 Corridor sub area

Football age group	Current popn. per age group	No. Of teams	TGR (Teams Generation Rate)	Future population (2036) per age group	Population Change in Age Group	Potential Change in Team Numbers in Age Group
Football Adult Men 11v11 (16-45yrs)	10883	36	302	11731	849	3
Football Adult Women 11v11 (16-45yrs)	11014	5	2203	11478	464	0
Football Youth Boys 11v11 (12-15yrs)	1329	29	46	1622	292	6
Football Youth Girls 11v11 (12-15yrs)	1322	5	264	1544	222	1
Football Youth Boys 9v9 (10-11yrs)	669	26	26	803	134	5
Football Youth Girls 9v9 (10-11yrs)	718	2	359	793	74	0
Football Mini Soccer Mixed 7v7 (8-9yrs)	2182	23	95	2249	67	1
Football Mini Soccer Mixed 5v5 (6-7yrs)	2288	31	74	2277	-11	0
Total Projected additional demand (teams)						16

Table 5.8 – Team Generation Rates for Football in the Rural North sub area

Football age group	Current popn. per age group	No. Of teams	TGR (Teams Generation Rate)	Future population (2036) per age group	Population Change in Age Group	Potential Change in Team Numbers in Age Group
Football Adult Men 11v11 (16-45yrs)	1878	11	171	2050	172	1
Football Adult Women 11v11 (16-45yrs)	1908	1	1908	2027	119	0
Football Youth Boys 11v11 (12-15yrs)	311	15	21	378	66	3
Football Youth Girls 11v11 (12-15yrs)	359	2	179	407	48	0
Football Youth Boys 9v9 (10-11yrs)	148	7	21	179	31	1

Football Youth Girls 9v9 (10-11yrs)	153	1	153	177	24	0
Football Mini Soccer Mixed 7v7 (8-9yrs)	499	6	83	502	3	0
Football Mini Soccer Mixed 5v5 (6-7yrs)	449	5	90	456	7	0
Total Projected additional demand (teams)						5

Table 5.9 – Team Generation Rates for Football in the Rural South/A127 Corridor sub area

Football age group	Current popn. per age group	No. Of teams	TGR (Teams Generation Rate)	Future population (2036) per age group	Population Change in Age Group	Potential Change in Team Numbers in Age Group
Football Adult Men 11v11 (16-45yrs)	855	14	61	1968	1114	18
Football Adult Women 11v11 (16-45yrs)	883	0	N/A	1776	893	0.5*
Football Youth Boys 11v11 (12-15yrs)	141	0	N/A	347	207	3*
Football Youth Girls 11v11 (12-15yrs)	141	0	N/A	248	107	0.5*
Football Youth Boys 9v9 (10-11yrs)	85	3	28	189	103	4
Football Youth Girls 9v9 (10-11yrs)	58	0	N/A	157	99	0
Football Mini Soccer Mixed 7v7 (8-9yrs)	314	9	35	398	84	2
Football Mini Soccer Mixed 5v5 (6-7yrs)	253	9	28	363	109	4
Total Projected additional demand (teams)						32

*Due to the lack of current demand in this sub area in the Adult Women, Youth 11v11 Boys, Youth 11v11 Girls and Youth 9v9 Girls age groups, Sport England's Playing Pitch New Development Calculator (PPNDC) has been utilised to estimate the future number of teams generated by the Dunton Hills housing development project. The full Playing Pitch New Development Calculator is included as Technical Appendix E – Playing Pitch New Development Calculator

- 5.6.3 Table 5.7 to 5.9 above show that the total projected additional demand generated by the population increase between 2018 and 2033 in Brentwood will be 53 teams – the majority of these teams are Adult Men's (22) and Youth Boys (22). It also shows a lack of sufficient demand to generate the need for additional Women's and Girl's teams – only one additional girls team is projected across the borough.

- 5.6.4 When comparing the findings for the whole study area to national trends, the increase in Youth and Mini teams is consistent with the rest of the country – there is an upward trend for the rest of the UK. The projected increase in adult football team's contrasts with findings from across the rest of the UK, which sees a reduction forecast in adult football (11v11).
- 5.6.5 It is important to note that this calculation assumes that clubs, the Council and the local FA development officers 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 football in the study area. In reality, 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 an improved ability to generate additional demand and convert it into participation.
- 5.6.6 In addition, unmet and displaced demand for provision is also identified on a sport by sport basis. Unmet demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches (and ancillary facilities) was available. Displaced demand refers to teams that are generated from residents of the area but due to any number of factors do not currently play within the area.
- 5.6.7 Brentwood Town FC, Great Danes Youth, and Hutton FC have stated to have some level of unmet match and training demand and highlighted the need for an additional AGP in the area to address this. This is unmet demand that is factored into the capacity analysis for football in Brentwood.
- 5.6.8 Brentwood Town Youth, Hutton Ladies and Stones Athletic currently have a number of their teams utilising facilities in neighbouring local authorities, this is due to either the lack of suitable and available pitches within Brentwood, or the utilisation of central venues determined by the league that they participate in.
- 5.6.9 No other unmet or displaced demand has been identified as part of this study.

Table 5.10 – Displaced demand for football in Brentwood Borough

Club	Sub Area	Adult Teams		Youth Teams		Mini Teams		Total Displaced Demand (Match Equivalents)	Location of Displaced Demand	Reason for Demand Displacement
		Mens	Ladies	11 V 11	9 V 9	7 V 7	5 V 5			
Brentwood Town FC and Youth	A12 corridor	0.5		1				1.5	Fyfield – Epping Forest	Lack of available facilities in Brentwood Borough
Brentwood Town Ladies	A12 corridor		0.5						Len Forge Centre - Southend	Unknown
Hutton FC	A12 corridor		1					1	Selex Centre - Basildon	Lack of suitable pitch and facilities in Brentwood Borough
Stones Athletic	A12 corridor			0.5	0.5	0.5	0.5	2	Not specified	League Venues

DEMAND DRIVEN BY LATENT DEMAND

- 5.6.10 Latent demand is demand that evidence suggest may be generated from the current population should they have access to more or better provision. 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 football. Table 5.11 below displays all clubs that have identified latent demand (not currently active), with the intention of converting into affiliated football demand within the next 1 – 3 years. This provides an estimation of the number of new teams that will be required in Brentwood, in addition to the teams generated by population growth.

Table 5.11: Latent demand for football in Brentwood

Football Club	Sub-Area	Adult teams		Youth teams		Mini teams	Total
		Mens	Ladies	Boys	Girls	Mini soccer	
Brentwood Town FC	A12 Corridor	5	0	0	0	0	5
Brentwood Town Youth	A12 Corridor	2	0	0	6	0	8
Great Danes Y	A12 Corridor	0	0	10	2	8	20
Herongate Athletic	Rural South/A127 Corridor	0	0	6	0	0	6
Hutton	A12 Corridor	0	0	3	0	4	7
Shenfield Association	A12 Corridor	1	0	0	0	0	1
Stones Athletic Y	A12 Corridor	0	0	0	0	3	3
Brentwood Borough		8	0	19	8	15	50

- 5.6.11 The additional demand, both from population growth and the conversion of latent demand, will be considered as part of the future capacity analysis in the following sections.

5.7 Supply and Demand Balance

- 5.7.1 This section presents the supply and demand balance findings for grass football pitches (both for current and future scenarios) for the study.
- 5.7.2 The pitch balance figures (i.e. the relationship between supply and demand) have been calculated using the capacity and pitch quality ratings, with further detail provided in Technical Appendix A – Football Analysis.

OVERPLAY

- 5.7.3 Overplay occurs when a grass football pitch is played on a greater amount than is recommended by the pitch's carrying capacity. For example, if an adult football pitch is given a quality rating of **standard**, then it has a recommended maximum usage of 2

match equivalents per week. If, however, this pitch is used for 3 adult football matches per week (equating to 3 match equivalents), the pitch is being used over and above its carrying capacity and is therefore being overplayed by one match equivalent.

- 5.7.4 There are a number of reasons for a pitch being overplayed, such as lack of alternative provision, poor site management, or a discrepancy in pitch rates, making some more affordable than others.
- 5.7.5 It is important that any overplay of pitches is considered as part of the overall supply and demand analysis, therefore Table 5.12 below identifies all sites that have pitches with overplay.
- 5.7.6 Where overplay has been identified as part of this analysis, it is included within the overall supply and demand analysis for football in the Borough. Sites such as Old Brentwoods Sports Club and The Arena are currently subject to significant overplay, which is influenced by a lack of provision and a significant amount of demand for formal football provision.
- 5.7.7 A full capacity analysis of all sites with football provision is included within Technical Appendix A – Football Analysis.

Table 5.12: Overplay of Football pitches in Brentwood Borough (Only sites with overplay included)

Site Name	Sub Area	Balance - Overplay or Spare Capacity (match equivalents)					
		Adult	Yth 11v11	Yth 9v9	Mini 7v7	Mini 5v5	Total balance
Alexander Lane	A12 corridor	0	2	0	2	-3	1
Anglo European School Grass Pitches	Rural North	4	-1	2	0	0	5
Brentwood School Sports Centre	A12 corridor	14	-1	2	12	24	51
Doddinghurst Village Hall Playing Fields	Rural North	0	-0.5	-1.5	2	0	0
Great Danes Youth Football Club	A12 corridor	1.5	-3.5	0.5	3.5	-3	-1
Herongate Athletic Football Club	Rural South/A127 Corridor	-1.5	0	-1.5	8	-4.5	0.5
Hutton Poplars Recreation Ground	A12 corridor	0	1	-2	1	0	0
King George'S Playing Fields	A12 corridor	-0.5	0	0	0	0	-0.5
Old Brentwoods Sports Club	Rural North	4	-7.5	-4	5	-2.5	-5
Seymour Field	A12 corridor	0	0.5	-1	6	-2	3.5
Shenfield High School	A12 corridor	-1.5	4.5	1	5.5	-4	5.5
St Helens School	A12 corridor	-1	-1	0	3.5	0	1.5
St Martin'S School	A12 corridor	1.5	-2.5	0	-2	0	-3
The Arena	A12 corridor	0.5	-2	-1.5	1.5	-3	-4.5
Warley Playing Fields	A12 corridor	-1	-1.5	2	0	0	-0.5
Wash Road Playing Road	A12 corridor	0.5	-1	0	0	0	-0.5

TOTAL BOROUGH SUPPLY AND DEMAND

5.7.8 Tables 5.13 to 5.16 provide the supply and demand analysis for all grass football provision in each of the sub areas in Brentwood, as well as the Borough as a whole. The analysis includes six scenarios, which are repeated for each of the sub-areas in the following sections. These scenarios include different levels of supply and demand, to test the impact of potential changes over the lifetime of the strategy. For example, scenario 3 and 5 only take into consideration sites that are secured for community use in 2018 and 2033 respectively.

Table 5.13: Overall football supply and demand for the A12 Corridor Sub Area

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Scenario 1 - All sites included in supply and demand analysis (2018)						
Total supply	37	16	19	60	24	156
Total demand	20	17.5	13	13	15	78.5
Balance	17	-1.5	6	47	9	77.5
Scenario 2 - Sites that are available to the community (2018)						
Total supply	35	16	17	52	24	144
Total demand	20	17.5	13	13	15	78.5
Balance	15	-1.5	4	39	9	65.5
Scenario 3 - Sites that are secured for community use (2018)						
Total supply	17	16	11	32	0	76
Total demand	20	17.5	13	13	15	78.5
Balance	-3	-1.5	-2	19	-15	-2.5
Scenario 4 – Peak time capacity analysis – all available sites (2018)						
Peak Period Capacity	21	11	10	16	6	64
Demand	20	17.5	13	13	15	78.5
Peak Period Balance – all available sites	1	None	None	3	None	None
Scenario 5 - Future Analysis for all sites available to the community (2033)						
Total supply	35	16	17	52	24	144
Total demand (Including additional demand from TGR and latent demand)	25.5	24.25	18.75	17	19	104.5
Displaced demand	2*	1*	0*	0*	0*	3*

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Balance	7.5	-9.25	-1.75	35	5	36.5
Scenario 6 - Future analysis for all secured sites (2033)						
Total supply	17	16	11	32	0	76
Total demand (Including additional demand from TGR and latent demand)	25.5	24.25	18.75	17	19	104.5
Displaced demand	2*	1*	0*	0*	0*	3*
Balance	-10.5	-9.25	-7.75	15	-19	-31.5

*Displaced demand: includes demand as per table 4.11, assuming that demand that is currently taking place outside of the study area due to lack of available/suitable facilities returns to the Borough in the future.

5.7.9 Table 5.13 identifies the following key findings;

- A12 corridor has the largest amount of grass pitch provision and the highest level of football demand in the Borough.
- Although the analysis for all available sites shows an overall surplus in capacity across the sub area, when looking at secured provision only there is a deficit of 2.5 match equivalents. This is mainly to the lack of secured Mini Soccer 5v5 provision, and less than 50% of adult provision being secured for community use.
- By 2033, this deficit increases to 31.5 match equivalents, with Mini 7v7 pitches being the only pitch type that is not showing overplay.
- An increase in secured football provision is required in the area in order to allow clubs any further growth. Alternatively, an improved maintenance regime is recommended at sites that hold current demand in order to increase their carrying capacity significantly.

Table 5.14: Overall football supply and demand for the Rural North Sub Area

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Scenario 1 - All sites included in supply and demand analysis (2018)						
Total supply	19	0	5	32	0	56
Total demand	6	9	5.5	3	2.5	26
Balance	13	-9	-0.5	29	-2.5	30
Scenario 2 - Sites that are available to the community (2018)						
Total supply	19	0	5	28	0	52
Total demand	6	9	5.5	3	2.5	26
Balance	13	-9	-0.5	25	-2.5	26
Scenario 3 - Sites that are secured for community use (2018)						
Total supply	15	0	3	20	0	38

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Total demand	6	9	5.5	3	2.5	26
Balance	9	-9	-2.5	17	-2.5	12
Scenario 4 – Peak time capacity analysis – all available sites (2018)						
Peak Period Capacity	10	0	3	8	0	21
Demand	6	9	5.5	3	2.5	26
Peak Period Balance	4	None	None	5	None	None
Scenario 5 - Future Analysis for all sites available to the community (2033)						
Total supply	19	0	5	28	0	52
Total demand (Including additional demand from TGR and latent demand)	6.5	10.5	6	3	2.5	28.5
Balance	12.5	-10.5	-1	25	-2.5	23.5
Scenario 6 - Future analysis for all secured sites (2033)						
Total supply	15	0	3	20	0	38
Total demand (Including additional demand from TGR and latent demand)	6.5	10.5	6	3	2.5	28.5
Balance	8.5	-10.5	-3	17	-2.5	9.5

5.7.10 Table 5.14 identifies the following key findings;

- When including all available supply and demand across the Rural North sub area, there is a clear deficit in capacity of grass pitch football provision for Youth 11v11, 9v9 and Mini Soccer 5v5 pitches. However, looking at the overall figures, the analysis shows a surplus for both current and future scenarios. In practice, this means that a number of 10-15 year olds will be playing on adult pitches, rather than the youth 11v11 sized pitch that is recommended, and a number of 6-7 year olds will be playing on Mini Soccer 7v7 pitches instead of the recommended 5v5.
- When including only sites that have secure community use, there is 23.5 match equivalents of spare capacity across all pitch types. By 2033, this spare capacity lessens to 9.5 match equivalents.

Table 5.15: Overall football supply and demand for the Rural South/A127 Corridor Sub Area

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Scenario 1 - All sites included in supply and demand analysis (2018)						
Total supply	7	0	4	28	0	39
Total demand	7	0	1.5	4.5	4.5	17.5
Balance	0	0	2.5	23.5	-4.5	21.5

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Scenario 2 - Sites that are available to the community (2018)						
Total supply	7	0	4	28	0	39
Total demand	7	0	1.5	4.5	4.5	17.5
Balance	0	0	2.5	23.5	-4.5	21.5
Scenario 3 - Sites that are secured for community use (2018)						
Total supply	7	0	4	28	0	39
Total demand	7	0	1.5	4.5	4.5	17.5
Balance	0	0	2.5	23.5	-4.5	21.5
Scenario 4 – Peak time capacity analysis – all available sites (2018)						
Peak Period Capacity	3	0	2	7	0	12
Demand	7	0	1.5	4.5	4.5	17.5
Peak Period Balance	None	None	0.5	2.5	None	None
Scenario 5 - Future Analysis for all sites available to the community (2033)						
Total supply	7	0	4	28	0	39
Total demand (Including additional demand from TGR and latent demand)	16.25	3.25	5	5.5	6.5	36.5
Balance	-9.25	-3.25	-1	22.5	-6.5	2.5
Scenario 6 - Future analysis for all secured sites (2033)						
Total supply	7	0	4	28	0	39
Total demand (Including additional demand from TGR and latent demand)	16.25	3.25	5	5.5	6.5	36.5
Balance	-9.25	-3.25	-1	22.5	-6.5	2.5

5.7.11 Table 5.15 identifies the following key findings;

- Rural South/A127 Corridor is the sub area with the least amount of grass pitch provision and lowest level of football demand in the Borough.
- All grass pitch provision in the area is secured for community use.
- When including all available supply and demand, the analysis shows spare capacity of 21.5 match equivalents in the sub area. However, there is a lack of Youth 11v11 and Mini Soccer 5v5 pitches, and Adult pitches are currently at capacity.
- When looking at future scenarios, including demand from the projected additional teams, there is a deficit across all pitch types except for Mini Soccer 7v7. It is likely that, if additional pitches and improved maintenance of existing pitches is not provided, some football demand will be displaced to facilities located in other areas within Brentwood or neighbouring local authorities.

Table 5.16: Overall football supply and demand for Brentwood Borough

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Scenario 1 - All sites included in supply and demand analysis (2018)						
Total supply	63	16	28	120	24	251
Total demand	33	26.5	20	20.5	22	122
Balance	30	-10.5	8	99.5	2	129
Scenario 2 - Sites that are available to the community (2018)						
Total supply	61	16	26	108	24	235
Total demand	33	26.5	20	20.5	22	122
Balance	28	-10.5	6	87.5	2	113
Scenario 3 - Sites that are secured for community use (2018)						
Total supply	39	16	18	80	0	153
Total demand	33	26.5	20	20.5	22	122
Balance	6	-10.5	-2	59.5	-22	31
Scenario 4 - Future Analysis for all sites available to the community (2033)						
Total supply	61	16	26	108	24	235
Total demand (Including additional demand from TGR and latent demand)	48	36.25	29.75	25.5	28	167.5
Displaced demand	2*	1*	0*	0*	0*	3*
Balance	11	-21.25	-3.75	82.5	-4	64.5
Scenario 5 - Future analysis for all secured sites (2033)						
Total supply	39	16	18	80	0	153
Total demand	48	36.25	29.75	25.5	28	167.5

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
(Including additional demand from TGR and latent demand)						
Displaced demand	2*	1*	0*	0*	0*	3*
Balance	-11	-21.25	-11.75	54.5	-28	-17.5

*Displaced demand: includes demand as per table 4.11, assuming that demand that is currently taking place outside of the study area due to lack of available/suitable facilities returns to the Borough in the future.

5.7.12 Table 5.16 identifies the following key findings;

- When including all available supply and demand across Brentwood, there is spare capacity for grass pitch football provision across the Borough, for all pitch typologies apart from youth 11v11. This is likely to be caused by youth teams playing on Adult 11v11 pitches rather than youth 11v11 pitches
- When including only sites that have secure community use, there is a small amount of total spare capacity for 2018, which converts to a deficit over the lifetime of the strategy, with the exception of Mini 7v7 pitches, which show a large surplus on both current and future scenarios.
- When including all sites that are available to the community, the future analysis illustrates a minimal level of spare capacity for Adult pitches and a large surplus for Mini 7v7, however there is a deficit for all other pitch typologies. This does not take into consideration any strategic reserve or 'resting' of pitches and therefore illustrates that the existing level of supply is required to meet the future demand for adult and junior football
- The future analysis for secured sites illustrates that there is projected to be a significant deficit of secured pitch provision over the lifetime of the strategy, with youth all typologies, except for Mini 7v7, having a deficit of provision. The reconfiguration of existing Mini 7v7 pitches into other pitch typologies should be considered.

5.8 Peak Time Analysis

- 5.8.1 In line with the 2013 Sport England PPS guidance, this study has considered the total supply and demand for facilities, measured in match equivalents per week.
- 5.8.2 While this is a valuable measure of whether or not pitches are at capacity, underplayed or overplayed, the patterns of demand should also be considered when assessing whether there are sufficient facilities across the Local Authority.
- 5.8.3 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 football.

5.8.4 This will indicate whether there are enough pitches to satisfy the demand where a large amount of football is played at the same time (e.g. are there enough Adult 11v11 pitches so that all adult's teams can to play on Saturday afternoons)

5.8.5 The following peak times for each pitch type have been developed using data collected during the demand consultations with clubs and the Whole Game System FA report.

- Adult peak demand is Saturday PM
- Youth 11v11 peak demand is Sunday PM
- Youth 9v9 peak demand is Sunday PM
- Mini Soccer 7v7 peak demand is Sunday AM
- Mini Soccer 5v5 peak demand is Sunday AM

5.8.6 A full methodology for calculating peak time capacity can be found in Appendix A

5.8.7 Table 5.17 provides an analysis of all sites across the local authority where formal football demand has been identified. For all relevant sites, it has been identified whether there is spare capacity during the peak period (highlighted green).

5.8.8 It should be noted that where sites are at an overall deficit of capacity (highlighted red), it is assumed that there is no spare capacity during the peak period. It has also been assumed that all sites that are currently available for community use but have no formal demand identified, there will be spare capacity at the peak period. Conversely, all sites that are not available for community use are assumed to have no spare capacity at the period of peak demand. The blank cells show where there are no pitches of this type on the site.

Table 5.17: Spare Peak Time Capacity for Football

Site	Adult 11v11	Yth 11v11	Yth 9v9	Mini 7v7	Mini 5v5
Alexander Lane	No pitch provision	2	No pitch provision	1	No pitch provision
Anglo European School	1	No pitch provision	No pitch provision	No pitch provision	No pitch provision
Anglo European School Grass Pitches	2	No pitch provision	1	No pitch provision	No pitch provision
Becket Keys Church Of England Free School Playing Fields	No pitch provision	2	No pitch provision	No pitch provision	No pitch provision
Blackmore Sports And Social Club	0.5	No pitch provision	1	1	No pitch provision
Brentwood School Sports Centre	7	No pitch provision	1	3	6

Site	Adult 11v11	Yth 11v11	Yth 9v9	Mini 7v7	Mini 5v5
Doddinghurst Village Hall Playing Fields	No pitch provision	No pitch provision	No pitch provision	1	No pitch provision
Field Behind Doddinghurst Village Hall	1	No pitch provision	No pitch provision	1	No pitch provision
Great Danes Youth Football Club	0.5	No pitch provision	No spare capacity	No spare capacity	No pitch provision
Herongate Athletic Football Club	No spare capacity	No pitch provision	No pitch provision	No spare capacity	No pitch provision
Hutton Poplars Recreation Ground	No pitch provision	1	No pitch provision	No spare capacity	No pitch provision
Ingatestone And Fryering Church Of England (Aided) Junior School	No pitch provision	No pitch provision	No pitch provision	1	No pitch provision
Ingrave Johnston Playing Field	No pitch provision	No pitch provision	2	No pitch provision	No pitch provision
King George'S Playing Fields	No spare capacity	No pitch provision	No pitch provision	No pitch provision	No pitch provision
Larkins Playing Fields	1	No spare capacity	No spare capacity	1	No pitch provision
Old Brentwoods Sports Club	No spare capacity	No pitch provision	No pitch provision	No spare capacity	No pitch provision
Polo Fields	No spare capacity	No pitch provision	No pitch provision	No pitch provision	No pitch provision
Poors Field	0.5	No pitch provision	No pitch provision	1	No pitch provision
Seymour Field	No spare capacity	No spare capacity	No pitch provision	No spare capacity	No pitch provision
Shenfield High School	No pitch provision	1.5	No spare capacity	No spare capacity	No pitch provision
St Helens School	No pitch provision	No pitch provision	No pitch provision	1.5	No pitch provision
St Martin'S School	0.5	No pitch provision	No spare capacity	No pitch provision	No pitch provision
The Arena	No spare capacity	No pitch provision	No pitch provision	0.5	No pitch provision
The Stondon Massey Playing Field	No pitch provision	No pitch provision	1	No pitch provision	No pitch provision
Trinity School	No pitch provision	No pitch provision	No pitch provision	2	No pitch provision
Warley Playing Fields	No spare capacity	No pitch provision	1	No pitch provision	No pitch provision

Site	Adult 11v11	Yth 11v11	Yth 9v9	Mini 7v7	Mini 5v5
Wash Road Playing Road	No spare capacity	No spare capacity	No pitch provision	No pitch provision	No pitch provision
West Horndon Playing Fields	0.5	No pitch provision	No pitch provision	0.5	No pitch provision
West Horndon Primary School	No pitch provision	No pitch provision	No pitch provision	1	No pitch provision
Woodlands School Hutton Manor	No pitch provision	No pitch provision	No spare capacity	2	No pitch provision

5.8.9 Table 5.17 illustrates that there is spare capacity at peak times across the majority of sites when considering all sites in the Borough that are available for community use. However, this is not for all pitch types available at each site.

