

PLAYING PITCH ASSESSMENT
GREATER NORWICH AREA
FINAL REPORT
OCTOBER 2014



*Neil Allen Associates Registered
Office:
20 Brook Road, Lymm, Cheshire,
WA13 9AH*

*A limited company, registered in
England and Wales no. 6165280*



	Page
Section 1 – Introduction	1
Section 2 – Methodology	2
Section 3 – Population and Sports Participation Profile	6
Section 4 – Football	18
Section 5 – Cricket	107
Section 6 – Rugby	143
Section 7 – Hockey	164
Section 8 – Bowls	185
Section 9 – Tennis	197
Section 10 – Netball	211
Section 11 – Other Sports	220
Appendix 1 (others in separate reports)	227
Glossary	229
Maps	233

Introduction and Scope

- 1.1 naa was commissioned by the Greater Norwich Development Partnership (GNDP) in October 2013 to produce a Playing Pitch Assessment, Strategy and Action Plans for the Greater Norwich area, comprising the districts of Broadland, Norwich and South Norfolk. Subsequently the GNDP has been dissolved although the partner authorities of Broadland, Norwich, South Norfolk and Norfolk County Councils continue to work together as the Greater Norwich Growth Board. For the purposes of this report the partners will be referred to collectively as the 'Greater Norwich authorities' and the area covered by the strategy as the 'Greater Norwich area'.
- 1.2 The new strategy will update existing documents, and set out the strategic direction and site-specific priorities for the future delivery of facilities for football, cricket, rugby and, hockey, with supplementary studies for bowls, tennis, netball and some other outdoor sports and activities.
- 1.3 The aims of the Strategy and Action Plan, and the key drivers for the study, are to inform the Greater Norwich authorities on:
 - sporting and recreational infrastructure that will be required to serve existing and new development, covering both the demand for and use of existing facilities and identifying priority locations for future provision;
 - the funding available from Sport England and other bodies to assist in the delivery of the strategy and action plan to ensure the area has good quality local and regional/national level sports facilities;
 - prioritisation of any funding for sport and recreation from local authority budgets, including from the Community Infrastructure Levy (CIL);
 - measures to promote greater physical activity locally;
 - the longer term sustainability of facilities and on-going funding and management; and
 - the potential for community use of private and educational establishment playing pitches.
- 1.4 This document sets out the key issues arising from the assessment and informs the preparation of the strategy document (under separate cover). It aims to:
 - summarise the current supply of playing pitches in the Greater Norwich area;
 - outline current demand for facilities and evaluate projected demand up to 2026;
 - evaluate the overall adequacy of provision to meet current and projected future demand; and
 - identify the key issues for the Greater Norwich Playing Pitch Strategy to address.
- 1.5 The strategy will build on the issues identified and set out strategic priorities and actions for delivery.

2: Methodology

- 2.1 This section describes the methodology that has been used. The methodology is based upon that set out in 'Playing Pitch Guidance, An approach to Developing and Delivering a Playing Pitch Strategy (Sport England 2013).
- 2.2 Figure 2.1 summarises the stages of this methodology. This assessment report represents steps 1 – 6 while the strategy document will include recommendations and action plans for each local authority.

Figure 2.1: Developing and Delivering a Playing Pitch Strategy – The 10 Step Approach



- 2.3 The remainder of this section briefly highlights the approach that has been undertaken in the preparation of this assessment and strategy.

Geographical Analysis

- 2.4 Given the large and complex nature of the Greater Norwich area, and the close relationship in particular between Norwich and the most populated parts of the other two LA areas, the adequacy of facilities is analysed throughout this assessment at an area-

wide level. Wherever appropriate, however, data has been further analysed for the constituent LAs for comparison – in many ways the situation in the rural parts of the area is different from the Norwich situation. Patterns of pitch usage, and the sheer amount and complexity of the data mean that it is not appropriate to subdivide the area further.

Steps 2 and 3 – Gather Supply and Demand Information and Views

Supply

2.5 The data collection process included a full audit of pitches across the Greater Norwich area. For each site, the following information was collected;

- Site name, location, ownership and management type
- Number and type of pitches
- Accessibility of pitches to the community
- Overall quality of pitches and ancillary facilities
- Level of protection and security of tenure
- Views of users and providers.

Demand

2.6 To evaluate the demand for playing pitches in the area, the following information was collated;

- Number of sports clubs and teams and their match and training requirements
- Casual and other demand
- Educational demand
- Displaced demand (i.e. teams wishing to play within the area but unable to)
- Latent demand (i.e. demand that might be generated if better facilities were available)
- Future demand (including club and team aspirations for development as well as National Governing Body priorities and targets)
- User views and experiences, including trends and changes in demand.

2.7 The following tasks were undertaken to compile the supply and demand information;

- Analysing the audit of playing fields and open space (existing strategies and other studies), Sport England's Active Places tool, and other sources of information
- Reviewing NGB data on pitches and local participation
- Full review of local league websites, fixture lists and pitch booking records (where available)
- Use of available technical quality assessment reports
- Undertaking non-technical site visits
- Undertaking a detailed survey to all high (and some other) schools and consultation with other playing pitch providers
- A full programme of consultation with sports clubs and league secretaries
- Engagement with providers of playing pitches
- Face to face and telephone discussions with NGBs to discuss key issues and priorities.

2.8 A high proportion of teams within the Greater Norwich area successfully engaged with the process (in part due to the efforts of local NGBs and other volunteers) as follows:

- Football – 72%
- Cricket – 89%

- Rugby Union – 76%
- Hockey – 97%.
- A more limited response was gained from the non-pitch sports.

2.9 Given the large number of clubs and teams across all sports and three LA areas, this is considered an acceptable and significant response and allows a robust assessment to be undertaken.

Steps 4, 5 and 6 – Assessing the Supply and Demand Information and Views

2.10 The supply and demand information collated has been used to;

- understand the situation at individual sites;
- develop the current and projected future pictures of provision; and
- identify the key findings and issues that need to be addressed.

2.11 Figure 2.2 overleaf, extracted directly from the guidance (Sport England 2013), provides further detail of the issues explored during the analysis of the adequacy of provision.

Steps 7 - 10 Develop the Strategy and Deliver the Strategy and Keep it Up to Date and Robust

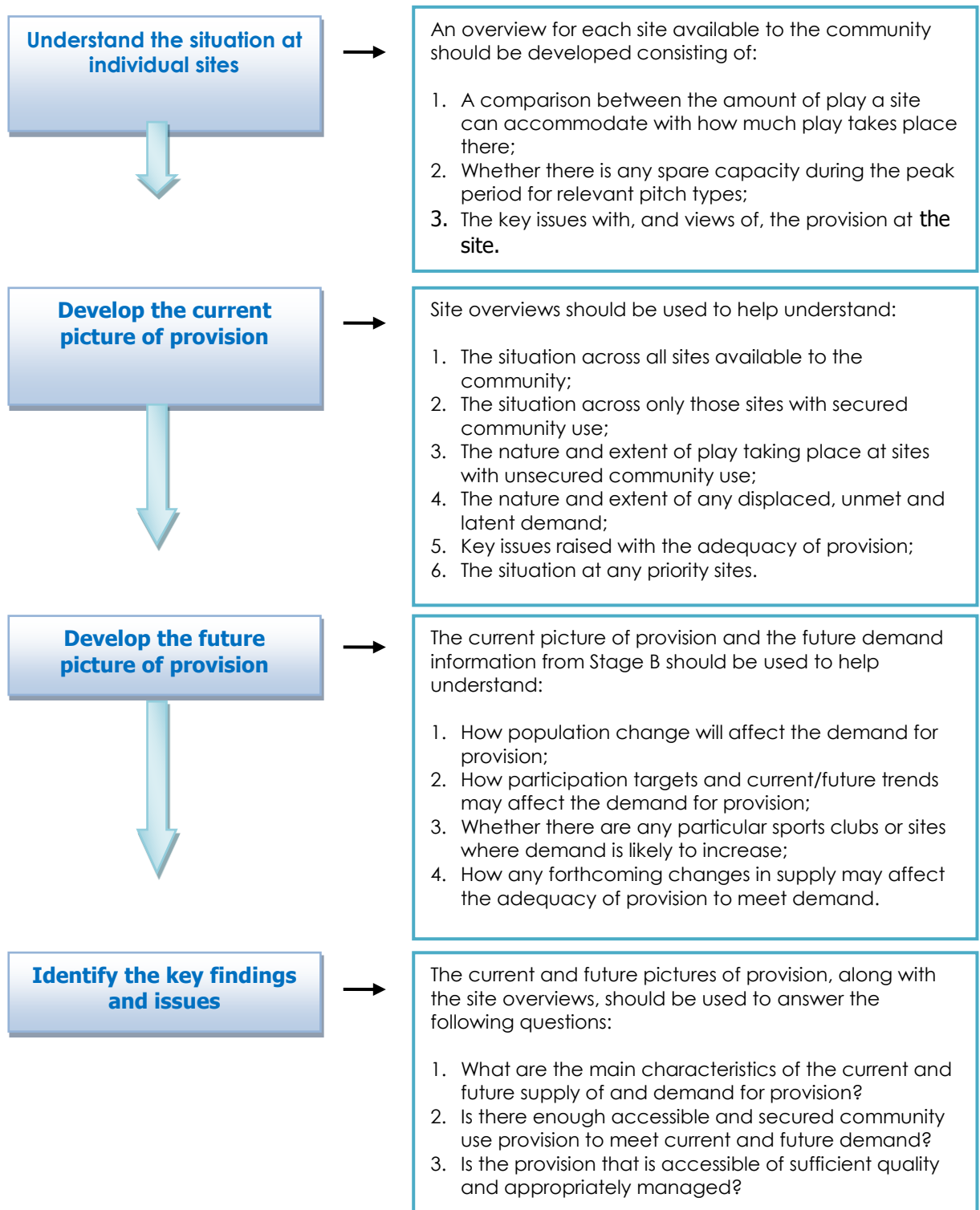
2.12 The strategy document for the Greater Norwich area will use the issues identified to set out a strategic framework for the provision of pitches across area. This will include detailed action plans for each LA which will be developed in collaboration with key providers and deliverers.

This Assessment

2.13 The remainder of this assessment therefore provides an overview of each sport in the Greater Norwich area, and summarises the issues identified.

2.14 Section 3 highlights the context for the study, demographic and participation profile in sport and physical activity of residents, as well as their propensity to participate in sport and physical activity. Key population trends that may influence demand for pitch provision in future years are also considered.

Figure 2.2 – Overview of the Assessment Process



3: Population and Sports Participation Profile

Introduction

- 3.1 This section briefly summarises the key policies that impact upon the preparation of this assessment and strategy and provides an overview of the demographics of the Greater Norwich area and the impact of this on demand for pitch sports. It provides a broad synopsis only - sport specific issues and participation are discussed in Sections 4 – 11. This section draws on more detailed information set out in an accompanying report.

Strategic Context

National Level

- 3.2 At a national level, there are several key policies that impact upon the preparation of this Playing Pitch Strategy:
- 3.3 **The National Planning Policy Framework (NPPF)** clearly establishes the requirement that local plans ensure that there is proper provision of community and cultural facilities to meet local needs. The NPPF's expectations for the development of local planning policy for sport and physical activity/recreation, is set out in paragraphs 73 and 74 which require there to be a sound (i.e. up-to-date and verifiable) evidence base underpinning policy and its application. Paragraph 73 indicates that:

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to 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. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.'

- 3.4 Paragraph 74 states that:

'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.'*

- 3.5 **Sport England** has been a statutory consultee on planning applications affecting playing pitches since 1996 and has a long established policy of retention, which is the precursor to the National Planning Policy Framework guidance above. Sport England also advises that informed decisions on playing pitch matters require all local authorities to have an up to date assessment of need and a strategy emanating from this. Sport England recommends that a strategy is monitored and updated annually and refreshed every three years. This assessment will support the LAs in implementing a robust strategic approach to the delivery of pitches across the area. Sport England's National Strategy

(2011/12 – 2014/15) and Youth and Community Strategy (2012 – 2017) both underpin this playing pitch assessment.

3.6 **National Governing Body Facility Strategies:** The Football Association (FA), England and Wales Cricket Board (ECB), Rugby Football Union (RFU), and England Hockey all set out strategies guiding the provision of facilities for their specific sport as follows;

- FA National Facilities Strategy (2013 – 2015)
- ECB strategy – Champion Counties Strategic Plan 2014-17
- RFU National Facilities Strategy (2013 – 2017)
- National Hockey Facility Strategy – The Right Facilities in the Right Places (2012).

3.7 The key principles of each of these strategic documents are set out in the relevant sections below.

Local Context

3.8 More local to the Greater Norwich area, the preparation of this Playing Pitch Strategy impacts upon, or is informed by, a number of key documents as follows.

Joint Core Strategy for Broadland, Norwich and South Norfolk

3.9 The Joint Core Strategy for Broadland, Norwich and South Norfolk was adopted by the three district councils in 2011, with amendments adopted in 2014, as the overarching strategic planning document in their local plans. More detailed adopted and emerging local plan policy for sports for each district is set out in below.

3.10 In relation to sport, the spatial vision in the JCS identifies that “people will enjoy healthy, safe and fulfilling lifestyles”, that “there will be excellent public open space, sport and recreational facilities” and that “people will need to use their cars less as recreational facilities will be in areas accessible by public transport, cycling and pedestrian routes”.

3.11 By 2026 the extended communities of Broadland, Norwich and South Norfolk will be strong, cohesive, creative and forward looking. Between 2008 and 2026, at least 36,820 new homes will be built (of which approximately 33,000 will be in the Norwich Policy Area) and about 27,000 new jobs will be created. All communities will be safer, healthier, more prosperous, sustainable and inclusive. High quality homes will meet people’s needs and aspirations in attractive and sustainable places. People will have access to good quality jobs and essential services and community facilities, with less need to use the car.

3.12 Development will be to the highest possible standards of design, enhancing the quality and distinctiveness of the area and will bring improved infrastructure, services and facilities to benefit new and existing communities. Growth will be focussed on brownfield land in the Norwich urban area and in a very large mixed-use urban extension within the Old Catton, Sprowston, Rackheath and Thorpe St Andrew growth triangle (at least 7000 new dwellings). Other large-scale growth will take place at the expanded communities of Easton/Costessey (1000), Cringleford (1200), Hethersett (1000), Long Stratton (1800) and Wymondham (2200). New and expanded communities will be highly sustainable with good access to local jobs and strategic employment areas and will be served by new or expanded district and local centres providing shops, health, education, services and facilities easily accessible by foot, bicycle and public transport. More moderate levels of

growth will take place in the other towns and larger villages across the area, supported by new local jobs, services, community facilities and other infrastructure.

- 3.13 The spatial planning objectives of the JCS require sports and recreational facilities to be improved in existing and new communities. Policy 8 of the plan covers culture, leisure and entertainment. Development will be expected to provide for local cultural and leisure activities, including new or improved built facilities, provide for a range of activities including performance space, and/or access to green space, including formal recreation, country parks and the wider countryside (much of the new proposed housing is already committed including developer contributions to sports facilities – see Appendix 1).

Broadland Local Plan

- 3.14 The documents that comprise the new Broadland Local Plan are close to completion. These include the identification of sites for development and policies to give guidance for the consideration of planning applications. Residential developments will be expected to include adequate provision for recreational use, and the play facilities strategy will be used as a tool in this decision-making.
- 3.15 There are a number of neighbourhood plans approved or currently in preparation in Broadland, including Sprowston and Strumpshaw (adopted), and Aylsham, Acle, Brundall, Drayton, Great and Little Plumstead and Salhouse (currently being undertaken). Some other areas have also expressed an interest in preparing a neighbourhood plan.

Norwich Local Plan

- 3.16 Norwich City Council is shortly to adopt site allocations and development management policies as part of its Local Plan. Development management policy DM8 and the identification of sites for sports uses through the site allocation plan protect existing pitches and built sports facilities from development for other uses unless this would lead to an improvement in overall sports provision. DM8 also provides for new facilities to support new development, through either on-site provision or the Community Infrastructure Levy.
- 3.17 There are currently no Neighbourhood Plans adopted or being produced in Norwich

South Norfolk Local Plan

- 3.18 South Norfolk Council is at an advanced stage of in the development of its Local Plan. The timescale for an adopted Local Plan by the Council, covering the period up to 2026, is early 2015. The emerging Local Plan is made up of a number of documents, each of which contain polices relevant to recreation provision.
- 3.19 The emerging Development Management Policies Document includes policy DM3.17 'Improving the level of community facilities'. The policy aims to the resist the loss of local facilities, including outdoor sports provision. The policy supports the provision of new facilities in accessible locations, particularly within defined Development Boundaries, but gives the flexibility to locate sites outside of those Boundaries where this would serve the local community.
- 3.20 There are two Neighbourhood Plan areas defined in South Norfolk – for Cringleford and Mulbarton:

Corporate strategies

- 3.21 **The Broadland Business Plan 2011 – 2015** sets out the Council's vision and ambitions for the district. Its four ambitions are economic success, prevention of crime and anti-social behaviour, environmental excellence, and carefully planned and well housed. The provision of recreational facilities can be relevant to the achievement of all of these, for example a key action is identified as to promote and deliver healthy lifestyles, healthy workforce, fitness and physical activity.
- 3.22 **The City of Norwich Corporate Plan 2012 – 15** has five priorities to deliver its vision of making Norwich a fine city and putting its people first. One of these priorities is to make Norwich a city of character and culture. This contains commitments to provide a range of cultural and leisure opportunities and events for people, and provide well-maintained parks and open spaces
- 3.23 In addition, the **Council's Sustainable Community Strategy (2008 – 2020)** has a strategic objective to improve the quality of life of Norwich residents. A key priority in achieving this is to promote the development of sport and activity so that the community of Norwich can be fit and healthy, with a sense of fun and enjoyment, co-operation, competition and fairness being inculcated into people from an early age and continuing into their later years
- 3.24 Along with the JCS and health strategies referred to above and the detailed Local Plan policies set out below, this corporate strategic approach forms the context and policy framework for the GNDP sports facilities strategies and action plans. It will do this by applying the policy framework and evidence base from the GNDP sports study so that the City Council will provide directly or work in partnership with others to:
- PROTECT existing sports and recreational facilities where there is an identified need;
 - ENHANCE existing provision where there is an evidence case setting out what is required, where it is supported and can be delivered; and
 - DEVELOP new provision where there is an evidence case setting out that new provision is required and the scale of this new provision.
- 3.25 **South Norfolk Council** - A number of the partners working across South Norfolk, including Active Norfolk, have their own individual strategies that impact upon sport in the area. In developing a vision for South Norfolk, consideration of these strategic priorities has been made, and it is acknowledged that the delivery of partners' strategic plans are crucial elements in supporting the various objectives and priority actions outlined in this strategy
- 3.26 Arising from the review of development and strategic planning policy is the proposed vision for sport and recreation in South Norfolk which the playing pitch strategy study will help enable and assist in delivering as follows:
- South Norfolk Council's aim is to provide sports and recreational facilities for community level recreation across the authority and for all the population. Provision which is accessible and creates affordable opportunities for all ages and abilities to develop a sporting and physical activity lifestyle and for life;
 - South Norfolk will provide directly or work in partnership with others to develop new provision or enhance existing provision where there is an evidence case setting out what is required, it is supported and can be developed and delivered; and

- Sport and physical activity are recognised as making a significant contribution to addressing health inequalities.

3.27 Sports facilities are the essential component to delivering the vision. Sports provision needs must be assessed and future provision based on the three components on what is needed now and in the future and should be protected; what is required to enhance provision and where new development is required in terms of type, scale and location to deliver the vision.

Health and Wellbeing Strategies

3.28 **The Norwich Clinical Commissioning Group Health and Wellbeing Strategy 2013-18** covers all of the Norwich City Council area and the majority of the Norwich urban area parishes in Broadland district. It identifies the following priorities relevant to this strategy:

- promoting physical activity;
- making health and wellbeing a key consideration in urban planning, housing, and transport for the city;
- investing in preventing ill health and health promotion to reduce the social gradient; and
- the promotion of health and healthy lifestyles to improve the quality of life for our citizens, thereby reducing the need for costly medical care.

3.29 **The South Norfolk Clinical Commissioning Group** commissioning strategy identifies reduction in obesity and the promotion of healthy lifestyles, with exercise a priority area, as a local health priority.

3.30 **The North Norfolk Clinical Commissioning Group**, which covers rural Broadland, is yet to produce a strategy.

3.31 As well as the local CCGs, the **Norfolk Health and Wellbeing Board**, which includes local councils, clinical commissioning groups, voluntary groups and charities, has produced a countywide draft Joint Health and Wellbeing Strategy. This covers the period 2014-17 and contains the priority to reduce obesity and the goals of preventing health problems becoming acute and reducing health inequalities. This is to be achieved through integration with partners.

3.32 In addition, Norwich was awarded **World Health Organisation Healthy City** status in September 2012. As a result, the city is committed to work with partners to develop joint projects and initiatives across key areas including promoting physical activity and creating a healthy urban environment. The development of Healthy City initiatives will be managed by the Norwich Locality Board, a multi-agency group including Norwich City Council, NHS, Norwich CCG, Norfolk County Council and Broadland District Council.

3.33 **South Norfolk Council** has adopted a Health and Wellbeing Strategy 2014-17, the vision of which is that 'South Norfolk residents have the best possible health and wellbeing, living their lives in decent homes, in better health with support from the community.' Developed in conjunction with the South Norfolk Clinical Commissioning Group, it has numerous priorities that are related to the provision of sport and leisure facilities, including reducing child obesity and the embedding of health and wellbeing into growth considerations.

- 3.34 The playing pitch strategy will take account of and contribute to these planning and health and wellbeing strategies.

Existing open space and other strategies

- 3.35 All three district councils have Open Space Needs Assessments undertaken between the 2006 and 2008, and therefore slightly dated and these have been considered as background for the current study.
- 3.36 **Broadland – PPG17 Open Space, Indoor Sports and Community Recreation Assessment (September 2007)** – this was a conventional PPG17 compliant study which looked at the quantity, quality and accessibility of a range of facility types, using an agreed typology. In terms of outdoor sports of relevance to the current study, playing pitch sports, tennis and bowls were considered. The study assessed the facilities in sub areas within Broadland, set standards for current and future provision and compared these standards with the then current provision. Against the recommended standard of 1.68 ha/1000 people, it was concluded that the district overall was slightly deficient as well as some of the sub areas, and accessibility standards were also recommended. A set of recommended policies and practices was highlighted.
- 3.37 **Norwich Open Space Needs Assessment (November 2007)** – this was again based on PPG17 guidance, and adopted a similar methodology and typology of open space and recreation facilities. The study was based on Norwich city primarily but also took into account the fringe parishes because of the operational links for sport and other activities. A detailed assessment of the demand for pitches, courts and greens was undertaken, which highlighted specific future needs, which were then converted to space requirements, and then used to develop a local standard of provision of 1.01ha/1000 people within 3000m. Against this standard, it was concluded that there was a shortage of about 80 ha of outdoor sports space in the city, and the options for future provision should include new facility provision in the city, where this was feasible, considering the extensive nature of pitches and similar facilities, more intensive use of parks and other open spaces which were formerly used for sport, and where other open space uses permit, use of school sites involving improvements to pitches and ancillary facilities, and the negotiation of formal community use agreements or the use of facilities in the wider Norwich area.
- 3.38 **South Norfolk – PPG17 Open Space, Indoor Sports and Community Recreation Assessment (September 2007)** – this was produced in conjunction with the Broadland study and adopted a similar methodology. Against the recommended standard of 1.82 ha/1000 people, it was concluded that the district overall was just about adequately provided for, but there were shortfalls in two of the sub areas. Accessibility standards were also recommended and a range of recommended policies and practices were highlighted.
- 3.39 The methodologies adopted then and now differ greatly, but the main findings of the three studies have been used as context and background for the current study, including the use of the facilities existing at the time as a starting point for data collection in the current study.

Population and Sports Participation

- 3.40 An understanding of population trends and overall participation in sport underpins the evaluation of the adequacy of facilities for football, cricket, rugby, hockey and the non-pitch sports in later sections. It provides an understanding of potential participation and latent demand as well as current levels of participation in sport and physical activity. As such, it provides an important context for playing pitch provision.

3.41 This summary of key issues and trends draws on the findings from the Sport England Active People surveys and Sport England's Market Segmentation. The theoretical information summarised in this section will then be used to inform the sport specific assessments set out in Sections 4 to 11. A fuller explanation of the data collected is given in a Sports and Physical Activity Profile which accompanies the Built Facilities Strategy produced in conjunction with this Playing Pitch study.

Population Profile and Trends

3.42 The current population profile and projected changes over the 2014 – 2026 period are extracted from data provided by and agreed with the three local authorities and are based upon the most up to date population projections that are available.

3.43 The key issues arising from analysis of the population profile are that;

- the current (2014) population of the Greater Norwich area is about 393,000, divided amongst Broadland (32%), Norwich (35%) and South Norfolk (33%). There is a projected increase overall of 9.9% to about 432,000 in 2026, split relatively evenly across the whole area;
- despite the overall population increase, the change in the 'active population' (i.e. those between 6 and 55 which encompasses almost all outdoor sports players) is only 7.2% overall, as the population is estimated to age gradually;
- although the active population is estimated to increase more slowly than overall, there is still an actual increase in numbers of about 16,000;
- however, there are significant population increases in the age groups from 5-15 which has implications for junior development of each sport and the demand for playing pitches; and
- there are also population increases among residents aged 60 and above – these residents have a much lower propensity to participate in pitch sports, although they are still active in some sports (e.g. bowls and tennis) to an extent.

3.44 Other findings from Census and other data suggest that the population is primarily (99%) white (although the proportion is lower in Norwich), while both LAs in the rural areas are in the lowest 20% of deprived LAs in the country, and Norwich is in the highest 20%. These and other factors have a significant impact on sports participation and future demand. This and other contextual data is dealt with more fully in the separate document.