5.8.10 There is also no spare capacity at peak times (i.e. pitches are in use or operating over-capacity each week) at the following sites:

- Herongate Athletic Football Club (11.5 matches over-capacity)
- King George's Playing Field (2.5 matches over-capacity)
- Old Brentwoods Sports Club (15 matches over-capacity)
- Polo Fields (1 match over-capacity)
- Seymour Field (4.5 matches over-capacity)
- Wash Road Playing Field (2.5 matches over-capacity)

Table 5.17.1: Total Spare Peak Time Capacity by sub area (including overplay)

Site	Adult 11v11	Yth 11v11	Yth 9v9	Mini 7v7	Mini 5v5
A12 Corridor	1	No Spare Capacity	No Spare Capacity	3	No Spare Capacity
Rural North	4	No Spare Capacity	No Spare Capacity	5	No Spare Capacity
Rural South/A127 Corridor	No Spare Capacity	No Spare Capacity	0.5	2.5	No Spare Capacity
Brentwood Borough	5	No Spare Capacity	0.5	10.5	No Spare Capacity

5.8.11 Table 5.17.1 illustrates that overall there is no spare capacity for Youth 11v11 and Mini 5v5 pitches in Brentwood. Adult pitches show some spare capacity in the A12 Corridor and Rural North sub areas, and Youth 9v9 pitches are almost at capacity with only 0.5 match equivalents available during the peak period. There is spare capacity for Mini 7v7 football across all sub areas within Brentwood.

5.8.12 It should be noted that table 4.17.1 includes overplay, which has been deducted from any spare capacity in each of the sub areas.

5.9 Artificial Grass Pitches (AGP's) for Football

- 5.9.1 There are three surface types that fall into the category of Artificial Grass Pitches (AGP); rubber crumb (3G), sand-based (filled or dressed) and water based.
- 5.9.2 The FA 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 Charter Standard Community Clubs through a partnership agreement.
- 5.9.3 The FA has adopted the use of 3G pitches across all its competitions and incorporated this into the standard code of rules. 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.
- 5.9.4 Competitive affiliated football can take place on 3G surfaces that have been tested to FA standards and is on the FA 3G Football Turf Pitch Register. All football training can take place on sand and water based surfaces but a 3G surface is preferred.

QUANTITY AND QUALITY OVERVIEW

- 5.9.5 Table 5.18 overleaf provides a list of all sand-based and 3G AGP's in Brentwood Borough, identified as part of the audit. For each of the AGP's across the Borough, the supply and demand has been summarised in table 5.18.1, with identification of spare capacity in the peak period where relevant.
- 5.9.6 Detailed audit data for each facility, as well as whether they are included on the FA register, are included in Technical Appendix A – Football Analysis
- 5.9.7 The study area currently has two full sized 3G AGP's, both are available for community use and used through periods of peak demand (weekday evenings and weekends). Both facilities are floodlit and secured for community use, therefore can be used by the community at peak times throughout the winter. In addition to the full-size pitches, there are several small sided 3G pitches, that are used for training and junior match play. The additional capacity that is provided by these facilities will be addressed in the following supply and demand balance section.

- 5.9.8 Table 5.18 illustrates that the only full sized 3G AGP with spare capacity is St Martin's School. Consultation has also indicated that demand for peak time bookings at Shenfield High School exceeds supply.

Table 5.18 –AGP provision in Brentwood Borough

Site Name	Pitch Type (3G; Sand based; Sand filled; water based)	Size	Community use category	Security of use	Floodlighting	Age of Surface	Pitch score	FA Registered
Becket Keys Church Of England Free School Playing Fields	Sand dressed	100x60	Available	Secured	Yes	5-10 years	64.52% - Standard	No
Blackmore Sports And Social Club	Sand dressed	40x30	Available	Secured	Yes	less than 2 years	84.95% - Good	No
Brentwood Centre	3G	60x40	Available	Unsecured	Yes	Unknown	Access not possible	No
Brentwood School Sports Centre	Sand dressed	100x60	Available	Unsecured	Yes	5-10 years	90.32% - Good	No
Brentwood School Sports Centre	Sand dressed	100x60	Available	Unsecured	Yes	2-5 years	92.47% - Good	No
Long Ridings Primary School	Sand dressed	Netball Court size	Not Available	Secured	No	less than 2 years	78.49% - Standard	No
Shenfield High School	3G	100x60	Available	Secured	Yes	5-10 years	89.83% - Good	Yes
St Martin'S School	3G	100x60	Unknown	Secured	Yes	less than 2 years	89.25% - Good	Yes
Woodlands School Hutton Manor	Sand dressed	40x30	Not Available	Secured	Yes	less than 2 years	89.25% - Good	No

Table 5.18.1 –AGP provision and capacity in Brentwood Borough (all figures in hours)

Site name	Community use category	Total peak time capacity	Match demand	Training demand	Spare capacity	Notes
Becket Keys Church Of England Free School Playing Fields	Available	40	0	20	20	The site is used by Great Danes Youth and Brentwood Youth AFC for training, as well as Brentwood Hockey Club for weekly training and fixtures. The clubs stated that they have limited space and availability on this pitch and would like access to 3G provision
Blackmore Sports And Social Club	Available	40	1.5	5	33.5	The site is used by Stones Athletic Youth for training. The pitch is 5v5 sized and has spare capacity and it was stated in consultation that the site would like to increase community bookings.
Brentwood Centre	Available	40	0	0	40	No football AGP demand was recorded at the site as part of the study
Brentwood School Sports Centre	Available	80	0	0	80	No football AGP demand was recorded at the site as part of the study
Long Ridings Primary School	Not Available	0	0	0	0	The site is not available to the community, and the school have stated that they are not interested in allowing community use of the pitch
Shenfield High School	Available	40	10.5	35	-5.5	Full sized 3G pitch that has 3x 5 aside pitches running across it. It is available from 6pm onwards and currently fully booked. Hutton FC use the site heavily for training
St Martin'S School	Available	40	7	11	0*	* Some match and training demand was identified at this site from Shenfield Association, Hutton FC and Brentwood Youth AFC. However, during site consultation, it was stated that the pitch is at full capacity with local clubs and football academies that use it weeknights from 5pm and weekends all day.
Woodlands School Hutton Manor	Not Available	0	0	0	0	

CURRENT SUPPLY AND DEMAND BALANCE – ARTIFICIAL GRASS PITCHES

- 5.9.9 As part of the FA National Game Strategy, the Football Association have 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 42 teams, which will allow the required training and match play slots, as well as providing suitable supply at peak times (weekday evenings and weekends).
- 5.9.10 Using the demand data for the Borough, 240 teams have been identified as playing within Brentwood. Using the FA's suggested ratio of 1:42, this demonstrates the need for 5.7 full sized 3G AGP's, which it is suggested should be rounded up to 6 to allow for a small comfort factor and to account for latent demand.
- 5.9.11 Based upon this simplistic calculation, there is a current need for 4 additional 3G AGPs in Brentwood, to satisfy the demand of both informal/unaffiliated football and for demand from clubs that are affiliated to The FA.
- 5.9.12 Figure 5.2 overleaf shows the catchment area analysis for 3G AGP's in Brentwood Borough, which can be used to assess the accessibility of full-size 3G AGP facilities across the Local Authority.

AGP SUPPLY AND DEMAND MODELLING – INCORPORATING SMALL SIDED AGP PROVISION

- 5.9.13 While it is understood that the preferable facility type is full sized 3G AGP, given the flexibility that this provides clubs and operators, it is also important to understand the impact that small sided provision has on the overall supply and demand balance for football AGP's in the Borough.
- 5.9.14 To calculate the capacity of small sided provision, an assumption has been made as to how many teams each of the pitch typologies would be able to sustain, based on a starting point of 42 teams for a full size AGP. Table 5.18 details this analysis, showing how the number of teams has been calculated using the proportion of each age group within the total football demand.

Table 5.19: Capacity Analysis for AGP's per pitch typology

Pitch Typology	Size	Proportion of teams that can use facility	No. of team's facility can service	Facilities within LA	Capacity (no. of teams serviced by 3G)
11v11 (Including adult and youth)	100x60m or larger	100%	42	2	84
9v9	80x50m or larger	53%	22	0	0
7v7	60x40m or larger	35%	15	1	15

5v5	40x30 or larger	17%	7	0	0
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5.9.15 Table 5.19 illustrates that when only full sized 3G AGP provision is included, 84 teams across the Borough are serviced by 3G provision, which correlates with the deficit of four pitches identified in the previous section. If, however, the additional small sided 3G provision at Brentwood Centre is included, an additional 15 teams are serviced by 3G provision, resulting in a total of 99 teams being serviced by 3G provision. Including small sided provision the total deficit stays consistent at **4 full sized 3G AGPs**, based on the ratio of 1 full size 3G AGP pitch to every 42 teams.

AGP SUPPLY AND DEMAND MODELLING – SUB-AREA ANALYSIS

5.9.16 This section provides a summary of the current supply and demand for AGP's broken down by sub-area. Table 5.20 shows the supply and demand analysis, split by sub-area, to show where further investment is required on a spatial basis.

Table 5.20: Current Capacity Analysis for AGP's by sub-area

Sub-area	Current Demand (Teams)	3G Facilities available to the Community	New AGP provision required
A12 corridor	157	Shenfield High School, St Martin's School	2 Full-sized 3G AGP or equivalent
Rural North	48	None	1 Full-sized 3G AGP or equivalent
Rural South/A127 Corridor	35	None	1 Full-sized 3G AGP or equivalent
All	240		4 Full-sized 3G AGP or equivalent

5.9.17 Table 5.20 illustrates that with the current level of 3G AGP provision across the study area, all three sub areas require new 3G AGP provision to meet the existing needs of residents.

AGP FUTURE SUPPLY AND DEMAND BALANCE

5.9.18 To understand the projected level of demand for 3G AGP's in Brentwood across the lifetime of the project, the same ratio of 1:42 has been used, as well as the additional 49 teams identified in the TGR calculations. As per the analysis of the current picture for AGP provision, relevant and available small sided 3G AGP provision has also been included in the future scenario, to provide a more realistic view of supply and demand.

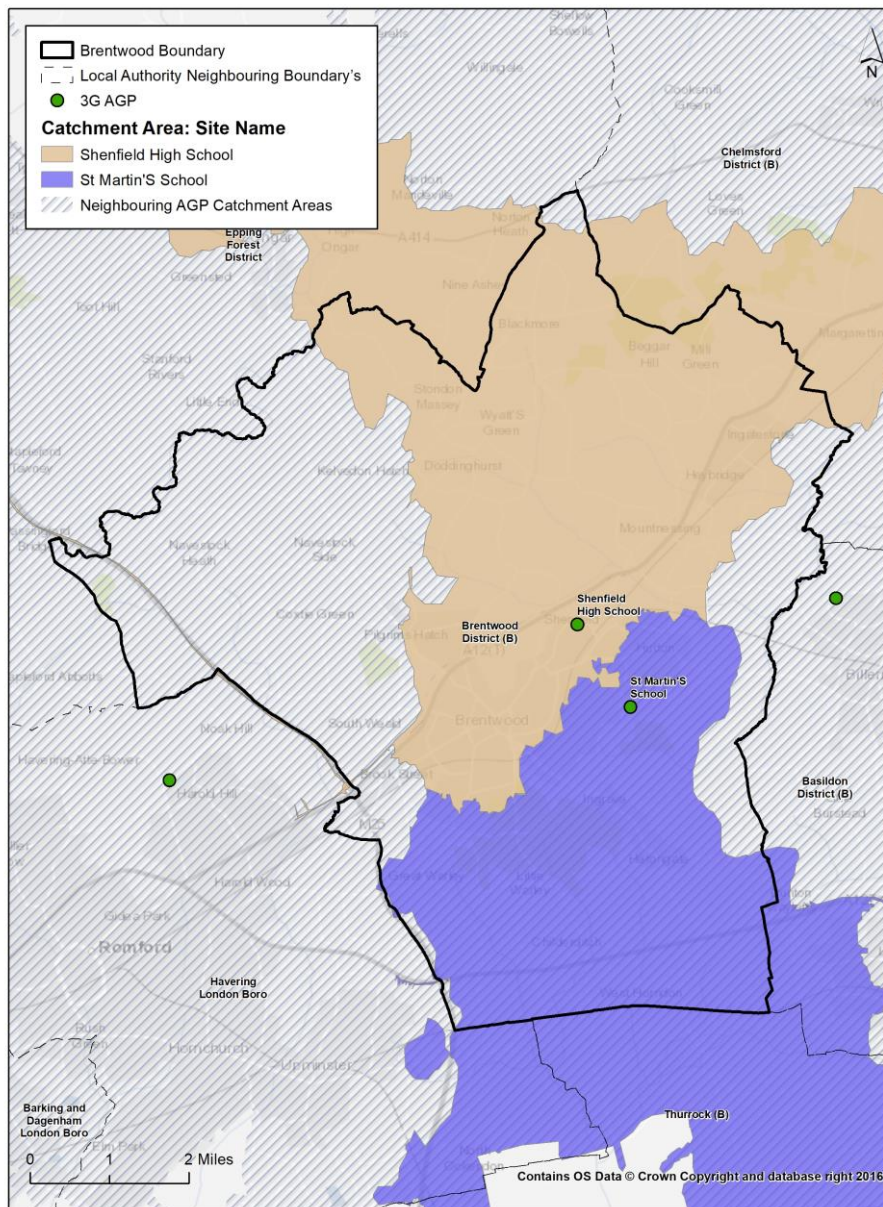
5.9.19 Using these updated parameters, it is projected that 6.9 full sized 3G AGP's will be required to be accessible to the community by 2033 in Brentwood which it is recommended should be rounded to 7 to allow for a small comfort factor. Assuming that the existing level of supply (both full size and small sided) stays consistent, this will lead to a deficit of 5 full sized pitches over the lifetime of the strategy, based on the requirement to provide AGP provision for an additional 49 teams. Table 4.21 below

breaks down this supply and demand by sub-area, which will feed into the site-specific recommendations and actions.

Table 5.21: Future Capacity Analysis for AGP's by sub-area

Sub-area	Total Current Demand	Total Current Capacity	Total Future Demand (Teams)	Total Future capacity required	New AGP provision required
A12 Corridor	157	2 full sized 3G AGPs (84 teams)	173	4.1 full sized AGPs	2.1 Full-sized 3G AGP or equivalent
Rural North	48	0	53	1.25 full sized AGPs	1.25 Full-sized 3G AGP or equivalent
Rural South/A127 Corridor	35	0	63	1.5 full sized AGPs	1.5 Full-sized 3G AGP or equivalent
Brentwood Borough	240	2 full sized 3G AGPs (84 teams)	289	7 full sized 3G AGPS	5 Full-sized 3G AGP or equivalent
Brentwood Borough – including small sided AGP provision	240	99 (3 full sized AGPs)	289	7 full sized 3G AGPS	4 Full-sized 3G AGP or equivalent

5.9.20 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 AGP provision. Figure 5.2 below shows the catchment area analysis for 3G AGP's in Brentwood, which can be used to assess the accessibility of full-size 3G AGP facilities across the Borough.

Figure 5.2 – 3G AGP Catchment area analysis for Brentwood Borough

Full size (6000m2+) community accessible 3G AGP sites catchment areas in Brentwood



- 5.9.21 Figure 5.2 shows the 20-minute (non-overlapping) catchment areas for the two full sized 3G AGP's in Brentwood Borough. This illustrates that the majority of residents in the local authority sit within a 20-minute drive time catchment of one of the five 3G AGP's.
- 5.9.22 It should be noted that there is an area in the Rural North sub area that has poor accessibility to full sized AGPs within Brentwood, as they do not sit within at 20-minute drive time of an appropriate facility. Some of this demand is potentially being satisfied by facilities located outside of the study area.
- 5.9.23 It is also relevant to highlight the proposed development of 3G facilities at Billericay Town FC (proposed development of two full sized 3G pitches, however there is uncertainty over

the delivery of these as the club has a short term lease on the site) and Hannakins Farm (recently completed conversion of the existing full sized sand based pitch into a 3G surface, however local intel suggests that the pitch is currently at capacity with demand from Billericay) in the neighbouring Borough of Basildon.

- 5.9.24 While this analysis appears to illustrate that accessibility is good across the Local Authority, both full sized 3G facilities in Brentwood were identified as currently operating at capacity. The completion of the above mentioned developments could potentially allow for any additional demand at Shenfield High School and St Martins School (currently heavily used by Hutton FC), to be displaced to the new facilities. This will be tested in more detail as part of the scenario analysis section of this report

MEETING THE CURRENT AND FUTURE DEMAND FOR 3G AGP FACILITIES ACROSS BRENTWOOD

- 5.9.25 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.
- 5.9.26 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
 - Able to be maximised for training and match play provision during peak time
 - Be well positioned to deliver wider football development programmes, including coach education and a recreational football offer, using spare off-peak capacity to deliver this
 - Have potential for the creation of a hub site for football that is strategically located and could accommodate 2 or more 3G pitches along with associated grass pitches that can meet match play and training demand

5.10 Strategic sites for Protection, Enhancement and Provision

- 5.10.1 Based on the evidence collated in the PPS for football pitch provision, it can be concluded that there are certain football facilities across the study area that are recorded as high value sites, for a number of reasons.
- 5.10.2 Table 5.22 provides a justification for how each of the sites, where football is currently available to the community, should be Protected, Enhanced or Provided for. Where it is recommended that a site is not required for community use football, this will also be explained in the table.

5.10.3 To confirm the sites that have spare capacity or a deficit, the site-by-site analysis in this section will provide a total balance per site to illustrate the sites that need investment either to improve the quality of pitches (and therefore carrying capacity), as well as the sites that need a greater number of grass pitches in order to satisfy demand. This will be shown in the 'capacity for community use' column. It should be noted that where supply equals demand (a balance of +0, the colour coding of the site is taken from the capacity at the peak period.

Table 5.22: Site-by-site analysis for football sites in Brentwood

Site Name	Sub-Area	Community use on site	Security of Use	Owners	Pitch Supply	Overall site Capacity for community	Capacity in the peak period	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
Alexander Lane	A12 corridor	Available	Unknown	Local Authority	2x Youth Football 11v11 1x Mini Soccer 7v7	0 match equivalents	2 match equivalents of spare capacity for youth 11v11 in the peak period. 1 match equivalent of spare capacity for mini 7v7 in the peak period. No spare capacity in the peak period for any other pitch typology	PR E	<p>This site should be protected as playing pitches in the Local Plan. This site is used by Hutton FC Mini Soccer sides.</p> <p>The site has been identified as an option for residential allocation in the emerging local plan, and if the site was to be lost it is recommended to mitigate this with replacement provision elsewhere on a like for like basis.</p> <p>The pitches were rated poor as part of the site assessment, with some evidence of damage to the surface and grass cutting not being undertaken regularly enough. An increased maintenance regime is recommended.</p>
Anglo European School	A 12 corridor	Available	Unsecured	Education	1x Adult Football	+2 match equivalents	2 match equivalents of spare capacity for adult 11v11 in the peak period. No spare capacity in the peak	PR	<p>This site should be protected as playing pitches in the Local Plan. No formal football demand has been recorded at the site as part of the study, but it is used by school pupils for sports and physical activity.</p>

							capacity in the peak period for any other pitch typology	PV	The football pitches are located across the road from the school with no parking or changing facilities, which are required in order to attract community use to the site.
							0.5 match equivalents of spare capacity for adult 11v11 in the peak period. 1 match equivalent of spare capacity for youth 9v9 in the peak period. 1 match equivalent of spare capacity for mini 7v7 in the peak period. No spare capacity in the peak period for any other pitch typology	PR	This site should be protected as playing pitches in the Local Plan. It is used by Blackmore Royals, Brentwood Eagles and Merchant's female side. The small sized 3G pitch is also used by several teams from Stones Athletic for training.
							+6.5 match equivalents	E	The pitches were scored as Standard as part of the site assessment, however some drainage issues were identified, therefore improvements to the current drainage system are recommended. Increased signage and security of the site, as well as additional rubbish bins are also recommended to address recent issues with dog fouling and vandalism. The club also stated that storage space is required at the site for the maintenance equipment that is currently left outside.
Blackmore Sports And Social Club	Rural North	Available	Secured	Club	2x Adult Football 1x Youth Football 9v9 1x Mini Soccer 7v7 1x 3G AGP (40x30)	N/A – no grass pitches on site	No spare capacity in the peak period	PV	The club are currently focusing on making the changing facilities more accessible for female groups. No further provision has been identified as being required as part of this study
Brentwood Centre	A12 corridor	Available	Unsecured	Charity, Trust	1x 3G AGP (60x40)	N/A – no grass pitches on site	No spare capacity in the peak period	PR	This site should be protected as playing pitches in the Local Plan. No football demand was recorded as part of the study, however given the deficit of AGP provision in the area, the pitch should be used by local teams for training purposes.

							capacity for mini 5v5 in the peak period. No spare capacity in the peak period for any other pitch typology		
Doddinghurst Village Hall Playing Fields	Rural North	Available	Secured	Local Authority	1x Adult Football 2x Mini Soccer 7v7	+3 match equivalent	1 match equivalent of spare capacity for mini 7v7 in the peak period. No spare capacity in the peak period for any other pitch typology.	PR	This site is used by four junior teams from Brentwood Town Youth FC and should be protected as playing pitches in the Local Plan,
Field Behind Doddinghurst Village Hall								E	
								PV	
Great Danes Youth Football Club	A12 corridor	Available	Unsecured	Charity, Trust	1x Adult Football 2x Youth Football 9v9 2x Mini Soccer 7v7	-5 match equivalents	0.5 match equivalent of spare capacity for adult 11v11 in the peak period. No spare capacity in the peak period for any other pitch typology	PR	The site should be protected as playing fields in the Local Plan. It is home to Great Danes Youth FC, who have 36 junior and mini football teams playing from the site. The club have less than 7 years left on their lease and it is recommended to put in place a longer term agreement in order to guarantee security of tenure.
								E	

									current facilities (container with changing room, toilets and a kitchen), which are inadequate.
								PV	<p>The site is currently operating over capacity. During consultation, the club expressed their desire to access the unused land located next door to the site, and potentially develop this into further grass provision. It is recommended to explore the possibility of installing further pitches or a 3G AGP where the club could allocate competitive match and training demand and allow some relief on their overplayed pitches.</p> <p>The site should be protected as playing fields in the Local Plan. It is home to Herongate Athletic FC and Youth, who have a total of 16 teams ranging from Minis to Adults.</p>
								PR	<p>The club are in the process of relaying their first team pitch, which is of good quality, with new drainage. The remaining pitches on site are also well maintained by the club and were deemed adequate during site visit, however they suffer from some drainage problems. These pitches had drainage works done over 40 years ago and it is recommended that further improvements are undertaken.</p>
Herongate Athletic Football Club	Rural South/A 127 Corridor	Available	Secured	Private	2x Adult Football 3x Mini Soccer 7v7	+3 match equivalents	No spare capacity in the peak period.	E	<p>The ancillary facilities and changing rooms are of adequate quality, however they are showing signs of ageing and the club would like to have them refurbished.</p> <p>Some problems with unauthorized access and dog walking/fouling were identified at the site, and the installation of a fence is recommended – an option that the club are already exploring.</p>
								PV	<p>It is recommended to support the club in their aspirations to replace the 7 aside training pitch with a 3G surface that would accommodate all training and some younger age groups fixtures.</p>
								PR	<p>The site is used by Hutton FC's junior and mini teams and should be protected as playing fields in the Local Plan.</p>
Hutton Poplars Recreation Ground	A12 corridor	Available	Unknown	Local Authority	1x Youth Football 11v11 1x Mini Soccer 7v7	-1 match equivalent	1 match equivalent of spare capacity for youth 11v11 in the peak	E	<p>The pitches on site were rated Poor as part of the site assessment, with poor drainage, uneven and some littering and drainage problems. An</p>

							period. No spare capacity in the peak period for any other pitch typology	PV	No further provision has been identified as being required as part of this study
									increased and improved maintenance regime is recommended, this will also increase the site's carrying capacity and address the current issue of overplay.
Ingatestone And Fryering Church Of England (Aided) Junior School	A12 corridor	Available	Secured	Charity, Trust	1 x Mini Soccer 7v7	+4 match equivalents	1 match equivalent of spare capacity for mini 7v7 in the peak period.	PR	The site should be protected as playing pitches in the Local Plan. No formal football demand was recorded as part of the study, however it is used by school pupils for physical and recreational activities.
								E	There is an ongoing issue with one of the neighboring houses throwing garden waste and blocking pitch drainage. It is recommended to support the school in resolving this issue.
								PV	No further provision has been identified as being required as part of this study
Ingrave Johnston Playing Field	Rural South/A 127 Corridor	Unknown	Unknown	Local Authority	2x Youth Football 9v9	+2 match equivalents	2 match equivalents of spare capacity for youth 9v9 in the peak period.	PR	The site should be protected as playing pitches in the Local Plan. No football demand was recorded as part of the study, however the site could accommodate some 9v9 football demand from Herongate Athletic, who are local to the area and are currently at capacity during the peak period
								E	The pitches on site were identified as Poor during site inspection. Increased maintenance is required.
								PV	No further provision has been identified as being required as part of this study
Kelvedon Hatch County Primary School	Rural North	Not Available	Secured	Education	1x Mini Soccer 7v7	N/A – the site is not available for community use	No spare capacity in the peak period	PR	The site should be protected as playing fields in the Local Plan. The site is not available to the community but is used by the school for matches, training, physical education and other activity.
								E	The pitch on site was identified as standard quality and is currently only being used by school pupils. Therefore, no enhancements are recommended at this site.
								PV	No further provision has been identified as being required as part of this study.
King George'S	A12 corridor	Available	Unknown	Local Authority	2x Adult Football	-0.5 match equivalents	No spare capacity in	PR	The site should be protected as playing fields in the Local Plan. It is used by adult sides from nine