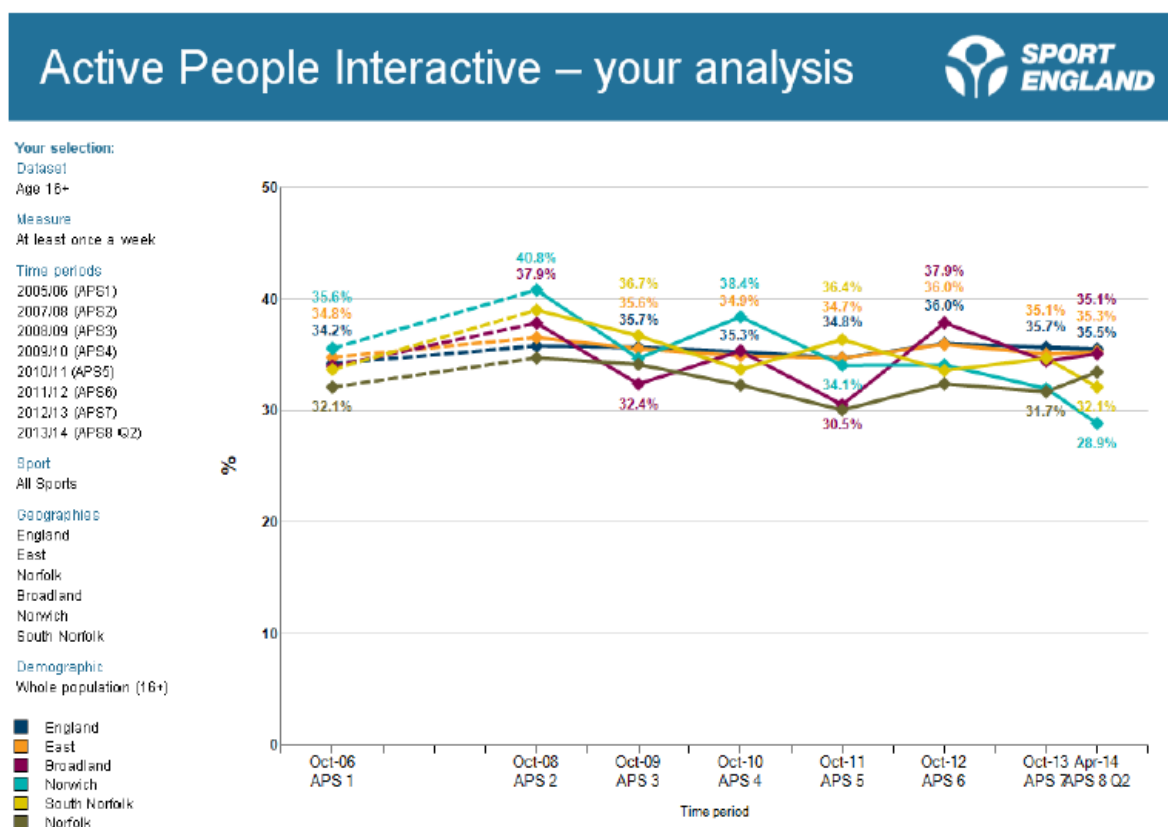
Adult Participation in Sport

3.45 The Active People Survey has been undertaken annually since 2006 by Sport England, to measure participation in sport and other associated factors. The figures reveal a fluctuating situation over the last 8 years:

- Broadland's once per week participation rate overall at present is 35.5%, which is about the national average, but has varied considerably since 2006
- Norwich has 28.9% participation, well below the national average and down from a peak of 41% in 2008 – again this has varied over the years

- South Norfolk has 32.1%, again below the average and has been more consistent over the period
- The broadly downward trend in overall participation in sport once per week (certainly in Norwich and South Norfolk) is due to a number of factors, and some explanation may even be due to the data collection itself and the sample sizes. However this suggests that there are strong reasons for building participation in sport and active recreation in the area in the future. Participation rates in individual sports (where information is available) are set out in the relevant sports section.

Chart 3.1: Sports participation in the LA areas in Greater Norwich



Profile of Sports Participation in the Greater Norwich area

3.46 Building upon the Active People survey findings (which record participation of adults 16+, and linking with Mosaic Lifestyle data), Sport England has analysed data on the English population (18+) to produce 19 market segments considered to have distinct sporting behaviours and attitudes (further explanation of the Market Segments and their implications for sport are also set out in the accompanying Sports and Physical Activity Profile, and the following link is also useful <http://segments.sportengland.org/querySegments.aspx>).

3.47 Maps 3.1 – 3.3 overleaf summarise the market segmentation profile for the three LAs in the area – this information is also available in bar chart form and this is included in the separate document. It is followed by a description of each of the dominant market segments in the area and their sporting activity profile.

3.48 MS data indicates that the dominant segments in the area are:

- Broadland and South Norfolk – Tim, Roger and Joy and Philip; and
- Norwich - Jamie, Kev and Elsie and Arnold.

3.49 The MS profiles for these segments are as follows;

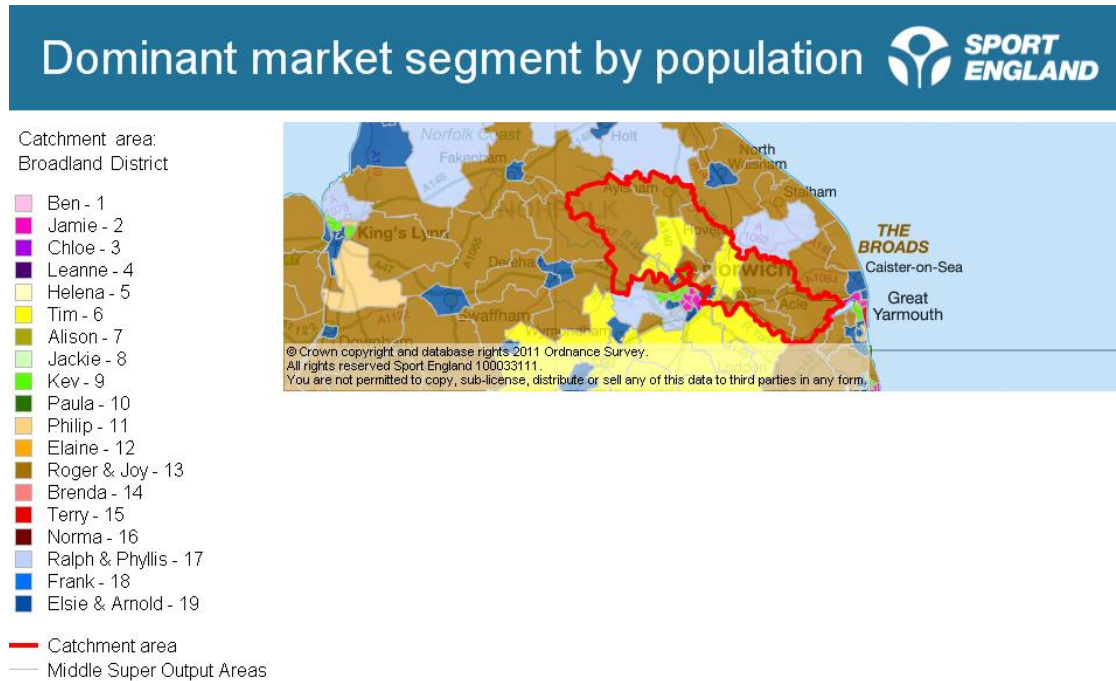
- **Tim** ('Settling down male') is a very active type enjoying high intensity activities including team games as well as personal fitness activities. Tim is more likely than all adults to take part in football and also enjoys cycling, keep fit and swimming. (segment 6)
- **Roger and Joy** ('Early retirement couple') are slightly less active than the average adult population. The top sports that Roger & Joy participate in are keep fit/gym and swimming cycling, golf and angling. They are unlikely to take part in pitch or similar outdoor sports (segment 13)
- **Philip** ('Comfortable Mid-Life Male') Philip is another relatively active segment and is the most active segment within his age group, likely to enjoy team sports such as football and cricket as well as indoor activities including badminton and gym-based activities. Philip is likely to be a member of a club and to take part in competitive sport (segment 11)
- **Jamie** ('Sports team lad Jamie') is a very active type that takes part in sport on a regular basis. The top sports that Jamie participates in are football (28% of this group play football, compared to 4% overall), badminton, tennis, cricket, basketball and golf (segment 2)
- **Kev** ('Pub league playing with his mates') has average levels of sports participation. He is a social rather than competitive organised participant and takes part in keep fit and gym. Sports of interest are football (high participation compared to national levels), cycling, and swimming. Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports (segment 9)
- **Elsie and Arnold** ('Retired') are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports/activities that Elsie & Arnold participate in are walking, swimming, dancing, bowls and low impact exercise (segment 19).

3.50 The segments with the highest participation rates and which are most likely to play pitch sports are aged from 16 – 34 (segments 1-7 in the scale)). While these groups are not the most dominant segments within the Greater Norwich area, there is some representation in several of the groups, in particular Jamie and Tim, suggesting that a proportion of the population will be keen to play sports.

3.51 Overall therefore, evidence suggests that pitch sports can and do play an important role in promoting participation in the Greater Norwich area. The dominance of some market segments that are not interested in pitch sports does however serve to highlight the importance of balancing the provision of playing pitches with the provision of other sporting opportunities, particularly for older people.

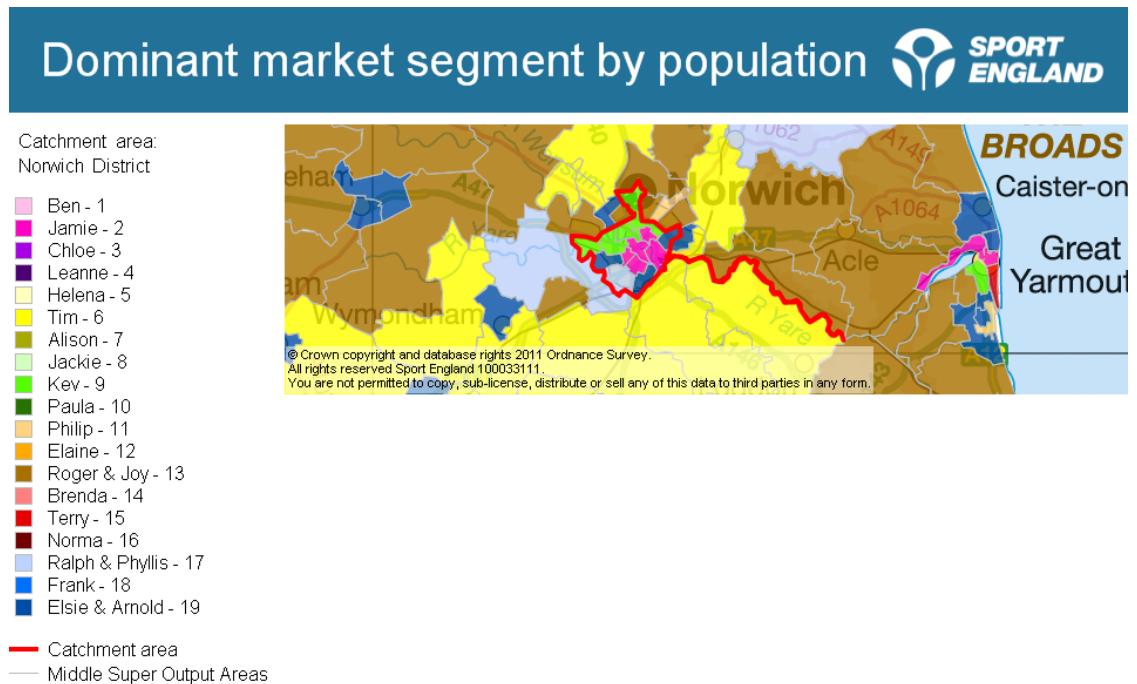
Map 3.1: Dominant Market Segments by population and location

Broadland



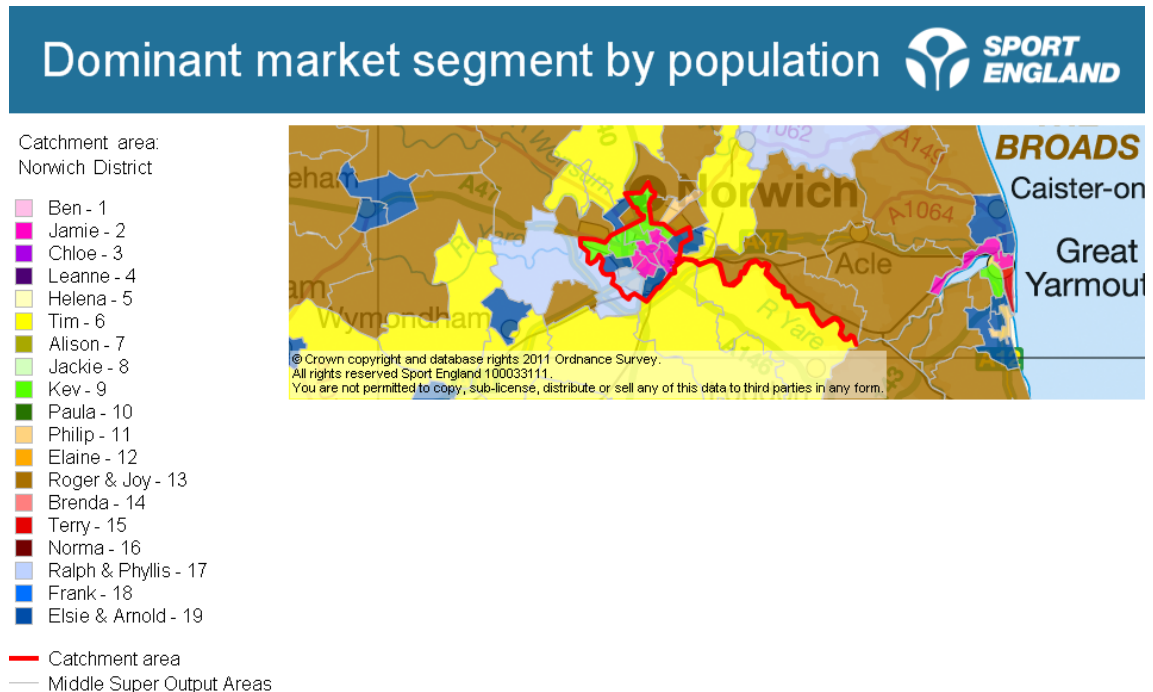
Map 3.2:

Norwich



Map 3.3

South Norfolk



Health indicators

3.52 The accompanying sports profile also addresses the issue of health levels, obesity and their impact on/relationship with participation. Detailed maps and data are set out, but in Norwich and South Norfolk there is a close relationship between the areas of highest participation and the lowest levels of obesity. This is less evident in the Broadland area where local participation is virtually all in the mid-range whilst the obesity output areas are more varied. Increased activity in playing pitch and other outdoor sports resulting from the Playing Pitch Strategy will contribute to an improvement in levels of health in the area, and a reduction in obesity, if used by health agencies as a driver.

Summary

- The current population of the Greater Norwich area is about 393,000, and projected to increase overall by 9.9% to 2026.
- However, the change in the 'active population' is estimated at only 7.2% overall, as the population is estimated to age gradually. Demand for sport will therefore increase less than the overall increase in population. Despite this slower increase, there is still an actual increase in 'active' numbers of about 16,000.
- There are significant population increases in the age groups from 5-15 which has implications for junior development of each sport and the demand for playing pitches, and also increases among residents aged 60 and above – these residents have a much lower propensity to participate in pitch sports, although they are still active to an extent in bowls and tennis.

- Other findings suggest that the population is primarily (99%) white (although the proportion is lower in Norwich), while both LAs in the rural areas are in the lowest 20% of deprived LAs in the country, and Norwich is in the highest 20%, with associated implications for sports participation, in terms of physical and financial access to sport, motivation to take part and other factors,
- Average participation rates overall vary between 29% and 36%, compared with the national average of 36%, but have varied considerably since 2006. The broadly downward trend in overall participation in sport once per week (certainly in Norwich and South Norfolk) suggests that there are strong reasons for building participation in sport and active recreation in the area in the future.
- The market segments with the highest participation rates and which are most likely to play pitch sports in general are aged from 16 – 34 (segments 1-7 in the scale)). While these groups are not the most dominant segments within the area, there is some representation in several of the groups, in particular Jamie and Tim, suggesting that a proportion of the population will be keen to play sports.
- There is a close relationship in much of the Greater Norwich area between levels of inactivity and obesity.
- Overall therefore, evidence suggests that pitch sports can and do play an important role in promoting participation in the Greater Norwich area. The dominance of some market segments that are not interested in pitch sports does however serve to highlight the importance of balancing the provision of playing pitches with the provision of other sporting opportunities, particularly for older people.

3.53 The remainder of this report draws on the contextual information in this section, and provides an overview of issues for football, cricket, rugby, hockey and other non-pitch sports in the Greater Norwich area.

Introduction

- 4.1 This section assesses the adequacy of pitches for football in the Greater Norwich area. It includes;
- A brief overview of the supply and demand for football
 - An understanding of activity at individual sites in the area
 - A picture of the adequacy of current provision
 - The future picture of provision for football.

Football in the Greater Norwich area – An Overview

Pitch Supply

- 4.2 There are 305 individual formal grass football pitches across the Greater Norwich area. This excludes facilities for Norwich City FC, a professional club whose main pitch and training facilities are located within the area, but whose consideration is outside the scope of this exercise, because it does not meet the community requirements of the brief.
- 4.3 Table 4.1 summarises the breakdown of pitch sizes in the area and within each LA. Site specific detail is provided in a separate appendix (F1 football pitches), and the pitches are shown on Maps F1-3.

Table 4.1: Football pitches across the Greater Norwich area

LA	Adult	Junior	9v9	Mini	Total
Broadland	62	8	20	40	130
Norwich	26	0	8	12	46
South Norfolk	59	10	19	41	129
Total	147	18	47	93	305

- 4.4 The figures include all those pitches available for wider community use (i.e. for hire by, leased to or owned by community teams) and actually at the time of the study in use for such (the figures generally relate to the end of season 2013-14). The pitch categories are based on measurements taken on site and correspond with the recommended dimensions approved by the FA – in some cases, there may be some minor disparity with supplied data, but this approach is taken for the sake of consistency.
- 4.5 The pitch totals above reveal that
- almost 50% of pitches are adult sized – there are very few considered to be junior 11v11 pitches, an increasing number of 9v9, and almost a third are for mini football, either 5 v 5 or 7v7 for individual age groups;
 - because of the nature of ownership and management, it is difficult to establish the long term security of tenure of pitches – most 'public' sites within the area are under the control of a parish/town council or village playing field committee (see below), very few are run by the LA (just five sites in Norwich) and few of the school pitches are understood to have a formal community use agreement. Most school facilities that offer community use currently but without long-term security that this arrangement will remain in place are either junior or mini pitches, suggesting that it might be to the detriment of the development of junior football should access to these sites no longer be available. This could be a significant factor in the future;

- there are numerous pitches on school sites throughout the area, both high schools and junior schools that are used solely by the school for its own purposes, and not at present available for wider community use. Schools that do not already open their facilities indicated little interest in doing so. The key barriers are the poor quality of existing facilities, potential over use and security issues. This suggests that there is limited scope to increase the pitch stock further through community use of school sites, unless these barriers can be addressed.

4.6 If analysed on a district by district basis, the ratio of pitches per population is as follows:

Table 4.2: Relative supply of pitches in the area

LA	Total pitches	Pitches per 1000 population
Broadland	130	1.03
Norwich	46	0.37
South Norfolk	129	1.00
Total	305	0.79

4.7 The best standard of existing provision for all pitches in community use is in Broadland, and South Norfolk, where most villages tend to have a village playing field with a pitch/pitches. Norwich provision is much lower and a reflection of fewer more accessible pitches to a more concentrated population.

Closed / Potential Sites

4.8 There are several pitches and sites that have previously been playing fields but are not currently operating as such. These are set out in appendix F1, and include a number of village playing fields throughout Broadland and South Norfolk where demand has declined for pitches, UEA where community use of pitches has been discontinued and sites like NELM and Bayer Sports Ground in Norwich. Some of these sites may provide opportunities to increase the stock of facilities should a lack of capacity be identified in the current facility stock, although it is known that some are permanently closed and destined for other uses (The Anglian Windows site at Horsford was open at the time of the survey/study, but has now closed at the end of season 2013-14).

Ownership and Management

4.9 Table 4.3 illustrates that parish and town councils (or the local village hall/playing fields committee) are the primary owner and manager of football pitches in the area as a whole, with 50% of pitches, Norwich City Council owns and manages just 18 pitches (6%), there are 103 pitches on school and college sites (33%), and 36 on sports club or other private sites (11%). This emphasises the important role that local councils or village groups have in enabling football participation in the major part of the area, and the particular reliance that football has on public pitches. Overall, most of the large multi pitch sites are managed by parish and town councils and Norwich City Council and these facilities are used by both adult and junior teams.

Table 4.3: Ownership and management of pitches

LA	PC/TC/VH/PF Cftee	LA	Education	Club	Private	Total
Broadland	85		31	6	8	130
Norwich		18	27		1	46
South Norfolk	72		39	17	1	129
Total	157	18	97	23	10	305

- 4.10 There are comparatively few private or sports club facilities (and most of these - at Anglian Windows - have now closed down since the survey was undertaken) although there are several clubs that have aspirations to manage and maintain their own facilities.

Distribution of Pitches

- 4.11 Despite the large and rural nature of much of the study area, most parts of the whole area are accessible to football pitches within a reasonable drive time (see Maps F1-3 at the back of report).

Quality

- 4.12 Pitch quality varies relatively little although there may well be differences in pitch quality within specific sites as well as across the area. Overall, only 1% of football pitches have been rated as poor from data collected from site inspections, cross referenced with available FA data, while 59% are considered good, and 40% standard. This is a reflection of the relatively low rainfall and generally good ground conditions compared with other parts of the country. Club perceptions about quality are dealt with in more detail below. There is no noticeable difference in the quality of pitches in general according to ownership and management.
- 4.13 The quality of changing accommodation varies more widely – 32% of facilities are scored good, 50% standard and 18% poor. There are a number of sites which do not have changing accommodation at all.
- 4.14 As most of the pitches are considered good or adequate, at this stage it is appropriate just to highlight the facilities that are considered poor or substandard which are located at Bure Valley School, Aylsham, Anglian Windows (now closed), Shotesham (mainly because of lack of changing) and Woodland View School Spixworth. More detail on quality is set out below in the section on club consultation.

Other facilities providing for football

- 4.15 There are a number of non-turf facilities in the Greater Norwich area which complement the overall stock of grass football pitches which are as follows:
- Artificial grass pitches, of which there are 19 facilities at 18 locations. Full size pitches are sand based or 3G, mainly floodlit and used extensively for informal football training and 5 a side leagues. 3G pitches are generally suitable for competitive full sided matches and used as such. Some smaller 3G AGPs are used mainly for football training, 5 a side competitions and casual use. They are not big enough for competitive full sided play

- Multi Use Games Areas (usually floodlit) at a number of locations. While these are theoretically available for football, there is no striking evidence of their use for training or other formal football activity
- Purpose built commercially run 5/7 a side football centres in the area (26 individual pitches in 3 locations) are used for organised leagues on an intensive a regular basis but also accommodate mid-week training (in the form of 5/7-a-side competitions for some clubs and groups of players).

4.16 These non-turf facilities are considered below.

Clubs, teams and Leagues

4.17 Football is the most popular outdoor sport in the area with over 68% of the total number of teams in the four main pitch sports. It is estimated from extensive research of websites, FA data, previous studies and local authority booking records that there are 768 football teams in the area playing in competition, and these are split down into the following sub areas (i.e. based on where teams play). This audit of teams and clubs represents a snapshot in time and is designed to provide an accurate understanding of the level of current demand. A list of current teams and clubs is included in a separate appendix (F2).

Table 4.4: Distribution of football teams in the Greater Norwich area

	Senior Men	Junior /Youth11V11	9V9	Mini	Women and girls	Total
Broadland	97	67	38	87	33	322
Norwich**	56	36	19	17	7	135
South Norfolk	86	53	34	75	22	270
Other*	2	13	6	6	14	41
Total	241	169	97	185	76	768

* There are 41 teams associated with the Norwich Community Sports Foundation, playing in locations across the Greater Norwich area primarily on synthetic surfaces

** The Norwich figures include 27 teams affiliated to the Norfolk FA which play their matches primarily on synthetic surfaces

4.18 Pro rata distribution of teams throughout the whole area is set out below (this excludes the Norwich CSF teams).

Table 4.5: Relative formation of football teams in Greater Norwich

	Teams	Ratio teams/1000 pop
Broadland	322	2.54
Norwich	135	0.98
South Norfolk	270	2.10
Total	727	1.86

4.19 This analysis should be treated with some caution, as clubs tend to play wherever they can get a pitch. However there is a higher proportion of teams playing in Broadland than South Norfolk and Norwich, and this suggests that there may be greater pressure on pitches here. This geographical spread does not reflect where participants live – it is a function of where teams/ clubs and pitches exist. It is very likely that there is significant travel between home and pitch across the whole area, and in particular from Norwich into the fringe parishes.

- 4.20 Based on the FA data on numbers of players required to form teams, it is estimated that this number of teams and clubs yields about 11,500 regular footballers across the whole area, with 4,750 playing for teams in Broadland, 2150 in Norwich and 4000 in South Norfolk (plus 600 'unattached'). Senior men account for about 40% of the total.
- 4.21 In addition, there may be teams playing at locations outside but on the edge of Greater Norwich, which inevitably take in players from within the area, and vice versa. It is not possible to estimate precisely the quantity of import and export of demand without undertaking a full study of all neighbouring districts, but the essentially rural nature of the edge of the Greater Norwich area probably restricts this to a small number.
- 4.22 Analysis of the number of teams demonstrates that most clubs focus entirely on either senior, youth/junior or mini football, and there are relatively few clubs who provide a pathway through the age groups.
- 4.23 Charter Standard is the FA kite mark symbolising quality, and identifies where best practice exists. Data from 2013-14 FA records suggest that there are 69 clubs in the area (32 Broadland, 9 Norwich and 28 South Norfolk), who have received charter standard accreditation, highlighting the quality of opportunities that exist for football in the Greater Norwich area. This represents about 33% of all clubs, and this is well above the national average of 27%. In terms of teams, 98% of youth and mini-soccer teams in Broadland, 27% in Norwich and 80% in South Norfolk play within a club of Charter Standard status. This compares to a national average of 81.1% with a National Game Strategy target of 80% of youth and mini-soccer teams playing within a Charter Standard Club by 2015. The figures locally have generally increased in the last season, and the position is better than the England average.

Recent changes in activity levels

- 4.24 The current study has used a number of sources from which to identify teams and clubs, and these may not entirely accord with FA data, being based on slightly different criteria. However the change in participation between 2012-13 and 2013-14 in the FA data suggests the following:
- decrease in Broadland teams of 6 overall, comprising same number of adult, +2 youth and -8 mini;
 - decrease in Norwich teams of 24 overall, comprising -22 adult, -7 youth and +5 mini;
 - increase in South Norfolk teams of 18 overall, comprising same number of adult, +10 youth and +8 mini; and
 - overall in the whole area this equates to -12 teams overall, comprising -22 adult, +5 youth and +5 mini.
- 4.25 The contrast between consecutive years' data from the FA suggests that there is a quick turnover of clubs and teams from one season to the next – in the previous year, there had been an increase of 21 teams overall. The data collected in connection with the current study has been checked and is considered to represent a snapshot of the situation in the Greater Norwich area at the end of 2013-14 which is robust enough for the conclusions that emanate from the study. It is generally concluded that where there are more teams than in the past, these are mainly youth and particularly mini – the demand for conventional 11 a side adult football on grass is on the decline.

- 4.26 A recent survey by Norfolk County FA involving responses by 1400 teams/clubs over the whole county confirms that Saturday football (i.e. mainly adult) is declining, Sunday adult is also struggling, and that the small sided game is thriving in the county.
- 4.27 Other evidence from Sport England's APS survey and from club responses is set out below.