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								PV	The grass pitches are currently operating at capacity. The club have secured a parcel of land on Chelmsford Road in Shenfield and submitted planning application to develop this into further provision (1x adult and 2x Mini Soccer 7v7, as well as clubhouse and changing facilities). If required, any additional demand could be displaced to this site once completed.
						0.5 match equivalent of spare capacity for adult 11v11 in the peak period. 1 match equivalent of spare capacity for mini 7v7 in the peak period. No spare capacity in the peak period for any other pitch typology		PR	The site should be protected as playing fields in the Local Plan. It is used by one adult team from Kelvedon Hatch FC.
								E	No further enhancements are recommended at this site.
Poors Field	Rural North	Available	Unknown	Private	1x Adult Football 1x Mini Soccer 7v7	+3.5 match equivalents		PV	No further provision has been identified as being required as part of this study
Priests Lane Playing Fields	A12 Corridor	Not available - disused	Unknown	Unknown	1x Youth Football 11v11	N/A – site closed	N/A – site closed	PR	The site was previously used by local football clubs, it is currently closed and has been put forward as an option for residential development in the emerging local plan. The loss of this site should be mitigated by investment in replacement facilities elsewhere in the Borough.
								E	No further enhancements are recommended at this site.
								PV	No further provision has been identified as being required as part of this study
Seymour Field	A12 corridor	Available	Unknown	Local Authority	1x Adult Football	-0.5 match equivalents	No spare capacity in	PR	The site should be protected as playing fields in the Local Plan. It is used by adult teams from Redstones (3) and Durning (1), as well as several

					1x Youth Football 11v11 2x Mini Soccer 7v7		the peak period		mini soccer and junior teams from Stones Athletics Youth.
								E	The grass pitches scored in the lower end of the Standard rating, showing some signs of overplay, poor grass coverage and drainage issues. An IOG pitch improvement report has recently been completed for the site and the Parish Council are progressing with an improved maintenance programme. This will allow to increase the pitches' carrying capacity and address the current issue of overuse. The site has also submitted application to undertake pavilion refurbishments.
								PV	Parking was identified as a major issue at the site and it is recommended to explore the possibility of extending the car park.
								PR	The site should be protected as playing fields in the Local Plan. It is used by Hutton FC, one of the largest clubs in the area, for junior football.
								E	Grass pitches were scored in the higher end of the Standard rating, and ancillary facilities were deemed good, as well as the 3g AGP. No further enhancements are recommended at this site.
Shenfield High School	A12 corridor	Available	Secured	Education	3x Youth Football 11v11 1x Youth Football 9v9 2x Mini Soccer 7v7 1x 3G AGP (100x60)	+1.5 match equivalents	1.5 match equivalents of spare capacity for youth 11v11 in the peak period. No spare capacity in the peak period for any other pitch typology	PV	No further provision has been identified as being required as part of this study
St Helens School	A12 corridor	Available	Secured	Education	2x Mini Soccer 7v7	-0.5 match equivalents	1.5 match equivalents of spare capacity for mini 7v7 in the peak period. No spare capacity in the peak period for any other	PR	The site should be protected as playing fields in the Local Plan. It is used by school pupils, as well as junior teams from Great Danes Youth.
								E	The pitches were identified as poor and showing some evidence of draining problems during the assessment. An improved maintenance regime is recommended.
								PV	No further provision has been identified as being required as part of this study

St Martin'S School	A12 corridor	Available	Secured	Charity, Trust	1x Adult Football 2x Youth Football 9v9 1x 3G AGP (100x60)	-3 match equivalents	0.5 match equivalent of spare capacity for adult 11v11 in the peak period No spare capacity in the peak period for any other pitch typology	PR E PV	The site should be protected as playing fields in the Local Plan. It is used by one Sheffield Association's adult team and several junior teams from Hutton FC. The 3G pitch is also used by local community groups, as well as football clubs for training. The pitches were identified as Standard and with adequate drainage, however an increased maintenance regime is recommended in order to increase pitch carrying capacity. The school is currently at full capacity with letting its facilities, however they have no current plans to increase or develop further provision.
The Arena	A12 corridor	Available	Unsecured	Local Authority	3x Adult Football 1x Mini Soccer 7v7	-5 match equivalents	0.5 match equivalent of spare capacity for mini 7v7 in the peak period. No spare capacity in the peak period for any other pitch typology	PR	The site should be protected as playing fields in the Local Plan. It is home to Brentwood Town FC and Brentwood Town Youth, with over 20 teams from minis to adults.
								E	The site has been identified as being unsecured for long-term security use, therefore collaboration is required between BBC and Brentwood Town FC to agree a formal long-term usage agreement, which will allow the club to bid for funding and facility improvement grants. The first team pitch was deemed Standard during site assessment, with the remaining pitches rated as Poor. An improved and increased maintenance regime is recommended in order to increase pitch carrying capacity and address the current issue of overlay.
								PV	If long term security of tenure was obtained, the site has been identified as a potential location for a new full sized 3G pitch (the club have planning permission, however they are unable to move forward with this due to the uncertainty over their land, which has been included in a land for housing recommendation document)

The Stondon Massey Playing Field	Rural North	Available	Secured	Local Authority	1x Youth Football 9v9	+1 match equivalent	1 match equivalent of spare capacity for youth 9v9 in the peak period. No spare capacity in the peak period for any other pitch typology	PR	The village does not have a football team and no demand has been recorded at the site as part of the study. It is therefore recommended that the site is re-designated as open space or for alternative sports and physical activity.
								E	The pitch was identified as poor and an increased maintenance regime is required if the site was to continue to be available for football usage.
								PV	No further provision has been identified as required at the site.
Trinity School	Rural North	Available	Unsecured	Private	2x Mini Soccer 7v7	+8 match equivalents	2 match equivalents of spare capacity for mini 7v7 in the peak period. No spare capacity in the peak period for any other pitch typology	PR	The school is currently up for sale and the pitches are likely to be lost. Capacity analysis shows significant spare capacity for 7v7 football in the Rural North, however given the shortage of 3G and mini soccer provision in Brentwood, it is recommended that the loss of these pitches is mitigated with further football investment elsewhere in the Borough.
								E	No further enhancements are recommended at this site.
								PV	No further provision has been identified as being required as part of this study
Warley Playing Fields	A12 corridor	Available	Unknown	Local Authority	2x Adult Football 1x Youth Football 9v9	-0.5 match equivalents	1 match equivalent of spare capacity for youth 9v9 in the peak period. No spare capacity in the peak period for any other pitch typology	PR	The site should be protected as playing fields in the Local Plan. It is used by adult teams from Sheffield Association, Sheffield Eagles and South Brentwood, and junior teams from Hutton FC.
								E	The adult pitches on site were deemed poor as part of the assessment, showing some damage to the surface, drainage issues and poor grass coverage. Improved maintenance and drainage works are required.
								PV	Given that Hutton FC's teams using the site are in the U13s and U14s age group, it is recommended to explore the possibility of reconfiguring the 9v9 pitch as a Youth Football 11 v11 (recommended

							for these age groups) No further provision has been identified as being required as part of this study
						PR	The site should be protected as playing fields in the Local Plan. It is used adult and junior teams from Hutton FC.
					No spare capacity in the peak period	E	Some damage to the pitches and the presence of litter/dog fouling were identified during the site inspection. Improved signage is required, as well as an increased maintenance regime. This would upgrade the pitches into the Good quality rating and increase carrying capacity as well, addressing the current issue of overplay.
						PV	No further provision has been identified as being required as part of this study
					0.5 match equivalent of spare capacity for adult 11v11 in the peak period. 0.5 match equivalent of spare capacity for mini 7v7 in the peak period.	PR	The site is used by West Horndon United (1 adult team) and West Horndon United Youth (1x Mini Soccer team) and should therefore be protected as playing fields in the Local Plan.
						E	The pitches were in adequate condition and currently satisfy the demand from site users. No further enhancements are recommended at this site. The lack of parking was raised as an issue during site consultation.
					+3 match equivalents	PV	No further provision has been identified as being required as part of this study.
					+4 match equivalents	PR	This site should be protected as playing pitches in the Local Plan. The site is available to the community but not currently used by any football clubs. It is used by the school for matches, training, physical education and other activity.
West Horndon Primary School	Rural South/A 127 Corridor	Available	Secured	Local Authority	1x Mini Soccer 7v7		
Wash Road Playing Road	A12 corridor	Unknown	Unknown	Local Authority	1x Adult Football 1x Youth Football 11v11		



5.11 Football Summary

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

5.11.2 Table 5.23 includes the response to 5 key questions, which are asked for all PPS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

Table 5.23 – Key PPS findings for football in Brentwood

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	<p>The quality of football provision across the Borough is standard and appears to have stayed at a consistent level over the past years, with 76% of the 101 pitches assessed scoring in the Standard quality rating or above.</p> <p>There are 34 football sites in Brentwood, of which 44% (15) are owned by BBC – and six of these also managed by BBC. The highest proportion of management type is educational establishments – 29% of all football sites.</p> <p>The level of demand has also stayed relatively consistent, with a current total of 240 teams, the majority of which are within the Junior and Mini Soccer age groups.</p> <p>Both the supply and demand for football facilities is dominated by the A12 corridor sub-area, which is home to the majority of the large clubs, as well as a number of the strategic football sites.</p>
Is there enough accessible and secured community use provision to meet current demand	<p>The current supply and demand analysis for secured and accessible pitch provision shows there is a small amount of overall spare capacity across the Borough, however this is not for all pitch typologies as youth 11v11, 9v9 and mini 5v5 have a deficit of provision. There is a large surplus of 7v7 pitches, which suggest that a significant amount of 5v5 demand is not currently being placed on the recommended pitch size for this age group.</p> <p>Furthermore, all pitch typologies apart from mini 7v7 have no spare capacity during the peak period and therefore do not provide capacity for further growth.</p> <p>There is a significant deficit of 3G AGP provision in the area, with a requirement to increase provision, especially in the A12 sub-area. There is a deficit of 4 full sized 3G AGP's currently, with 2 of these identified as being required in the A12 corridor sub-area, 1 in the Rural North sub-area and one in the Rural South/A127 Corridor sub-area.</p>
Is the provision that is accessible of sufficient quality and appropriately maintained?	<p>The majority of pitches (76%) are rated as standard quality or higher and receive adequate maintenance to retain pitch quality. Only one pitch in the borough is rated good quality – an Adult pitch at Herongate Athletic Football Club. However, there are 24 pitches in the study area that are rated as poor quality – The majority of these pitches (20) are located within the A12 corridor sub area and there are no poor pitches in the Rural South/A127 Corridor sub area. There are ten sites operating over-capacity and improvement to the quality and maintenance of these pitches is required.</p>
What are the main characteristics of the future supply and demand for provision	<p>There is expected to be demand for an additional 49 teams generated by an increase in Brentwood's population. The largest growth is projected in Youth Boy's 11v11 and 9v9 (U11 to U16s) – nine and ten teams respectively are expected by 2033. This demand is projected to be particularly significant in the Rural South/A127 Corridor sub area, given the proposed housing developments in the area.</p>



Key Question	Analysis
	<p>The supply of provision is also likely to change, with the development of further provision at Hutton FC's Chelmsford Road site and the potential redevelopment of a number of sites, such as The Arena, Larkins Playing Fields and Great Danes Youth Football Club, as well as the loss of provision at Trinity School and The Stondon Massey Playing Field.</p>
<p>Is there enough accessible and secured community use provision to meet future demand?</p>	<p>The future supply and demand analysis for secured and accessible pitch provision shows there is a significant deficit for all pitch typologies except for Mini Soccer 7v7. This deficit is at its worst for Youth 11v11 and Mini 5v5, with teams currently using facilities that are not of an appropriate size.</p> <p>Spatially, the sub-area with the highest future projected deficit of supply is the A12 corridor sub-area, which is largely caused by the lack of secured Mini Soccer 5v5 provision (both in this sub area and Brentwood as a whole) and the high level of demand generated from some of the larger clubs in the Borough. There is also a large deficit of Youth 11v11 provision, with no secured provision in the Rural North and Rural South/A127 Corridor sub areas.</p> <p>The current deficit of 3G AGP provision in the area is likely to worsen during the life of the strategy, with a total of 5 additional 3G pitches required by 2033 when taking into consideration the 49 additional teams generated by population growth in Brentwood.</p>



6 RUGBY UNION ANALYSIS

6.1 Introduction and Strategic Context

6.1.1 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 April.

RFU STRATEGIC PLAN (2017-2021)

6.1.2 In October 2017, the RFU published its strategic plan, with the overall objective of being England's strongest sport, underpinned by good governance and regulation, as well as increased investment in the game to drive elite performance and community participation²².

6.1.3 The following key areas of focus are particularly relevant for this strategy;

- **Protect our clubs:** Support clubs to protect themselves against risks to sustainability in the key areas of leadership, facilities and finances. Support clubs to meet all their statutory and regulatory obligations
- **Expand places to play through Artificial Grass Pitches:** Install and manage strategically placed Artificial Grass Pitches (AGP's) nationwide, increasing playing opportunities for the 15-a-side game and other variants in communities where natural turf pitches are significantly overused. Improve access to rugby in non-traditional and urban areas
- **Engage new communities in rugby:** Increase female player numbers, with more teams and matches, expansion in the education environment and transitioning more players to clubs
- **Grow the grass-roots game:** Increase the number of active male and female (14+) 15-a-side teams by 10%. Increase the number of 15-a-side matches played by 20%. Increase the number of active rugby union players by 10%.

6.1.4 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.

6.2 Supply

QUANTITY OVERVIEW

6.2.1 There are ten sites in Brentwood Borough comprising rugby pitches. The majority (seven out of the ten sites) are located at educational establishments, which means that there is unsecured community use at these sites; however, five of these sites are currently available for community use.

6.2.2 The key rugby sites in the Borough are Brentwood Rugby Club, Old Brentwoods Sports Club and Warley Playing Fields. These sites are used by the three local rugby clubs: Brentwood RFC, Old Brentwood RFC, and Mavericks RFC.

6.2.3 The ownership and management of the ten rugby sites is shown in Table 6.1 overleaf.

²² RFU Strategic Plan (<http://www.englandrugby.com/about-the-rfu/rfu-strategic-plan/>): 2017)

**Table 6.1: Ownership of rugby pitches in Brentwood**

Site Name	Sub Area	Community use on site	Security of Use	Ownership	Management	Pitch Type
Anglo European School	A12 corridor	Available	Unsecured	Education	Education	1 Senior
Becket Keys Church Of England Free School Playing Fields	A12 corridor	Available	Secured	Charity, Trust	Education	1 Junior
Brentwood County High School	A12 corridor	Available	Secured	Education	Education	1 Junior
Brentwood Rugby Club	A12 corridor	Available	Secured	Charity, Trust	Sport Club	5 Senior
Brentwood School Sports Centre	A12 corridor	Available	Unsecured	Education	Education	5 Senior
Old Brentwoods Sports Club	Rural North	Available	Secured	Private	Sport Club	2 Senior
Shenfield High School	A12 corridor	Available	Secured	Education	Private Contractor	1 Junior
St Martin'S School	A12 corridor	Not available	Secured	Charity, Trust	Local Authority	3 Junior
Trinity School	Rural North	Not available	Unsecured	Private	Education	1 Junior
Warley Playing Fields	A12 corridor	Available	Unsecured	Local Authority	Local Authority	2 Senior

- 6.2.4 There are four unsecured sites with rugby pitches in the borough. Three of these are school and college sites, with management undertaken in-house. There are five school sites that are available for community use, however these pitches are used by school pupils for training and matches throughout the week.
- 6.2.5 Warley Playing Fields – which is home to Mavericks RFC - has been identified as unsecured. The club have a 10-year lease on the pavilion, however the pitches are rented from Warley Primary School and no long-term community usage agreement is in place.
- 6.2.6 Map 6.1 overleaf shows the geographic location of the rugby pitches in Brentwood, which are predominantly located in the A12 corridor sub area. There are no rugby sites located within the Rural South/A127 Corridor sub area.



QUALITY ASSESSMENT

- 6.2.7 Each site was visited and assessed by 4global 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.
- 6.2.8 Further detail on this process can be seen in the Technical Appendix C – Rugby Union Analysis. 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 overleaf.

Table 6.2 – Rugby pitch maintenance quality assessment specifications. Source: RFU PPS Guidance

Category	Overall Quality Rating
M0	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 6.3 – Rugby pitch drainage quality assessment specifications. Source: RFU PPS Guidance

Category	Overall Quality Rating
D0	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

- 6.2.9 These scores are then combined to provide a match equivalent capacity, as calculated in Table 6.4 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.

Table 6.4 – Match equivalent calculation for rugby pitches. Source: Appendices 4a to 4c – Rugby Football Union²³

Drainage	Maintenance		
	Poor (M0)	Standard (M1)	Good (M2)
Natural Inadequate (D0)	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

- 6.2.10 Table 6.5 summarises the quality assessment results for those sites currently used by the community. Full details of the subsequent carrying capacity allocations of each site by pitch type can be found in Technical Appendix C – Rugby Analysis.

Table 6.5 – Quality summary by pitch type

Drainage	Maintenance		
	Poor (M0)	Standard (M1)	Good (M2)
Natural Inadequate (D0)	-	-	-
Natural Adequate (D1)	5	13	-
Pipe Drained (D2)	-	1	2
Pipe and Slit Drained (D3)	-	1	-

²³ Sport England PPS Guidance – RFU Appendices (<http://goo.gl/em3wyj>; 2015)



- 6.2.11 The majority of playing pitches in Brentwood, are of standard quality and with natural adequate drainage. There are 5 poor pitches present, two at Warley Playing Fields with the remaining three split across Anglo European School, Beckett Key Church of England Free School Playing Fields and Brentwood Rugby Club.
- 6.2.12 The lowest scoring pitches within Brentwood are the two pitches at Warley playing fields. The pitches have natural adequate drainage, however the site is owned and managed by the Local Authority therefore it is possible that maintenance is not suitable for formal provision.
- 6.2.13 The highest scoring provision within Brentwood are the two pitches present at Old Brentwoods Sports Club, this is a privately owned and managed site which has secure community use and is utilised by Old Brentwood RFC.
- 6.2.14 The largest amount of rugby site ownership in the Borough is from Education establishments, with 4 pitches not being available for community use. Therefore, it is assumed that these pitches are not maintained to a suitable standard, particularly relevant for sites such as St Martin's and Trinity school.

6.3 Demand

CURRENT DEMAND

- 6.3.1 The demand for rugby in the study area is satisfied by three clubs: Brentwood RFC, Mavericks RFC and Old Brentwood RFC. Consultation was undertaken with these clubs and a summary of the information gathered is shown in tables 6.6 and 6.7 below. Further detail on the demand consultations and data collection can be seen in Technical Appendix C – Rugby Analysis.

Table 6.6 – Rugby club profiles for responding clubs. Source: PPS club consultations

Club	Sub Area	No. of competitive teams					Total
		Men	Women	Colts (U17 - U18)	Junior (U13 - U16)	Mini/Midi (U7 - U12)	
Brentwood RFC	A12 Corridor	4	0	2	4	7	17
Mavericks RFC	A12 Corridor	1	0	2	0	0	3
Old Brentwood RFC	Rural North	3	0	1	4	7	15



Table 6.7: Summary of demand consultations from key rugby clubs in Brentwood

Club	Consultation Summary
Brentwood RFC	<p>The Club has a total of 17 teams, including 4 senior and 13 juniors. The only team change the club has seen in the last 3 years is the introduction of the veteran team.</p> <p>Their ground and changing rooms are on a 35 year lease and all home fixtures and training sessions are played from there. Previously the Council maintained the pitches for £13,000 a year, however, the club were not satisfied with the quality and they now maintain the pitches themselves. They have seen a great improvement with the quality of pitches.</p> <p>The club has access to changing rooms, but they are not satisfied with the current state of them. They had early stage plans to build new changing provision. However, they recently changed their plans, and are now planning on simply renovating the existing facility. The club plan to fund raise, alongside RFU funding, and they hope to complete this project ASAP.</p>
Mavericks RFC	<p>The club has only been formed for 6 years, when they only had 1 youth team. They now have a total of 3, with 1 adult and 2 juniors. In the coming 3 years the club is looking for further growth, starting with the introduction of another youth and a senior team next season (2018).</p> <p>Their home ground, Warley Playing Fields, is currently rented from a local school and the Council maintain the 2 pitches. No issues with the pitches were raised on consultation. Due to their exclusivity for Mavericks, they see very little game time in the grand scheme of things.</p> <p>They have access to changing provision 300 meters from the pitch. They are small but were newly renovated 18 months ago.</p> <p>All training takes place on the pitches, thanks to floodlighting. However, there is an occasional gym session in a local facility, that the club hire out.</p> <p>In terms of expansion, the club are looking to buy a Redgra pitch that is adjacent to the current ground, off a local school. If successful (TBC April 2018) they have plans to build a 3G pitch. They applied for the RFU 100 new AGPs but didn't meet the criteria. As a result, funding will come from fundraising, charitable contributions and Essex Local Council grants.</p>



Club	Consultation Summary
Old Brentwood RFC	<p>The club has a current total of 15 teams, with 3 Mens teams and a junior section with 12 sides.</p> <p>They have seen continued growth in recent years, especially with the junior sides. Their plan for the future is to continue growing the teams and welcoming new players into all teams. In the coming years, they would like to see an increase in female participation, with hope to form a girl's/ladies team.</p> <p>Their home ground is currently at Old Brentwoods Sports Club. They rent the ground from the club and is a joint effort between them and the club to maintain the pitches. Due to the number of teams, the pitches see a lot of use and this can be an issue as, with bad weather, they can become extremely churned up and un playable. A pitch is set aside for all 1st and 2nd team matches. The pitches also get some usage during the summer from Brentwood Rugby League Club, who have one adult and three junior sides playing from here.</p> <p>The club house is very well equipped with bar, balcony and good quality changing provisions.</p> <p>All training and matches take place at their home ground. Subject to weather, they are able to train all year round thanks to floodlit pitches at the club.</p> <p>In terms of expansion, there are currently no plans in the pipeline to expand or develop the facilities they use. They are very satisfied with the current position of the club.</p>

FUTURE DEMAND

- 6.3.2 In order to calculate the future demand for rugby in Brentwood, a Team Generation Rate²⁴ 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.
- 6.3.3 This Team Generation Rate can now be applied to the population projections for each of the sub areas to confirm how population growth or reduction will affect the demand for teams in each of the key age groups.
- 6.3.4 There is no current rugby demand taking place in the Rural South/A127 Corridor sub area and therefore TGR calculations are not possible for this area. However, Sport England's Playing Pitch New Development Calculator has been utilised to estimate the potential future number teams generated by the proposed housing development at Dunton Hills.
- 6.3.5 The impact of population projections on the need for rugby provision has been divided into age groups – Adult Men and Junior Boy's - are displayed as such below.

Table 6.8: Impact of population projections on the need for rugby provision (Team Generation Rates) for the A12 corridor sub area

A12 corridor sub area - TGR Analysis						
Team / Age Group	Current popn. Within age group	No. Of teams	TGR (number of people required to	Future population (2036) within age group	Population change in age group	Potential change in team numbers in age group

²⁴ The Team Generation Rate calculation uses the current number of teams and the current population to calculate a proxy measure of the number of total residents per relevant sports team. This measure is therefore applied to the projected population (depending on the length of the strategy) to predict how many additional teams will be required in order to satisfy the demand from the 'new' population.



			generate a team)			
Rugby Union Senior Men (19-45yrs)	9,900	5	1,980	10,573	672	0.5
Rugby Union Youth Boys (13-18yrs)	1,962	8	245	2,364	402	1.5
Rugby Union Mini/Midi Mixed (7-12yrs)	4,099	7	586	4,760	660	1
Total Projected Additional Demand (Teams)						3

Table 6.9: Impact of population projections on the need for rugby provision (Team Generation Rates) for the Rural North sub area

Rural North sub area - TGR Analysis						
Team / Age Group	Current popn. Within age group	No. Of teams	TGR (number of people required to generate a team)	Future population (2036) within age group	Population change in age group	Potential change in team numbers in age group
Rugby Union Senior Men (19-45yrs)	1,625	3	542	1,745	120	0
Rugby Union Youth Boys (13-18yrs)	495	5	99	597	102	1
Rugby Union Mini/Midi Mixed (7-12yrs)	890	7	127	1,046	156	1
Total Projected Additional Demand (Teams)						2

Table 6.10: Impact of population projections on the need for rugby provision (Team Generation Rates) for the Rural South/A127 Corridor sub area

Rural North sub area - TGR Analysis						
Team / Age Group	Current popn. Within age group	No. Of teams	TGR (number of people required to generate a team)	Future population (2036) within age group	Population change in age group	Potential change in team numbers in age group
Rugby Union Senior Men (19-45yrs)	772	0	N/A	1727	955	0.5*
Rugby Union Youth Boys (13-18yrs)	193	0	N/A	533	340	1*
Rugby Union Mini/Midi Mixed (7-12yrs)	392	0	N/A	974	583	1*
Total Projected Additional Demand (Teams)						2.5



*Due to the lack of current rugby demand in this sub area, Sport England's Playing Pitch New Development Calculator (PPNDC) has been utilised to estimate the future number of teams generated by the Dunton Hills housing development project. The full Playing Pitch New Development Calculator is included as Technical Appendix E – Playing Pitch New Development Calculator

- 6.3.6 Tables 6.8 and 6.10 illustrate that the number of projected demand for rugby teams across the borough is likely to increase by a total of 7.5 teams (1 Adult, 3.5 youth and 3 mini/midi) between 2018 and 2033. It is also expected that the number of rugby players within each age group to grow – albeit not enough to generate an additional team.
- 6.3.7 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 the study area. In reality, 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 an improved ability to generate demand and convert it into participation.

6.4 Supply and Demand Balance

- 6.4.1 To calculate whether there is any spare capacity at rugby sites in Brentwood Borough, Table 6.11 shows the supply and demand figures across the three sites that are available for community rugby use.
- 6.4.2 To assess the availability of rugby facilities at peak times, it has been assumed that the period of highest demand for rugby matches is on a Saturday afternoon for adults and Sunday morning or afternoon for juniors. It is also assumed that juniors do not train on match pitches and adult teams have been allocated 1 hour of demand during mid-week peak periods. The supply and demand analysis below shows that there is no spare capacity at Warley Playing Fields and the pitches at Old Brentwoods Sports Club are currently overplayed, while there is currently some spare capacity at Brentwood Rugby Club.
- 6.4.3 There was no official club demand identified as part of this study at Anglo European School, Becket Keys School, Brentwood County High School, Brentwood School Sports Centre and Shenfield High School. These pitches are available for community use; however, the pitches are used extensively by the school pupils during the week for training and matches. A scenario will be included in the study to show the impact of the removal of all school site capacity in Brentwood.

Table 6.11 – Supply and Demand Balance by Club

Site Name	Sub Area	Pitch type	Quantity	Supply (Capacity)	Demand (matches + training in match equivalents)		Balance (Supply minus demand)
					SNR	JNR	
Anglo European School	A12 corridor	Senior	1	1.5	-	-	1.5
Becket Keys Church Of England Free	A12 corridor	Junior	1	1.5	-	-	1.5



School Playing Fields							
Brentwood County High School	A12 corridor	Junior	1	2	-	-	2
Brentwood Rugby Club	A12 corridor	Senior	5	11	5	6.5	0.5
Brentwood School Sports Centre	A12 corridor	Senior	5	10	-	-	10
Old Brentwoods Sports Club	Rural North	Senior	2	6.5	4	6.5	-3
Shenfield High School	A12 corridor	Junior	1	2	-	-	2
Warley Playing Fields	A12 corridor	Senior	2	3	3	0	0
Total		Senior	15	37.5	12	11	14.5
		Junior	3				

6.5 Scenario Testing

- 6.5.1 The following section contains the summary capacity analysis for rugby in Brentwood Borough, as well as for a number of relevant scenarios, as requested by the RFU and the Sport England 2013 Playing Pitch Guidance. The scenario testing has been divided into five scenarios; all secured sites and future analysis, club-owned only sites, removal of education sites, and all sites, including where pitch use is unsecured.

Table 6.12: Brentwood - Summary capacity analysis and scenarios for rugby

Scenario Name	Notes	Capacity	Community use demand (matches + training in match equivalents)		Balance (Supply minus demand)
			Adult	Junior/mini	
1. All available rugby sites	Includes all rugby sites that are available for community use	37.5	12	11	14.5
2. All secured sites	This includes all secured sites as identified in Table 6.1	23	12	11	0
3. Rugby club-owned sites only	As above, but including only club-owned sites with security of tenure	0	12	11	-23
4. Removal of Education sites	As above, but removing any rugby capacity at educational establishments	20.5	12	11	-2.5
6. All secured sites; FUTURE analysis	As above, but including the projected growth in demand, as per Tables 6.8 to 6.10	23	13	17.5	-7.5



6.5.2 Table 6.12 identifies the following key findings:

- There is a surplus of rugby provision across the Brentwood borough, which means that there are more pitches than demand for facilities in the area. However, it should be highlighted that generally rugby clubs prefer to focus meeting their needs on club sites even if capacity is available on school sites to avoid club fragmentation. Therefore, a more realistic analysis is the one reflected as part of Scenario 4: removal of education sites.
- There is a great reduction in spare capacity when considering only secured sites, this suggests that there is a reliance on education and local authority owned and managed sites for Rugby in the borough.
- A deficit does become apparent when considering rugby club owned sites only, this would suggest that there is a lack of club management and control of facilities in the study area, potentially reflected in maintenance scores also.
- The future analysis indicates that this deficit will worsen over the lifetime of the strategy, when the projected increase in demand from population growth and latent demand is realised.
- The deficit is likely to impact the available of adequate quality match play facilities and training facilities. This is an interesting consideration when referencing consultation notes from Mavericks RFC detailing their desire to build a new 3G AGP on site.
- Looking into the future, there is a two match equivalent deficit across all available sites, meaning that there will not be enough provision to meet demand. However, should new pitches be supplied, then this would no longer be an issue.

6.5.3 The key output of the supply and demand analysis is that action is required to ensure that rugby can be provided in the study area, when considering future supply and demand. The site-by-site action plan will define the key steps that should be undertaken to improve the overall picture of provision and pitch stock.

6.6 Strategic Sites for Protection, Enhancement and Provision

6.6.1 As shown above, it is recommended that all sites that currently provide rugby for the community area are protected as they have greater demand than supply and are all popular clubs that appeal to a range of player types. With this recommendation of protection in mind, Table 6.13 overleaf provides further recommendations on potential areas of enhancement for each of the rugby sites that are available for community use.

Table 6.13 – Rugby sites for enhancement in Brentwood

Site Name	Sub Area	Pitch Supply	Community use on site	Non-Technical Assessment Rating	Balance – Capacity for community use	Justification for Protection (PR), Enhancement (E) or Provision (PV)
Anglo European School	A12 corridor	1x Senior	Available/Un secured	5 - Poor	1.5	PR This site should be protected as playing fields in the Local Plan. The site is available for the community, however no demand is present here, apart from school usage.
						E The pitch at this site is of poor quality. Further maintenance investment is required to improve the quality of the grass pitch.
						PV No required provision has been identified as part of the study.
Becket Keys Church Of England Free School Playing Fields	A12 corridor	1x Junior	Available/Se cured	4 - Poor	1.5	PR This site should be protected as playing fields in the Local Plan. The site is available for the community, however no demand has been recorded as part of the study, apart from school usage.
						E The pitch at this site is of poor quality. Further maintenance investment is required to improve the quality of the grass pitch.
						PV No required provision has been identified as part of the study.
Brentwood County High School	A12 corridor	1x Junior	Available/Se cured	6 - Standard	2	PR This site should be protected as playing fields in the Local Plan. The site is available for the community, however no demand was recorded as part of the study, apart from school usage.
						E No enhancements have been identified as part of the study.
						PV No required provision has been identified as part of the study.
Brentwood Rugby Club	A12 corridor	5x Senior	Available/Se cured	4 - Poor 6 - Standard 8 – Standard	0.5	PR This site should be protected as playing fields in the Local Plan. The site is used by Brentwood RFC for all of their demand.

				7 - Standard 7 - Standard		E	As identified in the club consultations, it is recommended that the club are supported in establishing funding for ancillary renovations on site. In order to increase the carry capacity of the grass pitches, it is also recommended that further pitch maintenance investment is established.
						PV	No required provision has been identified as part of the study.
						PR	This site should be protected as playing fields in the Local Plan. The site is available for the community, however no demand was recorded as part of the study, apart from school usage.
						E	No enhancements have been identified as part of the study.
Brentwood School Sports Centre	A12 corridor	5x Senior	Available/ Unsecured	7 - Standard 7 - Standard 7 - Standard 7 - Standard	10	PV	No required provision has been identified as part of the study.
						PR	This site should be protected as playing fields in the Local Plan. The site is used by Old Brentwood RFC for their 15 teams.
						E	Due to the current pitch provision being of good quality, and satisfaction expressed by the club towards the site, there have been no enhancements identified as part of the study.
Old Brentwoods Sports Club	Rural North	2x Senior	Available/Secured	12 - Good 12 - Good	-3	PV	Due to the site being over capacity, but with good quality of provision, it is recommended that the club are supported in expanding onto farmland around the perimeter of the site in order to establish a third pitch or look to outsource training demand to the Brentwood Centre where there is a small sided 3G AGP.
						PR	This site should be protected as playing fields in the Local Plan. The site is available for the community, however no demand was recorded as part of the study, apart from school usage.
						E	No enhancements have been identified as part of the study.
Shenfield High School	A12 corridor	1x Junior	Available/Secured	6 - Standard	2		

							PV	No required provision has been identified as part of the study.
St Martin's School	A12 corridor	3x Junior	Not available/Secured	6 - Standard 6 - Standard 6 - Standard	N/A- No community access		PR	This site should be protected as playing fields in the Local Plan. The site is available for the community, however no demand was recorded as part of the study, apart from school usage.
							E	No enhancements have been identified as part of the study.
							PV	No required provision has been identified as part of the study.
Trinity School	Rural North	1x Junior	Not available/Unsecured	9 - Standard	N/A- No community access		PR	This site should be protected as playing fields in the Local Plan. The site is not available to the community but is used by pupils of the school.
							E	The school is currently up for sale and the pitch is likely to be lost and it is therefore recommended that this is mitigated with further rugby investment elsewhere in the Borough.
							PV	No enhancements have been identified as part of the study.
								No required provision has been identified as part of the study.
Warley Playing Fields	A12 corridor	2x Senior	Available/Unknown	0 – Poor 0 - Poor	0		PR	This site should be protected as playing fields in the Local Plan. The site is used by Mavericks RFC for their 3 senior teams.
							E	Due to the quality of pitch provision present, it is recommended that the club is supported in establishing funds to improve the maintenance regime, investing in suitable equipment and resources.

					PV	It is recommended that the club are supported in establishing a 3G AGP on site. Along with improving pitch quality on site, should a suitable agreement be established, then it could act as a training facility for sites suffering from overplay; such as Old Brentwoods Sports Club, and supporting closer clubs such as Brentwood RFC, as well as contributing towards meeting football 3G needs in the area.
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6.7 Rugby Summary

- 6.7.1 This section summarises the findings from the rugby analysis, which will form the basis of the recommendation and action plan section for HBC.
- 6.7.2 Table 6.13 includes the response to 5 key questions, which are asked for all PPS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

Table 6.13 – Key PPS findings for rugby in Brentwood

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	The key rugby site in the area, with regard to overplay, is Old Brentwoods sports club. Other than this, every other site is working at or under capacity. There are numerous sites, education owned, that are available to the community however have no demand registered on it.
Is there enough accessible and secured community use provision to meet current demand	At present, there is sufficient secured and accessible provision, with 3ME surplus capacity. However, when considering future demand, there will be overplay of 2ME across the Borough on secured access sites. The remaining five sites with rugby pitches in the borough have unsecured community use. These are all school and college sites and used extensively by school pupils for training and matches.
Is the provision that is accessible of sufficient quality and appropriately maintained?	The lowest scoring pitches in terms of quality, that is home to Mavericks RFC, are present at Warley playing fields. The only other poor pitch present, that is used by the community, is one senior pitch at Brentwood RFC. It can therefore be assumed that the provision partially satisfies current need.
What are the main characteristics of the future supply and demand for provision?	An increase for junior rugby by one team and minis rugby by one team is expected through population change in Brentwood between 2017 and 2033. Therefore there will be a 2ME deficit on secured sites.
Is there enough accessible and secured community use provision to meet future demand?	A full-sized 3G pitch with floodlights will meet potential future demand and also reduce the amount of usage on the grass pitches at Warley Playing Fields and Old Brentwoods Sports Club – alleviating the currently over-played pitches and lessening the risk of match cancellations.

7 HOCKEY ANALYSIS

7.1 Introduction and Strategic Context

- 7.1.1 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).

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

- 7.1.2 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.
- 7.1.3 England Hockey's strategy is based on a virtuous circle which aims to use international success to create visibility which in turn can be used to drive participation.
- 7.1.4 The three main objectives of the facilities strategy are:
- **PROTECT:** To safeguard existing hockey provision. England Hockey currently have around 1000 pitches that are used by hockey clubs, including University teams. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country. England Hockey aims to work closely with hockey clubs on their facility partnerships, influencing Playing Pitch Strategies (PPS) and continuing to work with other National Governing Bodies on a local and national level to identify priorities.
 - **IMPROVE:** To improve the existing facilities stock both at grassroots and elite level. The current facilities stock is ageing and there needs to be strategic investment into refurbishing pitches and ancillary facilities. More support is required for clubs to obtain better agreements with facilities providers and to receive better education about owning and maintaining pitches. England Hockey aims to provide education around asset owning including when it is appropriate for clubs to asset own as opposed to hire facilities combined with developing stronger partnerships between hockey clubs and pitch providers, recognising that many clubs are the single user of an artificial grass pitch. Improving the administration and business planning with asset owning organisation to ensure there are appropriate finances in place for the replacement of the surface. In addition, support clubs in the National League to achieve the facilities Elite Operating Standards requirements and working with funding partners to ensure investment into pitches that provide opportunities to deliver our player pathway

- **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. A clear facilities rationale has been developed and implemented through the mapping of sites that identifies where multi pitch provision should be placed. England Hockey aim to work with all stakeholders and key funding partners to strategically build new hockey facilities.

7.2 Supply

- 7.2.1 Brentwood has three full sized sand based AGPs present, with two of these being sand dressed, and the remaining being sand filled in terms of composition.
- 7.2.2 All three of the AGPs present are located within the A12 corridor sub area and available for community use, with extensive use placed on both sites through formal community use along with school use for PE and other sporting activities.
- 7.2.3 Table 7.1 below details the surface, availability, security, ownership and management of the sites that are suitable for competitive hockey in Brentwood.

Table 7.1 – Quantity overview for hockey facilities in Brentwood

Site Name	Sub area	Sand Based / Water based	Ownership	Management	Availability of community use / Security of community use	Size
Becket Keys Church Of England Free School Playing Fields	A12 corridor	Sand dressed	Charity/Trust	Education	Available/Secured	100x60
Brentwood School Sports Centre	A12 corridor	Sand filled	Education	Education	Available/Unsecured	100x60
Brentwood School Sports Centre	A12 corridor	Sand dressed	Education	Education	Available/Unsecured	100x60

7.3 Quality

- 7.3.1 As part of the Playing Pitch Strategy, 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.

7.3.2 Table 7.2 below provides a summary of the quality assessments for all hockey suitable sites in the Borough, with assessments undertaken at all sites.

Table 7.2 – Quality overview for hockey facilities in Brentwood

Site Name	Sand Based / Water based	Size	Flood lit	Age of playing surface	Condition (Quality score)
Becket Keys Church Of England Free School Playing Fields	Sand dressed	100x60	Yes	5-10 years	64.52% - Standard
Brentwood School Sports Centre	Sand filled	100x60	Yes	5-10 years	90.32% - Good
Brentwood School Sports Centre	Sand dressed	100x60	Yes	2-5 years	92.47% - Good

7.3.3 Table 7.2 indicates that the three pitches that are available for community use are of varying quality. Brentwood School Sports Centre have two good quality pitches, that have recently been refurbished. Provision at Becket Keys Church of England Free School Playing Fields is of standard quality and is slightly older, this is the home to much junior demand, explored further in the document:

7.3.4 The site summary for the site, collected as part of the site assessment is shown below:

- **Becket Keys Church of England School:** The school has a 125 lease as it is owned by the Russel Education Trust. The football and rugby pitches are across the road, approximately quarter of a mile away, with no parking or changing facilities. These are maintained by external contractors, they used to be rented by the community however they didn't have good relations and are now no longer used. Car parking is an issue on site, especially as the site is undergoing building works. The AGP is situated in close proximity to the school and other formal playing pitches, such as rounder's. The AGP is of standard condition throughout, but with suitable fencing and equipment in place.
- **Brentwood School Sports Centre:** along with a significant number of grass football and rugby pitches, there are also 2 sand based AGPs. All facilities on site have suitable artificial drainage and are maintained to a good standard by an in house team of 4.. Both facilities are met with suitable car parking and changing provision. The two AGPs are also configured for further sports, such as tennis and small sided formats of the sport. There are no obvious defects present on the surface, along with suitable maintenance regime being apparent. The site is of good quality throughout. In the middle of the field, next to the athletics track, there is an ancillary facility with 6 changing rooms, all with toilets and communal showers, and 2 officials rooms.

7.4 Demand

CURRENT DEMAND

- 7.4.1 There is one hockey club in Brentwood. Brentwood Hockey Club have a strong senior section, with 11 teams in total and this is complimented by a smaller junior section. The breakdown of the club is demonstrated by Table 7.2, which shows the club profile by age group and gender.

Table 7.2 – Team profile for Hockey in Brentwood

CLUB NAME	ADULT TEAMS			JUNIORS	TOTAL
	SENIOR MEN	SENIOR WOMEN	MIXED		
Brentwood Hockey Club	5	5	1	1	12

- 7.4.2 The table below highlights how the profile of hockey teams across Brentwood 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 7.3 – Match demand for hockey in Brentwood

	Number of teams	Competitive hours required		
		Weekday	Saturday	Sunday
Senior teams (16-65)	11	0	10	1
Junior teams (11-15)	1	0	1	0

KEY CLUB CONSULTATION

- 7.4.3 To develop a greater understanding of the need for hockey in Brentwood, a consultation was undertaken with the only club in the Borough, a summary of which is provided in the table below.



Table 7.4 – Key club consultation in Brentwood

Club	Consultation Summary
Brentwood HC	<p>A total of 12 teams, with 5 Men's, 5 Ladies and 1 Mixed as well as an U15 side. The majority of their fixtures and all training take place at Becket Keys School, and they also use Brentwood School for some adult fixtures. Although they only have one competitive junior team, the club have approximately 100 young members aged 3-12 that use the pitch at Becket Keys on Sunday mornings (10am-12pm, with usually around 40-60 in attendance) for informal matches/training.</p> <p>Club membership has stayed consistent in recent years, however England Hockey are starting to work with the club on a club-school link programme and it is expected for their junior numbers to grow significantly over the next 24 months.</p> <p>They have rated the quality of the pitch at Becket Keys School as standard, showing some signs of general wear and tear and inappropriate use (football). They have stated that the pitch has deteriorated from previous season and improved maintenance is required. Changing facilities at the site were identified as poor.</p> <p>The pitches and facilities at Brentwood School were deemed good and no particular issues were raised on consultation.</p> <p>The club stated to be unhappy with the cost of hiring facilities: "We pay more than we would like for Brentwood School pitches. All our pitch arrangements we find ourselves without any help or support from England Hockey or the local Council"</p>

7.5 Future Demand

DEMAND DRIVEN BY POPULATION GROWTH

- 7.5.1 In order to calculate the future demand for Hockey in the Borough, a Team Generation Rate²⁵ 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 hockey team.
- 7.5.2 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 population projection data has been provided by the Council and aligns to their core strategy.
- 7.5.3 It should be noted that as there is currently one hockey club in Brentwood, the future analysis and capacity analysis has been undertaken at a Borough-wide level.

²⁵ The Team Generation Rate calculation uses the current number of teams and the current population to calculate a proxy measure of the number of total residents per relevant sports team. This measure is therefore applied to the projected population (depending on the length of the strategy) to predict how many additional teams will be required in order to satisfy the demand from the 'new' population.

Table 7.5 – Future demand projections for hockey teams in Brentwood.

Sport and Age Groups	Number of teams in age group within the area	Current population in age group within the area	Future population in age group within the area	Current TGR	Population Change in Age Group	Potential Change in Team Numbers in Age Group
Senior Men (16-55yrs)	6	19248	21848	3208	2600	1
Senior Women (16-55yrs)	5	19709	21455	3942	1745	0
Junior Boys (11-15yrs)	1	2219	2957	2219	738	0
Junior Girls (11-15yrs)	0	2269	2766	N/A	497	N/A

7.5.4 England Hockey are working with Brentwood Hockey club on a school club link programme which is expected to support the club in growing their junior members significantly over the next two years. This would not impact on the above TGR table but it would increase the number of juniors attending the club for informal training and matches, especially on Sunday mornings, and in-turn impact on future accessibility and demand for pitch availability for informal Hockey. It is likely that the club will require access to the Brentwood School Sport Centre pitches in the future to help to accommodate this demand if the pitch at Becketts Key School reaches capacity.

7.5.5 Table 7.5 illustrates that population growth across the Borough is likely to produce a minor change in demand for hockey, with 1 further Senior Mens team expected to be generated as a consequence of population change. It is important that this is considered alongside the latent demand analysis in the following section.

DEMAND DRIVEN BY LATENT DEMAND

7.5.6 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 hockey.

7.5.7 However, through consultation with Brentwood Hockey Club there has been no latent demand, which the club is aiming to convert into affiliated hockey demand within the next 3 - 5 years, highlighted.

7.6 Supply and Demand Balance

SUPPLY AND DEMAND BALANCE – SPATIAL ANALYSIS

7.6.1 To calculate whether there is any spare capacity at hockey sites in the study area, Table 7.7 shows the supply and demand figures for community use hockey facilities in

Brentwood. This table contains demand (in hours) from competitive matches as well as training required by local clubs.

- 7.6.2 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 7.7 – Supply and demand balance for hockey in Brentwood

Site name	Supply (hours)			Demand (Hours required – for training and matches)			Balance (Match slots)		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Becket Keys Church Of England Free School Playing Fields	20	8	8	7 (+10 football training demand)	6	1	3	2	7
Brentwood School Sports Centre	40	16	16	0 (no football training demand recorded at this site)	5	0	40	11	16

- 7.6.3 Table 7.7 illustrates that there is over-supply of hockey provision in Brentwood, with significant spare capacity at Brentwood School Sports Centre during weekdays.
- 7.6.4 It is worth noting that the recreational school demand placed on this site is not factored in as it is not formal demand, therefore the pitch quality may decline at rate not expected as a consequence of this.
- 7.6.5 The impact of expected growth in hockey demand will be addressed as part of the scenario analysis later in this section.

PEAK TIME CAPACITY ANALYSIS

- 7.6.6 In line with the 2013 Sport England PPS guidance, this study has considered the total supply and demand for facilities, measured in match equivalents per week.
- 7.6.7 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 Borough.

- 7.6.8 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.
- 7.6.9 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?)
- 7.6.10 The following assumptions on peak times have been developed, based on standard practice for competitive grass roots hockey, as well as consultation with Brentwood Hockey Club.
- 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

Table 7.8: Peak time capacity analysis for Brentwood Borough provision – Brentwood School Sports Centre

Age-group (preferred match slot)	No. of teams	Peak-time demand (Match Slots)	Peak-time Capacity (Match Slots)	Balance	Commentary
Adult (Saturday 10-6*)	5.5	3	4	1	1 match equivalents spare capacity per week
Junior (Sunday 10-4)	0	0	4	4	4 match equivalents spare capacity per week

Table 7.9: Peak time capacity analysis for Brentwood Borough provision- Beckett Keys Church of England Free School Playing Fields

Age-group (preferred match slot)	No. of teams	Peak-time demand (Match Slots)	Peak-time Capacity (Match Slots)	Balance	Commentary
Adult (Saturday 10-6*)	5.5	2	2	0	Pitch at capacity during peak time
Junior (Sunday 10-4)	1	1	2	1	1 match equivalents spare capacity per week

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

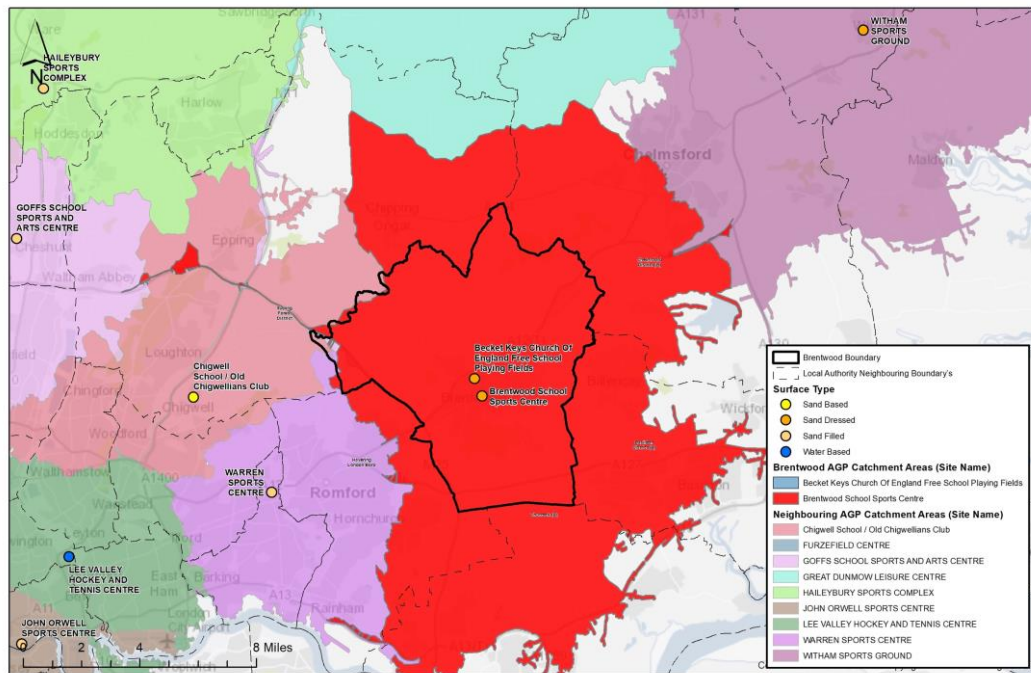
- 7.6.11 Tables 7.8 and 7.9 indicate that, with the use of two AGPs at Brentwood School Sports Centre, Brentwood Hockey club consequently has spare capacity during periods of peak period. However, at their most utilised site, Beckett Keys CofE, there is no spare capacity at peak time for adult demand, explaining why the demand is offset to Brentwood School Sports Centre.

SUPPLY AND DEMAND BALANCE – SPATIAL ANALYSIS

- 7.6.12 Figure 7.1 overleaf provides a spatial analysis of full size sand based AGP's in the study area in order to assess whether the current provision of 'strategic' hockey facilities meet the needs of the local residents. These maps also include full size AGP's from

neighbouring local authorities, as this is a key dynamic to The coloured areas show the unique catchment area of each of the AGP's, which indicates the closest AGP, within 20-minute drive time, for local residents.

Figure 7.1 Full sized sand/water based AGPs in 20min drive time of Brentwood



Full Size Sand and Water based AGP sites with community use availability service areas in Brentwood (up to 20-minute drive time)



7.6.13 Figure 7.1 illustrates that Brentwood School Sports Centre and Beckett Keys CoE School represent the only facilities that are available to the community and suitable for competitive hockey within Brentwood. As a result, there is potential for a proportion of Brentwood residents are serviced by facilities that are located outside of the Borough. However, due to spare capacity being present at both sites, and the lack of formal teams within Brentwood it is assumed that this travel may not be apparent in the Borough.

7.7 Capacity Analysis and Scenario Testing

7.7.1 The following section contains the summary capacity analysis for hockey in Brentwood, as well as two relevant summaries, as requested by England Hockey and the Sport England 2013 Playing Pitch Guidance.