Leagues and clubs

- 4.28 From FA and other data, it appears that there are up to 20-30 local and more regional football leagues with clubs playing in the Greater Norwich area. Some of these only have 1 or 2 clubs playing in the area but the main leagues serving the area, with the most clubs and teams, are as follows (data relates mainly to season 2013/14):

Anglian Combination Football League was formed in 1964 and covers Norfolk and northern Suffolk with rules stating that clubs should be within a 50 miles radius from the centre of Norwich. It consists of well over 100 teams and has seven divisions – the Premier Division plus divisions 1 to 6. Its top division is currently at step 7 (or level 11) of the National League System. An U19 Development Division has been proposed to start in the 2014-15 season depending on interest to overcome the problems of retaining players at age 16.

Norwich and District Sunday League was formed in 1958 at a time when the Football Association had shown few signs that they were prepared to recognise Sunday football. The League quickly increased its membership from the initial 8 teams to 113. In season 2013/14 the league had 9 divisions including an u19 Development League, comprising 85 teams at the end of the season. Over the past few years, the management committee decided not to add more divisions, believing that there were not enough referees or pitches to justify further expansion. Transient clubs has always been a problem and deeper club roots are needed, which is why the league now interviews every new club applicant. The Norwich Sunday League is considered the premier Sunday league in the county.

Norwich and District Saturday League formerly known as the Business Houses League was formed in 1924/25. The league consists of 3 divisions which cover the area of a 15 mile radius of Norwich Castle. At the end of season 2013/14 there were 26 teams in the league – this is considerably fewer than in recent years.

Central and South Norfolk League - there has been a decrease in the number of affiliated teams in recent years – in fact a 20% loss since the previous season. There is thus spare capacity to accommodate about a further 20 teams, Shortage of good changing, lack of volunteers and coaches and falling interest are quoted as reasons for this situation. The quality of pitches is perceived as much poorer although pitches and facilities tend to meet league requirements.

Norfolk FA Veterans League – the number of teams has increased over recent seasons, from 12-21 in the last season, due to an increased interest in veterans football. An additional 3 teams could also be accommodated. Quality changing, good senior pitches, cost, falling membership and funding are issues. Pitches are perceived as much poorer but meet league requirements.

Norfolk Christian Football League - there are 7-a-side leagues for church-based teams at Under 10s, Under 12s, Under 14s and Under 16s. A two division 11-a-side league operates for Adult church-based teams. Matches take place on Saturday mornings between September and May, from 9 am onwards, at venues throughout Norwich and Norfolk, including artificial surfaces. There are 2 men's divisions with 14 teams, and 4 junior divisions with 31 teams.

Norfolk Youth Combination League comprises 38 divisions with age groups from u8 to u16 in season 2013/14, with over 350 teams playing competitions in accordance with FA pitch size requirements.

Norfolk and Suffolk Youth League has 22 divisions from u7 to u17 development established in 1982. Currently there are 29 clubs fielding over 160 teams with 1500 - 2000 boys.

Norfolk Women's and Girls' League has 3 women's division, 18 girls from u11 to u18, playing 5v5, 7v7, 9v9, and 11 v 11 (women and u18).

North East Norfolk Youth League was formed in 1988, and now has 155 teams, in 11 divisions from under 8 to under 16.

South Norfolk Youth League comprises about 45 teams in season 2013/14 in 12 competitions, a significant increase over previous years. The league accommodates teams in all forms of the game from under 7 to u15, and new season numbers are also on the increase.

Club consultation

4.29 Clubs were consulted on their current team patterns, likely future demand, facility quality and other issues affecting overall participation and the broad results from those responding are set out below:

- 52% of clubs responding are fielding more teams than the previous year, 24% the same and 24% fewer. The increase is mainly in youth and mini, the decrease in adult football.
- Most clubs are operating for the benefit of local players – there is an almost equal split between players living within 2 miles, 2-5 and more than 5 miles from the club's main venue. Inevitably mini and youth players and Sunday teams are more local, although some clubs have to play outside their reasonable catchment because of the lack of venues. Only a few clubs (usually the more senior) have a wider catchment than the Greater Norwich area.
- About two thirds of clubs responding have aspirations to run additional teams in the future, which total over 100 additional teams across the whole age and gender spectrum (this estimate is considered to be optimistic, given the numbers of teams and players already in the area, and will be addressed at a later stage when planning for future participation and demand). The main reasons for not running additional teams is not specified in many cases, but many of these clubs are Sunday league clubs with one team, and these are renowned for their short term existence.
- Most clubs currently play their main fixtures at their preferred ground, though in some cases (mainly among youth football clubs), there are simply not enough pitches in their locality to accommodate all the demand in one place.
- The vast majority of clubs rent their facilities from the owner (usually the parish or town council) and pay an inclusive rent for a maintained pitch, and there are relatively few clubs with ownership of their ground. In only about eight cases do clubs lease their ground and manage the facilities themselves. Rents for pitches vary wildly mainly because there is no single owner and manager of pitches (except in Norwich), and it is not possible to generalise about annual costs, though some large clubs have to find up to £8500 per annum. On the other hand, there are some grace and favour arrangements.

- 4.30 **Quality** emerged as the key issue during consultations with clubs. In addition to measuring the provision of pitches in quantitative terms, it is also essential to consider the quality of existing provision. Pitch quality influences the amount of matches that can be sustained and as a consequence has a significant impact on the overall adequacy of supply in the areas.
- 4.31 Furthermore perceived quality of pitches (and ancillary facilities) is almost as important as actual quality and can change usage patterns. Players are more likely to travel to sites that they perceive to be higher quality or better value for money. Indeed lower quality pitches may actually deter residents from participating. The perceived change in the quality of pitches overall is set out below.

Pitch quality

- 4.32 In general, most clubs consider that the quality of pitches has broadly remained the same since the previous season, though there is slight predominance of poorer pitches than better pitches over this period.

Table 4.6: Quality changes

Changes	
Much better	7%
Slightly better	12%
No difference	55%
Slightly poorer	16%
Much poorer	10%

- 4.33 Clubs were also given the opportunity to comment on individual aspects of both pitch quality and the quality of ancillary facilities such as changing rooms (the figures in the tables represent individual club responses in number).

Table 4.7: Pitch quality

	Drainage	Slope	Even-ness	Grass cover	Dog fouling	Litter	Equip-ment	Mainten-ance	Overall pitch quality	Totals %
Good	35	35	34	40	35	40	47	36	33	48%
Acceptable	27	32	34	30	27	30	26	31	30	38%
Poor	15	9	9	7	16	7	4	10	15	13%

- 4.34 While overall pitch quality across the board is considered good rather than poor (48% good compared with 13% poor), clubs are most concerned about the quality of equipment, including posts, grass cover and litter. Issues with the highest 'poor' ratings are dog fouling, drainage and overall pitch quality, though these only represent about a 20% response in each case. Unlike in many areas, pitch drainage is not perhaps the key concern, due in no small part to the prevailing rainfall and ground conditions. The main issues can in many cases be improved by better maintenance and site supervision, although grass cover requires more long term remedies.

Table 4.8: Ancillary facility quality

	Capacity for no of teams	Capacity for balance of teams	Showers	External quality	Internal quality	Maintenance and cleaning	Car parking	Totals %
Good	25	23	27	41	41	44	40	53%
Acceptable	19	15	15	18	13	17	20	26%
Poor	22	23	19	8	11	6	11	22%

4.35 In terms of ancillary facilities, these scored higher at both the good and poor end of the range. The main concerns are the capacity of changing rooms to accommodate the number of teams using pitches at the site and in particular to meet the varied needs of the different age and gender teams playing at the time. Showers are also in general a minor cause for concern at some sites. Overall, while changing facilities were identified as being in need of improvement on some sites, most users and providers felt this to be secondary to the quality issues identified with pitches.

4.36 Detailed comments were elicited from clubs and these are summarised below (this is not a comprehensive list and the full response is available in a separate appendix (F3)):

- Aylsham – mole damage, changing facilities not up to league standard
- Blofield – lack of changing and floodlights
- Ballay Field Buxton – changing inadequate
- Coltishall – pitch uneven and changing inadequate for higher leagues
- Freethorpe – lack of pitch maintenance equipment
- Horsford – village centre cannot cope with additional usage, traffic and parking issues
- Plantation Park – lack of irrigation
- Spixworth – vandalism
- Taverham – stones on pitch surface
- Wroxham – lack of drains
- Recreation Road – overuse
- Brooke – slope, drainage and moles
- Costessey - dog fouling and overuse
- Earsham – public access issues
- Harleston – drainage and dog fouling
- Hethersett – dog fouling, litter, lack of storage
- Loddon – public access issues
- Mulbarton – drainage, moles, rabbits, dangerous floodlights
- Scole – drainage
- Stoke holy Cross – uneven pitch
- Shotesham – no changing
- Wymondham – drainage and dog fouling.

4.37 Clubs were given the opportunity to comment on whether they were broadly satisfied with pitch provision for football in the Greater Norwich area, and these were generally favourable – two thirds suggested pitch provision in the area was acceptable.

4.38 Relatively few matches (<10%) played by the clubs responding to the questionnaire were postponed in the previous season because of ground and pitch conditions, although there were several cancellations caused by adverse weather conditions. This is below average compared with other studies.

Club plans, aspirations and other comments

4.39 Desirable or actual planned improvements, enhancements and general aspirations were identified by clubs/venues as follows:

- **Acle Utd FC** - Rec Centre applying for grant for additional pitch and to improve changing
- **Aylsham FC** - £1m new facility planned, with 4 large changing, 10 pitches of varying sizes, including a main floodlit pitch, portables for training on one site
- **Ballay Fields, Buxton** - extension to incorporate other users (e.g. cricket), and showers
- **Coltishall Jags FC** - improved floodlights, pitch maintenance, improved pavilion works
- **Freethorpe FC** - 4 adult teams using 1 pitch, and 4 youth the other, would like more land to provide another pitch. Also funding for equipment
- **Horsford Youth FC** - Need a new complex but lacking funds. Need for central facilities in Horsford. Club very willing to work with Hellesdon to combine efforts
- **Norwich Utd FC** - Need sprinkler system and barrier filled in to stop balls escaping. FA/ league rules require constant improvement/upgrading
- **Old Catton FC** - Fencing provided at Lavare Park with £15k Football Foundation and Parish Council grant. Portable floodlights to be provided at LP, long term pp for FL desirable
- **St Andres FC** - Brick dugouts, plus mini development. Fencing of pitch, improvement of training area
- **Sprowston S&SC** - FL on pitch and 3G training area desired
- **Taverham FC** - Aspiration for 3G pitch, pursuing funding thru PC etc
- **Thorpe Rovers FC** – space needed for expansion, possibly TSA HS
- **Thorpe Utd FC** – floodlights for training and matches at Thorpe Rec
- **Wroxham FC** - Major relocation needed - Rackheath growth area ideal and community football hub
- **St John's FC** – Floodlights for training, need more storage space at Recreation Road ground
- **Brooke** – additional pitch and changing

- **Cringleford FC** - would like a 3G pitch. Need specific location for Futsal
- **Diss Town FC** - Need AWP at Bressingham as floodlit grass gets worn in winter
- **Earsham FC** - New Earsham CH under construction. Need to improve pitch
- **Harleston FC** – Rebuilt clubhouse, extend tea hut, provide ref's room
- **Hethersett FC** - Plans to extend pavilion, and changing, looking at options for multi-use, sports area. Need central Community club with all facilities
- **Loddon FC** – floodlights, better surface and changing
- **Long Stratton FC** – upgrade sand dressed pitch to 3G with FL, upgraded changing at Manor Field
- **Hilltops** – floodlights on main pitch
- **Scole** - 4 new changing rooms and sports hall at Scole, plans drawn, pp awaited
- **Shotesham** – changing
- **Wymondham Town FC** - Improvements to drainage, pitch quality and equipment store, pavilion improvements
- **Yelverton** - PP for new changing granted, but still seeking funding (e.g. FF), will move first team back to village if achieved
- **Norwich CSF** - Need own facility that can accommodate the number of football teams and matches and training, as part of its wider remit of improving sports participation among target groups .

Other Issues relating to pitch supply and demand

- 4.40 **Training** - Clubs were almost evenly split on the adequacy of facilities for training in the Norwich area – the main problems were the number of available, inexpensive 3G and other astro type surfaces with floodlights, the lack of indoor training venues at sports halls and similar, the concentration of facilities in the city only and accessibility from the villages, and the lack of floodlights at parks and other grass venues, The range of artificial grass facilities, including purpose built small sided venues, was however generally supported.
- 4.41 While almost all junior clubs train at least once per week, a lower proportion of adult teams train (although some play in 5 a side leagues midweek). Over 60% of clubs that schedule formal training sessions (and who responded to the consultation) use Artificial Grass Pitches (AGPs) of varying sizes for training, including playing at the specialist 5/7 a side venues either in organised leagues or on a more casual training basis. A third use grass (usually floodlit and off the main pitch), a few train indoors and there are a number of other venues (e.g. FMGAs in the city and outside). Some teams train on grass during the summer months. Training therefore has limited impact on grass pitches, but large numbers of community teams wish to use AGPs to accommodate their needs.
- 4.42 **Maintenance** – on the basis of hearsay evidence and other discussions, the maintenance regimes afforded to playing pitches appear to vary considerably from basic programmes

of cutting grass and line marking, to more in depth programmes including chain harrowing, vertidrainage and fertilising at considerable cost per pitch. Pitches that are of higher quality are generally those where there is a higher maintenance budget and often a dedicated groundsman. There is no standard formula for pitch maintenance over the area, in part due to the variety of different types of ownership and the lack of LA pitches, which might be the normal situation elsewhere. Some of the larger parish and town councils have dedicated groundsmen, and where these exist pitches tend to be better maintained.

- 4.43 Discussions suggest that both clubs and providers believe that overplay of some pitches intensifies the issues raised in relation to poor maintenance and can cause a deterioration in pitch quality over the season. Pitches are not maintained to a level where they can sustain the number of games that some sites are required to do. Providers identify concerns that if maintenance programmes are not improved, the benefits of any capital investment that is injected to address issues at pitch sites will not be maximised. In some cases, poor maintenance is the primary cause of the poor pitch conditions.
- 4.44 **Educational Demand** - Almost all high schools in the study area (with the exception of Notre Dame HS in Norwich) have their own playing fields. Not all schools mark out their playing field area as formal pitches, but most have the capacity to do. As a result, there is little (if any) use of community pitches by schools.
- 4.45 Curricular use of school pitches inevitably reduces capacity to sustain community use, as it is the prime function of school pitches to meet school needs first. This issue is taken into account later when assessing the capacity of pitches to accommodate more usage
- 4.46 **Casual Demand** - Some if not most of the playing fields and pitches in the area also function as public recreational areas, including the main parks in Norwich, the main parish and town council grounds in the larger towns and fringe parishes and most of the village playing fields. Only at Taverham (Hinks Meadow) is the 'public' playing field fenced and therefore free from use by the wider community for non-sports purposes. This impacts upon the quality of some pitches, particularly with regards dog fouling and litter. During the football season, it is not considered that the wider use of public parks is sufficiently extensive to reduce pitch capacity of pitches.
- 4.47 **Security of Tenure and Aspirations for Self-Management:** Reflecting the increasingly strong club structure across the area, particularly among junior and youth football clubs, several clubs have expressed an interest in securing new provision, managing their own sites and growing a club base. This has already occurred at Lavare Park in Old Catton and this might be seen as an example of good practice to be followed elsewhere.
- 4.48 Very few clubs already lease pitches and no issues have been identified with security of tenure currently (with the exception of Anglian Windows where the facility is no longer available to community teams after season 2013/14).

Demand and Participation

- 4.49 There are a number of ways of assessing current overall participation and the demand for football

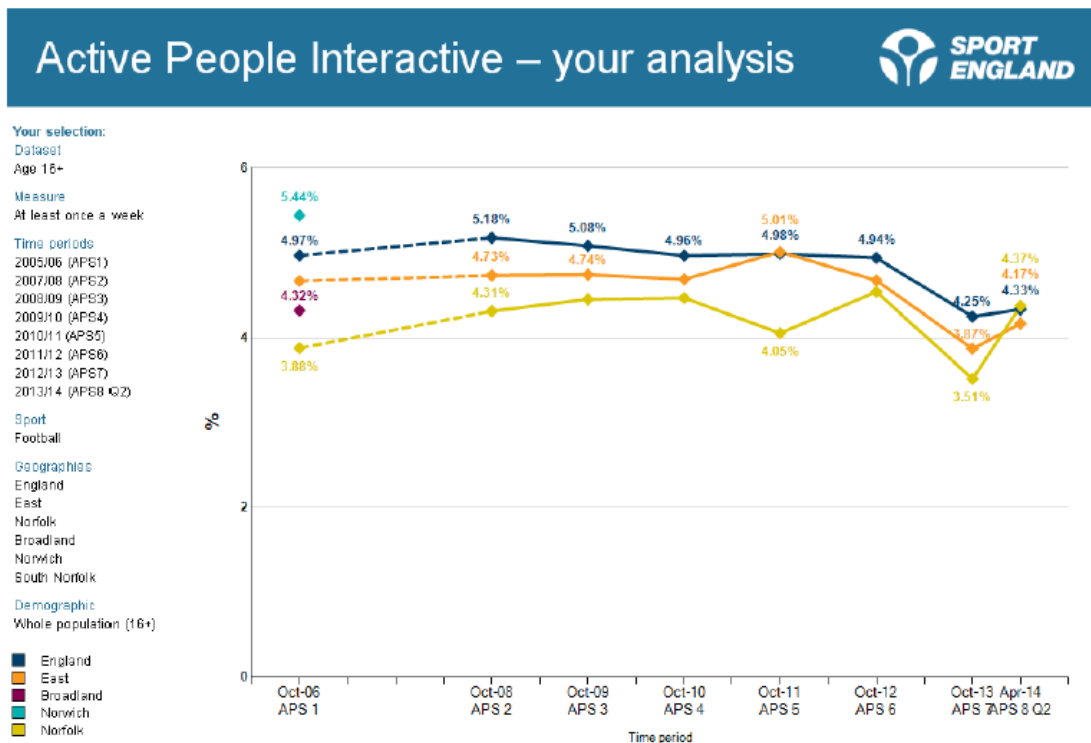
Active People

- 4.50 The latest APS data for football participation demonstrates the following characteristics (figures relate to once per week participation by adults over 16). Because of sample sizes,

the data relates only to the county, region and England – there is no consistent local data for the area as a whole or the individual LAs.

- 4.51 Since APS data was first collected in 2006, participation in football in the county has broadly followed the regional and national averages, but has remained slightly below these levels in total. Current (2014) participation levels are about 4.37%. These figures include all those adults who have participated in football in the last week and include not just registered players but those who play casually, e.g. at small sided 5/7 a side facilities.
- 4.52 If the two most recent Norfolk figures are extrapolated for the Greater Norwich study area, this represents about 11,400 - 14,200 adult footballers playing once a week. This is considerably higher than the estimated number of adult footballers from club returns (about 4,500), although the APS data refers to all participants in all forms of the game including small sided football indoors and outdoors, as well as organised outdoor football on grass.

Chart 4.1: Participation in football



Market Segmentation

- 4.53 Sport England's Market Segmentation data allows estimates to be derived of current and future likely participation in cricket according to the underlying characteristics of the population in any given area. Analysis of the outputs for the three LA areas in Greater Norwich suggests the following (see separate appendix MS1)

- Existing participation – MS estimates that the likely participation levels for football in the whole area total about 19750 players, and in the range between 5-10% of the adult population in each case. This is higher than the APS data, and considerably more than the estimated totals of registered players in the area. The key

participants in football are those that also play other pitch sports, specifically Ben, Time and Philip in the rural districts, and these plus Jamie in Norwich. Female groups are not particularly apparent.

- MS analysis suggests that local residents' participation is broadly consistent across most of the area, with lower pockets in the Sprowston area. There is no particular link or otherwise with the location of pitches (which is widespread) and confirms that football is widely played.
- There is a degree of latent demand identified, with about 15% of the total potential football playing population not currently participating, representing about a further 4000 adult players. Latent demand is focused on mainly the same groups that currently play.
- Participation in the Norwich area is consistently above data for the county, so it is reasonable to assume that basing Greater Norwich figures on county data is not entirely appropriate.
- It must be stressed that the MS data represents a theoretical estimate of participation according to the socio economic structure of the local population, and in this case is suggested to overestimate greatly the actual numbers playing. The latent demand for football is relatively small (compared with other sports) and this could be explained by the overestimate of residents playing football – in reality, participation is lower than MS suggests, and much of the existing MS participation should be better categorised as latent or potential demand.

FA conversion rates

4.54 Using slightly different data (FA Football Participation Report for season 2013/14 and 2009 National Statistics classification of local authorities), conversion rates for football (i.e. the proportion of the respective age groups that take part in football) can be assessed. Comparing the three individual LAs with their cohort of nearest neighbour LAs, the conversion rates for all aspects of football are varied – Broadland is 2nd in its list of 45 cohorts, South Norfolk 5/45 and Norwich 14/19. Compared with the average, each LA shows the following characteristics:

- Broadland – higher rates of participation than the average (national and regional) over all categories (adult, junior, mini and female);
- Norwich – lower for men, youth and mini, average for women, higher for youth; and
- South Norfolk – higher across all.

General conclusions overall participation

4.55 Club and FA registration data suggest that there are about 11,500 regular players in the Greater Norwich area (about 4-5000 adults) in clubs affiliated to local leagues and competitions.

4.56 APS data suggest that activity rates in the whole area if extrapolated from county data are higher than the recorded club data but these figures include all casual players (e.g. those playing 5/7 a side, etc).

4.57 MS figures suggest total participation in the area based on market groups to be about 20,000 but again these include casual participants, and are likely to be a gross over

estimate based on theoretical data rather than actual. County MS participation levels are slightly lower than those for the Norwich area.

- 4.58 FA conversion factors suggest Greater Norwich area participation is higher than the average – this is data for registered clubs and players.
- 4.59 Overall therefore it might be assumed that while overall regular football participation in organised football affiliated to the FA in the Greater Norwich area is above the average, particularly in the rural districts, this still represents a relatively small proportion of players if all casual activity is included. There appears to be some potential to increase participation based on the socio economic make up of the area.

Adequacy of current pitch provision – assessing supply and demand information and views

- 4.60 The adequacy of pitch provision to meet demand is measured both over the course of a week and at peak time using match equivalents.
- 4.61 **Weekly capacity** is based upon the quality of the pitch and the consequential number of matches that it can sustain per week (using FA guidelines). Table 4.9 summarises the guidelines used with regards pitch capacity.

Table 4.9: Capacity based upon pitch quality

Agreed pitch quality rating	Adult Football	Youth Football	Mini Soccer
	Number of match equivalent sessions a week		
Good	3	4	6
Standard	2	2	4
Poor	1	1	2

- 4.62 **Peak Time Demand:** The local leagues have specific kick off times and while these are flexible to a degree in some instances, it is important that there are enough pitches available when people wish to use them. Peak time in the Greater Norwich area for football is as follows;
- Senior Football (men) – Sat am/pm (52%), Sun am/pm (48%)
 - Women - Sun am (86%)
 - Junior Football – Sunday am/pm (79%)
 - 9 v 9 Football – Sunday am/pm (91%)
 - Mini soccer – Sunday am/pm (59%), Sat am (41%)
 - Girls (Sat am/pm (78%)
- 4.63 Pitches can only be considered to have spare capacity at peak time when they are not already utilised to their full capacity over the course of a week. For example, an adult pitch that is not used on a Saturday afternoon (area-wide peak time), but is used three times per week at other times (Sunday morning, Sunday afternoon and midweek for example) would not be considered able to sustain additional play at peak time, even though no one would be using the facility then, as this would be detrimental to the quality of the pitch.

Situation at Individual Sites

- 4.64 Table 4.10 provides a summary of the activity that takes place at each site that has community use in the Greater Norwich area. It sets out the current supply and demand and outlines whether the pitch is being overplayed, played to the appropriate level or is able to sustain additional fixtures. Any other issues arising with the site are also briefly summarised.
- 4.65 It should be noted that where teams do not have a set home ground, assumptions have been made based upon consultation in order to provide as accurate a picture as possible of play at each site. In addition teams have been allocated proportionally to a pitch where records suggest that they play at more than one venue during the season.
- 4.66 Issues will be explored by pitch type in later sections, but the key issues emerging from site overviews are as follows;
- There is significant spare capacity of pitches in the Greater Norwich area. The totals for each LA area are summarised in the table below. This crude assessment suggests that there is carrying capacity (based on the quantity and quality of pitches) for nearly 1000 matches per week, while actual usage from the 700 or so teams playing on grass is about 350 (i.e. half assuming home fixtures on alternate weeks). This leaves a theoretical spare capacity of over 600 matches per week. However at the peak times, this reduces to less than 100, still a significant number.

Table 4.10: Summary of spare capacity

	Pitches	Carrying capacity per week	Current usage per week	Difference	Spare capacity in peak period
Broadland	130	433	160	273	35
Norwich	46	123	53.5	69.5	10
South Norfolk	129	403	131	272	48.75
Greater Norwich area	305	959	344.5	614.5	93.75

- There are relatively few sites with little or no spare capacity - most sites that do not have spare capacity are either sites serving senior clubs in the pyramid or those accommodating large junior clubs with multiple teams. Much of the overplay of pitches is associated with these latter clubs.
- Most play takes place on pitches that are the right size for the age group of the team, although there are examples of where this does not apply.
- There is no particular pattern of spare capacity linked to different types of pitch tenure, although the main football sites in Norwich are generally more intensively used.
- The nature of the two rural districts, with small facilities in most villages, means that there are a multitude of pitches with limited weekly use and therefore spare capacity.

- The strong demand at peak time is responsible for much spare capacity over the course of the week, with heavy use of sites on one day and limited use outside the peak period.
- Quality of sites impacts on overall capacity significantly, with many large venues having reduced capacity to sustain matches.
- There is relatively little reliance upon school sites, and any spare capacity on these sites is unlikely in reality to be fully available as the school will require this for curricular use.