7.7.2

Table 7.10: Summary capacity analysis and scenarios for hockey (all in hours)

Scenario Name	Notes	Supply (Hours)			Demand (matches + training)			Balance (supply minus demand)		
		Weekday	Sat	Sun	Weekday	Sat	Sun	Weekday	Sat	Sun
1. All secured sites	This includes all secured sites and their capacity	60	24	24	7 (+10 football training demand)	11	1	43	13	23
2. All secured sites; FUTURE analysis	As above, but including the projected growth in demand	60	24	24	9 (+10 football training demand)	13	1	41	11	23

7.7.3 Table 7.10 illustrates that there is current future spare capacity for hockey in Brentwood, which is possible due to the presence of a high quality two pitch hockey specific site, at Brentwood School Sports Centre.

7.7.4 This capacity analysis indicates that there is spare capacity for new demand to be satisfied on the site, consultation with the club supports this finding.

7.7.5 This is further illustrated by Table 7.11 below, which provides a future peak time analysis for Brentwood, using the existing level of supply and the future projected demand. It should be noted that it is possible to undertake this type of analysis for Hockey (while not possible for other sports), as all demand can be assumed to be allocated to a single site.

Table 7.11: Future Peak time capacity analysis for Brentwood Borough

Age-group (preferred match slot)	No. of teams	Peak-time demand (Match Slots)	Peak-time Capacity (Match Slots)	Balance	Commentary
Adult (Saturday 10-6*)	12	6	6	0	No spare capacity each in the peak period
Junior (Sunday 10-4)	1	1	6	5	5 match equivalents spare capacity per week

7.7.6 Table 7.11 illustrates that due to there being limited growth in the hockey area, Brentwood is projected to have no spare capacity for adult and 5ME for junior demand during the peak period by the end of the strategy. This does not allow for unforeseen growth (such as the level of growth that has been experienced since the Rio Olympics), and with the Becket Keys School site being likely to reach capacity for adult hockey during peak times of demand, it is recommended for Brentwood HC to accommodate any further growth in demand at the Brentwood School Sports Centre site.

7.8 Strategic sites for Protection, Enhancement and Provision

7.8.1 Table 7.12 provides a justification for how the two hockey sites should be Protected, Enhanced or Protected.

Table 7.12 – Site by Site Analysis for Hockey

Site Name	Sub Area	Pitch Type and Size	Pitch assessment score	Balance (Total Hrs.)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
Becket Keys Church Of England Free School Playing Fields	A12 Corridor	1 x Sand Dressed (100x60)	64.52% - Standard	This site is currently under capacity for hockey provision Spare capacity of 12 hours at peak time	PR	This site should be protected in the Local Plan. This is an education site that is used for 14 hours per week by community hockey.
					E	It is recommended that the school carry out renovation works to the AGP surface, to

Brentwood School Sports Centre	A12 Corridor	1x Sand Dressed (100x60) 1x Sand Filled (100x60)	90.32% - Good 92.47% - Good	<p>This site is currently under capacity for hockey provision</p> <p>Spare capacity of 67 hours at peak time</p>		increase the quality of standard to good.
					PV	A new sports hall has recently been built on site and this will provide new changing facilities that may be accessed by users of the AGP. No further required provision has been identified as part of the study.
					PR	This site should be protected in the Local Plan. This is a high quality hockey site that is owned and managed by the school. The two pitch site is one of the best in the area and hosts high quality formal hockey for adults and juniors.
					E	No further enhancement has been identified as part of this study.
					PV	No further required provision has been identified as part of the study.

7.9 Hockey Summary

- 7.9.1 This section summarises the findings from the hockey analysis, which will form the basis of the recommendation and action plan section for Brentwood Borough.
- 7.9.2 Table 7.13 includes the response to 5 key questions, which are asked for all PPS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

Table 7.13 – Key PPS findings for hockey in Brentwood

Key Question	Analysis
What are the main characteristics of the current supply and demand for provision?	The quality of provision across the Borough for hockey is high, given the existence of a high quality two pitch site at Brentwood School Sports Centre. This excellent facility is utilised by Brentwood Hockey Club, who also have a large amount of demand for senior and junior hockey and their preferred site, Beckett Church of England Free School Playing Fields. There is no further, hockey compliant, artificial provision in the Borough.
Is there enough accessible and secured community use provision to meet current demand	There is enough capacity at the existing site to meet the current needs for outdoor hockey in Brentwood, however Beckett CofE school are at capacity at peak times for adult provision.
Is the provision that is accessible of sufficient quality and appropriately maintained?	The existing facility at Brentwood School Sports Centre represents a very good hockey facility, with two high quality sand-based pitches. This facility is well maintained by the school, who manage the site.
What are the main characteristics of the future supply and demand for provision	Future demand for hockey in Brentwood is not expected to change the number of formal hockey teams in the Borough. The sport has enjoyed significant growth since the Women's gold medal at the Rio Olympics, which it is hoped will stimulate further growth at both junior and adult age groups across the country however. England Hockey are working with Brentwood Hockey club on a school club link programme that is expected to increase the junior members by 20% over the next two years. This will increase informal hockey demand at the club and increased use of both the Beckett School and Brentwood School Sports Centre pitches.
Is there enough accessible and secured community use provision to meet future demand	The projected increase in demand can be satisfied at the existing provision in the Borough. Consultation has also confirmed this point. The future peak time analysis indicates that over the lifetime of the strategy, Beckett CofE School are expected to continue to have limited spare capacity for demand during the peak period. As a result, Brentwood Hockey Club may look to offset further demand to Brentwood School Sports Centre.

8 TENNIS

8.1 Introduction

- 8.1.1 The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis. The Essex LTA is locally responsible for the sport in terms of county teams and county based initiatives in Brentwood. The following section provides greater detail of the existing strategies and national facility plans, that are currently being delivered by the LTA.
- 8.1.2 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 courts.
 - The adequacy of courts in Brentwood.
 - Recommendations moving forward.

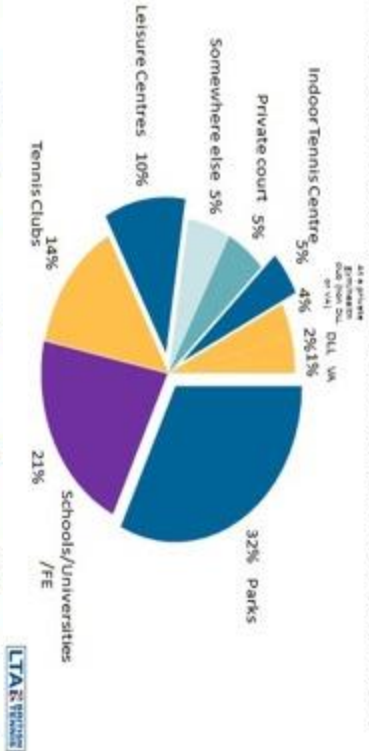
8.2 Strategic Context

- 8.2.1 The LTA has recently produced a new strategy “The British Tennis Strategic Plan 2015 – 2018”.
- 8.2.2 The Mission is to: Get more people playing tennis more often.
- 8.2.3 There are three strands of Participation Focus:
1. Deliver great service to Clubs:
 - Provide great support for clubs of all sizes by sharing best practice learning.
 - Apply greater focus on clubs seeking to grow the game in their club and community.
 - Help clubs achieve management excellence.
 2. Build partnerships in the Community by:
 - Developing strong Local Park and other community tennis venue partnerships to deliver inclusive tennis provision for all.
 - Invest in great people delivering great experiences in parks.
 - Targeted investment in “welcoming” park facilities for people to socialise and play.
 3. Enhance tennis offer in Education by:
 - Further strengthen schools offer, while introducing new secondary school programme.
 - Provide support to develop more effective links between schools and other places where tennis is played.
 - Maximise playing opportunities and help build a future workforce in colleges and universities.
- 8.2.4 The graphics overleaf represent an extract of the LTA national strategy and identify the importance of local authority park courts and facilities for the future priorities of the LTA

8.3 Lawn Tennis Association – Insight

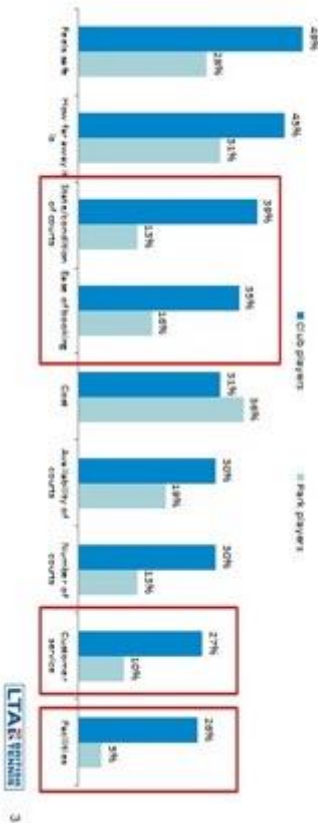
Parks are a key venue where people play tennis

Where people 14+ played tennis most if played at least once in the last year in GB (%)



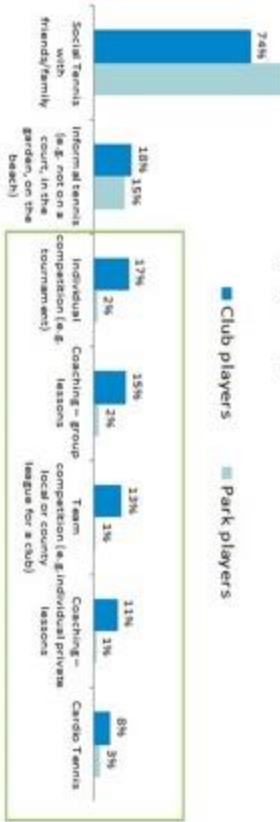
Lower satisfaction especially caused by condition of courts, ease of booking (needs planning), customer service and facilities

Satisfaction with Courts (Club vs. Park)
(% Very Satisfied)



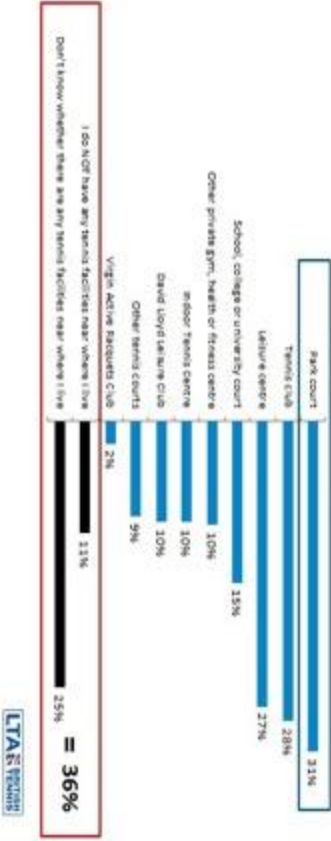
Park players are currently far less reliant on organised activities – partly inclination, partly availability

Types of Tennis Played in the Last Year
Club players (played most) vs Park players (played most)



Awareness of local courts is an issue

Awareness of tennis courts nearby to where GB population live



8.3.1 The LTA has recently launched the 'Transforming British Tennis Together' initiative. The initiative is the largest and most existing capital investment programme the LTA has ever undertaken.

8.3.2 There are two ambitious goals that the LTA are looking to achieve:

1. To double the number of children playing tennis.
2. To double the number of times infrequent adults play tennis.

8.3.3 Over the next 10 years the LTA aim to invest £125m in British tennis facilities. With this sum matched by local partners, they hope to bring £250m into the game.

8.3.4 The LTA have conducted some wide-ranging research to understand how the wider public feel about tennis and primarily the main barriers they see to accessing the sport. The research has been split into the club, community and education sectors. The relevant headlines from the parks and community sections are highlighted below:

- Around 5 million people play once per year – majority of this in parks.
- 36% of tennis played by those aged 14+ is on parks (14% Clubs and 22% Schools)
- 80% of those that don't play tennis but would like to see parks as their first option.
- For people who want to play tennis in parks, they are most dissatisfied with the state and condition of courts, ease of booking and the number of courts available to play.
- Demand for tennis is amongst those who stopped playing in the last 5 years – but the age profile is wide ranging – from 14 upwards, demand for parks tennis is strong.
- Although there is demand amongst the C2DE demographic classification, the highest latent demand is for ABC 1 demographic classification.

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

8.3.6 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.

8.3.7 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 demand.

8.3.8 Technology development is evolving and it is now possible for an access gate to have a unit that is opened by key or swipe card. This key pad can be used to open the gate with a code, automatically generated by an online booking system. There are also now mobile phone and tablets applications that can allow customers to book and pay for courts.

8.3.9 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.

8.4 Court Supply

8.4.1 Table 8.2 and Map 8.1 (both overleaf) provides a breakdown of tennis court sites in the study area. The quality rating of a site is calculated using the following LTA criteria:

- Good: Good playing surface, courts recently been upgraded, resurfaced, nets and fencing in working order.
- Average: Playing surface ok, playing surface is fading, jet wash/repaint will bring it back to life although courts will be in- need of refurbishment/resurfacing in a couple of years' time.
- 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.

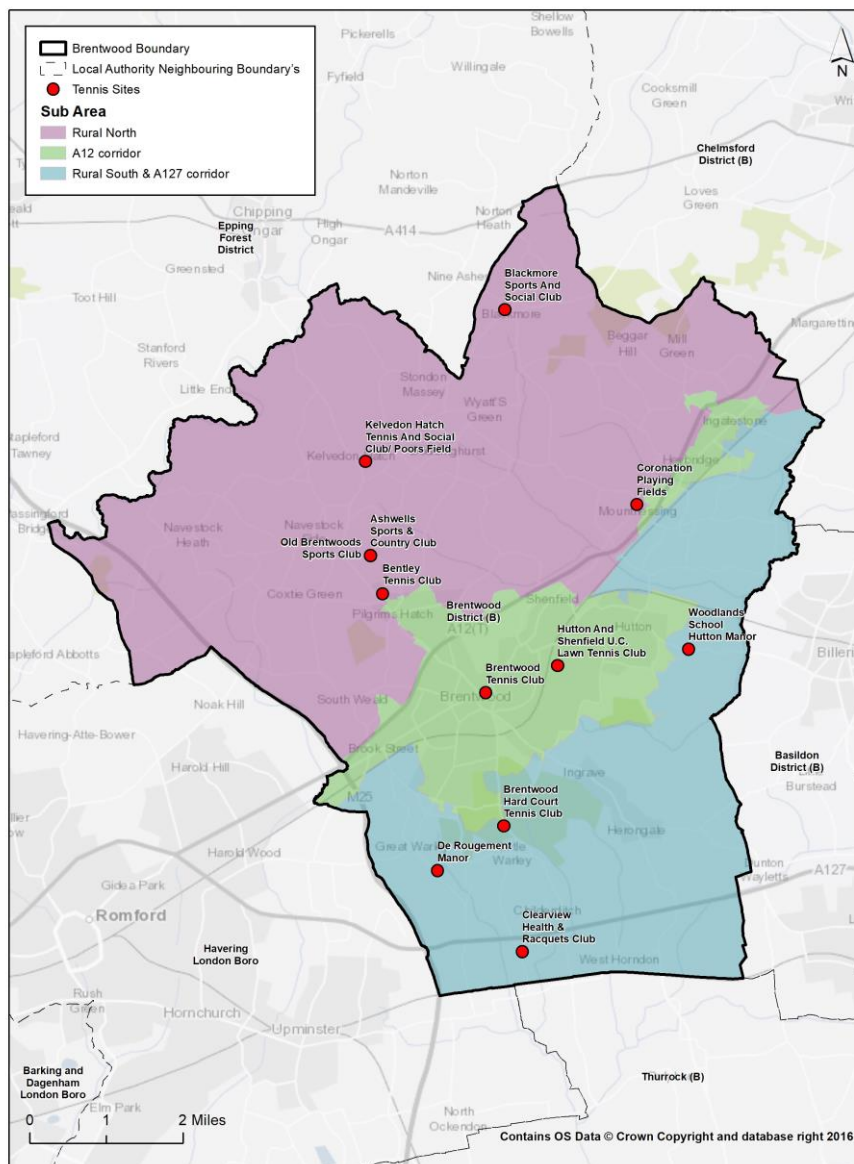
Table 8.2: Outdoor Tennis Provision by Site

* Quality assessments were not available and desktop research has been used to confirm the quality of provision.

Outdoor Tennis sites	Sub Area	Availability to the community	Site Type	Tennis courts			Site Quality
				All Courts	Surface	Floodlit	
Ashwells Sports & Country Club	Rural North	Available	Commercial	3	Macadam	No	Poor
Bentley Tennis Club	Rural north	Available	Community	2	Macadam	Yes	Good
Blackmore Sports And Social Club	Rural North	Available	Local authority	2	Macadam	Yes	Average
Brentwood Hard Court Tennis Club	Rural South/A127 Corridor	Available	Sports club	13	Artificial grass	Yes	7x Good
Brentwood Tennis Club	A12 corridor	Available	Community	12	Artificial grass	Yes	6x Average
Cleanview Health & Racquets Club	Rural South/A127 Corridor	Available	Commercial	2	Other	Yes	Average
Coronation Playing Fields	Rural North	Available	Local authority	4	Artificial grass	Yes	Average
De Rougement Manor	Rural South/A127 Corridor	Not available	Commercial	2	Macadam	No	Good
Hutton And Shenfield U.C. Lawn Tennis Club	A12 corridor	Available	Education	5	Macadam	Yes	Good
Old Brentwoods Sports Club	Rural North	Available	Community	3	Macadam	Yes	Good
Kelvedon Hatch Tennis And Social Club/ Pools Field	Rural North	Available	Other	2	Macadam	No	Good
Woodlands School Hutton Manor	Rural South/A127 Corridor	Not available	Private	1	Macadam	No	Poor
Total				51		43	
Court Quality	Good	Average		Poor			
Brentwood	33	14	4				

- 8.4.2 Table 8.2 shows there are 51 outdoor courts across 12 sites in Brentwood. The majority of these sites provide access to the community through either a club membership or on a 'pay and play' basis (48 courts across 10 sites). There are two sites in Brentwood with no community access, Woodlands School Hutton Manor has one court and De Rougement Manor has two courts and is privately owned.
- 8.4.3 Of the sites that offer full community access (i.e. Club and Community sites), there are 31 good quality courts, as well as two courts at De Rougement Manor however these are not available to the community. There are only 4 courts in the study area that are of poor condition, one of which is not available to the community, Woodlands School Hutton Manor. The three remaining poor courts are present at Ashwell's Sport and Country Club.

Map 8.1 Tennis courts by numbers in Brentwood



Tennis sites in Brentwood

8.5 Court capacity

- 8.5.1 Table 8.3 below shows how the total estimated membership capacity for each Club and Community site calculated by the LTA from existing data. Table 8.4, also below, shows the capacity for membership at each of these sites.

Table 8.3: LTA membership capacity calculations

Court Type	Membership Capacity
Non-floodlit outdoor	40
Floodlit outdoor	60
Grass outdoor	20

Table 8.4: Membership capacity at Club and Community Tennis Sites

Site	Current Capacity
Bentley Tennis Club	120
Blackmore Sports And Social Club	120
Brentwood Hard Court Tennis Club	780
Brentwood Tennis Club	720
Clearview Health & Racquets Club	120
Coronation Playing Fields/Mountnessing Playing Fields	240
De Rougement Manor	80
Hutton And Shenfield U.C. Lawn Tennis Club	300
Old Brentwoods Sports Club	180
Kelvedon Hatch Tennis and Social Club/ Poors Field	80
Woodlands School Hutton Manor	40
Total	2780

Table 8.5: Membership capacity at private clubs, not available to the community

Site	Current Capacity
Ashwells Sports & Country Club*	120
Total	120

8.6 Demand for Club and Community Tennis Courts

- 8.6.1 To understand a more local view of demand for tennis, Table 8.5 below uses Sport England Market Segmentation data for both current and latent demand for residents living in Brentwood. Actual demand are residents that are currently playing tennis (according to Sport England's Market Segmentation data) and latent demand is the number of residents that want to play tennis.

- 8.6.2 The table combines club and community courts as several of the clubs, especially those based on recreational areas, will also service some casual tennis centre.

Table 8.6: Current demand of Community Tennis Courts in Brentwood (2018)

Number of courts	Capacity	Tennis Demand		
		Actual Demand	Latent Demand	Total Demand
48	2780	1,515	1523	3038

- 8.6.3 Table 8.6 and 8.7 below show that courts accessible to the community (at Club or Community sites) in Brentwood have a capacity for 2780 people to play tennis compared to an estimated actual demand of 1,515 people (members/users of tennis clubs/community courts). This means that club and community tennis facilities in Brentwood are currently operating at 54% of their operational capacity. When considering latent demand, the tennis facilities in Brentwood are operating 9.2% over-capacity.
- 8.6.4 By 2033, SNPP population projections predict that the population in Brentwood will increase by 16.8% between 2018 and 2033. Sport England data projects actual demand in Brentwood to rise to 1757 and latent demand to be 1766, totalling 3523 for the study area. If the number of courts remains the same over this time, the community accessible courts in Brentwood will be operating at 27.6 over-capacity.

Table 8.7 Future Capacity at community accessible courts (2033)

Number of courts	Capacity	Tennis Demand		
		Actual Demand	Latent Demand	Total Demand
48	2780	1757	1766	3523

8.7 Supply vs Demand

Table 8.8 Supply vs Demand at present and in the future

Facility Type	Club and Community Courts that are available for community use		If all Courts were made available for community use	
	2018	2033	2018	2033
Actual Demand	1515	1757	1515	1757
Supply Capacity	2780		2900	
% of capacity utilised	54%	63%	52%	60%
10% of latent demand	152	177	152	177
Total demand (Actual + 10% of latent)	1667	1934	1667	1934
Capacity balance (Capacity – Total demand)	1113	846	1233	966

8.8 Demand

- 8.8.1 Taken from Sport England Market Segmentation tool, the total demand for tennis courts in Brentwood is considered to be 1515, meaning total stock at present is operating at 54% of its operational capacity.
- 8.8.2 Table above shows that a given the LTA's target of converting 5-10% of latent demand into actual demand, there is potentially a current demand for a further four floodlit and one grass court (from an estimated 242 people). Although the impact of the LTA's participation schemes may not be felt immediately, it should be considered that should the LTA be successful in hitting their target of converting 5-10% of latent demand into actual demand, then these players will place additional demand on both community courts and on members' clubs.
- 8.8.3 Taken together, the above analysis therefore concludes that Brentwood is currently over-supplied with tennis provision. However, the level of estimated latent demand means that, should the LTA be successful in reaching its target of converting 10% those that want to play tennis into regular players, then Brentwood continue to be over supplied by a minimum of eighteen floodlit and one non floodlit court. Given the oversupply of community supply, it is recommended that these courts should also be designated for community access, either through free-to- access and/or pay-and- play, to encourage participation through reduced fees. Some of this demand could be met by opening up community use agreements with schools and academies to access the non-community based tennis facilities in the area.
- 8.8.4 Table 1.7 shows the impact of a 16.8% population growth over the next 16 years in Brentwood. If no further courts are added then the supply and demand deficit for tennis courts in Brentwood is forecasted to be over supplied by, a reduced, 15 floodlit courts. It should be noted that the quality of existing courts will deteriorate in the next 15 years and therefore require investment on top of the adding of further courts.
- 8.8.5 4 global attempted to contact the 8 tennis clubs within Brentwood, through emailing their online survey three times, the responses received are detailed below in table 8.8.

Table 8.8: Demand of Community Tennis Courts in Brentwood.

Club	Summary
Mountnessing Tennis Club	There are 86 active members within the club at present, along with one paid coach and 12 volunteers. The club have seen a decrease in membership figures in recent years, due to a poor quality of provision being present along with lack of funds to improve this.
Bentley Tennis Club	There are 50 active members within the club, of which there is a volunteer base of 11. The club have seen increases in membership in recent years and are always looking to increase. The clubs main development priority is to establish suitable flood lighting on site along with resurfacing the current courts to improve the quality of provision. The club are hopeful that these developments will increase participation within the junior section along with increasing the number of volunteers.

9 BOWLS ANALYSIS

9.1 Introduction

- 9.1.1 Bowls England is responsible for governance administration and promotion of Flat Green Lawn Bowls in England. It was formed in 2008 following a unification of the English Bowling Association (EBA) and English Women's Bowling Association (EWBA).
- 9.1.2 The following section provides greater detail of the existing strategies that are currently being delivered by Bowls England.
- 9.1.3 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 Brentwood.
 - Recommendations moving forward.

9.2 Strategic Context

- 9.2.1 The most recent strategy formulated by Bowls England to help drive the game forward was the Strategic Plan (2014-2017). This plan outlines the main vision, values and mission of Bowls England.
- 9.2.2 The strategy produced three 3 key strategic priorities:
- To increase participation in the sport of outdoor flat green bowls
 - To support County Associations and Clubs
 - To provide strong leadership and direction
- 9.2.3 Underpinning these 3 Strategic priorities are the vision and values of the organisation
- 9.2.4 Bowls England have 3 areas feeding into their key vision:
- **Promote** the sport of outdoor flat green bowls
 - **Recruit** new participants to the sport of outdoor flat green bowls
 - **Retain** current and future participants within the sport of outdoor flat green bowls
- 9.2.5 Bowls England have also identified areas feeding into their key vision:
- **Be progressive:** seek opportunities to adapt the sport to meet the needs of clubs and participants and embrace change when required;
 - **Offer opportunities:** for players to participate at national and international level
 - **Work to raise the profile of the sport:** in support of recruitment and retention
 - **Lead the sport:** We will drive the sport forward towards our vision
 - **Support clubs and county associations:** in developing their facilities and bowls facility

9.3 Supply

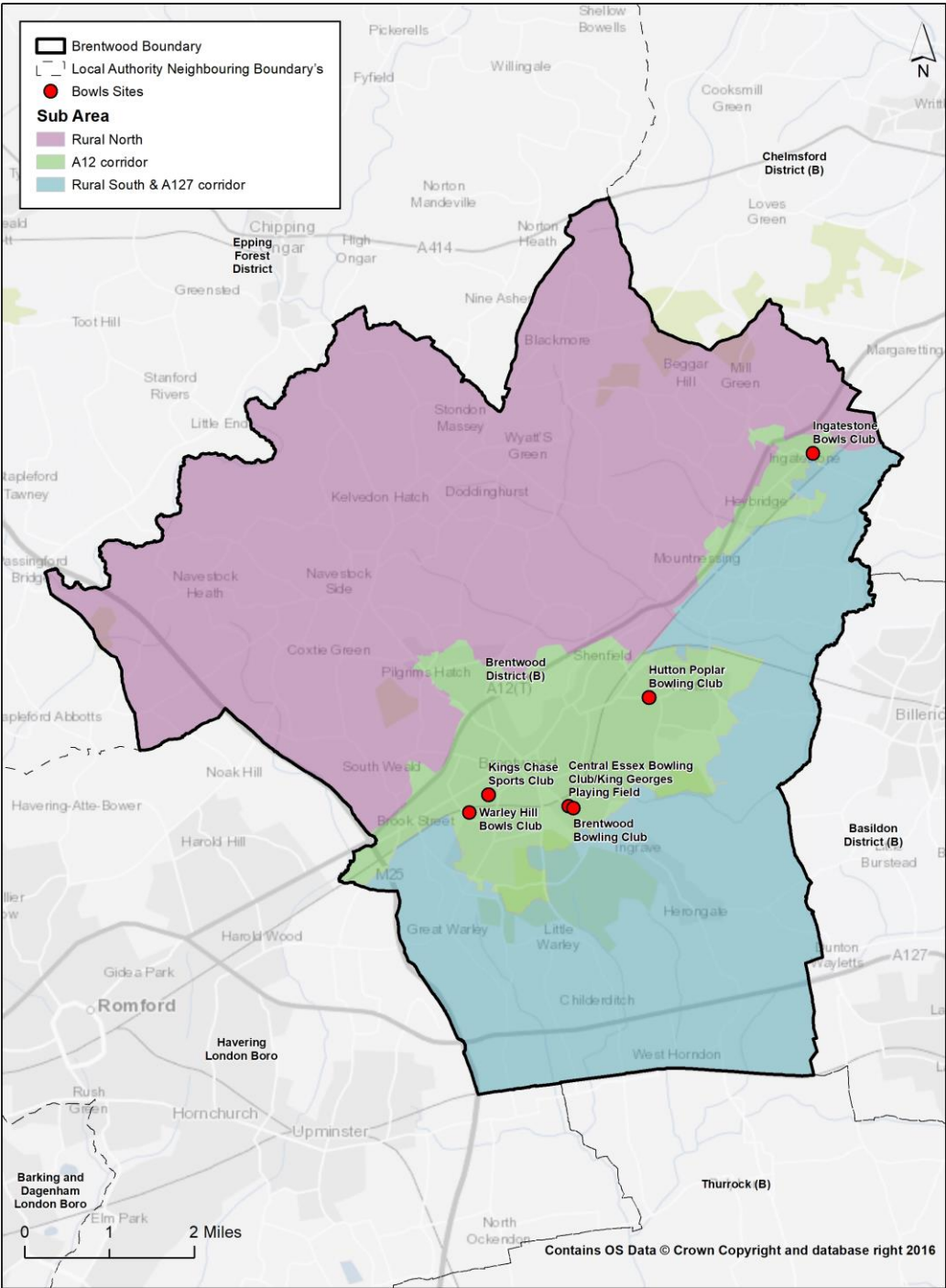
- 9.3.1 There are six outdoor bowling greens in Brentwood. Table 9.1 below provides details of the bowls sites, which all have one green, each comprising of six rinks. All six of the bowling greens in the borough are available for (secured) community use. Three of the six sites are owned by the Local Authority; two sites are owned by a club, with the remaining being owned by a trust. All sites are managed by associated clubs.

Table 9.1 – Bowls Sites in Brentwood.

Site Name	Sub Area	Security of Use	Ownership	Management	Number: Green – Rinks	Quality: Green – Clubhouse
Central Essex Bowling Club/King Georges Playing Field	A12 corridor	Secured	Local Authority	Club	1-6	Good-Good
Brentwood Bowling Club	A12 corridor	Secured	Local Authority	Club	1-6	Good-Good
Ingatestone Bowls Club	A12 corridor	Secured	Club	Club	1-6	Good-Standard
Hutton Poplar Bowling Club	A12 corridor	Secured	Club	Club	1-6	Good-Standard
Kings Chase Sports Club	A12 corridor	Secured	Charity, Trust	Club	1-6	Good-Good
Warley Hill Bowls Club	A12 corridor	Secured	Local Authority	Club	1-6	Good-Good

- 9.3.2 The three, Local Authority owned, bowling greens and clubhouses, all are of good quality. In terms of criteria applied, these sites have a good quality of green with suitable maintenance regime present, there is also no evidence of surface breaks or anti-social behaviour present. There is also a suitable condition of ancillary facility accompanying the green.
- 9.3.3 All clubhouses at the three Local Authority owned sites are of good quality; however, Ingateston Bowling Club and Hutton Poplar Bowling club, club owned, are of standard quality. The areas for improvement here are to renovate the changing and kitchen facilities within the ancillary's in order to attract an increased member base along with being sufficient for current demand. There are major refurbishments required at Hutton Poplars Bowling club, in comparison to Ingatestone Bowling Club.
- 9.3.4 Map 9.1 overleaf displays the location of bowls sites in Brentwood.

Map 9.1: Bowls sites in Brentwood



Bowls sites in Brentwood

9.4 Demand for Outdoor Bowls Facilities in Brentwood.

- 9.4.1 There are six clubs in Brentwood. All clubs were contacted by 4 global with the aim to inform the demand section of the study. 4 global have attempted to make contact with the bowls clubs through circulating their email survey three times, only one club responded to our request for information. The consultation summary of this club are provided in Table 9.2 below.

Table 9.2: Club Consultation Summaries

Club	Summary
Hutton Poplars Bowling Club	There are around 50 currently active playing members within this club, this figure is currently under the capacity for members on site and the club would love to increase these figures. The club are expecting this increase due to free coaching that takes place on site, by volunteer coaches, along with advertising in relevant sources. The club, in order to increase the membership base, see it is as a priority to carry out major refurbishments to the club room, toilets and kitchen. The club would also like to move this facility closer to the green. The club are keen to add an indoor bowling facility on site to increase the sporting offer also.

- 9.4.2 Sport England's Market Segmentation tool has identified that there is currently an actual demand of 577 members, split across all sites in the study area. There has also been a recorded latent demand of 126 members across the Borough.
- 9.4.3 Sport England's Market Segmentation Tool has been used to identify dominant market segments of residents within Brentwood that are most likely to participate in outdoor bowls. A typical bowls player, in Brentwood, is aged 66+ years old and retired, who are generally less active than the population but more active than others their age.
- 9.4.4 The Tool also calculates that 126 people in Brentwood would like to play more outdoor bowls. The dominant segment of this latent demand comprises of 66+ year old retired couples.

9.5 Summary and Recommendations

- 9.5.1 This section summarises the findings above and recommends key actions to be taken across the study area. In general, the quality of facilities across the Borough can be said to be quite high, with all greens scoring good quality on the assessment. Ancillary facilities also scored well, despite being an aging stock. The condition of these facilities can be attributed to a strong and dedicated volunteer base around many of the clubs. This volunteer base contributes heavily to the good upkeep of facilities and helps to oversee, and in many cases, provides, adequate quality maintenance of their respective club's green.
- 9.5.2 Although Bowls England has noted a decline in membership rates since its inception in 2008, Clubs are generally healthy, with memberships reported to be steady but aging in many cases.
- 9.5.3 It is recommended that Bowls England and the Council continue to support the work of volunteers and, where appropriate continue to empower members to have control over the management of their own facility. The Council, Bowls England and Sport England should continue to support projects which will help the clubs attract more players and grow the game further in Brentwood.

-
- 9.5.4 It is also recommended that Bowls England work with Clubs to encourage improved awareness of facilities and that Clubs are well linked to participation programmes and support with marketing.

9.6 Site by Site Recommendations for Bowls Sites in Brentwood

9.6.1 To ensure that the Playing Pitch Strategy meets the requirements of the Brentwood Borough Council Local Development Plan and can be seen as a robust evidence base, the site-by-site assessment below includes all bowls sites that have been included within the study. The site-by-site assessment provides a justification of how each of these sites should be protected, enhanced or further provided for, in line with the National Planning Policy Framework paragraph 73 and 74.

Table 9.3: Site by Site recommendations

Site Name	Sub Area	Security of Use	Ownership	Management	Number: Green – Rinks	Quality: Green – Clubhouse	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
Central Essex Bowling Club/King Georges Playing Field	A12 corridor	Secured	Local Authority	Club	1-6	Good-Good	PR	This site should be protected as playing fields in the Local Plan. It is a good quality site that is used by Central Essex Bowling Club for all of their demand.
							E	No further enhancement has been identified as being required as part of this study.
							PV	No further provision has been identified as being required as part of this study.
Brentwood Bowling Club	A12 corridor	Secured	Local Authority	Secured	1-6	Good-Good	PR	This site should be protected as playing fields in the Local Plan. It is a good quality site that is used by Brentwood Bowling Club.
							E	No further enhancement has been identified as being required as part of this study.
							PV	No further provision has been identified as being required as part of this study.
Ingatestone Bowls Club	A12 corridor	Secured	Club	Unsecured	1-6	Good-Standard	PR	This site should be protected as playing fields in the Local Plan. It is a good quality site that is used by Ingatestone Bowls Club.
							E	Further enhancement to the ancillary facility has been identified as part of the study, it is recommended that there is support to the club to access sufficient funding for this.

							PV	No further provision has been identified as being required as part of this study.
							PR	This site should be protected as playing fields in the Local Plan. It is a good quality site that is used by Hutton Poplar Bowling Club.
Hutton Poplar Bowling Club	A12 corridor	Secured	Club	Secured	1-6	Good-Standard	E	Further enhancement to the ancillary facility has been identified as part of the study. The club are looking to carry out major renovation works to their changing and toilet facilities, in order to increase membership figures, it is recommended that the club are supported in carrying out this work.
							PV	No further provision has been identified as being required as part of this study.
							PR	This site should be protected as playing fields in the Local Plan. It is a good quality site that is used by King Chase Bowls Club for all of their demand.
Kings Chase Sports Club	A12 corridor	Secured	Charity/Trust	Secured	1-6	Good-Good	E	No further enhancement has been identified as being required as part of this study.
							PV	No further provision has been identified as being required as part of this study.
							PR	This site should be protected as playing fields in the Local Plan. It is a good quality site that is used by Warley Hill Bowls Club for all of their demand.
Warley Hill Bowls Club	A12 corridor	Secured	Local Authority	Secured	1-6	Good-Good	E	No further enhancement has been identified as being required as part of this study.
							PV	No further provision has been identified as being required as part of this study.

10 Scenario Testing and Options Appraisal

- 10.1.1 The supply and demand analysis undertaken in each of the previous sections provides a clear view of the capacity for sports facilities across Brentwood Borough, based on the existing supply of facilities and the demand for these facilities from residents, both now and in the future.
- 10.1.2 This data provides an accurate evidence base, on which future planning and investment decisions can be made, using the guidelines outlines in the 'Delivering the Strategy' chapter of the strategy.
- 10.1.3 To complement the analysis that has been undertaken in each of the sport-specific sections, this chapter contains detailed further analysis on a small number of key scenarios, which have been identified by the project steering group throughout the development of the PPS.
- 10.1.4 For each of the scenarios identified below, a short summary is provided to explain why the scenario needs to be tested. Following this, a needs assessment for each of the relevant facility types is undertaken and explained.

10.2 Dunton Hills Garden Village and West Horndon Industrial Estate housing development projects

- 10.2.1 As identified in the strategic context section of this study, the Dunton Hills Garden Village and West Horndon Industrial Estate projects represent a significant level of proposed housing development, which will transform the landscape and infrastructure of the surrounding areas.
- 10.2.2 Given the rural nature of the Rural South/A127 Corridor sub area, there is minimal existing sports provision, largely due to the lack of residents and subsequent demand. As a result, the 3,080 new dwellings that are proposed for the area, as well as the associated new residents, are likely to generate significant demand for new Playing Pitch provision.
- 10.2.3 In line with guidance provided in the 'Delivering the Strategy' chapter of this report, it is key that the growth projected in Brentwood Borough is considered alongside the significant levels of growth that are projected in nearby Thurrock, Basildon and the London Borough of Havering. This is to ensure that the facility planning can be undertaken on a sub-regional level and develop facilities that have the greatest amount of added value for new and existing residents.
- 10.2.4 To understand the projected need for playing pitch provision triggered by the Dunton Hills Garden Village and West Horndon Industrial Estate developments, Sport England's Playing Pitch New Development Calculator (PPNDC) has been developed to provide a total number of facilities that are likely to be needed to meet the needs of new residents. The full Playing Pitch New Development Calculator and associated analysis is included as Technical Appendix E – Playing Pitch New Development Calculator, in addition to a short summary below.

10.2.5 Using an estimated population growth of 7,392 (in line with the 3,080) dwelling, the figure below illustrates how the PPNDC model generates an estimated demand for each of the pitch typologies

Figure 10.1: PPNDC Input data and estimated demand for new development

1. Select the local authority from the list.	Brentwood
2. Enter the total population of the local authority.	78,032
3. Enter the new population to estimate the demand for.	7,392

PART TWO: Estimated demand in match equivalent sessions a week (a season for Cricket)

Adult football =	3.17
Youth football =	4.26
Mini soccer =	3.93
Rugby Union =	1.16
Rugby League =	0.00
Hockey =	0.52
Cricket =	74.46

10.2.6 Using this estimated demand data and assumption of how much supply would be needed to meet demand during the peak period, the figure below identifies the total number of pitches that are projected to be required, by typology.

10.2.7 Using Sport England's latest capital costs, as well as robust operating costs such as maintenance and sinking fund (where relevant) allocation, this figure also shows the expected capital cost and annual lifecycle cost for each of the pitch typologies.

Figure 10.2: PPNDC required facilities and associated cost

Total =	14.29	pitches at a capital cost of	£1,375,272	and a total life cycle cost (per annum) of	£256,903
Adult Football =	3.17	pitches at a capital cost of	£280,535	and a total life cycle cost (per annum) of	£56,916
Youth Football =	4.26	pitches at a capital cost of	£310,337	and a total life cycle cost (per annum) of	£62,664
Mini Soccer =	3.93	pitches at a capital cost of	£81,771	and a total life cycle cost (per annum) of	£16,512
Rugby Union =	1.16	pitches at a capital cost of	£138,789	and a total life cycle cost (per annum) of	£28,559
Rugby League =	0.00	pitches at a capital cost of	£0	and a total life cycle cost (per annum) of	£0
Hockey =	0.13	pitches at a capital cost of	£104,985	and a total life cycle cost (per annum) of	£3,129
Cricket =	1.63	pitches at a capital cost of	£458,855	and a total life cycle cost (per annum) of	£89,124

10.2.8 Figure 10.2 illustrates that a total of 14.29 new pitches will be required to meet the needs of new residents living in the Dunton Hills Garden Village and West Horndon Industrial Estate Developments, spread over the different pitch typologies. This is based on existing rates of demand for the Borough and therefore could be subject to change, for instance if a Rugby League team moves into the area or if a new team is formed.

- 10.2.9 This analysis provides a guideline for future needs generated by major development; however, these should be considered alongside the guidelines provided in the 'Delivering the Strategy' chapter of this strategy (see Figure 11.1). For instance, it may be that the increase in demand is met more effectively by existing provision and therefore any S106 contribution is put towards projects that help to meet the need of the new population. It should be noted that the figures that the calculator shows in demanded pitch numbers does not mean that new pitches should necessarily be provided in the development. This additional demand could be met by a combination of new grass pitches, improvements to the quality of existing grass pitches or 3G AGP provision.
- 10.2.10 This is likely to be especially relevant for football and cricket provision, as Herongate Athletic Football Club, Herongate & Ingrave Cricket Club and Great & Little Warley Cricket Club's existing facilities are located in proximity to the proposed housing developments. As a result, it is likely that investment is better placed on these facilities, with new residents encouraged to join an existing club.
- 10.2.11 It should be taken into consideration that the Rural South/A127 Corridor sub-area analysis shows that there is no spare capacity for cricket within the sub-area when including projected future demand, and there are currently no Rugby or Hockey facilities within the area. The future analysis for football shows a surplus of 22.5 match equivalents for the Mini Soccer 7v7 pitch typology, therefore the needs identified by the PPNDP for Mini Soccer could potentially be met by existing facilities.
- 10.2.12 It is important to emphasise that the figures generated by the PPNDP should not be considered in isolation, as some of the housing growth straddles the Brentwood, Thurrock, Basildon and Havering boundaries. As a result, the combined demand from the overall development needs to be considered, rather than just the demand from growth within Brentwood Borough.
- 10.2.13 It should also be noted that investment into existing facilities will not necessarily go into facilities within Brentwood Borough as there may be facilities close to the site in adjoining authorities where it would be more appropriate for such investment to be made to meet the needs of the development.

10.3 Use of 3G AGP's for affiliated football

- 10.3.1 During the last decade 3G FTPs have played an increasing role within the national game. They are regarded by the Football Association (FA) and Football Foundation (FF) as the optimum facility for training by clubs. In recent seasons, they have also become more popular for competitive matches. With this in mind, before developing the recommendations and action plan for this PPS, a key scenario has been looked at to help with understanding what demand there may be for full size floodlit 3G FTPs in Brentwood Borough, if increased amounts of play were to take place on them.
- 10.3.2 In line with national priorities, to get more young people playing football on 3G AGP's this scenario considers the likely total demand if **all** youth 9v9 and mini demand that is currently being played during the period of peak demand is moved from grass pitches to 3G AGP.

10.3.3 While it is understood that in practice it is unlikely that 100% of demand will transfer for these age groups, it provides a valuable assessment of the potential impact on pitch capacity, if the FA and FF are successful in changing player and coach behaviour and moving clubs from natural grass to 3G AGP provision.

10.3.4 Table 10.1 takes information from the assessment stage of this PPS to present the number of youth 9v9 and mini teams playing on natural grass pitches during the relevant peak periods. This then calculates an estimated number of matches at peak time and associated 3G AGP requirement.

Table 10.1: Number of 3G AGP's that would be required to meet demand

Format	No Teams per time (x)	No matches at PEAK TIME (y)= x/2	3G units per match (z)	Total units required formats (A)=(y)*(z)	3G pitches required B= (A)/64
5v5	45	22.5	4	90	1.4063
7v7	38	19	8	152	2.375
9v9	39	19.5	10	195	3.0469
11v11(Y)	0	0	32	0	0
11v11(A)	0	0	32	0	0
					6.8281

10.3.5 Table 10.1 illustrates that a total of 6.82 pitches would be required to meet the need at peak times for mini and youth 9v9 match demand, based on parameters provided by the FA and FF.

10.3.6 It should be noted **that this scenario is not linked to findings from FA calculations undertaken in the Football section of this report and does not represent a total actual requirement for 3G AGP provision**, however the results of the scenario can be used to inform future planning into the development of 3G AGP provision across Brentwood Borough. It should also be noted that this scenario is not linked to findings from FA calculations in previous sections of the report. The full report, detailing the parameters considered as part of this scenario, are included as Technical Appendix H – 3G Scenario Testing.

11 Recommendations and Action Plan

11.1.1 Through a detailed supply and demand analysis of the four sports included in the scope of the strategy, as well as stakeholder consultations across the Borough, an action plan has been developed, which will guide the steering group in their delivery of sports provision and facility decisions over the next 10 years.

11.1.2 In addition to the detailed action plan, which is provided in the following section, a small number of wide-ranging recommendations have been provided, which should guide the future direction of sports facility provision across Brentwood Borough.

- 11.1.3 These actions and recommendations seek to address the key issues that have been identified through the development of this study. As the overall objective of the strategy is to ensure residents have the appropriate quality, quantity and accessibility of sports facilities, many of these issues relate to the capacity of facilities to meet the need of Brentwood Borough's current and future population.
- 11.1.4 As they have been developed in partnership by BBC and a number of stakeholders, including National Governing Bodies and Sport England, the delivery of these actions and recommendations is not the responsibility of Brentwood Borough Council exclusively, but a partnership between all these bodies.
- 11.1.5 Through the site-by-site assessments and the catchment area analysis undertaken for each individual pitch typology, a number of sites and geographical areas have been identified, where additional capacity is required in order to meet the needs of residents.
- 11.1.6 This section brings together the complete evidence base and analysis that has been developed as part of the PPS and provides a clear strategy for the future delivery of sports provision in Brentwood Borough.
- 11.1.7 At a strategic level, the following key recommendations have been identified for each of the sport typologies, as well as for general sports provision.

11.2 Overall Recommendations

GENERAL

Recommendation 1: Work with well-run sports clubs to utilise the existing volunteer network across Brentwood by providing more autonomy for clubs and allowing those organisations that have adequate governance and financial stability to develop facilities and participation.

Recommendation 2: Enhance the drainage and maintenance of pitches that are currently operating over-capacity, and those identified as of poor quality, to increase the pitch capacity and accommodate demand of current user clubs. Utilise the Action Plan to identify the specific sites that should be focused on for this investment.

Recommendation 3: For all sports and physical activity, look to increase and secure community use at education sites across the study area. There is currently significant dependence on unsecured facilities to meet the needs of residents across the Borough, which represents a risk to participation and physical activity in Brentwood Borough.

A strategic approach is recommended to address this, as opposed to being dealt with on a school by school basis, identifying priority schools to focus on, as well as opportunities to work with multi-academy trusts and identifying possible strategic solutions that can apply to multiple schools. Consideration should also be given to the role of independent schools, given the quality of the facilities that they usually offer.

Recommendation 4: It is recommended that Brentwood Borough Council local planning policy protects playing field sites as identified in this document, in order to reduce the risk of loss and subsequent impact on sport and physical activity provision. But also allow for development of hub sites at specific locations to enhance the level of provision. Where a site is to be lost, the future development plan for the site should meet one of the five policy exceptions identified in Sport England's March 2018 issue of the Playing Fields Guidance. In addition, it is key that local authority planning policy supports the development of new, high quality sports provision required to meet the needs generated by major housing development and population growth. This policy and associated strategic planning is particularly key when existing provision cannot meet the growing need generated by a large numbers of new residents living in a single area. It is recommended that the tools and guidance identified in this strategy are used to identify the typology and quantity of provision, as well as the overall strategic direction of sport facility development in the study area.

FOOTBALL

Recommendation 5: Protect the current level of football provision across the Borough identified in this PPS, in line with Sport England's Playing Fields Policy, with the exception of The Stondon Massey Playing Field. This site has been identified as being surplus to requirements and can be designated as open space or for alternative physical activity. The Playing Fields Policy outlines the approach to the loss of existing playing field sites. Investment in alternative playing pitch facilities must be in accordance with priorities identified in the PPS Action Plan is required. This approach also applies to sites that have been used for football in the past.

For high-risk sites that are of high strategic importance for grass-roots football, such as The Arena, ensure that the site is afforded the highest possible level of protection, to reduce the risk of it being lost as sports provision. If this site is to be lost, it is key that a high-value mitigation package is put in place, to future-proof grass roots football in the Borough.

Recommendation 6: Seek to increase the number of full sized 3G AGP's that are available for community use, through the development of new facilities or the improvement of access to existing facilities. Through a Borough-wide feasibility study for additional 3G pitch sites, focus on the development of facilities in the A12 Corridor sub-area, where the highest amount of demand currently exists. A potential feasibility study for 3G pitches with the 5 South Essex authorities is also recommended, given their joint PPS and action plan is currently being finalized and recommends a 3G feasibility study for the sub-region. This would be particularly relevant for the Rural South/A127 sub-area, where the catchments will overlap.

To identify viable sites that meet the needs of residents, undertake further feasibility studies at Warley Playing Fields, Great Danes Youth FC, Herongate Athletic Football Club and Old Brentwoods Sports Club, to confirm financial viability and management infrastructure, both of which are required if 3G AGP's are to be installed. In addition, undertake further consultation with Anglo European School to identify if the site has the appetite to invest in and manage a new 3G AGP facility.

If there are any further opportunities to invest in 3G AGP provision within the Rural North and Rural South/A127 Corridor sub areas, it is recommended that these are maximised, while encouraging teams from the A12 Corridor sub-area to travel into these sub-areas for access to high quality provision.

Recommendation 7: Explore potential options for the creation of football hub sites, in order to provide high quality multi-pitch facilities in strategic locations across the Borough.

In order to create sustainable hub sites and in line with Recommendation 6, it is recommended that the facility mix includes 3G AGP (sites with potential to provide two or more 3G AGPs should be identified and prioritised) and grass pitch provision, alongside facilities that can generate secondary income, such as Health & Fitness.

Recommendation 8: Continue to invest in the grass pitches across the study area, to improve the quality and reduce the amount of cancelled games during periods of poor weather. The implementation of a maintenance equipment bank with support from the Football Foundation should be considered, to provide local clubs and organisations with more cost effective solution to improve pitch maintenance across the Borough. If this recommendation is to be delivered, pitch maintenance teams (both professional and volunteer) will require additional training to ensure individuals can use any new maintenance equipment efficiently and safely.

Prioritise sites that are key for future community use using the site-specific actions and prioritisation.

Recommendation 9: Address the football pitch capacity issues at periods of peak demand by moving mini and youth football to the proposed new 3G AGP provision, while working with the leagues and clubs to establish a more flexible kick-off policy and allow teams to play throughout the day on Saturday's and Sunday's. See relevant scenario for detail of future need.