Table 4.11: Details of capacity - Broadland

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Acle War Memorial Recreation Centre	Adult	3	Good	9	2 adult (Sat pm), 2 adult (Sun am), 1 women's (Sun pm)	2.5	6.5	2	Good quality ground managed by Recreation Centre on site, with extensive use by full range of village teams at all levels. Some spare capacity but 2 adult pitches over marked with mini, so more limited than suggested.
Acle War Memorial Recreation Centre	Mini	4	Good	24	3 mini (Sun am/pm)	1.5	22.5	2.5	
Aylsham Recreation Ground	Adult	3	Good	9	2 adult (Sat pm), 1 adult (Sun am), 1 women's (Sun pm), 2 youth (Sun am),	3	6	1.5	Good quality ground managed by Parish Council, with range of football and other sports on site. Significant spare capacity overall, but more limited at peak times. Likely to be vacated in part or full by main football club as new ground currently being provided in
Aylsham Recreation Ground	Mini	1	Good	6	3 mini (Sat am)	1.5	4.5	0.25	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
									Aylsham, releasing spare capacity here.
Aylsham, Bure Valley School	Junior	1	Poor	1	2 youth (Sun am)	1	0	0	Poor quality school pitches currently being used by junior and mini teams from Aylsham FC as overflow facility. No spare capacity in peak at present, but likely to be vacated as result of above. Future capacity depends on need for pitches by school.
Aylsham, Bure Valley School	9v9	1	Poor	1	2 junior (Sun am)	1	0	0	
Aylsham, Bure Valley School	Mini	1	Poor	1	2 mini (Sat am), 1 mini (Sun am)	1.5	-0.5	0	
Blofield Heath (Heathlands Community Centre)	Adult	1	Good	3	2 youth (Sun am)	1	2	0	3 good pitches available at present for youth football club, but no changing accommodation. Some spare capacity in peak times for 9v9 and mini teams
Blofield Heath Junior (Heathlands Community Centre)	9v9	1	Good	4	None	0	4	1	
Blofield Heath (Heathlands Community Centre)	Mini	1	Good	6	2 mini (Sun am)	1	5	0.5	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Blofield Memorial Ground (Margaret Harker)	Adult	1	Good	3	2 adult (Sat pm)	1	2	0	Parish Council managed pitch used to capacity on Saturdays by adult teams with spare capacity on Sunday for additional matches.
Blofield, Plantation Park	Adult	1	Good	3	1 adult (Sat pm), 2 women's (Sun pm), 2 youth (midweek), 1 youth (Sun pm),	3	0	-0.5	Main pitch highly specified with floodlights, fencing, dugouts, stands etc and used by senior Saturday, youth and women's teams, with over use on Sundays by women and youth teams and overall throughout week. Some spare capacity at mini pitch.
Blofield, Plantation Park	Mini	1	Good	6	2 mini (Sun am), 1 mini (Sat am)	1.5	4.5	0.5	
Buxton, Ballay Field	Adult	1	Standard	2	1 youth (Sun am/pm)	0.5	1.5	0.5	New ground provided in Buxton by local group, with four pitches used by two local youth
Buxton, Ballay Field	9v9	1	Standard	2	1 junior (Sun am/pm)	0.5	1.5	0.5	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Buxton Ballay Field	Mini	2	Standard	8	2 mini (Sat am), 1 mini (Sun am), 2 mini (Sun am/pm)	2.5	5.5	0.5	football clubs. Overall under use but limited capacity at peak times for larger pitches, though spare capacity on mini. Changing facilities inadequate for more intensive use at present.
Buxton Recreation Ground	Adult	1	Standard	2	1 adult (Sat pm)	0.5	1.5	0.5	Parish Council pitch used on only alternate Saturdays by adult side, with some spare capacity overall and at peak time.
Cawston JS	Adult	1	Standard	2	1 adult (Sat pm), 2 women's (Sun pm)	1.5	0.5	0	Primary school pitches used by local teams, with some spare capacity probably limited by needs of school for its own use.
Cawston JS	Mini	1	Standard	4	None	0	4	1	
Coltishall Playing Field	Adult	2	Standard	4	1 adult (Sat pm), 1 women's (Sat am), 2 youth (Sun am)	2	2	1	Two senior pitches and changing (with inadequate layout and facilities) used by a range of local teams, with some spare capacity overall and at peak times.

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Coltishall Village Hall Recreation Ground	9v9	1	Standard	2	None	0	2	1	No current use of small pitch, and opportunity for additional use probably constrained by lack of specific changing.
Drayton KGV Playing Field	Adult	1	Standard	2	1 adult (Sat pm), 2 youth (Sun am)	1.5	0.5	0	One pitch on large recreation ground with no spare capacity at Sunday peak, though opportunity to lay out additional pitches on large grassed area
Drayton, Longdale Playing Field	Adult	2	Good	6	3 adult (Sat pm), 4 adult (Sun am), 3 youth (Sun am/pm)	5	1	0	Relatively new playing field provided in conjunction with new housing area, managed by Parish Council with permanent member of staff, and a variety of pitches and training area. Pitches in good condition and some apparent spare capacity overall, though none at the peak times. However pitches over marked, so effectively no spare
Drayton, Longdale Playing Field	9v9/jun	2	Good	8	3 junior (Sun am/pm)	1.5	6.5	0.5	
Drayton, Longdale Playing Field	Mini	2	Good	12	3 mini (Sat am), 1 mini (Sun am)	2	10	1.25	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
									capacity
Felthorpe Recreation Ground Adult	Adult	1	Standard	2	2 youth (Sun am)	1	1	0	Single pitch in village used by Horsford Youth FC as overflow facility. No spare capacity at peak time but availability on Saturday.
Foulsham Recreation Ground, Bexfield Road	Adult	1	Standard	2	2 adult (Sat pm)	1	1	0	Single village pitch and changing used by two teams from Foulsham FC on Saturday, so no spare capacity at peak time, though available Sunday.
Freethorpe Sports Club	Adult	2	Standard	4	2 adult (Sat pm), 1 adult (Sun am), 1 women's (Sun pm), 3 youth (Sun am/pm), 1 junior (Sun am/pm)	4	0	0	Two main pitches used alternate weeks by 8 teams, so at capacity.
Freethorpe JS	Mini	1	Standard	4	2 mini (Sun am/pm)	1	3	0.5	Overflow pitch at school used by mini teams from Freethorpe FC, with theoretical spare capacity but probably constrained by school use.

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Frettenham Village Hall Recreation Ground	Adult	1	Standard	2	1 adult (Sat pm), 1 adult (Sun am), 2 youth (Sun am), 1 women's (Sun pm)	2.5	-0.5	-0.5	Standard adult pitch used by variety of local teams, but apparently used over capacity overall and on Sunday.
Great Plumstead Recreation Ground	Adult	2	Good	6	3 adult (Sat pm), 1 adult (Sat am), 1 youth (Sun am)	2.5	3.5	0.5	Two good pitches, but with limited changing. Spare capacity overall and some on Saturday peak for one additional team.
Halvergate Playing Field	Adult	2	Good	6	1 adult (Sat pm), 3 adult (Sun am)	2	4	0.5	Good quality playing field with two senior football pitches and cricket square and pitch. Cricket outfield used by football pitches. Some spare capacity but may be limited by cricket use by two clubs, with league restrictions.
Hellesdon HS	Adult	1	Good	3	None	0	3	1	Three pitches available to the community on Saturday but no current use.
Hellesdon HS	9v9	2	Good	8	None	0	8	2	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Hellesdon Recreation Ground	Adult	2	Good	6	3 adult (Sat pm), 1 youth (Sat am), 1 youth (Sun am/pm), 1 adult (Sun pm), 1 adult (Sun am), 1 youth (Sun am)	4	2	0.5	Two adult pitches well used by teams on Saturday and Sunday, with some spare capacity including at both peak periods for one additional team each
Hellesdon, Firside JS	Adult	2	Good	6	None	0	6	2	Five pitches on school site used by local youth sides. Theoretical overuse of 9v9 and mini pitches but in reality probably usage of larger pitches by younger sides, and some spare capacity overall, though constrained by primary needs of the school
Hellesdon, Firside JS	Junior	1	Good	4	None	0	4	1	
Hellesdon, Firside JS	9v9	1	Good	4	4 junior (Sun am/pm), 1 junior (Sat am)	2.5	1.5	-1	
Hellesdon, Firside JS	Mini	1	Good	6	5 mini (Sat am), 2 mini (Sun am/pm)	3.5	2.5	-0.25	
Hellesdon, Jarrold Sport & Social Club	Adult	1	Good	3	1 adult (Sat pm)	0.5	2.5	0.5	Usage of one adult pitch by Saturday adult side and spare capacity overall, though understood to be some threat to retention of the pitch in community use.

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Horsford JS	9v9	1	Standard	4	2 junior (Sat am), 2 junior (Sun am)	2	2	0	Use by younger teams at Horsford Youth FC, and some spare capacity overall though dependent on school requirements
Horsford JS	Mini	3	Standard	18	3 mini (Sat am), 3 mini (Sun am)	3	15	2.25	
Horsford Playing Field	Adult	1	Standard	2	2 adult (Sat pm), 1 adult (Sun am), 1 adult (Sun pm)	2	0	0	Main village facilities but not adequate for all teams in Horsford, which have to travel to other sites nearby. No spare capacity of adult pitches, some available for junior.
Horsford Playing Field	Junior	1	Good	4	1 youth (Sun am)	0.5	3.5	0.5	
Horsford, Anglian Windows Sports & Social Club	Adult	4	Poor	4	2 adult (Sat pm), 2 adult (Sun am), 4 youth (Sun am)	4	0	0	Pitches of poor quality and have deteriorated in recent years, due to uncertainty of future availability. Larger pitches at capacity though some spare capacity on mini.
Horsford, Anglian Windows Sports & Social Club	9v9	1	Poor	1	2 junior (Sun am)	1	0	0	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Horsford, Anglian Windows Sports & Social Club	Mini	1	Poor	2	2 mini (Sat am), 1 mini (Sun am)	1.5	0.5	0.5	Facility has now been closed by owners and four clubs, mainly Hellesdon Youth FC need to find alternative accommodation in coming season.
Lingwood Playing Field	Mini	2	Standard	8	3 mini (Sun am)	1.5	6.5	1.25	Large playing field currently with only two mini pitches present. Significant spare capacity and opportunity for additional pitches subject to demand, though site due to accommodate new community building in future.
Old Catton Recreation Ground	Mini	4	Good	24	14 mini (Sat am), 1 mini (Sun am/pm)	7.5	16.5	0.5	Main Parish Council playing field in parish with extensive use for football, cricket and other activities. Four mini pitches currently used by mini section of Old Catton Juniors FC and significant spare

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
									capacity overall, but limited on Sunday when main usage takes place.
Old Catton Lavare Park	Adult	2	Good	6	6 youth (Sun am/pm)	3	3	-1	New playing file provided by Old Catton PC and leased to junior club. Recently extended to accommodate 4 pitches. Main use is Sunday and theoretically over played, but likely to accommodate consecutive matches on Sun am and pm, so considered at capacity overall.
Old Catton, Lavare Park	9v9	2	Good	8	8 junior (Sun am/pm)	4	4	-2	
Rackheath Playing Fields	Adult	2	Good	6	2 adult (Sat pm), 2 adult (Sun am), 1 adult (sun pm)	2.5	3.5	1	Two adult pitches used primarily by adult teams on Saturday and Sunday, so some spare capacity overall and at both peak times.
Reepham, Stimpsons Piece	Adult	1	Good	3	2 adult (Sat pm), 1 youth (Sun am)	1.5	1.5	1	Three pitches used by variety of teams from Reepham FC, with
Reepham,	Junior	1	Standard	4	3 youth (Sun am)	1.5	2.5	-0.5	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Stimpsons Piece									overall spare capacity, but issues at peak time for junior pitch, where 3 teams need to be accommodated every fortnight.
Reepham, Stimpsons Piece	Mini	1	Standard	6	1 mini (Sat am)	0.5	5.5	0.75	
Salhouse Recreation Ground	Adult	2	Standard	4	1 adult (Sat pm), 2 adult (Sun am), 2 youth (Sun am)	2.5	1.5	0	Use by various teams of Salhouse Rovers with main usage Sun am when there is no spare capacity. Otherwise scope for additional use for mini
Salhouse Recreation Ground	Mini	1	Standard	4	1 mini (Sun am)	0.5	3.5	0.75	
South Walsham Recreation Ground	Adult	2	Standard	4	2 adult (Sat pm), 2 youth (Sun am)	2	2	1	Two pitches accommodating Sat pm and Sun am use with spare capacity at both peak times
Spixworth Village Hall	Adult	1	Good	3	1 adult (Sat pm), 2 adult (Sun am),	1.5	1.5	0	Previous two pitches now reduced to one to meet Anglian Combination requirements. Spare capacity on Sat pm, but none on Sunday despite overall usage

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Spixworth, Woodland View JS	Junior	1	Poor	1	1 youth (Sun am/pm), 1 junior (Sun am/pm)	1	0	0	Spixworth Youth use school pitches in conjunction with Ballay Park, Buxton, but pitches are considered poor with small capacity of use. Some spare capacity for mini, but subject to needs of school. Likely that pitches would become unused if plans at Spixworth to develop junior pitches opposite village hall materialise.
Spixworth, Woodland View JS	Mini	2	Poor	4	1 mini (Sun am/pm), 1 mini (Sat am)	1	3	1.5	
Sprowston Cricket Club	Mini	1	Good	6	1 mini (Sun am)	0.5	5.5	0.75	Use of one mini pitch at cricket club by one team, and significant spare capacity. Space available for more if demand identified and club willing.
Sprowston Recreation Ground	Adult	2	Good	6	2 adult (sat pm), 3 adult (Sun am), 5 youth (Sun am/pm), 3 girls (Sat am)	6.5	-0.5	-0.5	Intensive use of pitches by variety of teams from Sprowston FC, though junior teams also play elsewhere. Apparent over use of

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Sprowston Recreation Ground	Mini	2	Good	12	2 mini (Sat am)	1	11	1.5	adult pitches overall, and particularly on Sunday when matches need to occur consecutively. Mini pitch underused.
Sprowston Sports & Social Club	Adult	1	Good	3	2 adult (Sat pm), 1 adult (Sun am), 1 youth (Sun am/pm), 2 mini (sat am)	3	0	0	One pitch facility at private club, with teams from various age groups sharing use. No spare capacity.
Sprowston, Falcon JS	9v9	1	Good	4	1 junior (Sat am), 3 junior (Sun am/pm)	2	2	-1.5	2 school pitches helping to meet demand from 20+ teams from Sprowston FC, in conjunction with Sprowston Rec, Open Academy and Sprowston S&SC. The 9v9 pitch is overplayed at peak times.
Sprowston, Falcon JS	Mini	1	Good	6	1 mini (Sat am), 2 mini Sun am/pm	1.5	4.5	0.5	One pitch site with good facilities at St Faiths Centre. Spare capacity overall and at peak on Sunday.
St Faith's Centre	Adult	1	Good	3	1 adult (Sun am), 1 adult (Sun pm)	1	2	0.5	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Taverham, Hinks Meadow	Adult	2	Standard	4	1 adult (Sat am), 2 adult (Sun am), 1 adult (Sun pm),	2	2	1	Multi pitch site provided in conjunction with Thorpe Marriot housing development, with community centre and changing. Site fenced off from public use and maintained and managed by Taverham FC. Junior matches probably accommodated by overplaying pitches, playing on over size pitches or consecutive matches, and no spare capacity on junior pitches. Spare capacity for mini.
Taverham, Hinks Meadow	Junior	2	Standard	4	5 youth (Sun am/pm), 4 junior (Sat am/pm), 4 junior (Sun am/pm)	6.5	-2.5	-2.5	
Taverham, Hinks Meadow	Mini	4	Standard	16	7 mini (Sat am/pm), 1 mini (Sat am/pm)	4	12	2.25	
Thorpe St Andrew, Thorpe Rec	Adult	3	Standard	6	4 adult (Sat pm), 2 women's (Sat am), 3 youth (Sun am/pm)	4.5	1.5	1	
Thorpe St Andrew, Thorpe Rec	9v9	2	Standard	4	1 junior (Sun am/pm), 2 girls (Sat am)	1.5	2.5	1	
Thorpe St Andrew, Thorpe Rec	Mini	1	Standard	4	None	0	4	1	

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
									pitches well used.
Thorpe St Andrew HS	Adult	3	Standard	6	2 adult (Sat pm), 1 adult (Sat am), 2 adult (Sun am), 1 adult (Sun pm)	3	3	2	Use of 3 school pitches by 5 adult teams n Sat and Sun, no use of 9v9 at present. Ample spare capacity, but constrained by school requirements. School intending to make available additional pitches on annex site across Pound Lane.
Thorpe St Andrew HS	9v9	2	Standard	4	None	0	4	2	
Thorpe St Andrew, Dussindale Park	Adult	1	Good	3	1 adult (Sat pm), 6 youth (Sun am), 1 women's (Sun pm), 1 girls (Sun am)	4.5	-1.5	-2.5	Newer Parish Council facility originally provided in conjunction with new housing development, with good modern changing. No potential for additional use except mini
Thorpe St Andrew, Dussindale Park	9v9	1	Standard	2	4 junior (Sun am)	2	0	-1	
Thorpe St Andrew, Dussindale Park	Mini	1	Standard	4	2 mini (Sun am), 2 mini (Sat am)	2	2	0.5	
Thorpe St Andrew, Hillside JS	9v9	1	Good	4	1 junior (Sun am), 2 girls (Sun am), 1 girls (sat am)	2	2	-0.5	Three pitches used by school based club teams, apparent over

Site Name	Pitch Type	No of Pitches	Overall quality assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and overview
Thorpe St Andrew, Hillside JS	Mini	2	Good	12	5 mini (Sat am), 2 mini (Sun am)	3.5	8.5	0.75	use of 9v9 on Sunday probably accommodated by consecutive games. Spare capacity for mini, but subject to school curriculum needs
Upton football pitch, Cargate Lane Playing Field	9v9	1	Standard	2	2 junior (Sun am)	1	1	0	One small village pitch with no specific changing, accommodating two junior teams on Sunday. Some spare capacity on Saturday and overall.
Wroxham, Trafford Park	Adult	1	Standard	2	2 adult (Sat pm), 1 youth (midweek), 1 adult (Sun pm)	2	0	0	Stadium ground accommodating most senior club in the area, with stands, floodlights, dugouts, fencing etc, and used overall to capacity, pitch only of standard quality
Totals		130		433		160	273	35	

Table 4.12: Details of capacity - Norwich

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Bignold JS	Mini	2	Standard	8	1 junior (Sat am), 1 mini (Sat am)	1	7	1.25	School mini pitches with spare capacity overall and at peak, subject to needs of school
Bowthorpe FDC	Adult	1	Good	3	1 youth (midweek)	0.5	2.5	0.5	County standard pitch provided by Norfolk FA at Football Development Centre, accommodates occasional representative and corporate matches apart from regular fixtures. High quality pitch capable of additional use, with spare capacity all round, but subject to retention of quality

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Britannia Barracks	Adult	1	Good	3	1 adult (Sun am)	0.5	2.5	0.5	One of only 4 football pitch locations provided and managed by Norwich City Council, with only one regular team using pitch. Changing adequate and facility capable of more use.
City Academy	Adult	2	Standard	4	2 adult (Sat pm), 1 adult (Sat am), 2 adult (Sun am)	2.5	1.5	1	Three pitches provided on new academy site with extensive community use by 5 adult teams on Sat and Sun. No current community use of smaller pitch and spare capacity overall, but subject to needs of academy.
City Academy	9v9	1	Standard	2	None	0	2	1	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
CNS	Adult	1	Good	3	1 adult (Sat pm)	0.5	2.5	0.5	One pitch at high school available for community use on Saturday, with only one team currently accommodated. Spare capacity but school understood to limit facilities widely available to the community. Probably small unused capacity on Saturday.
Eaton Park	Adult	4	Standard	8	8 adult (Sun am), 1 adult (Sun pm), 3 youth (Sun am/pm), 2 youth (Sun am)	7	1	-1	Main venue in city for LA provided pitches for a variety of sports, including football. Large but substandard changing facilities. Main adult usage on Sunday am, and apparent over use, probably leading to flexibility in kick off times and consecutive matches. Spare
Eaton Park	9v9	1	Standard	2	2 junior (Sun am)	1	1	0	
Eaton Park	Mini	2	Standard	8	2 mini (Sun am)	1	7	1.5	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
									capacity for younger teams
Hewett School	Adult	4	Good	12	6 adult (Sun am)	3	9	1	4 pitches currently available for community teams, mainly used on Sunday am, but some spare capacity overall and particularly on Saturday. Subject to needs of school for its own use.
Locksley Road	Adult	1	Standard	2	2 adult (Sun am)	1	1	0	Former school site recently closed down and now the location of alternative County Council service. One pitch well used on Sunday but spare capacity on Saturday in principle.
Open Academy	Adult	3	Standard	6	3 adult (Sat am), 4 adult (Sun am), 1 women's (Sun pm), 1 youth (Sun am/pm)	4.5	1.5	1	5 pitches on new academy site adjacent to city boundary, spare capacity overall and at peak but

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Open Academy	9v9	2	Standard	4	2 junior (Sun am/pm)	1	3	1	subject to needs of academy.
Recreation Road Sports Centre	Adult	2	Standard	4	3 adult (Sat am), 3 adult (Sun am), 1 adult (Sun pm), 1 women's (Sun pm), 4 jun (Sun am), 3 jun (Sat am)	7.5	-3.5	-1.5	6 pitches of varying sizes on school site, used by total of 23 teams from adult to mini. Capacity for 16 matches per week, so apparent spare capacity (mainly mini), but relies on use of inappropriate size pitches by some teams. Significant overplay in peak period of larger pitches, no effective spare capacity overall
Recreation Road Sports Centre	9v9	1	Standard	2	1 youth (Sat am), 2 youth (Sun am),	1.5	0.5	0	
Recreation Road Sports Centre	Mini	3	Standard	12	2 mini (Sat am), 3 mini (Sun am),	2.5	9.5	1	
St Francis JS	9v9	1	Standard	2	2 youth (Sat am)	1	1	0	Use of school pitch by 2 teams on Sat am, no spare capacity in peak, some on Sunday but subject to school's needs.
St Michael's JS	9v9	1	Standard	2	1 junior (Sun am)	0.5	1.5	0.5	Two pitches at

St Michael's JS	Mini	1	Standard	4	None	0	4	1	junior school with limited usage and therefore spare capacity but subject to needs of school itself.
Sale Road Heartsease	Mini	3	Standard	12	3 youth (Sat am), 1 junior (Sat am), 1 mini (Sat am)	2.5	9.5	0.5	3 mini pitches marked out, with usage by junior and mini teams on Sat am. Spare capacity overall but pitches used almost to capacity at peak time
Sewell Park College	Adult	2	Standard	4	2 adult (Sun am), 1 adult (Sun pm)	1.5	2.5	1	Two pitches on annex to main college site, with good changing. Some usage on Sunday and some spare capacity but subject to needs of college.
Sloughbottom Park	Adult	4	Standard	8	7 adult (Sun am), 2 adult (Sat pm), 2 adult (Sat am), 3 youth (Sun am), 1 youth (Sat)	7.5	0.5	-1	Second main LA playing fields with football pitches meeting needs of a large number of local teams. Well used in general and no spare capacity for adult and mini teams. Continuation of current usage depends on improvements to existing changing
Sloughbottom Park	9v9	1	Standard	2	3 junior (Sun am), 2 junior (Sat am)	2.5	-0.5	0	
Sloughbottom Park	Mini	1	Standard	4	5 mini (Sun am)	2.5	1.5	-0.25	

									accommodation.
									Single pitch site owned and managed by Norwich City Council, with adequate changing facilities. Only one team currently playing regularly so some spare capacity overall and at peak
The Fountain Ground	Adult	1	Standard	2	1 adult (Sun am)	0.5	1.5	0.5	
Totals		46		123		53.5	69.5	10	

Table 4.13: Details of capacity - South Norfolk

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Barnham Broom Playing Field	Adult	1	Standard	2	1 adult (Sun am)	0.5	1.5	0.5	Small one pitch village facility used by only one team on Sunday. Spare capacity but unlikely to be high demand
Bressingham Playing Field	Adult	1	Standard	2	2 youth (Sun am/pm)	1	1	0	Playing field with 4 pitches now accommodating junior teams from newly merged Diss/Bressingham FCs. Likely that teams not matching sizes of pitches exactly, and overall there is apparent over use at peak times among junior players (u11s upwards), resulting in consecutive matches on pitches on some occasions.
Bressingham Playing Field	9v9	1	Standard	2	3 junior (Sun am/pm)	1.5	0.5	-0.5	
Bressingham Playing Field	Mini	2	Standard	8	3 mini (Sun am/pm)	1.5	6.5	1.25	
Brooke Playing Field	Mini	1	Standard	4	2 youth (Sat am), 1 junior (Sat am), 1 mini (Sat am), 2 mini (Sun am)	3	1	-0.25	Only one mini pitch meeting demands of 6 teams of various ages, resulting in over use, particularly on Sunday. Need for additional pitches in this area.
Costessey Centre Longwater Lane	Adult	1	Good	3	1 adult (Sat pm), 2 adult	1.5	1.5	0	New facility provided by Parish Council comprising

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
					(Sun am)				community centre/Parish Council venue plus pitches for football and cricket and courts. 4 pitches currently available for football, and spare capacity <u>only</u> for mini overall.
Costessey Centre Longwater Lane	9v9	1	Good	4	2 junior (Sun am), 1 women's (Sat am)	1.5	2.5	0	
Costessey Centre Longwater Lane	Mini	2	Good	6	3 mini (Sat am), 3 mini (Sun am)	3	3	1.25	
Costessey, Breckland Park Recreation Ground	Adult	1	Good	3	1 adult (Sat pm), 1 adult (Sun pm), 1 women's (Sun pm)	1.5	1.5	0	Second main Parish Council multi pitch venue with good pitches and changing. No spare capacity particularly on junior pitch where apparent over use in the peak period, but no current usage of mini pitch.
Costessey, Breckland Park Recreation Ground	Junior	1	Good	4	3 youth (Sun pm), 1 junior (Sun am)	2	2	-0.5	
Costessey, Breckland Park Recreation Ground	Mini	1	Good	4	None	0	4	1	
Costessey, Ormiston Academy	Adult	2	Standard	4	None	0	4	2	Academy pitches available to the community but only one team currently plays on site. Spare capacity all round subject to the needs
Costessey, Ormiston Academy	Junior	1	Standard	2	1 youth (Sat am)	0.5	1.5	1	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Costessey, Ormiston Academy	Mini	1	Standard	4	None	0	4	1	of the academy
Cringleford, Oaklands Recreation Ground	Adult	1	Good	3	2 adult (Sat pm), 2 adult (Sun am), 1 adult (Sun pm), 1 women's (sun pm), 1 adult (Sat am), 1 youth (Sat am)	4	-1	0	Intensive usage of main Parish Council venue in Cringleford, which is also used for other sports. Adult pitch over used although split over three peak periods, junior pitch has no spare capacity at peak times, while mini has available spare capacity. Alternative and additional pitch at Roundhills Community Centre may accommodate some of excess demand.
Cringleford, Oaklands Recreation Ground	Junior	1	Good	4	3 youth (Sun am), 2 junior (Sun am)	2.5	1.5	-0.5	
Cringleford, Oaklands Recreation Ground	Mini	3	Good	18	2 mini (Sun am), 3 mini (Sat am)	2.5	15.5	2.25	
Deopham Playing Field	Adult	1	Standard	2	1 adult (Sun am), 1 youth (Sat am)	1	1	0.5	Large playing field with 2 marked pitches, mini probably takes place over main pitches. Overall over usage, and no spare capacity to accommodate additional play at present.
Deopham Playing Field	9v9	1	Standard	2	2 junior (Sun am), 1 junior (Sat am), 6 mini (Sun am)	4.5	-2.5	-1.75	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Dickleburgh and Rushall Playing Field	Adult	1	Standard	2	1 adult (Sun am)	0.5	1.5	0.5	1 adult pitch on village playing field, with only one team currently playing. Spare capacity overall and at peak
Diss HS	Adult	1	Standard	2	1 adult (Sun pm)	0.5	1.5	0.5	Three pitches on high school site, occasional use as overflow by Diss Town mini team and local vets. Spare capacity overall but subject to school needs.
Diss HS	Junior	1	Standard	2	None	0	2	1	
Diss HS	9v9	1	Standard	2	1 mini (Sun am/pm)	0.5	1.5	0.5	
Diss Sports Ground	Adult	1	Good	3	2 youth (Sun am)	1	2	0	Main Diss Town council venue on edge of town shared with other sports. Spare capacity overall but none at peak time on Sunday am
Diss Sports Ground	Junior	2	Good	8	4 junior (Sun am), 2 junior (Sat am)	3	5	0	
Diss Town FC	Adult	1	Good	3	2 adult (Sat am), 2 youth (midweek),	2	1	0	Stadium pitch with stands, floodlights, fencing etc accommodating senior team in South Norfolk and its youth teams. No spare capacity at peak time on Sat pm.
Ditchingham, Maltings Meadow	Adult	3	Good	9	3 adult (Sat pm), 2 adult (Sun am), 2	6.5	2.5	0.5	Relatively new multi pitch facility on the edge of South Norfolk accommodating

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
					women's (Sat am), 3 youth (Sun am/pm), 3 girls (Sat am)				needs of Bungay FC (outside the district) and other sports (cricket etc). Ample spare capacity overall, but very little in peak so limited additional use available.
Ditchingham, Maltings Meadow	9v9	1	Good	4	2 junior (Sun am/pm), 1 girls (Sat am)	1.5	2.5	0	
Ditchingham, Maltings Meadow	Mini	2	Good	12	6 mini (Sun am/pm), 1 girls (Sat am)	3.5	8.5	0.5	
Earsham Playing Field	Adult	1	Standard	2	1 adult (Sat pm) + 1 Suffolk adult team (sun)	1	1	0.5	Single pitch village playing field with refurbished pavilion currently under construction. One adult team each on Sat/Sun so spare capacity overall.
Easton & Otley College	Adult	3	Good	9	3 adult (Sat pm), 1 adult (Sun am), 1 adult (Sun pm), 3 youth (midweek)	4	5	1.5	Good quality pitches provided at FE College, with community use by 5 local teams as well as College teams in midweek. Spare capacity but subject to needs of College.