Recommendation 10: Address the widespread issue of poor ancillary and changing pavilion quality through the refurbishment and replacement of existing ancillary facilities. Prioritise sites that are key for future community use using the site-specific actions and prioritisation.

CRICKET

Recommendation 11: Protect all sites designated as cricket playing fields in this PPS in line with Sport England's Playing Fields Policy. Cricket should not only be protected from loss but also from developments that would prejudice their use, particularly ball strike (this has become an increasing issue with developments around cricket grounds and, if not given appropriate weight, it could prejudice cricket activity on the sites).

Recommendation 12: Work with clubs that are currently playing at unsecured sites to agree long term security of tenure with landholders.

Recommendation 13: Utilise the funding opportunities and strategic direction provided by the ECB's Cricket Unleashed strategy, to provide fit for purpose facilities and programmes across the Borough. Work with the ECB and Essex County Cricket Board to continue to develop community programmes such as All Stars Cricket, Women's Softball Festivals, Get The Game On and Chance to Shine and increase participation across the Borough.

Recommendation 14: Work with clubs, the ECB and the Essex County Cricket Board to increase access to high quality indoor facilities for training and match play. Support Navestock CC with their current plans of developing a new pavilion to include indoor cricket facilities.

RUGBY

Recommendation 15: Protect all sites designated as rugby playing fields in this PPS, in line with Sport England's Playing Fields Policy.

Recommendation 16: Improve the maintenance regime across all key rugby sites, to increase the capacity of grass rugby pitches, especially those used by Brentwood RFC and Old Brentwoods RFC.

Recommendation 17: Increase the capacity for rugby by investing in WR22 AGP facilities, allowing clubs to use the facility during periods of poor weather and for midweek winter training. Undertake feasibility work with Old Brentwood Sports Club and Mavericks RFC (Warley Playing Fields) to assess the viability of delivering a full-size 3G WR22 AGP on the existing site, which can be used for rugby training and matchplay, as well as to meet growing football demand in the Borough.

HOCKEY

Recommendation 18: Protect all sites designated as hockey playing fields in this PPS, in line with Sport England's Playing Fields Policy.

Recommendation 19: Work with the Becket Keys School to improve the quality of the existing AGP and its playing surface, while exploring the development of indoor facilities in the Borough, potentially in collaboration with the ECB and Essex CCB.

Recommendation 20: Engage with Brentwood School to improve community use of education facilities and improve provision in areas of the Borough that do not currently sit within a catchment area of a community accessible facility.

TENNIS

Recommendation 21: Protect all sites designated as tennis facilities in this PPS.

Recommendation 22: Given the current oversupply of community tennis provision, it is recommended to encourage participation at existing courts through reduced fees, either through free-to-access and/or pay-and-play. Some of this demand could be met by opening up community use agreements with schools and academies to access non-community based tennis facilities in the area.

BOWLS

Recommendation 23: Protect all sites designated as bowls facilities in this PPS.

Recommendation 24: Continue to support the work of volunteers and, where appropriate, to empower members to have control over management of their own facility. The Council, Bowls England and Sport England should continue to support projects that help clubs attract more players and grow the game further in Brentwood.

11.3 Action Plan

11.3.1 This section provides a detailed action plan, broken down by site with clear owners, timescales and expected resources. This is shown overleaf in Table 10.1.

11.3.2 In addition to funding by the Council, the table identifies potential sources of external funding. It should be noted that funding for the actions below could come from one, or a combination, of funding sources shown below. This is not an exhaustive list and could be extended to other sources, depending on availability.

- CIL Monies should the Council decide to publish a CIL Charging Schedule
- Section 106 funding
- Community Grants Schemes

11.3.3 The Action Plan does not identify all those clubs that may be partners or provide resources in relation to its delivery. It is assumed that where clubs have a long-standing interest in a specific site that they will be a partner in delivering the actions and contribute financially or in-kind where appropriate.

11.3.4 Table 11.1 contains the full action plan for the Brentwood Borough PPS. The actions are split by sport and site, to provide specific direction on how facilities should be improved and invested in. It should be noted that not all sites have actions allocated to them, as it is unrealistic to expect funding partners to contribute to improvements at all facilities across a local authority area.

Notes on Action Plan

Issue/ opportunity: The issue or opportunity that can be addressed

Key Actions: Numbering indicates order of preference

Partners: Top listed partner is identified as lead partner

Resources: Key resource implications (time and money)

Timescale: Short: 0–2 yrs Medium: 2–5 yrs Long 5–10 yrs

Priority: Low, Medium and High, depending on overall impact for sports participation

- All costs are estimated, based on 4 global desktop research and consultation with industry experts. These are **not** based on firm pricing or quotes from reputable contractors, unless stated otherwise
- All maintenance costs represent the full cost for maintaining the pitches. They do not, therefore, reflect any maintenance that is currently being undertaken at the site and the cost incurred for these services. In reality, the cost for additional maintenance would be reflected by an increase of the current maintenance cost, rather than the full price stated as part of this action plan
- Where prices are stated for IOG pitch assessment, figures are based on 2 days @ £750 per day. If multiple sites are to be included within the same audit, there is an opportunity to assess 4 sites per day, with a minimal increase in the cost for writing up the assessments
- It is important to highlight that all generic and site specific recommendations and actions listed in this section have been assigned with lead partners and key resources for their delivery. However, this does not commit any of the partners, including BBC, to the delivery of the actions as this will be determined by financial and staffing resources, corporate priorities, co-operation by other stakeholders, etc.

11.3.5 There is not unlimited funding to invest in sports facilities, for any of the identified partners. As a result, actions have been prioritised on sites that are currently either not fit-for-purpose, showing a deficit of provision, or those that represent a viable investment opportunity that will significantly increase the quality, quantity or accessibility of sports provision in Brentwood Borough.

11.3.6 To provide the Council and Steering Group with a clear identification of 'strategic' investment priorities across the District, high profile strategic investment projects have been identified overleaf in **bold**. These projects are likely to be limited in number due to their size but will deliver a significant level of benefit for grass-roots sport and physical activity. These projects are likely to cost approximately £500k or more and will include a number of different stakeholders and funding partners.

Table 11.1 – Brentwood Borough PPS Action Plan

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
Alexander Lane	A12 corridor	Foot-1	The site is used by local mini soccer sides. The site and was identified as an option for residential allocation in the emerging local plan. The pitches on site are poor and in need of improved maintenance.	1. If the site was to be lost, the mitigation of the expected loss of grass pitches is required through replacement provision elsewhere in the area. Feasibility work should be undertaken to evaluate options and locations for this. 2. If the site is kept as sports provision, seek support from the Football Foundation regarding the improvement to maintenance provision on site	BBC Football Foundation Essex County FA Sport England Hutton FC	1. Officer time for planning investment of off-site mitigation. 2. BBC and Football Foundation officer time and club volunteer time to improve maintenance regime	1. Short 2. Short	2. Medium 2. Low
Anglo European School Grass Pitches	Rural North	Foot-2	The pitches on site currently have very little community use due to the accessibility issues, the school would like to increase the use of the site by improving access roads and increasing parking capacity. If accessibility issues were to be resolved, the school have aspirations to develop a 3G pitch on site.	1. Undertake feasibility works to determine options on how to improve access to the site. 2. Pending the action above successful, undertake further feasibility work for the installation of a 3G AGP to be used by the school and the wider community	BBC Sport England Football Foundation Anglo European School	Feasibility study fees Partner funding, alongside investment from the school	1. Long 2. Long	1. Medium 2. Medium
Becket Keys Church Of England Free School Playing Fields	A12 corridor	Hock-1	This is a key hockey site in the area and is heavily used by Brentwood HC and other sports. Consultations revealed that the AGP is of standard quality, however it	1. Resurface the existing sand dressed pitch to increase quality of provision 2. Support the school with the ongoing ancillary refurbishments	Russell Education Trust (school owners) England Hockey	1. Partner funding and school investment for pitch resurfacing	1. Medium 2. Short	1. Medium 2. Medium

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			is showing signs of wear and tear and is in need of refurbishment. A new sports hall is currently being built on site and this will provide changing rooms to be used by users of the AGP.		BBC Brentwood HC	2. Officer time (fees apply), school investment		
		Foot-3	The site has a sand dressed AGP that is used by local football clubs for training purposes, however the grass pitches – which are located across the road from the school- only get occasional use from Great Danes Youth, and this is likely to be due to the lack of changing facilities on site.	To support the school with the installation of portable changing facilities to attract community use on grass pitches.	Football Foundation Russell Education Trust (school owners)	Partner funding, alongside investment from the school	Short	Low
Bentley Cricket Club	Rural North	Cric-1	Flooding issues identified on the first team square, drainage improvement works required. The club also expressed aspirations to invest in new sight screens and additional perimeter fencing.	1. Engage with the ECB for a pitch advisor to visit the site and identify methods to mitigate the risk of future flood damage. 2. ECB to support the club with their aspirations to invest in new equipment to improve the existing facilities.	ECB Essex CCB Bentley CC	ECB and ECCB officer time/pitch advisor for flood prevention	1. Short 2. Medium	1. Medium 2. Low
Blackmore Sports And Social Club	Rural North	Cric-2	Due to being open to the public, the site suffers from vandalism and some damage to the pitch (dog fouling, littering, etc).	1. Improve signage or add CCTV to the site, to reduce vandalism 2. Seek support and guidance from the ECB regarding the improvement of maintenance	ECB Essex CCB Blackmore Sports and Social Club	ECB and ECCB officer time/pitch advisor	1. Short 2. Medium	1. Medium 2. Medium

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			Drainage of the cricket pitch was identified as poor during the peak season	and refurbishment on existing drainage system	Willowherbs CC	Capital cost for signage and CCTV		
		Foot-4	The site suffers from from some drainage problems and has also had recent incidents with vandalism, littering and dog fouling.	In line with the Cricket actions above, with support from Essex County FA.	Essex County FA Blackmore Sports and social Club	Football Foundation officer time, partner funding for drainage works, capital cost for signage and CCTV	Medium	Medium
Brentwood Cricket Club	A12 corridor	Cric-3	The site is home to one of the largest cricket clubs in the area and has a deficit of provision for the current level of demand	Invest in a non-turf pitch on the existing square, to add capacity for junior cricket.	Brentwood CC ECB ECCB	ECB capital grant funding for NTP	Medium	Medium
Brentwood Rugby Club	A12 corridor	Rug-1	The site is used by Brentwood Rugby Club for all of their demand and the quality of provision is standard, however the site is nearing capacity. The club access changing provision in the parks community centre, and they have current plans for upgrading the facility (to be considered as part of the potential master planning of the site)	1. Seek guidance and support from the RFU to improve the maintenance regime that is currently undertaken, to increase carrying capacity at the site. 2. Work with the club to free up access to existing pavilion and ancillary, and provide guidance and information on available funding to support their current plans of refurbishments.	RFU Brentwood Rugby Club BBC	1. RFU officer time, club volunteer time, additional effort to improve maintenance regime 2. Officer time, partner funding for ancillary refurbishments	1. Short 2. Medium	1. High 2. Medium
Brentwood School Sports Centre	A12 corridor	Foot-5	The site is not heavily used by community football clubs currently, however it does host some junior football and the AGP on site can be	Brentwood Town Youth to engage with the school to secure the existing level of community use until other options are available in the future.	Brentwood Town Youth FC Brentwood School	Officer time for community use agreement	Short	Low

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			used for training purposes by local clubs		BBC			
Brookweald Cricket Club	Rural North	Cric-4	Central heating is required in the pavilion to satisfy the club aspirations to make it a social hub that can be accessed all year round	Refurbish the existing ancillary facility to meet the needs of the home club	Brookweald CC ECB ECCB	Capital cost for ancillary refurbishment	Medium	Low
Chelsmford Road	A12 Corridor	Foot-6	The site has been secured by Hutton FC, who have submitted planning application to develop further provision at this site and address their current issue of overplay at Polo Fields (see Foot-15). Hutton FC is a key football club in the Borough and the FA are supportive of this project.	Football Foundation and Essex County FA to support the club in the development of the site, which will allow the displacement of some of their current demand	Hutton FC Football Foundation Essex County FA Essex County Council BBC	Officer time, partner funding for development of new pitches	Long	High
Coronation Playing Fields	Rural North	Cric-5	The site suffers severely from dog fouling, littering and vandalism. The tea pavilion on site is aging and in need of refurbishment/replacement.	1. Improve signage or add CCTV to the site, to reduce vandalism 2. Refurbish the pavilion to ensure the site is fit for purpose	Mountnessing Parish Council Mountnessing CC ECB ECCB	1. Capital cost for signage and CCTV 2. Refurbishment cost for ancillary	1. Short 2. Medium	1. Medium 2. Medium
Doddington Village Hall Playing Fields	Rural North	Foot-7	The pitches on site were identified as poor as part of the assessment and require improved maintenance	Support the parish council in remedial works to the pitches and the implementation of a more robust maintenance regime	Doddington Parish Council Essex County FA Brentwood Town Youth FC	Additional maintenance effort to improve the current regime	Short	Low

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
Fairfields Recreation Ground	A12 corridor	Cric-6	The site was identified as poor, with refurbishment required on the NTP and the ancillary facilities particularly. The grass wickets were also deemed poor and therefore not suitable for competitive cricket, with a carrying capacity of 0 matches. The site has suffered to recent vandalism incidents to the ancillary facility and outfield.	1. Invest in the resurfacing/replacement of the existing non-turf pitch and the improvement of the grass wickets in order to increase carrying capacity of the site. 2. Refurbish the ancillary facilities to ensure the site is fit for purpose 3. Improve signage or add CCTV to the site, to reduce vandalism	Ingatestone and Fyerming PC ECB ECCB Ingatestone CC	1. ECB capital grant funding for NTP and maintenance improvements 2. Refurbishment costs for ancillary 3. Capital cost for signage and CCTV	1. Medium 2. Medium 3. Short	1. High 2. Medium 3. Medium
Great & Little Warley Cricket Club	Rural South/A1 27 Corridor	Cric-7	The site was unused and lacking general maintenance at time of visit. However, it has been secured by Brentwood CC for future use and maintenance improvements are ongoing.	ECB and ECCB to support the club to design an updated maintenance regime and ensure this is followed	ECB ECCB Sheffield CC	ECB and ECCB officer time Brentwood CC volunteer time	Short	Low
Great Danes Youth Football Club	A12 corridor	Foot-8	The site is home to one of the largest clubs in the area, who have 7 years left in their lease and therefore the site has been identified as unsecured or long term future use. The pitches on site are of standard quality, however due to the high level of demand on site, are currently operating over	1. Engage with Great Danes Football club and owners of the site to renew the existing lease confirm a long-term community use agreement. 2. Support the club in improving the maintenance regime that is currently undertaken, to increase the site's carrying capacity 3. Undertake a feasibility study and secure planning permission for replacement of the existing ancillary facility with a fit for purpose pavilion.	Essex County FA Great Danes Youth FC Football Foundation Sport England BBC	1. Officer time for community use agreement 2. FA funding for IOG maintenance review 3. Officer time (fees apply) for feasibility study and planning for	1. Short 2. Short 3. Long 4. Long	1. High 2. High 3. Medium 4. High

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			capacity and increased maintenance is required. The site currently has a container with changing rooms, toilets and a kitchen, which they would like to replace with a new build clubhouse. During consultation, the club expressed their aspirations to access the unused land adjacent to the existing site to develop further grass provision, as well as potentially a 3G AGP.	4. Pending agreement on long-term protection, undertake a feasibility study (in line with the wider Essex feasibility work for 3G pitches across the area) for the development of a 3G AGP on site, to address the existing deficit of appropriate provision in the Borough		a new Pavilion. Partner funding. 4. Feasibility study fees, partner funding for a new 3G AGP.		
Herongate & Ingrave Cricket Club	Rural South/A1 27 Corridor	Cric-8	The site was identified as poor as part of the assessment, with an overgrown, uneven and sloped outfield and a poor ancillary that needs upgrading. A poor quality pitch type results in a zero carrying capacity of the ground. The site also has a deficit of provision for the current level of demand.	1. Engage with the club and the ECB to put in place an improved maintenance regime in order to increase the pitch carrying capacity and seek support for the refurbishment of the existing ancillary. 2. Invest in a non-turf pitch on the existing square, to add capacity for junior cricket.	Herongate & Ingrave CC ECB ECCB	1. Pitch advisor/volunteer time, costs for any additional maintenance equipment required, refurbishment costs for ancillary. 2. ECB capital grant funding for NTP	1. Medium 2. Medium	1. High 2. Low
Herongate Athletic Football Club	Rural South/A1 27 Corridor	Foot-9	The pitches are well maintained, however they suffer from drainage problems and some	1. Seek support and guidance from the FA regarding the improvement of maintenance and refurbishment on existing drainage system	Herongate Athletic Football Club	1. Office time, capital cost for drainage works	1. Medium 2. Medium	1. Medium 2. Low

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			upgrading works are required. The ancillary is showing signs of aging and is in need of refurbishment, and the site also suffers unauthorized access that causes damage to the pitches. The club also have aspirations to replace their existing training pitch (7 aside) with a 3G surface to accommodate training and mini soccer demand.	2.Work in partnership with the club and the FA to refurbish the existing ancillary facilities. 3.Support the club with their current plans to install fencing to prevent further damage to the pitches 4.Undertake a feasibility study (in line with the wider South Essex feasibility work for 3G pitches across the area) for the development of a small sized 3G AGP on site to replace the current 7v7 grass training area	Football Foundation Essex County FA Sport England	2.Partner funding for ancillary refurbishments 3.Capital cost for fencing 4.Officer time and feasibility work fees, partner funding for 3G AGP	3.Short 4.Long	3.Low 4.Medium
Hutton Cricket Club	A12 corridor	Cric-9	The site has recently suffered from vandalism, damage to equipment and littering. The site also has a deficit of provision for the current high level of demand from Hutton CC adult and junior teams.	1. Improve signage or add CCTV to the site, to reduce vandalism. 2.Invest in a non-turf pitch on one of the existing squares, to add capacity for junior cricket.	Hutton CC Essex County Council BBC ECB ECCB	1.Capital cost for signage and CCTV 2.ECB capital grand funding for NTP	1.Short 2.Medium	1.Low 2.High
Hutton Poplar Bowling Club	A12 Corridor	Bowls-1	The club are looking to carry out major renovation works to the changing facilities and toilets on site in order to attract new members	Support the club with their ancillary refurbishment plans	Hutton Poplar Bowling Club Bowls England	Officer time, partner funding and club investment for ancillary refurbishment	1.Medium	1.Medium
Hutton Poplars Recreation Ground	A12 corridor	Foot-10	The site as two poor pitches that are used by several teams from Hutton FC, resulting in overplay.	Improve the maintenance regime at the site, to increase the carrying capacity of all pitches	BBC Essex County FA Hutton FC	FA funding for IOG maintenance review.	1.Short	1.Medium

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
						Additional maintenance effort to improve pitch quality		
Ingatestone Bows Club	A12 corridor	Bowls-2	Refurbishments to the ancillary were identified as a requirement during site assessment	Support the club to access funding for ancillary refurbishments	Ingatestone Bows Club Bowls England	Officer time, partner funding and club investment for ancillary refurbishment	1. Medium	1. Medium
Ingrave Johnston Playing Field	Rural South/A1 27 Corridor	Foot-11	No formal demand was identified at the site, however if the poor pitches on site were improved, they could accommodate some demand from Herongate Athletic, who are local to the area and are currently at capacity during the peak period.	Seek guidance and support from the Football Foundation and the FA regarding the improvement to maintenance provision	BBC Essex County FA Football Foundation Herongate Athletic FC	Officer time, FA funding for IOG maintenance review	Short	Low
King George'S Playing Fields	A12 corridor	Foot-12	The adult pitches on site are of standard quality, however they are heavily used by nine local clubs and therefore improved maintenance is required to increase carrying capacity	Improve the maintenance regime at the site to increase carrying capacity of all pitches (actions to be considered as part of the potential master-plan for redevelopment of the site)	BBC Essex County FA Football Foundation Site users	Officer time, FA funding for IOG maintenance review	Short	Medium
Larkins Playing Fields	A12 corridor	Foot-13	Brentwood Youth AFC have expressed their intentions to obtain a license to occupy the site to accommodate all of their demand, which is currently	1. Support the club with its aspirations to obtain a license to occupy the site. 2. Undertake feasibility work to determine reconfiguration of the site, including additional pitch provision and new ancillary	BBC Essex County FA Football Foundation Sport England	1. Officer time 2. BBC and FF officer time, feasibility study fees, partner funding for new	1. Short 2. Long 3. Short	1. High 2. High 3. Medium

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			spread across several sites. If the move was the be completed, the club would like to develop further pitch provision at the site, as well as suitable ancillary provision. The site currently suffers from poor pitch quality and drainage, as well as damage to the surface due to public access.	3. Seek guidance and support from the Football Foundation and the FA regarding the improvement to maintenance provision and drainage	Brentwood Youth AFC	grass pitches and ancillary 3. Officer time, FA funding for IOG maintenance review		
Navestock Cricket Club	Rural North	Cric-10	The club have plans to replace the existing pavilion with a new build barn with new changing facilities and indoor nets. There are some issues with vandalism and cars driving on the pitch causing damage to the outfield The site is also currently operating at capacity for grass wickets, the club have recently purchased land adjacent to the existing site, which contains an artificial wicket but is not currently used for cricket due to its condition.	1.BBC and ECB to provide the club guidance and information on planning and funding for their current plans of replacing the existing ancillary, including the provision of new indoor training facilities. 2.Improve signage or add CCTV to the site, to reduce vandalism, and explore the possibility of installing pitch perimeter fencing. 3.Seek support, guidance and funding from the ECB and ECCB for the development and maintenance of the recently acquired second ground to ensure it is fit for purpose and up to a suitable standard to accommodate some of the current adult demand, and potentially some junior demand in the future.	Navestock Parish Council BBC Navestock CC ECB ECCB	1.Partner funding for ancillary provision and training facilities 2.Capital cost for signage and CCTV	1.Long 2.Short 3.Long	1.High 2.Low 3.Medium
Old Brentwoods Sports Club	Rural North	Cric-11	The club have plans to redevelop the clubhouse to accommodate additional	1.Refurbish the existing ancillary facility to improve the overall quality of provision at the site.	Society of Old Brentwoods ECB	1. Refurbishment costs for ancillary	1. Medium 2. Short	1.Medium 2.Low

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			changing facilities, including female provision. Funding is also required by the club to purchase a new outfield mower and electronic board.	2.ECB and ECCB to advice the club and provide information on funding opportunities available for maintenance equipment and ground improvements.	ECCB	2.ECB and ECCB officer time and club funding for mower and electronic board		
			In addition to ancillary renovations mentioned above, and due to the site being key for football in the area and heavily used by local clubs, the possibility of installing at 3G AGP at the farmland surrounding the site should be explored.	1.Football Foundation to work together with the ECB and the club to support the refurbishment of the existing ancillary for the benefit of football and cricket teams using the site 2.Undertake a feasibility study (in line with the wider Essex feasibility work for 3G pitches across the area) for a new 3G AGP on site to address the current issue of overlay and to be accessible to the wider community.	Society of old Brentwoods Football Foundation Essex County FA Sport England	1.Officer time, refurbishment costs 2.Officer time, feasibility study fees	1. Medium 2.Short	1. Medium 2.High
		Rug-2	The site is home to Old Brentwoods RFC, who continue to grow in recent years and the two senior pitches on site –although they are of good quality – suffer from overuse due to this high level of demand. The club are currently exploring the possibility of developing further provision in the surrounding farmland, however their current priority is to upgrade the existing ancillary facility.	1.Seek technical guidance from the RFU and undertake feasibility work for the installation of additional grass provision or a full sized WR22 3G AGP in the surrounding land. 2.In line with the football and cricket actions, RFU to support the club with the current ancillary refurbishments	Society of Old Brentwoods RFU Sport England	1.RFU Officer time, feasibility study fees 2.Refurbishment costs for ancillary	1.Short 2. Medium	1.High 2. Medium

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
Polo Fields	A12 Corridor	Foot-15	The site is used by Hutton FC and is currently operating at capacity, however the club have secured a parcel of land on Chelmsford Road in Shenfield that they are looking to develop into further provision (see Foot-6)	Until the development of Chelmsford Road is completed and some demand is displaced to this site, support the club to improve maintenance procedures in order to increase pitch carrying capacity.	Hutton FC Football Foundation Essex County FA BBC	Officer time, ongoing improved maintenance effort	Short	Low
Priests Lane Playing Fields	A12 Corridor	Foot-16	The site was previously used by local football clubs, it is currently closed and has been put forward as an option for residential development in the emerging local plan.	Mitigate the expected loss of grass provision through the development of replacement facilities elsewhere in the Borough. Undertake feasibility work to evaluate options for location	Landowner/ Site Developer BBC Football Foundation Essex County FA Sport England	Officer time for planning investment of off-site mitigation	Short	Medium
Seymour Field	A12 corridor	Foot-17	The parish council is currently undertaking maintenance improvements to increase carrying capacity and address the issue of overplay at the site. Application has also been submitted and approved to undertake refurbishment to the existing pavilion.	Support the parish council with the ongoing plans to improve maintenance regime and ancillary refurbishments	Ingatestone and Fynering Parish Council Football Foundation BBC	Officer time (fees apply), ongoing improved maintenance effort, partner funding for ancillary refurbishments	Medium	Medium
Shenfield Cricket Club	A12 corridor	Cric-12	The club have recently applied for funding to refurbish the changing rooms on site and install disabled access.	1. Provide the club with advice and guidance to obtain funding for ancillary refurbishments. 2. Engage with the cricket club and assist them in the procurement and development of an additional cricket square. Work with the club to	BBC Shenfield CC ECB ECCB	1. Partner funding for ancillary refurbishments	1. Medium 2. Long	1. Low 2. Medium