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Ellingham Rectory Playing Field,	Adult	1	Standard	2	1 adult (Sat pm)	0.5	1.5	0.5	Private village pitch used by Ellingham FC on Saturday. Spare capacity overall.
Great Moulton, Griffin Park	Adult	1	Standard	2	1 adult (Sun am)	0.5	1.5	0.5	Private village pitch used by Gt Moulton FC on Sunday. Spare capacity overall.
Harleston Community Leisure Facility	Adult	1	Good	3	2 adult (Sat pm), 1 adult (Sun am), 1 adult (Sun pm)	2	1	0	Single pitch on Town Council venue with other activities on site. Spare capacity overall but none at peak Saturday pm.
Harleston JS	Junior	2	Standard	4	2 mini (Sun am)	1	3	1.5	2 junior pitches as primary school used by Harleston Youth mini teams, with spare capacity overall and at peak, subject to school needs
Harleston, Archbishop Sancroft HS	Adult	2	Good	6	1 women's (Sun pm), 1 youth (Sun am)	1	5	1.5	Use of three high school pitches by Harleston junior and women's teams, but spare capacity overall and at peak times subject to school needs
Harleston, Archbishop Sancroft HS	Mini	1	Good	6	2 mini (Sun am)	1	5	0.5	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Hempnall Playing Field	Adult	1	Good	3	2 adult (Sat pm)	1	2	0	Single pitch site at village hall, with regular Sunday adult usage but spare capacity on Sunday. Former junior team usage relocated some years ago to other site in village but now ceased and teams disbanded.
Hetherset HS	Adult	1	Standard	2	None	0	2	1	Pitches available at high school but little current usage. Ample spare capacity at all times but subject to needs of school
Hetherset HS	9v9	2	Standard	4	1 junior (Sun am)	0.5	3.5	1.5	
Hetherset HS	Mini	4	Standard	16	None	0	16	4	
Hetherset JS	Mini	1	Good	6	1 junior (Sun am), 1 mini (Sun am)	1	5	0.25	Two regular teams using one mini pitch - probably some mismatch between teams and pitch size. Spare capacity overall, subject to needs of the school.
Hetherset Memorial Playing Field	Adult	2	Good	6	1 adult (Sat pm), 2 adult (Sun am), 1 women's (Sun pm), 1 youth	3	3	0.5	2 adult pitches serving the needs of most of Hetherset Athletic FC teams. Spare capacity overall but limited at peak times. Not sufficient

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
					(Sun am), 1 youth (Sun pm)				pitches of appropriate sizes to meet all club's needs
Hethersett Memorial Playing Field	9v9	1	Good	4	3 mini (Sat am)	1.5	2.5	0.25	
Hingham Playing Field	Adult	2	Good	6	3 adult (Sat pm)	1.5	4.5	0.5	Two pitches on main village recreation field with small leisure centre, changing and pavilion. Spare capacity overall particularly on Sunday.
Langley School	Junior	2	Standard	4	2 youth (Sun am/pm)	1	3	1	2 youth teams from Loddon currently using pitches at nearby private school - spare capacity, but subject to availability in long term and needs of school.
Little Melton Village Hall Playing Field	Adult	1	Standard	2	3 youth (Sun am)	1.5	0.5	-0.5	One village pitch used as overspill by Hethersett Athletic older youth teams, but apparent over use on alternate Sunday when 2 teams may require pitch.
Loddon, Jubilee Hall Playing Fields	Adult	1	Standard	2	2 adult (Sat pm), 1 youth (Sun am/pm)	1.5	0.5	0	Three pitches on village recreation ground (with previous cricket pitch now

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Loddon, Jubilee Hall Playing Fields	Junior	1	Standard	2	2 junior (Sun am/pm)	1	1	0	relinquished). No spare capacity at peaks (Sat adult, Sun junior) though some on alternative day. Some minor over use of mini requiring flexible kick of times.
Loddon, Jubilee Hall Playing Fields	Mini	1	Standard	4	5 mini (Sun am/pm)	2.5	1.5	-0.25	
Long Stratton HS	Adult	2	Good	6	4 youth (Sun am), 2 youth (Sat am), 2 junior (Sun am)	4	2	-1	Use of high school pitches by Long Stratton FC junior teams, but over use of adult pitches on Sun am peak, requiring flexible game times. Ample spare capacity of mini.
Long Stratton HS	Mini	3	Good	18	1 mini (Sun am)	0.5	17.5	2.75	
Long Stratton, Manor Road PF	Adult	2	Standard	4	2 adult (Sat pm), 1 adult (Sun pm), 1 women's (Sun pm)	2	2	1	Main Parish Council facility adjacent to schools and venue for Long Stratton adult teams. Spare capacity overall and at peak periods. No current use of mini pitch.
Long Stratton, Manor Road PF	Mini	1	Standard	4	None	0	4	1	
Morley Village Hall	Adult	1	Standard	2	1 adult (Sat pm)	0.5	1.5	0.5	Only one team playing at this venue, but at time of survey, play suspended for season due to ground conditions. Ample spare
Morley Village Hall	Mini	1	Standard	4	None	0	4	1	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
									capacity but subject to drainage improvements.
Mulbarton Common	Adult	1	Standard	2	1 youth (Sun am)	0.5	1.5	0.5	2 pitches on Common used in conjunction with other adjacent sites by Mulbarton Wanderers FC. Spare capacity for both adult and mini pitches.
Mulbarton Common	Mini	1	Standard	4	2 mini (Sun am)	1	3	0.5	
Mulbarton JS	Mini	1	Standard	4	2 mini (Sat/Sun)	1	3	0.5	Overflow pitches for Mulbarton Wanderers mini sides, spare capacity but subject to needs of school.
Mulbarton Mulberry Park	Adult	1	Good	3	3 adult (Sat pm), 1 adult (Sun pm), 1 women's (Sun pm)	2.5	0.5	-0.5	Main pitch for Mulbarton Wanderers FC used over capacity on Saturday and overall. Needs to be considered in conjunction with other pitches in vicinity.
Mulbarton, Orchard Park	Adult	1	Standard	2	1 women's (Sat am)	0.5	1.5	0.5	Two pitches on site adjacent to Mulberry Park, probable interplay of pitches and overall at capacity on Sun am.
Mulbarton, Orchard Park	Junior	1	Standard	2	1 youth (Sun am), 2 junior (Sun am)	1.5	0.5	-0.5	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Newton Flotman, Alan King Playing Fields,	Adult	1	Standard	2	2 adult (Sat pm)	1	1	0	Pitch currently not being used due to drainage improvements, but capable of 3 matches when completed. No spare capacity however on Sat.
Norton Subcourse, The Highfield,	Adult	1	Good	3	2 adult (sat pm), 1 adult (sun pm)	1.5	1.5	0	Single pitch on edge of Norton, with basic changing. No spare capacity on Sat peak
Poringland Framingham Earl HS	Adult	1	Standard	2	1 youth (Sun pm)	0.5	1.5	0.5	5 pitches available on high school site, and used by three local junior clubs. Some spare capacity on adult and mini pitches but subject to school needs.
Poringland Framingham Earl HS	9v9	1	Standard	2	2 junior (Sun am)	1	1	0	
Poringland Framingham Earl HS	Mini	3	Standard	12	1 mini (Sun am)	0.5	11.5	2.75	
Poringland Welcome Home and Memorial Playing Field	Adult	2	Standard	4	2 adult (Sat pm), 1 adult (Sun am), 1 youth (Sun am), 2 youth (sun pm)	3	1	1	Two pitches on main recreation ground in village, used by Poringland Wanderers adult and older junior teams. Overall spare capacity.
Pulham Market Playing Field	Adult	1	Standard	2	1 youth (Sun am)	0.5	1.5	0.5	Village playing field pitch used as overspill by Scole u15 team currently, and spare capacity overall and

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
									at peak
Saxlingham Nethergate Playing Field	Adult	1	Standard	3	2 adult (Sun am)	1	2	0	1 adult pitch on large recreation ground, no spare capacity at peak
Scale Playing Field	Adult	1	Good	3	2 adult (Sat pm), 1 adult (Sun pm), 1 youth (Sun am)	2	1	0	Relatively small playing field catering for expanding club with 18 teams (half accommodated here). Some spare capacity on mini pitch, but none at peak on adult.
Scale Playing Field	Mini	2	Good	12	4 mini (Sun am), 1 mini (Sat am)	2.5	9.5	1	
Shotesham Playing Field	Adult	1	Poor	1	1 youth (Sun am)	0.5	0.5	0.5	Single pitch with no changing currently accommodating one team from Stoke, no spare capacity in view of quality.
Spooner Row Village Field	Mini	1	Standard	4	1 mini (Sun am)	0.5	3.5	0.75	One pitch on village recreation ground, no teams currently playing. Spare capacity depending on demand.

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Stoke Holy Cross Playing Field	9v9	1	Standard	2	1 junior (Sun am)	0.5	1.5	0.5	One pitch currently over marked with smaller pitch. Spare capacity overall.
Stoke Holy Cross Playing Field	Mini	1	Standard	4	3 mini (Sat am)	1.5	2.5	0.25	
Surlingham Primary School	Mini	2	Standard	8	2 mini (Sat am), 2 mini (Sun am)	2	6	1.5	2 mini pitches on school site, accommodating local school based teams. Ample spare capacity but subject to school needs.
Swardeston, Hilltops Sports Club (CEYMS)	Adult	2	Good	6	2 adult (Sat pm), 1 youth (Sat am), 2 youth (Sun am/pm)	2.5	3.5	0	Well specified pitch on multi-sport site also accommodating rugby and cricket (latter's outfield used by 2 pitches). Good quality pitches and facilities, including fencing to main pitch. No spare capacity on Sat peak, though small amount overall
Tacolneston Playing Field	Adult	1	Standard	2	2 adult (Sat pm)	1	1	0	Single pitch on village playing field, accommodating 2 village Sat teams at present. No spare capacity on Sat, some on Sunday

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Tasburgh Village Hall	9v9	1	Standard	2	1 junior (Sun am), 2 mini (Sun am)	1.5	0.5	0	One pitch accommodating Tasburgh Utd minis and 9v9. Some spare capacity on Sat.
Thurton Village Hall Playing Field	Adult	1	Standard	2	None	0	2	1	No current use, formerly used by Loddon Grasshoppers junior teams. Spare capacity for additional use up to 2 matches per week.
Topcroft Sports Field	Adult	1	Standard	2	1 adult (Sun pm), 1 youth (Sun am), 2 mini (Sun am)	2	0	-0.5	1 adult pitch, with mini probably played across main pitch. No spare capacity - over use on Sat am
Winfarthing Fighting Cocks	Adult	1	Standard	2	1 adult (Sun am)	0.5	1.5	0.5	Single pitch at pub, only one Sunday team currently playing, spare capacity overall and at peak.
Wortwell Playing Field	Adult	1	Standard	2	1 adult (Sat pm)	0.5	1.5	0.5	Two pitches on large site, adult pitch currently used by Earsham FC, with spare capacity overall. No spare capacity on junior pitch
Wortwell Playing Field	Junior	1	Standard	2	1 youth (Sat am), 2 junior (Sun am)	1.5	0.5	0	

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Wymondham College	Adult	1	Good	3	1 adult (Sun pm)	0.5	2.5	0.5	One pitch used by team related to college, theoretical spare capacity but likely to be available only on basis of link with school and unlikely to occur in reality.
Wymondham, Kett's Park	Junior	2	Standard	4	5 youth (Sun am)	2.5	1.5	-0.5	Relatively new multi pitch facility provided by Town Council, and mainly used by 17 teams at Wymondham Town Utd FC, primarily on Sun am. Overuse of junior pitch and no spare capacity, some limited spare capacity on 9v9 and mini pitches.
Wymondham, Kett's Park	9v9	3	Standard	6	4 junior (Sun am)	2	4	1	
Wymondham, Kett's Park	Mini	6	Standard	24	3 mini (Sat am), 5 mini (Sun am)	4	20	4.75	
Wymondham, Kings Head Meadow	Adult	1	Standard	2	2 adult (Sat pm), 1 women's (Sun pm)	1.5	0.5	0	Single pitch in town centre used by Wymondham Town FC teams. No spare capacity at peak.

Site Name	Pitch Type	No of Pitches	Pitch quality from assessment	Carrying Capacity for Community Use	Teams playing youth = u13-18, junior u11-12, mini u7-10)	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period	Key Issues and Overview
Yelverton, Garrick Field	Adult	1	Standard	2	1 adult (Sat pm)	0.5	1.5	0.5	Single pitch with poor access and remote changing, used by Yelverton Reserves (pitch does not meet Anglian Combination criteria). Some spare capacity, improvements would accommodate first team and reduce spare capacity
Totals		129		403		131	272	48.75	

Summary of individual pitch provision

4.67 The site overviews set out in Tables 4.11-13, together with data collated in Appendices F1 and F2, enable the development of an overall picture of provision across the area for each type of football pitch.

Adult football

4.68 Table 4.14 summarises the use and spare capacity at adult football pitches.

Table 4.14: Use and spare capacity at Adult Football Pitches

Pitch Type	Area	Carrying Capacity for Community Use	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period
Adult	Broadland	150	84.5	65.5	13
	Norwich	59	36.5	22.5	2.5
	South Norfolk	145	66.5	78.5	16.5
	Greater Norwich	354	187.5	166.5	32

4.69 Table 4.14 reveals that overall, across the Greater Norwich area and within all three LAs, there is significant total spare capacity at adult football pitches of over 160 match slots, although this is reduced to 32 at peak times, when demand is greatest.

4.70 In more detail and analysed by district;

- Broadland - three sites in Broadland are overplayed in total - Frettenham Village Hall, Sprowston Rec and Dussindale Park, Thorpe St Andrew, and a further two are overplayed in the peak periods (Plantation Park, Lavare Park).
- Five sites have no spare capacity overall (Plantation Park, Freethorpe PF, Sprowston Sports & Social Club, Wroxham Town and Anglian Windows, though the latter is now no longer available), and a further 8 have no spare capacity in the peak period (Cawston JS, Drayton King George V PF, Felthorpe Rec, Freethorpe Rec, Horsford PF, Salhouse Rec and Spixworth Village Hall).
- Norwich – three sites are overplayed in the peak period – Eaton Park, Recreation Road SC and Sloughbottom Park, and one (Locksley Road) has no spare capacity in the peak period.
- South Norfolk – one site is overplayed in total – Oaklands Rec, Cringleford, and two others (Topcroft and Mulberry Park) in the peak period.
- Fifteen sites have no spare capacity in the peak periods – Bressingham, Costessey Centre, Costessey Breckland Park, Diss Sports ground, Diss Town FC, Harleston Rec, Hempnall Village Hall, Loddon Jubilee, Newton Flotman, Norton Subcourse, Saxlingham PF, Scole PF, Hilltops, Tacolneston and Kings Head Meadow, Wymondham.
- All other adult pitches have spare capacity overall and at the peak times.

- For adult football therefore, provision is relatively unconstrained, but there are pockets of overplay and lack of spare capacity in certain locations.

Junior Football

4.71 Table 4.15 summarises the use and spare capacity at junior football pitches.

Table 4.15: Use and spare capacity at Junior Football Pitches

Pitch Type	Area	Carrying Capacity for Community Use	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period
Junior	Broadland	18	10.5	7.5	-1.5
	Norwich				
	South Norfolk	38	16.5	21.5	2.5
	Greater Norwich	56	27	29	1

4.72 Table 4.15 reveals that overall across the Greater Norwich area and within Broadland and South Norfolk, there is significant total spare capacity at junior football pitches of nearly 30 match slots, although this is reduced to nearly zero at peak times. In Broadland there is a shortfall of junior pitches in the peak period. The supply of junior 11 v 11 pitches is constrained.

4.73 In more detail and analysed by district;

- Broadland - one site in Broadland is overplayed overall – Taverham Hinks Meadow, and a further one is overplayed in the peak periods (Stimpsons Piece Reepham).
- One site has no spare capacity overall or in the peak period (Woodland View School, Spixworth).
- Norwich – three sites are overplayed in the peak period – Eaton Park, Recreation Road SC and Sloughbottom Park.
- South Norfolk – no sites are overplayed or have no spare capacity overall.
- Four sites are overplayed in the peak period – Costessey Breckland Park, Oaklands Rec Cringleford, Orchard Park, Mulbarton and Ketts Park Wymondham. In addition Diss Sports ground, Loddon Jubilee and Wortwell have no spare capacity in the peak.
- All other junior pitches have spare capacity overall and at the peak times.
- Overall there is an adequate supply of junior pitches in the area overall, but a potential shortage at the peak time which is Sunday am/pm.

9 v 9 Pitches

4.74 Table 4.16 summarises the use and spare capacity at 9 v 9 football pitches.

Table 4.16: Use and Spare Capacity at 9 v 9 Football Pitches

Pitch Type	Area	Carrying Capacity for Community Use	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period
9 v 9	Broadland	62	21	41	2
	Norwich	16	7.5	8.5	2.5
	South Norfolk	34	16.5	17.5	1.5
	Greater Norwich	112	45	67	6

4.75 Table 4.16 reveals that overall, across the Greater Norwich area and within all three LAs, there is significant total spare capacity at 9 v 9 football pitches of nearly 70 match slots, although this is reduced to only 6 at peak times.

4.76 In more detail and analysed by district;

- Broadland – Five sites in Broadland are overplayed in the peak period– Firside JS, , Anglian Windows, Lavare Park, Falcon JS, and Hillside JS, Thorpe St Andrew).
- Two sites have no spare capacity overall (Bure Valley School and Anglian Windows, though the latter is now unavailable) and a further two in the peak period (Horsford JS and Upton PF).
- Norwich – one site is overplayed overall (Sloughbottom Park).
- Two sites have no spare capacity in the peak period (Eaton Park and St Francis JS).
- South Norfolk – one site is overplayed overall (Deopham PF) and one other in the peak period (Bressingham PF).
- Four sites have no spare capacity in the peak period – Costessey Centre, Maltings Meadow, Framingham Earl HS and Tasburgh PF.
- All other 9v9 pitches have spare capacity overall and at the peak times.
- Overall there is an adequate supply of 9v9 pitches in the area overall, but a smaller surplus at the peak time which is Sunday am/pm.

Mini pitches

4.77 Table 4.17 summarises the use and spare capacity at mini football pitches.

Table 4.17 Use and Spare Capacity at mini football pitches

Pitch Type	Area	Carrying Capacity for Community Use	Total usage (matches per week)	Total Extent of any Spare Capacity for Community Use	Extent of any Spare Capacity for Community Use During the Peak Period
Mini+	Broadland	203	44	159	21.5
	Norwich	48	9.5	38.5	6.75
	South Norfolk	186	31.5	154.5	28.25
	Greater Norwich	437	85	352	54.75

4.78 Table 4.17 reveals that overall, across the Greater Norwich area and within all three LAs, there is significant total spare capacity at mini football pitches of over 350 match slots, although this is reduced to about 50 at peak times, when demand is greatest. This overall picture is brought about because the capacity of a mini pitch allows 6 match slots per week, as usage does not impose so much wear and tear on pitches.

4.79 In more detail and analysed by district;

- Broadland - one sites in Broadland is overplayed overall (Bure Valley School), and one other is overplayed in the peak (Firside JS).
- Norwich – One site is overplayed in the peak period –Sloughbottom Park.
- South Norfolk – two sites are overplayed in the peak period, at Brooke Village Hall and Loddon Jubilee.
- All other mini pitches have spare capacity overall and at the peak times.
- For mini football therefore, provision is very good, and there are few pockets of overplay and lack of spare capacity throughout the whole area.

INDIVIDUAL CLUB ISSUES

4.80 There are a number of clubs, mainly juniors, with particular problems regarding facilities and accommodation at present. These include the following which are highlighted – this is not a comprehensive list of clubs with specific needs, and represents a range of schemes at varying stages of design and planning:

4.81 **Aylsham FC** –currently plays its matches at Aylsham Rec and Bure Valley JS, and trains at Aylsham HS in winter. The club will be shortly moving to a new purpose built facility elsewhere in the town, with 10 pitches including a main floodlit pitch and 4 large changing rooms, as the result of a major developer contribution. It is likely that this ground will accommodate all the club's needs and this leaves existing pitches and facilities at Aylsham Rec which will be available for other users, as well as school pitches at Bure Valley JS

- 4.82 **Blofield Utd Youth FC** – currently plays its games at Heathlands Community Centre and Gt Plumstead Village Hall, neither of which have adequate changing facilities. These are preferred sites but facility improvements are required.
- 4.83 **Hellesdon Youth FC has** played its fixtures recently at Anglian Windows, but this ground has now closed and the club is seeking alternative pitches, with the assistance of the County FA and others. The junior club has plans to partner Hellesdon senior club to form a better continuum from mini to senior football, but is constrained at present by the apparent lack of facilities in Hellesdon, its preferred location
- 4.84 **Hethersett Athletic FC** currently plays its fixtures at Hethersett Memorial PF, Little Melton Village Hall and two schools in the village, and trains here and at other facilities at Easton College and UEA. The club is looking at options for a multi-use sports area in Hethersett, which can accommodate all the club's needs and this would include pitches, changing and artificial surface.
- 4.85 **Horsford FC** is a Charter Standard youth football club based in Horsford which supports over 250 children and reaches well over 1000 people in its local community. It currently plays its games in Frettenham, Felthorpe and Horsford. The club currently provides football teams for both girls and boys ranging from U6-U16 and beyond into its development and senior teams. The club has expanded greatly in the last 6 years and has plans to continue its expansion going forward. Its growth can be largely attributed to the recent increase in housing in Horsford and surrounding areas, and the club has cemented itself as one of the largest and most reputable clubs in Norwich.
- 4.86 The lack of a central base in the village prevents the club from sustaining its growth or even its existing teams. The club would like to play and train within the village and within its own or shared facilities, and is happy to offer its support to other clubs, including Hellesdon Youth FC at this time by putting forward the opportunity to consider combined facilities in the future if attaining its own base is not financially viable. The club is open to negotiations with other clubs (of any sport) in the area on joint facilities if it cannot create its own base. The club has a good amount of internal funding and has managed to raise capital in order to invest in new facilities going forwards, mainly attributed to the work of volunteers and members. A 6-7 ha site has been identified and negotiations are currently underway with a local landowner.
- 4.87 **Long Stratton** – the club believes it has outgrown its current facilities at Manor Park and Long Stratton HS and requires additional land and pitches, floodlights and a 3G training area in the village. The parish council has also commissioned a feasibility study to consider the provision of a community building with replacement changing rooms and other facilities on the site.
- 4.88 **Mulbarton Wanderers** – plays at a variety of pitches together in the village, but there are specific problems with changing, playing surface, lack of floodlights and drainage. The club would particularly like a floodlit artificial training area.
- 4.89 **Norwich City Community Sports Foundation** – currently runs 30-40 football teams across the spectrum from elite development to special needs and plays in a number of locations where pitches can be found, both on grass and astro, including Open Academy, Colney, Redmayne Field, CNS and TSA HS. The Foundation is actively seeking a central location to enable it to accommodate all its current and future teams, as well as meeting its wider social and community objectives, to include a range of all sizes of pitch including a covered pitch, and has opened discussions with the owners of the former Anglian Windows site.
- 4.90 **Poringland Wanderers** has plans for a new multi sports site in the village called 'The Vision, in conjunction with the parish council, which will focus on delivering a multidiscipline sports and leisure facility in the village which delivers, amongst many

other benefits, physical health and emotional wellbeing to help maintain a good quality of life, and provide social networking opportunities which can help address some of the social exclusions and isolation issues faced by older people. The VISION (Vehicle of Inspiration and Social Innovation through Opportunity in Norfolk) facility will provide exercise opportunities to increase physical activities for all age groups, including providing a new for Poringland Wanderers Football club. A site of 8 has is available from local builders, under a S106 agreement, together with some funding.

- 4.91 **Scole FC** has a thriving junior section and plays most of its matches at the village recreation ground with other use of nearby pitches. The club particularly needs larger changing rooms, and additional land for extra pitches to allow it to concentrate its activities on one site.
- 4.92 **Sprowston FC** has 25+ teams at junior level and acts as a feeder club for senior clubs in the parish. It plays its fixtures at a variety of locations at schools and Sprowston Rec/Sports & Social Club, and suffers from multi use of pitches in the area previously used by adults, and a lack of training on astro. Comprehensive consideration is needed of the issues of football clubs in the Sprowston area.
- 4.93 **Taverham FC** has about 25 teams and undertakes all its matches and most training at Hinks Meadow. It has exclusive use of the pitches here at Thorpe Marriott, but ideally requires a 3G training area.
- 4.94 **Wroxham FC** is the most senior club in the area in the context of this study and is constrained by a lack of space at its existing stadium pitch. It has plans for a sports hub in partnership with Old Catton Juniors and the Open Academy. The club has had long standing plans to relocate, initially in the village, but considers a new location in conjunction with the nearby housing growth area would be suitable.
- 4.95 **Wymondham Town Utd FC** is a good example of a club with most of its requirements met on one site (like Taverham) and would benefit from access to a 3G pitch/training area to complete the full range of facilities.

Current picture of provision

- 4.96 The site overviews set out in Tables 4.11-13 can be used to develop an overall picture of provision, by aggregating the figures for spare capacity or estimated overuse for each site at the present time. This is provided here to present an estimate of the total picture of current football provision in the Greater Norwich area – this should be treated with some caution when totalled, as assumptions have been made about precise usage. To a great extent, total figures are not relevant as spare capacity in one location is not able to meet demand in another location. In addition the spare capacity may be at times of the week when football demand is not expressed – many pitches are at capacity at weekends. However as a broad overview it is estimated from the figures that there is significant spare capacity of grass football pitches in the Greater Norwich area. A simple assessment of all sites suggests that there is carrying capacity (based on the quantity and quality of pitches) for nearly 1000 matches per week, while actual usage from the 700 or so teams is about 350 (i.e. half assuming home fixtures on alternate weeks). This leaves a theoretical spare capacity of over 600 matches per week. However at the peak times, this reduces to less than 100, still a significant number.
- 4.97 For **adult** football therefore, provision is relatively unconstrained, but there are pockets of overplay and lack of spare capacity in certain locations as follows:
- four sites are overplayed in total and six in the peak period; and
 - 24 sites have no spare capacity in the peak and 8 overall.

4.98 There is capacity to accommodate additional demand overall, but issues at certain grounds.

4.99 For **junior** play, overall there is an adequate supply of junior but:

- one site is overplayed in total and eight in the peak period; and
- one site has no spare capacity overall and three in the peak period.

4.100 There is capacity to accommodate additional demand overall, but issues at certain grounds.

4.101 For **9v9** play, overall there is an adequate supply of pitches in the area overall, but a smaller surplus at the peak time which is Sunday am/pm, with:

- 2 sites are overplayed in total and 6 in the peak period; and
- two sites have no spare capacity overall and 8 in the peak period.

4.102 There is capacity to accommodate additional demand overall, but issues at certain grounds.

4.103 For **mini football** provision is very good, and there are few pockets of overplay and lack of spare capacity throughout the whole area:

- one site is overplayed in total and four in the peak period; and
- one site has no spare capacity in the peak period.

4.104 Generally therefore because of the capacity of individual pitches to accommodate consecutive games, there is little shortage of mini pitches.

4.105 In summary, the following sites/pitches require consideration in the strategy:

- Adult pitches
 - Frettenham Village Hall, Sprowston Rec, Dussindale Park, Thorpe St Andrew, Plantation Park, Lavare Park, Felthorpe Rec, Freethorpe PF, Anglian Windows (though these have now closed), Sprowston Sports & Social Club, Wroxham Town, Cawston JS, Drayton King George V PF, Felthorpe Rec, Horsford PF, Salhouse Rec and Spixworth Village Hall (Broadland)
 - Eaton Park, Recreation Road SC, Sloughbottom Park, Locksley Road (Norwich)
 - Oaklands Rec, Cringleford, Topcroft, Mulberry Park, Bressingham, Costessey Centre, Costessey Breckland Park, Diss Sports ground, Diss Town FC, Harleston Rec, Hempnall Village Hall, Loddon Jubilee, Newton Flotman, Norton Subcourse, Saxlingham PF, Scole PF, Hilltops, Tacolneston, Kings Head Meadow, Wymondham (South Norfolk)
- Junior pitches
 - Taverham Hinks Meadow, Stimpsons Piece Reepham, Woodland View School, Spixworth (Broadland)
 - Eaton Park, Recreation Road SC, Sloughbottom Park (Norwich)

- Costessey Breckland Park, Oaklands Rec Cringleford, Orchard Park, Mulbarton, Ketts Park Wymondham, Diss Sports ground, Loddon Jubilee, Wortwell (South Norfolk)
- 9 v 9 Pitches
 - Firside JS, Anglian Windows, Lavare Park, Hillside JS Thorpe St Andrew, Bure Valley School, Anglian Windows (though now closed), Horsford JS, Upton PF, Falcon JS,
 - Sloughbottom Park, Eaton Park, St Francis JS (Norwich).
 - Deopham PF, Bressingham PF, Costessey Centre, Maltings Meadow, Framingham Earl HS, Tasburgh PF (South Norfolk).
- Mini pitches
 - Bure Valley School, Firside JS (Broadland)
 - Sloughbottom Park (Norwich)
 - Brooke VH, Loddon Jubilee PF (South Norfolk)

4.106 In some cases there is over marking of smaller (mini/junior and 9v9) pitches on adult pitches, in particular at Longdale Drayton, Acle Rec C, Bressingham PF, Breckland Park, Costessey and Oaklands Rec, Cringleford, and while this has been taken into account in the calculations above, particular attention may be required to additional capacity or pitch provision in individual cases.

4.107 In addition there is also a focus on quality of provision. In some cases, it is clear that pitch and facility quality is significantly impacting upon the capacity of the pitch stock. This is apparent in terms of the number of pitches that have limited capacity due to their quality. Pitch improvements and better maintenance are the overriding factors impacting upon the quality of the pitch.

Displaced demand

4.108 While there are clearly some issues with the existing pitch stock, there is limited if any displaced demand, at least from and to the Greater Norwich area. There may well be teams and clubs that play in a different LA area within Greater Norwich to where they are traditionally based, but this is not considered an issue in this study.

4.109 Almost all teams in the area that have expressed a view are currently accommodated at their preferred grounds, with one or two minor exceptions, and there is no evidence that team formation is currently affected by the lack of pitches or other factors.

4.110 Bungay Town FC undertakes all its activities (matches and training) outside its 'home' town in Suffolk and actually within the study area, but this is not considered in this report as displaced (or imported) demand.

4.111 Displaced demand for football in the area is therefore not considered a factor in the study area.

Latent Demand

4.112 MS data suggests that based on the demographic and socio economic profile of the whole area, there is potential to increase participation among adults by up to a further 16%, which if realised would have a significant implication for facility provision in the

wider area. This is based on the residue of the population within the main market profiles who are not currently engaged in football. As suggested before, this data tends to over represent participation, but an allowance should be made for demand currently not being met.

4.113 The FA has analysed its own participation data and produced the growth potential for new teams, which represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value (the upper quartile of all the comparable LAs, although this is considered to be an onerous requirement). The results are set out in the table below and suggest that there may be some latent demand for football only in Norwich, based on activity levels elsewhere – existing participation is already high in Broadland and South Norfolk.

Table 4.18: Growth potential based on FA data

Football type	Growth potential (teams Broadland)	Growth potential (teams Norwich)	Growth potential (teams S N)
Adult male 11 a side	0	28	0
Adult female 11 a side	0	3	0
Youth male	0	4	1
Youth female	0	2	1
Mini mixed	0	27	0

Future Demand

4.114 The future requirement for playing pitches will be impacted by several factors, including;

- population growth or change to the demographic profile of the population;
- changes in participation trends and in how pitch sports are played;
- club specific development plans and aspirations; and
- amendments to the current facility stock.

4.115 These issues are considered in turn in order to build an accurate picture of future demand for playing pitches.

4.116 **Population Change** - analysis in Section 3 indicated that while the population of the Greater Norwich area is projected to increase by 9.9% from 2014 to 2026, changes to the population profile mean that the proportion of people within the age groups most likely to play pitch sports will increase at a much slower rate – it is estimated that the 'active population' between 6 and 55 will actually rise by only 7.2%. At the same time, some age groups are increasing at a higher rate than the average. It is not appropriate therefore merely to apply overall population increases to assess future demand.

4.117 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. By applying TGRs to population projections, we can project the theoretical number of teams that would be generated from population growth and gain an understanding of future demand.

Table 4.19: Impact of Changes to the Population Profile

Sport and Age Groups	Number of teams in age group within the area	Current Population in Age Group (2014)	Current TGR	Future population in age group within the area (2026)	Future teams	Potential Change in Team Numbers in Age Group (Number of Teams) Current - 2026
Football Adult Men (16-45yrs)	277	74608	269	79344	295	+18
Football Adult Women (16-45yrs)	21	74872	3565	76985	22	+1
Football Youth Boys (10-15yrs)	183	12225	67	15826	236	+53
Football Youth Girls (10-15yrs)	39	12124	311	14829	48	+9
Football Mini Soccer Mixed (6-9yrs)	179	16797	94	20295	216	+37

4.118 Table 4.19 summarises the implications of population growth and reveals that;

- there will be a 6% increase in demand for men's football in accordance with population increase, and only 3% increase in women's;
- youth participation could increase by 29% for boys and 23% for girls based on population; and
- Mini participation could increase by 21%.

4.119 In terms of pitch requirements, this means that changes to the population would result in:

- a potential increase in men's teams of 18;
- a small increase in women's teams of 1;
- an increase in boys' teams of 53;
- an increase in girls' teams of 9; and
- an increase in mini teams of 37.

4.120 The total increase in the number of teams brought about by population change if participation rates stay similar could be 118. This would mean an increase in match equivalents of 59 matches per week. This is a very large increase, given the current levels of participation, and there are questions over whether this might be achieved.

4.121 **Participation trends** - Although population growth will influence demand, changes in participation may perhaps have the most significant impact on demand for playing pitches. In the Norwich area (and indeed much wider) there has been a significant decline in adult football, mitigated to some extent by extensive growth in junior and mini soccer. At the same time, it is acknowledged that adult participation has

changed significantly from the conventional 11 a side game on grass at weekend, to more flexible 5/7 a side football on artificial grass, usually on a midweek evening.

4.122 **NGB Strategic guidance** is set out in the FA National Facilities Strategy (2013 – 2015). The document sets out the long-term vision of the FA for the development of facilities to support football. It has a strapline of “Building, Protecting and Enhancing sustainable Football Facilities”.

4.123 The strategy research identified several key issues relating to the provision of football facilities in England, specifically;

- Playing Pitch Surfaces – many grass pitches fall below acceptable standards. This contributes to poor play and impedes the development of a players technical ability;
- a lack of 3G pitches – these are essential for player and coaching development;
- lack of floodlighting – to ensure that facilities are used to their maximum potential; and
- basic facilities – such as toilets or changing facilities are either absent or fall below the minimum standards expected.

4.124 Based upon the research undertaken, the strategy indicates that facilities should satisfy the following criteria;

- flexible – to support a variety of match and training formats;
- reflective of demand;
- well maintained;
- club centred;
- financially sustainable; and
- inspiring places to train and play.

4.125 Several challenges that football faces to provide facilities to meet these criteria are highlighted, including falling public investment, changes in society, new forms of football, increased club and league ownership and the need to maximise financial sustainability. In particular, the strategy seeks to promote increased club ownership and the acquisition of facilities for clubs through asset transfer, targeting leases of at least 20 years.

4.126 The FA strategy sets out its priorities under five key themes as follows:

- leading the development of technical standards – building upon existing guidance and leading the way in technical guidance, drawing upon user feedback;
- facility development and protection of playing fields – supporting local authorities to undertake playing pitch strategies, working with key authorities to ensure that provision meets demand, working to ensure that new developments take into account the needs of football and supporting Sport England with their statutory planning role;
- supporting club and league volunteers – create relevant supporting resources and monitor feedback from volunteers;
- targeted facility improvement schemes – national floodlighting scheme, pitch improvement scheme, self-help scheme for clubs, an equipment bank and advice and guidance services; and

- capital investment – promoting good standards and good practice and prioritising facilities impacting the activities of Charter Standard clubs.

4.127 The strategy targets the following key facility improvements nationally;

- natural grass pitches improved – target: 3000;
- a network of new Artificial Grass Pitches built – target: 100;
- a network of refurbished Artificial Grass Pitches – target: 150;
- on selected sites, new and improved changing facilities and toilets;
- continue a small grants programmes designed to address modest facility needs of clubs; and
- ongoing support with the purchase and replacement of goalposts.

4.128 Of greatest significance are the changes to youth football which have only been introduced in the last year (including the creation of 5 v 5 and 9 v 9) and as such, the impact is not yet fully apparent. The introductions of these new formats may see an increase in the number of teams playing and greater retention of players through the older age groups. If so there may be an increase in the overall number of teams (and participants) in future years as a result of the youth review and higher levels of demand will occur as a result.

Norfolk County FA list of facility requirements

4.129 Information provided by the Norfolk County FA highlights a list of projects that have been identified with clubs, or where clubs have previously expressed an interest in enhancements. This is in no way a priority list but an overview of recent potential schemes in the area, at various stages of development and thinking. The main potential schemes are set out in table 4.20 below.

Table 4.20: Norfolk FA Football facilities projects list

Applicant Name	LA	Organisation Type	Project Brief	Key Football Stakeholders Involved
Aylsham Sporting Trust	Broadland	Voluntary	New Multi pitch football club site with varying size grass pitches inc one floodlit pitch and changing rooms	Aylsham FC
Coltishall Playing Field	Broadland	Voluntary	Pavilion refurbishment	Coltishall Jags Coltishall FC
Frettenham Village Hall	Broadland	Voluntary	New Changing Room Pavilion and additional land (12 acres) for new pitches	Horsford Youth FC, CNSOBU FC, Frettenham FC & Vale Longo FC

Applicant Name	LA	Organisation Type	Project Brief	Key Football Stakeholders Involved
Old Catton Parish Council	Broadland	LA	Refurbishment & Extension to changing room pavilion to include small social area inc Kitchen and also site security fencing	Old Catton Juniors FC & Old Catton FC
Reepham FC	Broadland	Voluntary	Floodlights for main grass pitch	NA
Sprowston Parish Council	Broadland	LA	Additional land for pitches from housing development inc changing provision	Sprowston FC & Sprowston Athletic FC
Sprowston Parish Council	Broadland	LA	Pavilion Refurbishment & Extension @ Recreation Ground	Sprowston FC plus various Adult Clubs
St Andrews FC	Broadland	Voluntary	Pavilion refurbishment to meet Step 7 Ground Grading	
Cringleford Parish Council	Norwich	LA	New Playing Field & Community Pavilion as part of new housing development	TBC
NELM	Norwich	Charity	New 4 x Changing Room Pavilion	None at present due to pitches out of use
Norwich City Council Sloughbottom Park	Norwich	LA	New Changing room pavilion @ Sloughbottom Park	Norman Wanderers plus various adult clubs
UEA	Norwich/South Norfolk	HE	Colney Lane Playing Field New Pavilion	TBC
Costessey Parish Council	South Norfolk	LA	New 2 pitch site with community pavilion @ Queens Hill Site	Costessey Sports FC
Earsham PC & Earsham FC	South Norfolk	Vol	2x Changing Room Pavilion	A Suffolk Sunday Team
Hethersett	South Norfolk	Club	New Club location linked into future housing growth inc grass pitches & 60x40 AGP	Hethersett Athletic FC

Applicant Name	LA	Organisation Type	Project Brief	Key Football Stakeholders Involved
Long Stratton Parish Council	South Norfolk	Voluntary	New Changing Room Pavilion & 60x40 Sand Based AGP resurfaced to 3G	Long Stratton FC
Norwich CEYMS FC	South Norfolk	Voluntary	Floodlights to main pitch	Norwich CEYMS FC
Poringland - The Vision	South Norfolk	TBC	New Multi Sport Site	Poringland Wanderers FC
Poringland Playing Field Committee	South Norfolk	Voluntary	Changing Room Refurbishment	Poringland FC & Poringland Youth
Scole Playing Field Committee	South Norfolk	Voluntary	New Pitches & Changing Rooms	Scole FC

4.130 **Club specific development plans** - About two thirds of clubs responding have aspirations to run additional teams in the future, which total over 100 additional teams across the whole age and gender spectrum (this estimate is considered to be optimistic, given the numbers of teams and players already in the area).

Changes in supply

4.131 Potential supply of football pitches may arise as the result of planning permissions and other proposals, together with developer agreements. These are set out in Appendix 1 of this report. The data was provided by LAs as at spring 2014. If aggregated, the total number of football pitches that could be provided as part of these agreements might reach 24. If implemented, these need to be taken into account in any recommendations for additional football (and other sports) provision in the strategy and action plans.

Implications for current and future supply

4.132 **As a broad overview it is estimated from the data collected that there is significant spare capacity of grass football pitches in the Greater Norwich area. A simple assessment of all sites suggests that there is carrying capacity (based on the quantity and quality of pitches) for nearly 1000 matches per week, while actual usage from the 700 or so teams is about 350 (i.e. half assuming home fixtures on alternate weeks). This leaves a theoretical spare capacity of over 600 matches per week. However at the peak times, this reduces to below 100, still a significant number. The general conclusion is that at present there is no overall need for additional football pitches in the Greater Norwich area, although there are a number of clubs where existing facilities are at or over capacity, some where clubs have to play on multiple sites when they would ideally like to be located at one venue for easier club development and clubs that are forced to play fixtures away from their preferred ground. Where pitches have some spare capacity for additional use, this does not correspond with the areas of highest demand – it is not usually reasonable for club pitches to accommodate usage from other clubs and this ‘spare’ capacity can effectively be ruled out as a means of meeting demand elsewhere. Current shortfalls in some locations will be mitigated to some extent by new sites developed as the result of planning obligations and other commitments.**

4.133 **Displaced demand for football in the area is not considered a factor in the study area.**

- 4.134 MS data suggests that based on the demographic and socio economic profile of the whole area, there is potential to increase participation among adults by up to a further 16%, which if realised would have a significant implication for facility provision in the wider area. However this is considered excessive.
- 4.135 FA conversion data suggests that there may be some latent demand for football only in Norwich, in the order of over 100 teams. Again this is considered ambitious.
- 4.136 About two thirds of clubs responding have aspirations to run additional teams in the future, which total over 100 additional teams across the whole age and gender spectrum (this estimate is considered to be optimistic, given the numbers of teams and players already in the area).
- 4.137 Population increase to 2026 could, based on current participation rates, increase teams by 118 in total.
- 4.138 Some of these targets/aspirations are concurrent, and in total by 2026 it is reasonable to estimate in the first instance that an additional 120 teams from 2014 might be formed to take into account all these factors, an addition of about 17% over current team numbers. This must be monitored over the early years of the strategy to ensure that actual (rather than estimated) changes are taken into account. A high proportion of these are expected to be junior teams. The implications of this amount of additional teams is the need for about 20-30 pitches (assuming that all are built to a high standard and depending on pitch size and therefore carrying capacity). However there is a commitment to a number of pitches already as the result of planning agreements on housing development already approved or in the pipeline
- 4.139 The implications for pitch demand in the future are that despite the overall spare capacity in the area at present, additional football pitches are likely to be required overall up to 2026, particularly at those clubs identified in this study who are already at capacity and the new housing growth areas where identified and local demand cannot be met by existing clubs. The strategy which follows this assessment will consider actual numbers in more detail, and an assessment of individual club needs will need to be considered, and solutions for future pitch development produced which take into account future circumstances.
- 4.140 Access to (improved) school and other pitches, and the improvement of the quality (drainage, ancillary facilities) of existing venues would increase carrying capacity and reduce the need for so many additional new pitches.
- 4.141 There are few areas of the Greater Norwich area where football provision is non-existent and potential players have to rely on clubs outside the area. There are therefore considered to be no significant geographical gaps in provision which need to be plugged, but the new growth areas will generate demand for football in accordance with the new population, particularly if the demographics are younger than the average.

Artificial Grass Pitches for Football

Overview

- 4.142 Artificial pitches are frequently used for football training and are becoming more commonplace for competitive play (and are now approved surfaces by FIFA). There are a variety of different surfaces of AGPs and their suitability for football is as follows;
- Long pile 3G with shock pad – suitable
 - Long pile 3G – preferred surface for football

- Short pile 3G – acceptable surface for some competitive football and football training
- Sand filled – acceptable surface for football training
- Sand dressed – acceptable surface for football training
- Water based – acceptable surface for football training if irrigated.

4.143 It must be emphasised that the only recognised surface for football competition is 3G, though it is accepted that some training in the area does take place on sand based surfaces.

4.144 In the Greater Norwich area, there is a comprehensive stock of AGPs, suitable and available for football as set out below – most of these are only available or suitable for training, though some matches do take place at the full size 3G pitches and at other locations such as UEA Sportspark (see map AGP1).

Table 4.21: Football AGPs in Greater Norwich

Site	LA area	Size and type	No of pitches
Easton College 3G	South Norfolk	Full size 3G FL	1
TSA HS 3G	Broadland	Full size 3G FL	1
Acle 3G	Broadland	Small 3G 40 x 25m FL	1
Aylsham HS 3G	Broadland	Small 3G FL	1
Diss 3G	South Norfolk	Small 3G 36 x 17m FL	1
Hellesdon HS 3G	Broadland	Small 3G 60 x 42m FL	1
Longdale 3G	Broadland	Small 3G FL	1
Wymondham LC	South Norfolk	Small 3G 33 x 17m FL	1
Hobart HS	South Norfolk	Full size sand dressed FL	1
Langley School	South Norfolk	Full size sand dressed FL	1
Taverham Beech Ave	Broadland	Full size sand dressed FL	1
UEA Sportspark	Norwich	Full size sand dressed FL	2
Wymondham College	South Norfolk	Full size sand filled FL	1
Bungay FC AGP	South Norfolk	Small sand filled 35 x 30m FL	1
Framingham Earl HS	South Norfolk	Small sand dressed 40 x 31m FL	1
Freethorpe	Broadland	Small sand based 33 x 33m FL	1
Heywood	South Norfolk	Small sand filled 36 x 18m FL	1
Long Stratton astro	South Norfolk	Small sand 55 x 35m FL	1
FDC	Norwich	Small sided 30 x 20m FL	8
FDC	Norwich	Small 3G FL 40 x 30m	1
Goals Soccer	Norwich	Small sided 30 x 20m 3G FL	8
Goals Soccer	Norwich	Small sided 60 x 40m FL	2
UEA Sportspark	Norwich	Small sided 48 x 24m FL	3
UEA Sportspark	Norwich	Small sided FL	4

4.145 In summary these comprise:

- two sites containing full size 3G pitches – the preferred surface for football;
- six smaller 3G pitches;
- six full size sand based pitches on five sites;
- five smaller sand based pitches;
- 26 small sided 5/7 a side pitches on 3 sites; and
- The total number of pitches is 45 in 20 locations.

4.146 In addition there are full size AGPs (sand or water based) at Taverham, Redmayne Field, Dragons Den and Notre Dame HS which for a variety of reasons are not available, suitable or in use for football as well as a small AGP at YMCA in Trowse which has no floodlights and therefore no usage outside daylight hours.

4.147 Analysis of quality reveals some issues relating to the quality of facilities;

- most of the pitches (34 in total) have been provided in the last 7 years (since 2007), and can therefore be assumed to be in good condition with a carpet fit for purpose. 8 were built between 2000 and 2007 and probably require improvement and 5 before 2000, though 4 of these have been refurbished; and
- some of the pitches are acknowledged by owners and operators (and users) to require improvement, including Framingham Earl HS (surface), Freethorpe (poor carpet), Heywood (surface) and UEA Sportspark (surface of full size pitches need upgrading)

4.148 The AGPs in the area are in the ownership and management of a variety of providers – university, schools, clubs, parish councils and private organisations.

Demand

4.149 The adequacy of AGPs to accommodate demand for football, taking into account both training and competitive fixtures, is an important issue. Demand for hockey is considered later as there can often be competing demands from these two sports as both are reliant upon AGPs.

4.150 AGPs are generally considered the favourite venue for training in the Norwich area.

4.151 While almost all junior clubs train at least once per week, a lower proportion of adult teams train (although some play in 5 a side leagues midweek). Over 60% of clubs that schedule formal training sessions (and who responded to the consultation) use AGPs of varying sizes for training, including playing at the specialist 5/7 a side venues either in organised leagues or on a more casual training basis. A large numbers of community teams wish to use AGPs to accommodate their needs. The main facilities that clubs in the area use are set out in table 4.21 above – there are a few other sites with AGPs outside the study area, but not the subject of this assessment.

4.152 The FA, and as a consequence, local leagues have now also approved the use of AGPs for competitive fixtures. There is limited use currently of these pitches outside the small sided leagues with the exception of the Norwich Christian League where small sided matches are played on Saturday mornings.

Adequacy of Provision

4.153 Supply and demand is measured on a site specific basis considering;

- a. the amount of play that a site is able to sustain - based upon the number of hours that the pitch is accessible to the community during peak periods (up to a maximum of 34 hours per week). Peak periods have been deemed to be Monday to Thursday 17:00 to 21:00; Friday 17:00 to 19:00 and Saturday and Sunday 09:00 to 17:00, although individual sites differ according to their own policy, planning restrictions etc;
- b. the amount of play that takes place (measured in hours); and
- c. whether there is any spare capacity at the site based upon a comparison between the capacity of the site and the actual usage.

4.154 Table 4.22 summarises the capacity of the existing AGPs across the week, comparing the number of hours that a pitch is available at peak times with the demand for pitches.

4.155 It should be noted that pitch bookings as well as club consultation has been used to compile usage for AGPs. Whilst the analysis seeks to represent the regular weekly usage, it is clear that there is significant variation across the area from week to week. The peak time capacity for AGPs is midweek evenings.