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			The club have expressed their aspirations to develop the existing additional grass space at the site into further pitch provision	put in place a robust maintenance regime of the new pitch and provide access to appropriate maintenance equipment.		2. BBC (fees apply), ECB and ECCB officer time, partner funding for maintenance equipment		
South Weald Cricket Club	Rural North	Cric-13	The practice nets on site are showing signs of aging and are in need of refurbishment. The pavilion requires new electrics, which the club would like to complete within the next two years.	Seek support and guidance from the ECB and ECCB regarding the improvement of outdoor training facilities and refurbishment of ancillary	South Weald CC ECB ECCB	ECB capital grant funding for practice nets refurbishment. Capital cost for upgrade to electrics in the pavilion	Medium	Low
St Helens School	A12 Corridor	Foot-18	The site is used by Great Danes Youth and the pitches were identified as poor, with some drainage problems, as part of the site assessment.	Seek guidance and support from the Football Foundation and the FA regarding the improvement to maintenance provision and drainage	St Helens School Essex County FA Football Foundation	Officer time, school funding to improve maintenance regime	Short	Low
St Martin's School	A12 corridor	Foot-19	The site is used by two local clubs and currently has a deficit of grass provision for the current level of demand.	Support the school to improve the maintenance regime on site and increase the overall carrying capacity	St Martin's School Essex County FA Football Foundation BBC (fees apply)	Additional maintenance effort to improve pitch quality	Short	Medium
The Arena	A12 corridor	Foot-20	The site is home to two key football clubs in the area, Brentwood Town and Brentwood Town Youth, and it has been identified	1. Work with Brentwood Town and Brentwood Town Youth to confirm a long-term community use agreement, that will provide the clubs with security of tenure 2. Improve the maintenance regime at the site, to increase the carrying capacity of all pitches	BBC Brentwood Town and Youth Football Foundation	1. Officer time for community use agreement 2. FA funding for IOG	1.Short 2.Short 3.Long	1.High 2.Medium 3.High

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			as unsecured for long-term future use. The first team pitch is of standard quality, however the remaining grass provision on site is poor and requires a more robust maintenance regime. The site has also been identified as a potential location for a full sized 3G pitch and the club have submitted planning permission, however uncertainty over security of tenure if preventing this project to progress	3. Pending the option above (action 1) being successful, work with the Football Foundation and support the club with their current plans for a new 3G AGP on site (actions to be considered as part of the potential master plan for redevelopment of the site and in line with the wider Essex feasibility work for 3G pitches across the area)	Essex County FA Sport England	maintenance review 3. Partner funding for a new 3G facility		
Trinity School	Rural North	Foot-21 Rug-3	The school is currently for sale and the two 7v7 pitches on site are likely to be lost	Mitigate the expected loss of grass provision through the development of replacement pitches or a 3G AGP at suitable sites in the local area. Undertake feasibility work to evaluate options for location	Trinity School and site developers Football Foundation Essex County FA Sport England	Officer time for planning investment of off-site mitigation	Short	Medium
Warley Playing Fields	A12 corridor	Foot-22	The pitches on site were deemed poor, with some damage to the surface and drainage problems. Hutton FC has junior teams playing from the site, however the, however the youth 9v9 pitch on site is	1. Seek guidance and support from the Football Foundation and the FA regarding the improvement to maintenance provision and drainage, to increase carrying capacity and address the issue of overlap	Essex County Council BBC Football Foundation Essex County FA	1. Officer time, additional maintenance effort to improve pitch quality	1. Short 2. Medium	1. Medium 2. Medium

Site	Sub-area	Action ID	Issue / opportunity	Key Action(s)	Partners	Resources	Timescale	Priority
			not suitable for these teams, which are in the U13 and U14 age groups.	2.Reconfigure the current 9v9 pitch into a youth 11v11, including appropriate sized goals.	Hutton FC	2. Officer and club volunteer time for line marking, partner funding for new goals		
		Rug-4	<p>The site is home to Mavericks RFC and due to the poor quality of the pitches it is currently operating at capacity. Increased and improved maintenance is required</p> <p>The club have expressed the intentions to install a 3G pitch on land adjacent to the site, however they have been denied RFU funding and are currently seeking fundraising alternatives</p>	<p>1. Work with the RFU to design an updated maintenance regime and ensure that this is followed, with support provided by the RFU where required regarding expertise or materials</p> <p>2. Support the club and provide guidance and information on potential funding options for a new 3G AGP (to be considered in line with the wider Essex feasibility work for 3G pitches across the area)</p>	<p>Mavericks RFC</p> <p>RFU</p> <p>BBC</p>	<p>RFU technical grounds maintenance support and raw materials</p> <p>capital cost.</p> <p>Officer time, partner funding for new 3G AGP</p>	<p>1. Short</p> <p>2. Short</p>	<p>1. Medium</p> <p>2. Medium</p>
Wash Road Playing Fields	A12 corridor	Foot-23	The pitches are well used by Hutton FC junior teams and the site is currently showing a deficit of provision for this level of demand. Increased maintenance is required to address the current issue of surface damage and increase pitch carrying capacity.	Improve the maintenance regime at the site, to increase the carrying capacity of all pitches	BBC Essex County FA Hutton FC	Additional maintenance effort to improve pitch quality	Short	Medium

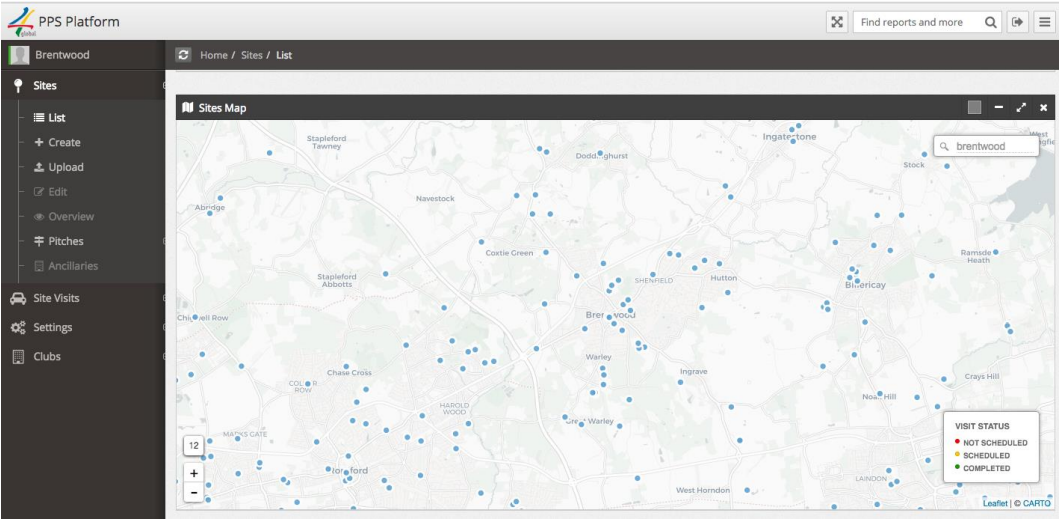
12 Delivering the Playing Pitch Strategy

- 12.1.1 To facilitate the development of sport and physical activity across Brentwood Borough, it is advised that the Steering Group, set up as part of the Playing Pitch Strategy project, continues to work together to deliver the recommendations defined as part of this strategy.
- 12.1.2 The success of a PPS will be determined by how it is used. It is recommended that the delivery of the strategy is led by the Council, with close support by the steering group that has been developed as part of this project. Further guidance is provided in Sport England's PPS Guidance in the form of the Stage E commentary and associated checklist. Further detail on how a PPS can be used is included in Technical Appendix G – Applying the Playing Pitch Strategy.
- 12.1.3 It is also recommended to explore the opportunity for BBC to work closely with the Steering Group that is expected to be set up for the delivery of the 5 South Essex local authorities' PPS and prepare a joint feasibility study. This would be pertinent due to the local authorities forming part of ASELA, working closely on strategic planning, the South Essex and Brentwood PPS having similar strategic recommendations, the proposed Dunton growth area implications and the efficiencies and benefits associated with joint working for both the Council and other stakeholders.

12.2 Keeping the PPS relevant and up-to-date

- 12.2.1 To ensure that the Playing Pitch Strategy stays relevant and continues to support stakeholders in the delivery of sport and physical activity facility investment and development, an annual review should be undertaken. This review, which if undertaken regularly will have a greatly reduced scope than the full PPS, will allow the steering group to review progress against the PPS recommendations and action plan. The review will also identify any emerging issues and apply any lessons learnt through recent development or investment projects.
- 12.2.2 Through the development of the PPS, data has been stored and analysed on the 4 global Playing Pitch Strategy Platform, which has up to date supply and demand data for pitch sports across the Borough. This data is available to Brentwood Borough Council and it is recommended that this is used as the starting point for future strategy refresh projects.

Figure 12.1 Brentwood Borough Council Playing Pitch Platform

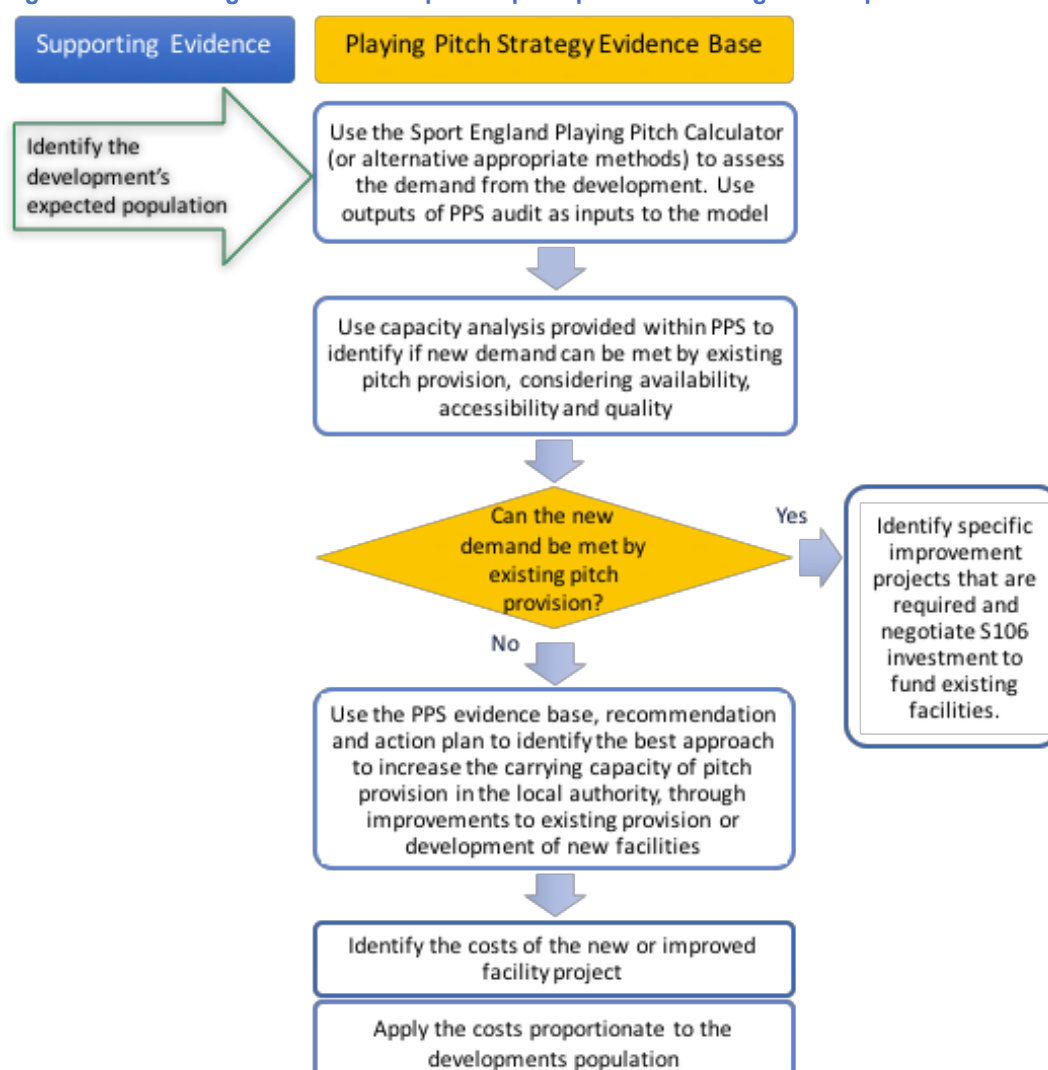


- 12.2.3 In the short term, it is advised that BBCC set up an implementation group (which should be a continuation of steering group set up as part of the PPS), to co-ordinate preparation of a short-term action plan, as well as undertaking further sub-regional needs assessment for major cross-boundary development projects. The PPS has identified, on a site by site and sub-area level, the needs for pitch and ancillary provision across Brentwood Borough. Where the current level of supply does not meet the current or future needs of residents for specific sports, pitch typologies and ancillaries have been identified as requiring further capacity to meet demand.
- 12.2.4 In order to provide this additional capacity, guidance has been provided as to whether the steering group and partner organisations should look to;
- Enhance existing pitches to increase their capacity and ensure adequate maintenance to maintain the higher use, and/or
 - Secure greater community access to sites and undertake necessary works to allow for such use to occur, and/or
 - Provide new playing pitches on new sites (natural or artificial grass pitches).
- 12.2.5 Where the third option has been recommended, further guidance is available from Sport England and National Governing Bodies to advise on the best course of action for local authorities and delivery organisations.

12.3 Securing additional or improved pitch provision through development

- 12.3.1 In addition to the specific site by site recommendations identified throughout needs assessment, it is also key that the strategy provides a clear approach to securing playing pitch provision in the case new development, or utilising planning gain and Section 106 (S106) contributions to improve the quantity or accessibility of existing provision²⁶.
- 12.3.2 It is important to note that for any contribution secured through S106, a clear and tailored approach is required, to demonstrate how the contribution will be used to benefit residents. Specifically, the Playing Pitch Strategy's evidence base and action plan should be used to justify the need arising from the specific development and how these are to be met.
- 12.3.3 The graphic overleaf and associated commentary identifies the stages that should be followed, when utilising the Playing Pitch Strategy to secure additional or improved pitch provision through development.

²⁶ Please see Sport England's CIL & Planning Obligations Advice note for further detail on recommended approaches to this matter. See the Sport England website and Appendix K of this report.

Figure 12.1 Securing additional or improved pitch provision through development


12.3.4 Although the population of a single development may not in itself generate the demand for a full pitch, it will still generate additional demand which should be quantified and be met. An example of how the Playing Pitch New Development Calculator can be used to calculate the need for new pitch provision arising from new development is included within the scenario testing section of this strategy,

SECURING ADDITIONAL OR IMPROVED PITCH PROVISION THROUGH DEVELOPMENT

- 12.3.5 In addition to the new or improved pitch provision that is identified in line with the process demonstrated above, the cost for maintenance of new facilities should also be sought for both on-site and off-site provision. For example, where 3G facilities are installed, the carpet will require replacement (approximately every 10 years depending on level of usage and maintenance) and costs towards a sinking fund should also be sought.
- 12.3.6 Given the close working proximity between BBC, Thurrock Council, Basildon Council and LB of Havering Council, especially through the Dunton Hills Garden Village and West Horndon Industrial Estate projects, there will be instances where financial contributions could be made on a cross-boundary basis, which will be dependent on the most appropriate way of meeting the needs of residents across the three local authorities. This

may include developer contributions from within Brentwood Borough funding provision in adjacent local authorities. This is likely to be particularly relevant for the Dunton Hills project, as it may be pragmatic for facilities that meet the needs of Brentwood Borough residents to be developed in the neighbouring local authorities. In this case, cross-boundary contribution will allow high quality facilities to be developed in the locations that meet the greatest need, regardless of local authority area boundary.

- 12.3.7 Where a pitch or pitches are required on-site, this may include requiring delivery through a planning policy and a masterplan approach for the whole area. This can ensure that enough suitable land is planned from the outset and provided at no cost. This is particularly important where there is a need for a large land-take associated with pitches.
- 12.3.8 Planning policy should seek to ensure that where sites are developed in phases or through multiple applications, and where the pitch provision is required on-site, that this provision is co-ordinated and delivered by the landowners/developers. In some circumstances, a single site for pitches serving all the development or all its phases can be required.
- 12.3.9 The timing and delivery of the pitches and related changing and parking facilities should be considered in relation to development phasing to achieve a balance between ensuring provision is in place in time to meet the needs of the residents, avoiding pressure being placed on existing facilities, and the financial viability of the development.
- 12.3.10 Where there are separate developments in close proximity that taken together generate a need for a whole pitch, contributions need to be made towards new provision or improving, existing pitches. For new pitches, the planning policy therefore also needs to identify where that pitch and related changing and parking facilities are to be located, how sufficient land is to be secured, and (where known) the individual developments that need to contribute to it. This also applies to where there is a need for a larger strategic site serving a large catchment. This may require the developers to provide the land on-site or for the local planning authority to identify the land through the Local Plan process.

SECURING APPROPRIATE LAND PROVISION FROM NEW DEVELOPMENT

- 12.3.11 Suitable land needs to be provided by developments, in line with the guidelines below;
- Where the investment need is for a new pitch and related changing and parking facilities to meet the demand directly generated by the population of the new development(s), then the developer is expected to meet all these costs. These include provision, maintenance and land costs
 - Where the demand is for the majority (50% or more) of a pitch and related changing and parking facilities, that is to be provided on site, suitable land will be provided by the developer at no cost, as well as the population-related proportion of the cost of the pitch
 - Where the demand is for less than 50% of a pitch and related changing and parking facilities, that is to be provided on-site, then suitable land needs to be planned into the development, however only a proportionate amount of this land will be provided for free and the remainder will need to be funded from other sources (e.g. from pooled contributions from other developments, from grants or other sources)

- Where the land cannot be provided for on-site because of proven master-planning constraints, financial viability or other relevant reasons, then the local authority may negotiate an appropriate alternative contribution, where this is S106 compliant.

IDENTIFYING THE APPROPRIATE PROVISION FOR CONTRIBUTION

12.3.12 As identified in the policy context for this document, the Council will secure developer contributions where appropriate towards future sports infrastructure to support future development in accordance with Local Plan policies and the Infrastructure Delivery Plan. Developer contributions will primarily be sought through S106 agreements, but other funding sources may also be secured where possible. The Council will continue to work with partners and infrastructure providers in order to secure improvements to sport infrastructure to meet the future needs of the District.

12.3.13 In the case of S106 contributions, the following should be noted;

- No more than five contributions may be pooled towards the provision of any single infrastructure project or type of infrastructure
- Section 106 contributions must be directly related to the development in question, however the impact of any development can affect the wider community. This means that S106 contributions can be used to deliver improvements to facilities that are located some distance away from the development, such as a local town centre or major sports facility hub site
- Development that is funded through S106 contribution should be focussed on specific projects, identified through the strategic needs assessments (such as this Playing Pitch Strategy) that have been issued by the Council.

CALCULATING CONTRIBUTIONS

12.3.14 To calculate the scale of a developer's financial contributions for the provision of pitches and related facilities, the following should be used;

- Sport England's Playing Pitch New Development Calculator should be used to assess pitch and related facilities arising from specific developments. This can be supported and evidenced by Sport England's latest facility costs for pitches and related facilities, as well as detailed feasibility work and support from qualified cost consultants
- The cost of maintenance and sinking funds, where justified, should be calculated using Sport England or NGB advice and supporting documents, however local knowledge and previous costs from similar maintenance contracts should be considered. Maintenance and sinking costs can also be provided by Sport England's 'Lifecycle Costs' (2017) however where specific and robust knowledge is available it is recommended that this is used
- Where a land cost is justified this cost will be based on the local market cost for the relevant sport/leisure land use. There may also be a need to add the cost of other local and site-specific costs (e.g. abnormal ground conditions, site access needs etc.)
- All costs should date related and inflation needs to be taken into account (e.g. if a facility is to be delivered in 3 years' time the planning condition must apply an appropriate inflation index).

12.3.15 If the PPNCD is to be used, the Council should ensure that the most recent template is used, as financial data changes regularly, and that the population profile information used for the calculator is reviewed when new population data becomes available. Further support is available from Sport England as required.

12.3.16 The scenario testing section of this report provides an example of how contributions can be calculated for new developments, using the significant Brentwood Borough associated with the Dunton Hills and West Horndon housing development projects as a case study.

ADDITIONAL NOTES

12.3.17 Following consultation with the Steering Group, the following notes are included to provide further guidance on the general principles to consider when planning on-site playing pitch provision in major new developments:

- New football pitches should be provided on large multi-pitch sites supported by appropriate changing facilities and car parking
- Small single pitch football sites should be avoided
- Provision for 3G pitches should be considered from the outset and sites should be sited and designed so that they can accommodate 3G at a later date
- New cricket pitches should only be provided where there is clear evidence that there will be a club that will use and/or manage the pitch from the outset
- New playing fields should be sited and designed so that their use is not prejudiced by adjoining sensitive uses such as residential (e.g. to address the implications of ball strike and lighting/noise associated with 3G pitches)
- The potential for new secondary schools to meet 3G pitch and cricket NTP needs should be explored at the outset
- MUGAs and tennis/netball courts should be provided as part of playing field sites or secondary school sites and should be designed for meeting club needs including the provision of floodlighting
- New schools that provide facilities that will help meet community needs should have community use secured through formal agreements
- Management options for managing new outdoor sports sites should be considered at the outset including management by community sports clubs and community sports trusts as well as conventional options.
- Provision should be made for the long term maintenance of new sites

13 Glossary of terms

13.1.1 In order to fully understand the Playing Pitch Strategy, 4global have created a glossary detailing key terms and phrases mentioned throughout. The glossary is detailed below, along with appropriate definitions;

ACRONYMS

- **3G AGP:** Third Generation Artificial Grass Pitch
- **4g:** 4global Consulting
- **AGP:** Artificial Grass Pitch(es)
- **APS:** Active People Survey(s)
- **CC:** Cricket Club
- **CIL:** Community Infrastructure Levy
- **CSP:** County Sports Partnership
- **ECB:** England and Wales Cricket Board
- **EH:** England Hockey
- **FA:** Football Association
- **FC:** Football Club
- **FE:** Further Education
- **GIS:** Geographical Information Systems
- **HC:** Hockey Club
- **HE:** Higher Education
- **IOG:** Institute of Groundsmanship
- **JFC:** Junior Football Club
- **LDF:** Local Development Framework
- **LMS:** Last Man Stands
- **NPPF:** National Planning Policy Framework
- **PPS:** Playing Pitch Strategy
- **PQS:** Performance Quality Standard
- **RFU:** Rugby Football Union
- **RLFC:** Rugby League Football Club
- **RUFC:** Rugby Union Football Club
- **S106:** Section 106 Agreement
- **U:** Under.

PHRASES

13.1.2 **Carrying capacity** is the amount of play a site can regularly accommodate (in the relevant comparable unit) for community use without adversely affecting its quality and use. This is typically outlined by the NGB.

13.1.3 **Casual use or other use** could take place on natural grass pitches or AGPs and include:

- Regular play from non-sports club sources (e.g. companies, schools, fitness

classes)

- Infrequent informal/friendly matches
- Informal training sessions
- More casual forms of a particular sport organised by sports clubs or other parties
- Significant public use and informal play, particularly where pitches are located in parks/recreation grounds.

13.1.4 **Displaced demand** generally relates to play by teams or other users of playing pitches from within the study area (i.e. from residents of the study area) which takes place outside of the area. This may be due to issues with the provision of pitches and ancillary facilities in the study area, just reflective of how the sports are played (e.g. at a central venue for the wider area) or due to the most convenient site for the respective users just falling outside of the local authority/study area.

13.1.5 **Future demand** is an informed estimate made of the likely future demand for pitches in the study area. This is generally based on the most appropriate current and future population projections for the relevant age and gender groupings for each sport. Key trends, local objectives and targets and consultation also inform this figure.

13.1.6 **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 who may feel that they could set up and run an additional team if they had access to better provision.

13.1.7 **Match equivalent sessions** is an appropriate comparable unit for pitch usage. For football, rugby union and rugby league, pitches should relate to a typical week within the season and one match = one match equivalent session if it occurs every week or 0.5 match equivalent sessions if it occurs every other week (i.e. reflecting home and away fixtures). For cricket pitches it is appropriate to look at the number of match equivalent sessions over the course of a season and one match = one match equivalent session.

13.1.8 **National Governing Body of Sport (NGB)** - typically these are independent, self-appointed organisations that govern their sports through the common consent of their sport. Sport England has a recognition process for NGBs that aims to identify a single lead NGB structure which governs a sport at UK, GB or home country level.

13.1.9 **Overplay** is when a pitch is used over the amount that the carrying capacity will allow, (i.e. more than the site can accommodate). Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected.

13.1.10 **Secured Community Use** - these pitches will be managed as either; a 'play & play' site by the local authority or leisure trust, by a specific sports club or

Parish Council, or by an education establishment with secure community-use agreements in place.

- 13.1.11 **Spare capacity** is the amount of additional play that a pitch could potentially accommodate in addition to current activity. There may be reasons why this potential to accommodate additional play should not automatically be regarded as actual spare capacity, for example, a site may be managed to regularly operate slightly below its carrying capacity to ensure that it can cater for a number of friendly matches and training activity. This needs to be investigated before the capacity is deemed actual spare capacity.
- 13.1.12 **Team Generation Rate** - ratio between the number of teams within a defined area, and the total population within a given age range for that area.
- 13.1.13 **Unmet demand** is demand that is known to exist but unable to be accommodated on current supply of pitches. This could be in the form of a team with access to a pitch for matches but nowhere to train or vice versa. This could also be due to the poor quality and therefore limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement. League secretaries may be aware of some unmet demand as they may have declined applications from teams wishing to enter their competitions due to a lack of pitch provision which in turn is hindering the growth of the league.
- 13.1.14 **Unsecured Community Use** - these are pitches that are currently used or available for community-use, however there is no secure management/usage agreement in place.