Table 4.22: Site Specific Activity at AGPs

Site	Details	No of Pitches	Quality/age	Current Carrying Capacity for Community Use	Current Community Use	Difference	Extent of Spare Capacity	Spare Capacity for Community (peak)	Key Issues
Acle 3G	Small 3G 40 x 25m FL	1	2006	65	30	35	No spare capacity at peak times in season, spare capacity at other times	0	Small 3G pitch provided by Acle Recreation Centre as part of wider facility. Used entirely for football, and full at peak times in football season, though spare capacity at other times.
Aylsham HS 3G	Small 3G FL	1	2009	23	23	0	No spare capacity - not available at weekends	0	Small 3G pitch mainly used by school during day and Aylsham FC 4 evenings per week, with casual booking on Friday. Limited weekend use. Effectively at capacity. School have identified demand for larger pitch, but depends on precise nature of new Aylsham FC facility in town.
Bungay FC AGP	Small sand filled 35 x 30m FL	1	2006						No detailed information available, but understood from hearsay that very little spare capacity
Diss 3G	Small 3G 36 x 17m FL	1	1990, refurb 2011	35	20	15	Small spare capacity for additional use in peak	7	Small 3G pitch owned by Diss FC and used by senior and junior teams from club weekday evenings, and other local clubs. Little spare capacity in peak hours though relatively little used out of season and at weekends (no use Sunday)
Easton College 3G	Full size 3G FL	1	2009	45	25	20	Small spare capacity in peak	5	New 3G pitch on college site with extensive community use of all

Site	Details	No of Pitches	Quality/age	Current Carrying Capacity for Community Use	Current Community Use	Difference	Extent of Spare Capacity	Spare Capacity for Community (peak)	Key Issues
							hours		facilities. Only about 5-6 hours available in midweek evening peak and most of this after 9.00 when demand lowest.
FDC	Small sided 3G 30 x 20m FL	8	2010	75	35	40	None at peak times, spare capacity during daytime, and some at weekends.	0	Well used relatively new facility offering a range of small sided floodlit pitches for competitions, tournaments, corporate events, casual use, club training and other activities. School, college and NCCSF use in daytime. No spare capacity in midweek peak, and off-peak use varies considerably - offers some spare capacity but not at times required by clubs and teams.
FDC	Small 3G FL 40 x 30m	1	2010						No spare capacity in midweek peak, and off-peak use varies considerably - offers some spare capacity but not at times required by clubs and teams.
Framingham Earl HS	Small sand dressed 40 x 31m FL	1	2003, poor condition	35	20	15	Some spare capacity at weekends and in week	7	Considered by school as a MUGA, been in use for 11 years, and problems with drainage and condition of carpet. Currently used mainly for football, but some tennis and netball. Some spare capacity midweek, but mainly at weekends, when no training as youth teams play matches on grass then. -

Site	Details	No of Pitches	Quality/age	Current Carrying Capacity for Community Use	Current Community Use	Difference	Extent of Spare Capacity	Spare Capacity for Community (peak)	Key Issues
Freethorpe	Small sand based FL 33 x 33m	1	2006, poor surface	70	35	35	Spare capacity outside peak hours but at capacity in evenings	2	Pitch provided as part of facility improvements in mid 2000s. Used by PS in afternoon in term time, and by club in evenings from 6-9. Few spare slots and some casual bookings taken where feasible. Pitch requires improvements to surface (ideally provision of 3G)
Goals Soccer	Small sided 30 x 20m 3G FL	8	2011	47	30	17	Spare capacity mainly at weekends	5	Commercially run facility with school usage during day. Some spare capacity for training, casual and competitive use during small periods in peak evenings-significant spare capacity at weekends but not the key time for club training and other use
Goals Soccer	Small sided 60 x 40m 3G FL	2	2011						
Hellesdon HS 3G	Small 3G 60 x 42m FL	1	2006	25	17.5	7.5	Little spare capacity at any time in peak.	7.5	School based small AGP used by school in daytime and available for community from 5-10 midweek evenings, mainly used by local football clubs for training. No usage weekends unless a specific demand on Saturdays.

Site	Details	No of Pitches	Quality/age	Current Carrying Capacity for Community Use	Current Community Use	Difference	Extent of Spare Capacity	Spare Capacity for Community (peak)	Key Issues
Heywood	Small sand filled 36 x 18m FL	1	1995 poor surface requires improvement	95	9	86	Spare capacity and potential for additional use	6	Old facility on private health and sports club site, available for many hours during week, but not intensively used - mainly for casual 5 a side, and some junior club training. Additional use constrained by poor condition of court.
Hobart HS	Full size sand dressed FL	1	2008	32	20	12	Spare capacity at all times	10	New pitch on school site with changing. Used by hockey teams and clubs at weekends and for some training in midweek, but significant spare capacity during peak times in week for football training, and for junior matches on Sunday
Langley School	Full size sand dressed FL	1	2009						No detailed information available on usage, but unlikely to be much usage or spare capacity as site on private school in area of low demand
Long Stratton astro	Small sand 55 x 35m	1		77	25	52	Spare capacity mainly outside peak	2	Dated sand base small AGP/MUGA in need of refurbishment and subject to current proposals for new 3G surface by Long Stratton PC and FC. Limited spare capacity weekday evenings where 90% used by the football club
Longdale 3G	Small 3G FL	1	2012	40	35	5	Some spare	5	Parish Council provided small AGP

Site	Details	No of Pitches	Quality/age	Current Carrying Capacity for Community Use	Current Community Use	Difference	Extent of Spare Capacity	Spare Capacity for Community (peak)	Key Issues
							capacity at weekends but none midweek in football season		with 3G surface primarily used for football training, competitions, casual access and pay and play. Little spare capacity in season when demand highest (except late evening), but some in summer and at weekends when open.
Taverham Beech Ave	Full size sand dressed FL	1	1996, refurb 2013	68	61	7	Some spare capacity on two evenings per week	4	Mainly used for hockey (55 hours per week) but football use on two evenings per week - some spare capacity, which can be used for football training etc on Mon and Fri evenings
TSA HS 3G	Full size 3G FL	1	2007	43	28	15	Limited spare capacity in midweek, but some at weekends	1	New 3G pitch available for football training and matches. Little spare capacity in midweek, and increasing use at weekends for matches and pay and play
UEA Sportspark	Full size sand dressed FL	2, incl 6 football	1994, refurb 2005, surfaces need upgrading	64	40	24	Some spare capacity in midweek for football and hockey (60% booked at present)	16	Well established double pitch available for wide range of activities including hockey. Some quality issues identified by hockey clubs using pitches. Significant use by other sports particularly football. Overall some spare capacity in midweek for additional football etc
UEA Sportspark	Small sided 3G 48 x 24m FL	3	2011	60	50	10	Some spare capacity in midweek for	10	Currently occupied 83% of peak hours therefore some small spare capacity in midweek and

Site	Details	No of Pitches	Quality/age	Current Carrying Capacity for Community Use	Current Community Use	Difference	Extent of Spare Capacity	Spare Capacity for Community (peak)	Key Issues
							football		weekend (figures relate to total of 3 pitches)
UEA Sportspark	Small sided 3G FL	4	2008	80	46	34	Some spare capacity in midweek for football	34	Currently occupied 57% of peak hours therefore significant small spare capacity in midweek and weekend (figures relate to total of 4 pitches)
Wymondham College	Full size sand filled FL	1	2007						No detailed information available on usage, but unlikely to be much usage or spare capacity as site on school in relatively remote area of low demand
Wymondham LC	Small 3G 33 x 17m FL	1	2011	52	24	28	Spare capacity overall (46%), 15% in midweek peak	3	New small 3G pitch with lights managed by the Leisure centre, with school use during day. Some spare capacity outside peak but effectively full in evenings
		45/49		1031	573.5	457.5		124.5+	

4.156 The key messages arising from Table 4.22 at a site specific level are as follows;

- It is estimated that there is about 44% spare capacity overall at the various AGPs in the area (overall and when split into sand or 3G), but the majority of this is outside peak times, when demand is lowest. There is ample spare capacity at weekends, but this is when main fixtures on grass are held and demand is therefore lowest.
- Peak time spare capacity (mainly evenings in the football season) amount overall to about 125 hours out of the total availability of over 1000 hours, about 12% overall (or about 79 hours for 3G – 14%).
- There is little or no spare capacity at 3 venues, 1-4 hours available at 4 and 5-10 hours at a further 5, and rather more at the various pitches at UEA Sportspark.
- The most popular pitches depend to some extent on the location of clubs with regard to pitches, but of those clubs responding the four main venues are Thorpe St Andrew HS, FDC, UEA and Easton College pitches.
- The two full size 3G pitches at Easton College and TSA HS are almost at capacity in the peak periods and offer little opportunity for additional use – spare slots tend to be late evening when demand is least. There is little spare capacity for matches at weekends.
- Apart from UEA, the site with the most spare capacity is Hobart HS, but this is sand based and only suitable for training, remote from the main areas of high demand, and located close to Langley School which also has some assumed spare capacity.
- Unlike in some other areas, little capacity at the main full size pitches is used by block bookings for small sided leagues as these are mainly accommodated on purpose built small sided facilities at Goals, FDC and UEA.
- Most activity on AGPs at peak times is football. The only pitches with significant hockey usage are Beech Avenue, Taverham, Hobart HS and UEA.
- Peak hours are assumed to be generally 17.00 to 21.00, but restricted opening hours perhaps do have a part to play in this. Some schools do not open until 18.00, meaning that community activity cannot take place before this, and there are also relatively restricted opening hours on weekends. Conversely some facilities are available after 21.00 but this is the time when there is usually some spare capacity.

4.157 Analysis of the current use of AGPs therefore concludes that;

- there is limited spare capacity for additional training activity on full size AGPs during the week, with the majority of full size pitches booked or almost booked out. There is some spare capacity at the small pitches at UEA;
- there is little scope to increase the amount of activity on pitches at weekends for matches, as only two pitches (Thorpe St Andrew HS and Easton College) have a surface appropriate for use in competitive football leagues;
- if participation in football was to increase significantly the capacity of existing AGPs would become still more constrained (if assumed that new teams would want to train) if all clubs sought to train on full sized pitches. Little additional demand could be accommodated on smaller pitches. It is important to emphasise that while sand

based surfaces are acceptable for football training, 3G surfaces are more desirable for football;

Sport England Facility Planning Model

4.158 Activity on a site by site basis can be compared with theoretical modelling produced by Sport England through the Facility Planning Model (FPM) 2013. This assessment considers the adequacy of full sized AGPs for football based on nationally agreed parameters and for the individual LAs in the Greater Norwich area, the summary findings are as follows:

Broadland

- There is good supply of AGPs for football (equal to the national average) – the assessment includes 2 full size pitches at Beech Avenue Taverham and Thorpe St Andrew High School, and 2 small pitches at Longdale, Drayton and Aylsham HS. Other pitches are excluded from the assessment mainly because they do not meet the minimum size requirement for consideration in the model
- On a crude assessment of demand and supply within Broadland, there is an apparent surplus of pitches
- Satisfied demand is about the national average, and this is met mainly by car
- Unmet demand is also therefore about average, but when aggregated over the whole district is only equivalent to about half an additional pitch, and this is mainly caused by lack of capacity at existing pitches
- Used capacity is 100% overall and at all pitches – i.e. they are all assumed to be fully used in the hours available
- Broadland is a major importer of demand mainly from Norwich, of over 1000 visits per week, mainly because of the location of pitches
- Relative share (i.e. a measure of supply and capacity in the area) is about the national average
- **Conclusions – with good supply meeting Broadland’s demand, there is little demand that is not met in the district, though pitches here do import demand from Norwich and are therefore full. There is little justification for additional pitches based on unmet demand and better use might be made of other pitches in the area not considered in the assessment (e.g. Redmayne Field).**

Norwich

- There is relatively low supply but the assessment only includes facilities at Sportspark and Dragon’s Den (which in reality is not available for football), and excludes 5 a side centres and the pitch at Notre Dame HS
- There is a local demand in Norwich for 4 pitches, so an apparent shortfall of 2
- Norwich has the highest satisfied demand in the area and is at about the national average
- Unmet demand is average but only sufficient for 0.7 additional pitches across the whole city, and this is mainly down to capacity
- All pitches are assumed full

- Norwich exports major demand to the neighbouring districts
- Norwich has a very low relative share
- **Conclusions- there is some justification in 1-2 additional pitches in Norwich (especially as Dragon's Den does not in fact accommodate football) to release capacity and draw back demand currently met outside.**

South Norfolk

- There is relatively low supply compared with the average. The assessment includes Easton College, Langley School and Wymondham College, but excludes Hobart HS where the pitch in fact is available for community use. The assessment also excludes the small pitches at Diss Town FC, Wymondham LC, YMCA, Framingham Earl HS, Heywood, and Maltings Meadow
- Local demand in South Norfolk is for 2.5 pitches so there is an apparent shortfall of 0.75 pitches
- Satisfied demand is about average, as is unmet demand, but there is only enough UD for half a pitch over the whole district
- All pitches are assumed full
- South Norfolk is a minor exporter of demand to Norwich and districts outside the Greater Norwich area
- Relative share is slightly above average
- **Conclusions – if the existing pitch at Hobart is included (albeit it is located close to Langley School), there is no overriding case made by the model for additional pitches if 1 or 2 pitches are provided in Norwich (see above), though the Wymondham College pitch is not well used by the community.**

4.159 In the Greater Norwich area therefore, Sport England FPM modelling reveals that overall there is a good supply of combined AGPs to meet current and latent demand (it excludes some small sized facilities). Satisfied demand from football for pitches is round about the national average and the amount of demand unmet by existing pitches is quite low and never in sufficient concentrations to warrant additional pitches in any one location for this reason alone. However it does support findings outlined in Table 4.22 which reveal that the used capacity of AGPs is high and that there is limited unused capacity midweek. Given the actual availability of mainly full size pitches compared with those pitches considered in the assessment, it is appropriate to conclude that up to 2 additional pitches in the inner Greater Norwich area should be considered at the present time for football (i.e. 3G pitches), and that these would supplement the smaller pitches available in the area but not included in the model. In the longer term, future need will depend on population change, trends in participation and patterns of play, and this could increase demand by a similar amount to that in grass pitches (say 17%, to be monitored over the duration of the strategy). This would involve up to 2 additional artificial football/3G pitches in the wider area.

Club Feedback

4.160 The main problems with AGPs identified by clubs were the number of available, inexpensive 3G and other astro type surfaces with floodlights available. It is a perception among clubs that facilities are inadequate in number for the demand expressed in the whole area (see assessment below). The range of artificial grass facilities, including purpose built small sided venues, was however generally supported.

FA requirements

4.161 Norfolk County FA is currently working on developing a new AGP Investment Model that would see satellite FDC full size AGPs developed in the areas of strategic need, and this will be inform/be informed by the outcomes of this current study.

Other similar facilities

4.162 There are a large number of smaller hard surfaced play areas/MUGAs around the Greater Norwich area, which could and do accommodate some of the similar demands for training and other activities as the AGPs considered above, and have been suggested in club consultation. These facilities are included below – this is not a comprehensive list, and the facilities are not necessarily restricted to use for football. This list should be considered in conjunction with other similar facilities for informal play in the area, set out in Section 11.

Table 4.23: MUGAs in the Greater Norwich area

Location	LA area
Hinks Meadow Taverham	Broadland
Horsford Village Hall	Broadland
Old Catton Rec	Broadland
Plantation Park, Blofield	Broadland
Rackheath PF	Broadland
Reepham Stimpsons piece	Broadland
Spixworth (derelict)	Broadland
Sprowston Sports & Social Club	Broadland
Thorpe Marriott	Broadland
Harford Park	Norwich
Jenny Lind PG	Norwich
Open Academy	Norwich
Sewell Park College	Norwich
Sloughbottom Park	Norwich
Costessey Centre	South Norfolk
Easton College	South Norfolk
Harleston	South Norfolk
Hingham (poor condition)	South Norfolk
Mallard Close, Chedgrave	South Norfolk
Mulbarton	South Norfolk
Tacolneston	South Norfolk
Tasburgh	South Norfolk

4.163 These facilities which may in some cases double as tennis courts and other facilities are mainly recreational facilities, usually with a tarmac surface and not always with floodlights allowing evening use. Club returns suggest that at present they offer little actual opportunity for training and other club related use, but they do have the potential to supplement the artificial grass surfaces highlighted above.

Implications for current and future supply

4.164 **There is a good supply of artificial grass pitches already in the area, both full size and smaller, totalling 45 pitches in 20 locations (to include small sided football centres). There is also a stock of other artificial grass pitches not currently used for football, or in some cases for any activity by the community, mainly on school sites. The actual provision of 'football' surfaces totals 2 full size and 6 small areas, plus 26 5/7 a side facilities.**

4.165 **Demand at the present is mainly for training or small sided competition, but the FA has approved artificial surfaces for competitive football, and the demand for this will increase in the future.**

4.166 **At present there is little spare capacity for additional use for football at existing pitches, and therefore a justification at the present time for additional facilities. The FPM assessment makes a case for 2 additional pitches for football at the present time, and there are tentative plans from the FA for 2 additional full size AGPs and up to 7 small areas (including refurbishment of existing areas). It is reasonable to conclude therefore that at the current time, there is justification for an additional 2 full size AGPs and a range of smaller pitches for training.**

4.167 **There are some larger settlements in the Greater Norwich area where full size 3G provision is currently lacking, including Diss and Wymondham, and these areas should be considered for future provision, but this must be in accordance with the identification of local demand.**

4.168 **In the longer term, future need will depend on population change, trends in participation and patterns of play, and this could increase demand by a similar amount to that in grass pitches (say 17%, to be monitored over the duration of the strategy). This would involve up to 2 additional artificial football/3G pitches in the wider area and smaller pitches.**

Summary and conclusions for football

- **There are 305 individual formal grass football pitches across the Greater Norwich area on 122 sites.**
- **Pitch quality varies relatively little although there may well be differences in pitch quality within specific sites as well as across the area. Overall, only 1% of football pitches have been rated as poor from data collected from site inspections, cross referenced with available FA data, while 59% are considered good, and 40% standard.**
- **There are numerous pitches on school sites throughout the area, both high schools and junior schools that are not at present available for wider community use. Few schools that do not already open their facilities indicated interest in doing so. There is limited scope to increase the pitch stock further through community use of school sites, unless current barriers can be addressed, as school pitches are primarily**

required for school use.

- The study has identified 768 teams playing on grass, comprising 241 senior men's, 169 junior, 97 9v9, 185 mini and 76 women and girls' teams. Based on the FA data on numbers of players required to form teams, it is estimated that this number of teams and clubs yields about 11,500 regular footballers across the whole area, with 4,750 playing for teams in Broadland, 2150 in Norwich and 4000 in South Norfolk (plus 600 'unattached'). Senior men account for about 40% of the total.
- Club responses suggest that there are many plans, aspirations and other comments regarding facility provision and other aspects of development that require consideration in any strategy.
- As a broad overview it is estimated that there is significant current spare capacity of grass football pitches in the Greater Norwich area. A simple assessment of all sites suggests that there is carrying capacity (based on the quantity and quality of pitches) for nearly 1000 matches per week, while actual usage from the 700 or so teams is about 350 (i.e. half assuming home fixtures on alternate weeks). This leaves a theoretical spare capacity of over 600 matches per week. However at the peak times, this reduces to under 100, still a significant number.
- In terms of different types of pitch,
 - for adult football, provision is relatively unconstrained, but there are pockets of overplay and lack of spare capacity in certain locations;
 - for junior play, overall there is an adequate supply of pitches but a potential shortage at the peak;
 - for 9v9 play, overall there is an adequate supply of pitches in the area overall, but a smaller surplus at the peak time; and
 - for mini football provision is very good, and there are few pockets of overplay and lack of spare capacity throughout the whole area:
- The general conclusion is that at present there is no overall need for additional football pitches in the Greater Norwich area, although there are a number of clubs where existing facilities are at or over capacity, some, where clubs have to play on multiple sites when they would ideally like to be located at one venue for easier club development and clubs that are forced to play fixtures away from their preferred ground
- The implications for pitch demand in the future are that despite the overall spare capacity in the area at present, 20-30 additional football pitches are likely to be required overall up to 2026, particularly at those clubs identified in this study who are already at capacity and the new housing growth areas where identified and local demand cannot be met by existing clubs (some of these additional pitches are already committed as the result of developer agreements on new housing areas). The strategy which follows this assessment will consider actual numbers in more detail, and an assessment of individual club needs will need to be considered, and solutions for future pitch development produced which take into account future circumstances.
- There are a number of non-turf facilities in the Greater Norwich area which complement the overall stock of grass football pitches and are mainly used for training (though have some potential for competitive play)

- Artificial grass pitches, of which there are 19 facilities at 18 locations. Full size pitches are sand based or 3G, mainly floodlit and used extensively for informal football training and 5 a side leagues. 3G pitches are generally suitable for competitive full sided matches and used as such. Some smaller 3G AGPs are used mainly for football training, 5 a side competitions and casual use. They are not big enough for competitive full sided play
- Multi Use Games Areas (usually floodlit) at a number of locations. While these are theoretically available for football, there is no striking evidence of their use for training or other formal football activity
- Purpose built commercially run 5/7 a side football centres in the area (26 individual pitches in 3 locations) are used for organised leagues on an intensive a regular basis but also accommodate mid-week training (in the form of 5/7-a-side competitions for some clubs and groups of players
- At present there is little spare capacity for additional use for football at existing pitches, and therefore a justification at the present time for additional AGP facilities. It is reasonable to conclude that at the current time, there is justification for an additional 2 full size AGPs and a range of smaller pitches for training
- In the longer term, future need will depend on population change, trends in participation and patterns of play, and this could increase demand by a similar amount to that in grass pitches (say 17%, to be monitored over the duration of the strategy). This would involve up to 2 additional artificial football/3G pitches in the wider area and smaller pitches
- There are some areas of the Greater Norwich area where full size 3G provision is currently lacking, including Diss and Wymondham and these areas should be considered for future provision, if a local demand is identified.

Issues for strategy to address

4.169 The key issues for the strategy to address are therefore:

- Limited spare capacity for all types of pitches particularly at peak times and the need for additional pitches now and in the future.
- Quality issues at pitches influencing pitch capacity. Overuse (in relation to the quality and capacity of the pitch) is causing further deterioration of pitches.
- Need for investment to bring the quality of pitches up to required standards and consequent programme of maintenance at all pitches to cope with the levels of use.
- Complications in some cases of the multi-use of sites for football and cricket.
- Participation, particularly for juniors is continuing to increase and there are significant aspirations for club development. Several clubs express concerns however about longer term sustainability.

- The need to consider hub sites where junior and senior clubs have the opportunity to develop teams more consistently.
- The implications of changing demand in participation with the introduction of 9v9 pitches as well as the push for the use of 3G pitches for match play.
- The specific needs of especially multi team clubs whose main aim is to develop on single sites with multiple pitches.
- More sustained use of school pitches on a regular basis, and their particular value as hub sites.
- Future pitch provision in conjunction with new housing development.
- Several clubs have aspirations to manage their own facilities. The lease of pitches could provide clear benefits to both the clubs and pitch providers.
- Rationalisation of pitches to improve economic viability where appropriate.
- There are several former playing fields sites that are not currently used but could be brought back into use to meet any existing deficiencies.
- The continued need for training facilities particularly hard surfaced and floodlit.
- The relative lack of 3G pitches inhibits the quality of the training that takes place for football and means that there are limited opportunities to use AGPs for match play.
- The need for a co-ordinated approach to the future of AGP surfaces which does not prejudice hockey use is an issue that requires consideration.

Introduction

5.1 This section evaluates the adequacy of pitches for cricket and provides:

- An overview of the supply of cricket pitches across the Greater Norwich area
- An outline of demand for cricket pitches across in the area
- An understanding of activity at individual sites in the area
- A picture of the adequacy of current provision
- The future picture of provision for cricket.

Cricket in the Greater Norwich area – an overview

Pitch Supply

5.2 There are 41 sites containing facilities for cricket in the wider Greater Norwich area, where clubs and teams are currently accommodated, with a total of 45 grass and 11 non turf pitches/wickets. Sites are mostly equally split in ownership between parish councils/playing field committees and clubs, though clubs also play a big part in managing and maintaining parish council pitches where they play. 3 sites are owned and managed by Norwich City Council and 4 are on school sites and currently used by local clubs. The individual pitches and sites are set out in Table 5.1 below.

5.3 Pitches available are summarised in Table 5.1. Further detail is provided in Appendix C1 and on map C1.

Table 5.1: Cricket pitches across the Greater Norwich area

Site name	LA name	Provision	Ownership/management
ACLE WAR MEMORIAL RECREATION CENTRE	Broadland	1 grass wicket	Parish Council/club
AYLSHAM RECREATION GROUND	Broadland	1 grass wicket	Parish Council/club
BUXTON BALLAY PARK	Broadland	1 grass wicket	Club
COLTISHALL RECTORY ROAD	Broadland	1 grass wicket	Parish Council/club
DRAYTON KGV CRICKET PITCH	Broadland	1 grass wicket	Parish Council/club
FELTHORPE WATLING PARK, FRETENHAM VILLAGE HALL PLAYING FIELD	Broadland	1 grass wicket	Club
GREAT WITCHINGHAM, WALCIS PARK	Broadland	1 grass wicket + 1 non turf	Parish Council/club
HALVERGATE PLAYING FIELD	Broadland	1 grass wicket	Club
HORSFORD, MANOR PARK	Broadland	2 grass wickets	Club
OLD CATTON RECREATION GROUND	Broadland	1 grass wicket	Parish Council/club
POSTWICK, FERRY LANE	Broadland	1 grass wicket + 1 non turf	Club
REEPHAM HIGH SCHOOL	Broadland	1 grass wicket	School
SALLE CHURCH GROUND	Broadland	1 grass wicket	Club
SOUTH WALSHAM RECREATION GROUND	Broadland	1 grass wicket	Parish Council/club

Site name	LA name	Provision	Ownership/ management
SPROWSTON CC, BARKERS LANE	Broadland	2 grass wickets + 1 non turf	Club
SPROWSTON RECREATION GROUND	Broadland	1 grass wicket	Parish Council/club
THORPE ST ANDREW DUSSINDALE PARK	Broadland	1 grass wicket	Parish Council/club
		20 grass + 3 non turf	
BRITANNIA BARRACKS	Norwich	1 grass wicket	Norwich City Council
CNS	Norwich	1 grass wicket	School
EATON PARK	Norwich	1 grass wicket	Norwich City Council
PILLING PARK	Norwich	1 grass wicket	Norwich City Council
TOWN CLOSE SCHOOL	Norwich	1 grass wicket	School
		5 grass	
BROOKE HOUSE PARK	South Norfolk	1 grass wicket	Club
BURSTON REC	South Norfolk	1 grass wicket	Parish Council/club
COSTESSEY CENTRE, LONGWATER LANE	South Norfolk	1 grass wicket	Parish Council/club
CRINGLEFORD, OAKLANDS RECREATION GROUND	South Norfolk	1 grass wicket	Parish Council/club
DISS CC, RECTORY MEADOW	South Norfolk	1 grass wicket + 1 non turf	Club
DITCHINGHAM, MALTINGS MEADOW	South Norfolk	1 grass wicket + 1 non turf	PF Association/club
FLORDON	South Norfolk	2 grass wickets + 1 non turf	Club
GREAT MELTON PARK	South Norfolk	2 grass wickets + 1 non turf	Club
HALES AND LODDON CC	South Norfolk	1 grass wicket + 1 non turf	Club
HINGHAM PLAYING FIELD	South Norfolk	1 grass wicket	Parish Council/club
KETTERINGHAM HALL	South Norfolk	1 grass wicket	Club
LANGLEY SCHOOL	South Norfolk	1 grass wicket	School
MARLINGFORD CC	South Norfolk	1 grass wicket	Parish Council/club
MULBARTON, ORCHARD PARK	South Norfolk	1 grass wicket	Parish Council/club
SAXLINGHAM NETHERGATE PLAYING FIELD	South Norfolk	1 grass wicket + 1 non turf	Parish Council/club
SWARDESTON COMMON	South Norfolk	1 grass wicket + 1 non turf	Club
SWARDESTON, HILLTOPS	South Norfolk	1 grass wicket + 1 non turf	Club
TOPCROFT SPORTS FIELD	South Norfolk	1 grass wicket + 1 non turf	Club
		20 grass + 9 non turf	
TOTAL		45 grass + 12 non turf	

- 5.4 Information on Bungay CC is included as the facilities are in the Greater Norwich area, although the club is not affiliated to Norfolk CB.
- 5.5 If analysed on a district by district basis, the ratio of pitches/wickets per population within the Greater Norwich area is as follows:

Table 5.2: Relative distribution of cricket pitches

LA	Total grass wickets/pitches	Grass wickets/pitches per 1000 population	Total non turf wickets/pitches	Non turf wickets/pitches per 1000 population
Broadland	20	0.16	3	0.02
Norwich	5	0.04	0	-
South Norfolk	20	0.16	9	0.07
Total	45	0.11	12	0.03

- 5.6 Grass pitch/wicket provision is clearly higher in the two rural districts, and this reflects the abundance of local teams and village facilities which have traditionally existed here. Norwich provision is very low, and there are only three pitches on 'public' areas, as well as two on local school sites used by clubs. However there are a high proportion of wickets/pitches in the parishes immediately surrounding Norwich and much of the current demand for cricket from the city is met by these pitches. There are no non-turf pitches available in the city and only three in Broadland – the best relative provision is in South Norfolk.
- 5.7 In addition to the above pitches, there is one disused cricket pitch at Maltings Meadow, at least five pitches that have been relinquished in recent years in Bunwell, Loddon, Brundall, Pinebanks (Thorpe St Andrew) and Wicklewood, and observation suggests that wickets that were formerly located in 'public' parks and recreation grounds in the city (Eaton Park, Sloughbottom Park) and at Sprowston Recreation Ground have also been lost in recent years.
- 5.8 The main club sites tend to be used exclusively for cricket, but LA and parish council/playing field committee pitches usually have to share space with football and other activities at the beginning and end of the season and throughout the year. This can add to the wear and tear of pitches and impact upon the ability to undertake maintenance relating to both football and cricket pitches.

Quality

- 5.9 Pitch and facility quality is assessed from a number of sources – non technical visual inspection using Sport England's guidelines, information supplied by ECB (where available) from its club/facilities database and data from clubs gleaned from the questionnaire survey. The overall assessment in the last column is a subjective summary of the individual scores – good, fair and poor.

Table 5.3: Quality of cricket pitches in the Greater Norwich area

Site name	Visual inspection	ECB data	Club data (pitch/facilities)	Overall assessment
ACLE WAR MEMORIAL RECREATION CENTRE	Good			Good
AYLSHAM RECREATION GROUND	Good		Poor /good	Fair
BUXTON BALLAY PARK	Poor		Poor/poor	Poor
COLTISHALL RECTORY ROAD	Standard			Fair
DRAYTON KGV CRICKET PITCH	Good		Standard/acceptable	Fair
FELTHORPE WATLING PARK,	Standard		Good/unacceptable	Fair
FRETtenham VILLAGE HALL PLAYING FIELD	Standard			Fair
GREAT WITCHINGHAM, WALCIS PARK	Good		Good/acceptable	Good
HALVERGATE PLAYING FIELD	Good		Good/good Good/good	Good
HORSFORD, MANOR PARK	Good	Good	Good/good	Good
OLD CATTON RECREATION GROUND	Good			Good
POSTWICK, FERRY LANE	Good	Good	Good/acceptable	Good
REEPHAM HIGH SCHOOL	Standard			Fair
SALLE CHURCH GROUND	Good		Good/acceptable	Good
SOUTH WALSHAM RECREATION GROUND	Standard		Good/acceptable	Fair
SPROWSTON CC, BARKERS LANE	Good		Good/good Standard/acceptable	Good
SPROWSTON RECREATION GROUND	Standard			Fair
THORPE ST ANDREW DUSSINDALE PARK	Good		Standard/good Standard/good	Fair
BROOKE HOUSE PARK	Good		Good/good	Good
BURSTON REC	NK		NK	NK
COSTESSEY CENTRE, LONGWATER LANE	Good		Poor/good Good/good	Fair
CRINGLEFORD, OAKLANDS RECREATION GROUND	Good		Poor/good	Fair
DISS CC, RECTORY MEADOW	Standard	Good	Standard/acceptable	Fair
DITCHINGHAM, MALTINGS MEADOW	Good		Standard/good	Fair

Site name	Visual inspection	ECB data	Club data (pitch/facilities)	Overall assessment
FLORDON	Good		Good/good	Good
HALES AND LODDON CC	Good	Adequate/good	Good/acceptable	Fair
HINGHAM PLAYING FIELD	Standard			Fair
KETTERINGHAM HALL	Standard		Standard/acceptable	Fair
LANGLEY SCHOOL	Standard			Fair
MARLINGFORD CC	Standard			Fair
MELTON PARK	Good	Good	Good/good	Good
MULBARTON, ORCHARD PARK	Standard		Standard/unacceptable	Fair
SAXLINGHAM NETHERGATE PLAYING FIELD	Standard		Good/acceptable	Fair
SWARDESTON COMMON	Good	Good	Good/acceptable	Good
SWARDESTON, HILLTOPS	Good			Good
TOPCROFT SPORTS FIELD	Good	Adequate	Good/acceptable	Fair
BRITANNIA BARRACKS	Standard			Fair
CNS	Good		Good/acceptable Good/acceptable	Fair
EATON PARK	NK		NK	NK
PILLING PARK	Standard		Poor/poor	Poor
TOWN CLOSE SCHOOL	Good			Good

5.10 In general pitches and ancillary facilities are considered to be in fair or standard condition taking into account all factors – of those for which information has been collected, 14 venues are considered good, 23 fair and just 2 poor. The best facilities tend to be at the more senior clubs. The two poorest grounds are at Buxton which is an occasional venue for casual cricket and Pilling Park, which is part of a park managed by Norwich City Council, with free public access and no changing rooms or pavilion.

5.11 More details of individual aspects of pitch (and ancillary facility) quality and site specific issues are explained in the section below on club responses.

Other pitches

5.12 The study has identified through consultation and observation a number of other pitches throughout the wider area where cricket can be played, and these are mostly on education sites – UEA, academies and high schools. This information is not comprehensive and it is likely that other smaller pitches are available on other school sites. These pitches primarily accommodate cricket at school, whether in the curriculum or after school, and

are not (regularly) available for community use by clubs or used by teams, though this may well be because of the adequacy of pitches on club and other sites (the main list of sites above does include some school pitches where individual arrangements have been made with clubs to use as overflow facilities, possibly for junior teams). They do remain a possible outlet for any demand that may be identified in the future, subject to availability from the school or institution in question.

Table 5.4: Other cricket pitches in the Greater Norwich area

Site	LA name	Provision
ACLE ACADEMY	Broadland	1 grass
AYLSHAM HS	Broadland	1 non turf
NORWICH SCHOOL REDMAYNE FIELD	Broadland	2 grass
TAVERHAM HALL SCHOOL	Broadland	3 grass and 1 non turf
TAVERHAM HS	Broadland	1 grass and 1 non turf
THORPE ST ANDREW HIGH SCHOOL	Broadland	2 grass
HELLEDON HS	Broadland	1 grass
NORWICH SCHOOL MAIN SITE	Norwich	1 grass and 1 non turf
HEWETT SCHOOL	Norwich	3 grass
SEWELL PARK COLLEGE	Norwich	1 grass
UEA COLNEY LANE	South Norfolk	2 grass
DISS HS	South Norfolk	1 grass
FRAMINGHAM EARL HS	South Norfolk	1 non turf
ORMISTON ACADEMY	South Norfolk	1 grass
WYMONDHAM HS	South Norfolk	1 grass
HETHERSETT HS	South Norfolk	1 non turf

Clubs, teams and leagues

- 5.13 There are estimated to be 39 clubs affiliated to the Norfolk Cricket Board and playing cricket in the Greater Norwich area. These currently comprise 102 adult (18-55 years) men's teams (57% of the total), 3 women's teams (2%) and 74 or more junior teams (41%). Details of clubs and teams are set out further in Appendix C2.

Table 5.5: Cricket clubs and teams in Greater Norwich

CLUB		Adult men	Women	Junior	Venue
ACLE CC	Broadland	4		5	Acle Rec
ANGLIANS CC	Broadland	1			Barkers Lane
ASHMANHAUGH & BARTON WANDERERS CC	Broadland	1			Coltishall
AYLSHAM ST GILES CC	Broadland	2			Aylsham Rec
BUXTON CC OCCASIONAL	Broadland	1			Ballay Field
DRAYTON CC	Broadland	3			King George V PF
FELTHORPE CC	Broadland	2		1	Watling Park
FRETtenham CC	Broadland	1			Frettenham VH
GT WITCHINGHAM CC	Broadland	4		3	Walcis Park

CLUB		Adult men	Women	Junior	Venue
HALVERGATE CC	Broadland	1		Various, not specified	Halvergate PF
HORSFORD CC	Broadland	4		3	Manor Park
NORWICH BYSTANDERS	Broadland	3			Dussindale Park /Britannia Barracks
NORWICH CC	Broadland	4	1	4	Postwick
OLD CATTON CC	Broadland	4		2	Postwick/Old Catton Rec
REEPHAM & SALLE CC	Broadland	3		2	Salle/Reepham HS
SOUTH WALSHAM	Broadland	1			South Walsham Rec
SPROWSTON CC	Broadland	6		4	Barkers Lane
ST ANDREWS CC	Broadland	2			Dussindale Park
VAUXHALL MALLARDS	Broadland	2		7	Halvergate PF/South Walsham Rec
BUNWELL CC	Norwich	1			CNS
CHAPELFIELD CC	Norwich	1			Britannia Barracks
COLNEY CC	Norwich	1			CNS
EATON CC	Norwich	1			CNS
PILLING PARK CC	Norwich	1			Pilling Park
BROOKE CC	South Norfolk	4		5	Brooke House Park/Langley School
BUNGAY CC	South Norfolk	3		3	Maltings Meadow
COSTESSEY CC	South Norfolk	1			Longwater Lane
CRINGLEFORD LODGE CC	South Norfolk	1		1	Oaklands Rec
DISS CC	South Norfolk	4		4	Rectory Road/Burston
GT MELTON CC	South Norfolk	7	1	6	Melton Park/Town Close
HALES & LODDON CC	South Norfolk	3		5	Hales
HETHERSETT & TAS VALLEY CC	South Norfolk	5		3	Flordon
HINGHAM CC	South Norfolk	2			Hingham Rec
KETTERINGHAM HALL CC	South Norfolk	2			Ketteringham Hall
MULBARTON CC	South Norfolk	1		4	Orchard Park
RACKHEATH CC	South Norfolk	1			Longwater Lane
SAXLINGHAM CC	South Norfolk	3		1	Saxlingham Nethergate
SWARDESTON/CEYMS CC	South Norfolk	6		5	The Common/Hilltop
TOPCROFT CC	South Norfolk	5	1	6	Topcroft
TOTALS		102	3	74+	

- 5.14 Some of the junior teams are specifically for girls and total 6. In addition Ashmanhaugh and Barton Wanderers has a women's team though this plays outside the Greater Norwich area.
- 5.15 One further club with an allegiance to the Greater Norwich area, Gillingham CC with one adult team, actually plays its matches in Ringsfield in Mid Suffolk. Ashmanhaugh and Barton Wanderers CC and Norwich CC play some of their fixtures at alternative grounds outside the area.
- 5.16 If split down into individual LAs within the wider area, the situation is as follows.

Table 5.6: Distribution of cricket teams across Greater Norwich

	Adult men	Adult women	Junior	Total
Broadland	49	1	31+	81+
Norwich	5			5
South Norfolk	48	2	43	93
Total	102	3	74+	179+

- 5.17 The significant issues to arise from these are as follows:
- Most of the clubs and teams play in the rural districts, because of the availability of pitches and the tradition of village clubs, though this does not necessarily reflect where the demand originates. There is a particular lack of clubs in Norwich directly serving the city.
 - 21 clubs have both senior and junior sections, and a developmental structure which ensures that there is continuity at all levels. Conversely 16 clubs have either 1 or 2 adult teams, and have to seek playing members from outside.
 - Clubs in Norwich are entirely one team clubs with the exception of Great Melton who play overflow fixtures at Town Close School.
 - There is currently very little female participation in organised cricket, with only 3 clubs fielding women's teams (40% of the total in Norfolk), though there are girls playing junior cricket at six clubs.
- 5.18 It is estimated from teams and club returns that (on the basis of clubs requiring 15-20 players to support each team) there are between about 2600 and 3600 adults and juniors currently playing cricket in the Greater Norwich area.

Table 5.7: Membership details for cricket

	Adult teams	Adult players	Junior teams	Junior players
Broadland	50	750-1000	31+	465-620
Norwich	5	75-100		
South Norfolk	50	750-1000	43	645-860
Totals	105	1575-2100	74+	1110-1480

- 5.19 The affiliated clubs play mainly in the following leagues in the area:
- East Anglian Premier League (12 teams overall, 5 in Greater Norwich area);

- Norfolk Cricket Alliance (66 teams, 25 in the wider area);
 - Norfolk Cricket League (78 teams, 33 in the wider area); and
 - Mid Norfolk Sunday League (64 teams, 18 in the wider area).
- 5.20 Junior teams play variously in the Norfolk Alliance Junior Leagues, Broadland Youth League, and South Norfolk Community League, while women play in the TGS League.
- 5.21 There are a number of national, regional and local cup competitions that also include teams in the area.
- 5.22 In addition there are other leagues recognised by the Norfolk CB which accommodate teams in smaller competitions, including Norwich Pub friendly League, (Hewett School Sundays), Thurton and Ashby Cup (Hales midweek), Alan Boswell Midweek Corporate Friendly League (Saxlingham midweek), UEA Inter departmental league (midweek – parks pitches) and South Norfolk Over 40s league (midweek). There are also a variety of ad hoc 20/20 games that take place at Aylsham and other locations. Norfolk CB confirms that these still exist.

Club consultation

- 5.23 Clubs were consulted on their current team patterns, likely future demand, facility quality and other issues affecting overall participation and the broad results from those responding are set out below (the percentages refer for the most part to 35 of the 39 clubs that responded to consultation in detail;
- Many club sections (men, women and junior) responding are fielding the same number of teams compared with three seasons ago (42%), although there has been an increase in players in 38% of clubs. Very few clubs have lost teams (5%) and there has only been the loss of 2 junior teams in this period. Participation is holding up well therefore in cricket.
 - Most clubs are operating for the benefit of players from a wider than local catchment. 55% of players live within 2-5 miles of the club venue, and 38% over 5 miles. Only 8% of players live within 2 miles. This is not unusual, given the relative paucity of clubs (compared with say football) and the wide distribution of pitches, although juniors tend to live within 5 miles.
 - 68% of clubs responding have no plans to increase their number of teams, with 32% suggesting they would. This might increase the number of teams by 4 men's, 4 women's and 9/10 juniors if their plans are realised over the coming seasons.
 - In terms of ground tenure, only one club (Felthorpe) appears to own its ground – most are rented (58%) or leased (30%), while 3 have other arrangements (e.g. common land, land provided by landowner or belonging to Sports Association). Pitches are mainly rented or leased from parish councils/playing field committees (62% of this category) or privately (15%), while 11% are on a school site and 11% in the ownership of a LA.
 - Maintenance is primarily carried out by the club (58%) or parish council/playing field committee (28%). A small proportion of pitches are maintained by the school (8%), sports association (3%) or LA (3%).

- All clubs except 2 are playing in their preferred location – Rackheath would prefer to play in their own village, and Norwich Bystanders bemoan the loss of Pinebanks, although hearsay evidence suggests Colney would like to return to UEA if ever available.

5.24 Quality emerged as the key issue during consultations with clubs. In addition to measuring the provision of pitches and ancillary facilities in quantitative terms, it is also essential to consider the quality of existing provision. Furthermore perceived quality of pitches (and ancillary facilities) is almost as important as actual quality and can change usage patterns. Players are more likely to travel to sites that they perceive to be higher quality or better value for money. Indeed lower quality pitches may actually deter residents from participating. The perceived quality of pitches overall is set out in Table 5.8 below.

5.25 **Pitch quality** - Clubs were given the opportunity to comment on individual aspects of pitch quality (the figures in the tables represent individual club responses in number). Overall pitch quality was assessed as good by 60% of clubs, standard by 27% and poor by only 13% (4 clubs).

5.26 Norfolk Cricket Board also has information derived from its recent Player Survey. In general, 80% of core players in Norfolk are satisfied with pitch quality.

5.27 In terms of individual aspects of pitch quality the following table shows club returns.

Table 5.8: Club perceptions of pitch quality

Aspect	Pitch scores		
Grass cover	Good 71%	Acceptable 23%	Not acceptable 6%
Length of grass	Good 67%	Acceptable 27%	Not acceptable 6%
Evidence of dog fouling, glass, etc	None 69%		Some 31%
Evidence of unofficial use	None 87%		Some 13%
Damage to surface	None 97%		Some 3%
Evenness of outfield	Even 71%		Uneven 29%
Evenness of grass wickets	Even 97%		Uneven 3%
Evenness of non-turf wickets	Even 93%		Uneven 3%
Totals	80%	7%	13%

5.28 In general and across the board, 80% of aspects of pitch quality were rated good, 7% average and only 13% poor – most of the latter related to evidence of dog fouling and glass on 'public' sites.

5.29 Specific problems identified included:

- Bungay CC - needs to be more consistent, constant rolling
- Bunwell CC (CNS) - Require better pitch covers and sight screens
- Colney CC (CNS) - Nets would be helpful
- Costessey CC - PC fertilise at end of season but do not apply extra loam, looks nice but no good for cricket
- Cringleford Lodge CC - Bounce variable, limited groundsman time
- Diss CC - In town centre and suffer from vandalism
- Drayton CC - Rabbit holes on outfield

- Eaton CC - need sight screens as visibility poor with trees and school buildings
- Great Witchingham CC – rabbits
- Norwich Bystanders CC (Dussindale) - Competing uses for field, training equipment needed on outfield, fixed nets required
- Pilling Park CC - Pitch requires more than grass cutting - seeding, watering and treating. Public access
- Reepham & Salle CC - Flooding in one far corner
- Saxlingham CC – rabbits
- South Walsham - Outfield needs attention
- Sprowston CC - Need drainage so that all sports can coordinate
- St Andrews CC (Dussindale) - Needs more bounce in pitch, difficult to improve, square relatively new.

5.30 In terms of changes to pitch quality since the previous season, this was perceived to have generally improved – 45% of clubs considered their pitches were much or slightly better, while 42% considered there had been no change. Only 12% of clubs said their pitches were worse – in particular Pilling Park was considered much worse with line marking and grass cutting inadequate. The main reasons for better pitches were better weather, improved groundsmanship, better machinery and more time and resources spent on pitches.

5.31 **Ancillary facilities quality** - Clubs were also asked to comment on the range of facilities included in clubhouses and changing rooms, and the overall quality of these facilities. The range of facilities present is as follows:

- changing facilities are available to all clubs at all venues, although some are not purpose built and double as other facilities (e.g. Pilling Park, CNS);
- less than half of changing rooms and pavilions were considered good, half were acceptable and 2 were actually poor;
- only 21% of pavilions have separate changing areas for juniors and seniors;
- only 27% have separate changing area for males and females;
- 64% of pavilions have officials' changing rooms; and
- 60% of clubhouses/pavilions are secured during matches.

5.32 In terms of individual clubhouse components, the following were available at their main venue

Table 5.9: Clubhouse facility provision for cricket

Facility	Yes	No
Umpires room	64%	36%
Access for disabled	61%	39%
Kitchen	94%	6%
Toilet	97%	3%
Showers	79%	21%
Hot/cold water	88%	12%
Heating	70%	30%

- 5.33 For the most part, clubhouses are well appointed with a full range of facilities. Services most lacking are umpires' rooms, disabled access and heating. Most clubhouses are purpose built and in some cases new, but there are examples of temporary structures converted to pavilion use. Some facilities are accommodated in adjacent village halls which double as pavilions.
- 5.34 With regard to other facilities at the ground, the following were again available at their main venue.

Table 5.10: Ancillary facility provision for cricket

Facility	Yes	No
Fencing	45%	55%
Adequate car parking	92%	8%
Mower/rollers	85%	15%
Sight screens	73%	27%
Score box	55%	45%
Practice nets	76%	24%
Portable covers for square	58%	42%

- 5.35 The best range of other ancillary facilities at grounds is normally located at the larger and more senior clubs, and this reflects the requirements of particular leagues. Car parking is rarely an issue in the area, as there is adequate space at most grounds. Sight screens and practice nets are available at three quarters of grounds, but score boxes and portable square covers are relatively lacking.
- 5.36 **Overall satisfaction with cricket facilities in the Greater Norwich area** – clubs were almost equally split in their views of the overall quality and quantity of cricket facilities in the area – 53% were satisfied overall, 47% were dissatisfied with some aspects of facility provision. The biggest issues and main reasons for their views are set out below – these represent verbatim comments made by clubs and may repeat themselves in some instances:
- decline in school pitches;
 - amount and quality of pitches;
 - too many LA pitches not well maintained;
 - changing and clubhouses generally not good, facilities poorly funded;
 - amount and quality of pitches, lack of Council pitches. Driven away many works teams, leading to reduced numbers of cricketers;
 - amount and quality of pitches, some LA pitches 'lethal';
 - quality of pitches, especially LA, where outfield also used for football. Uneven bounce on many wickets. Dog mess in some cases;
 - lack of quality indoor facilities for practice/coaching through the winter is a constant problem. They are either heavily over-subscribed, expensive or inadequate. Most cricket clubs seem to have a ground to play on but the quality of the pitches varies (some Council prepared/school grounds are poor and clubs cannot continue to rely on volunteer groundsmen - preparing good pitches is very time-consuming). Use of the UEA pitches was withdrawn in 2011 and this caused problems for clubs. Town

Close School pitch secured as a second ground. To have a facility like the UEA sports ground hardly ever used is scandalous!;

- expected by league (EAPL) to provide more facilities, without increase in assistance, and expected to raise money;
- lack of volunteers to keep club running, with increasing demands on time;
- main problem is helpers to run the club and play throughout season;
- amount and quality of pitches, clubhouses;
- loss of Pinebanks and UEA, quality of parks pitches from City Council;
- only 3 LA pitches and overall poor. Contractors 'hopeless';
- pitch quality and changing facilities. Pitches variable, dependent on ground staff and whether used for other sports. Some changing basic - no showers, one room;
- too strong a focus on few local clubs. LAs reduced funding and parks pitches non-existent or poor; and
- overall quality of pitches and changing/pavilions.

Club plans, aspirations and other comments

5.37 Desirable or actual planned improvements and enhancements were identified and other comments made by clubs as follows:

- **Anglians CC** - Cost continually rising (e.g. umpires fees, ball, pitch hire, teas). Need more support from LA (e.g. lottery licence)
- **Ashmanhaugh & Barton Wanderers CC**- Unavailability of grants to improve facilities for a wider area outside Norwich (mainly play outside Greater Norwich area)
- **Aylsham St Giles CC** - Reduction in maintained parks(LA) pitches available for casual hire
- **Brooke CC** - Better access to ground and new scoreboard required
- **Bunwell CC (CNS)** - Would like clubroom/pavilion (unlikely at school), and new pitch covers
- **Colney CC (CNS)** - Originally at UEA, treated very poorly when facility taken out of use, would ideally like to return to UEA
- **Costessey CC** - Artificial pitch needed for juniors/practice
- **Cringleford Lodge CC** - Fall off in local interest in cricket, pitch quality and facilities issues
- **Diss CC** - Need financial help to provide new nets

- **Great Melton CC** – ‘We are a very well-organised, well run club, probably the biggest in Norfolk in terms of members and teams but we rely totally on volunteers. Not all clubs are as fortunate as us in having almost 60 active volunteers but this does not happen by accident. The issue for cricket clubs in a changing leisure world is finding enough people to take on the task of running things and raising the money needed to keep things going- the outlay for us is huge! What will happen when the club stalwarts retire (or die!) is an issue that clubs have to grasp as it's often quite difficult getting the commitment from younger members, many of whom only want to play when they feel like it (or can)! With university, jobs, family commitments taking away many of the 18-35s, the make-up of clubs has changed considerably over the last 15 years’
- **Mulbarton CC** - Changing too far from pitch. Cricket in danger of being marginalised as rarely played in state schools. Clubs have issues in providing quality surfaces and infrastructure.
- **Norwich Bystanders CC** - Norfolk CB not interested in smaller clubs with no youth element without own ground - focus on large clubs.
- **Old Catton CC** - Plans to relocate in Old Catton near Lavare Park as part of planning deal.
- **Pilling Park CC** - Costs £60 per game, and this warrants rolling and other treatment not just grass cutting. Norse has made things worse. Declining maintenance due to declining number of teams? Decline in Norwich City Council interest in cricket.
- **Reepham & Salle CC** - Currently negotiating a lease agreement in order to secure funding for the club so that it can purchase our own pavilion. As an expanding club it needs the separate facilities to ensure it meets the NCB/ECB standards.
- **Saxlingham CC** - Lack of players interested in cricket, big downturn in numbers, especially last few years (despite links to schools and pro-active activities).
- **South Walsham CC** - Fundamental issue is access to water to irrigate square, to avoid dangerous hard pitches.
- **Sprowston CC** - Cost of maintaining facilities is very high.
- **St Andrews CC** - Main issue - lack of interest among players. Alliance clubs have youth feeders but wastage of players who are not picked. Need to address less talented young players requirements. Lack of qualified coaches. Funding issues.
- **Gillingham CC** (outside area) - ‘The greatest challenge is in maintaining a good quality playing surface as this is extremely time consuming and requires a degree of expertise. This is particularly challenging for a small club with only 15 members. Whilst the village community council is extremely supportive, the costs and time commitment are an ongoing challenge. As a club we are not overly concerned about the other facilities as we have a functional, if basic pavilion which meets our needs. In our opinion, the playing surface should be the primary concern for all clubs with all other facilities a distant second.’

Training Needs

5.38 Almost all clubs train during the season at their home ground – three quarters of all clubs responding have practice nets at their main venue. Only three clubs do not train. There is limited evidence of the use of other facilities, but indoor nets at Norwich Girls School, Norwich School, Sprowston HS and Framingham Earl HS are among those school facilities used, probably mainly out of season. The use of alternative facilities for training means that little usage is made of the main wickets for training. In terms of the adequacy of training facilities, two thirds of clubs who train were satisfied with their facilities. However the following specific comments were recorded:

- Costessey CC - concrete pads with frame, but too close to play area for kids
- Cringleford Lodge CC – nets inadequate
- Diss CC - need double bay nets
- Drayton CC - would like nets but no finance
- Great Melton CC - Our practice net is no longer fit for purpose - it is dangerous and inadequate for the numbers who wish to use it. We have planning permission for a new 3-lane facility but are having difficulty obtaining the necessary funding for the project (approx £36,000)
- Mulbarton CC - need non turf wicket
- Norwich Bystanders - existing mobile nets not fit for purpose, long term need permanent nets
- Sprowston CC - need mobile net cage for flexibility.

5.39 Norfolk CB has supplied data on practice facilities at clubs in the Greater Norwich area. There is some good evidence that nets do help clubs retain players and get players playing more frequently. Many clubs have either no nets, or poor facilities. Those nets rated as poor are often ones that were installed 10-20 years ago (with a concrete base) and have suffered from wear and tear and minimal maintenance. This would be a key part of any NCB assistance that might be offered to local cricket clubs to meet demand or develop participation from new developments in the area. The 3 clubs highlighted in blue are ones that the NCB is currently working with to try to install new net facilities.

Table 5.11: NCB data on training facilities

Site name	Net facility	No of Lanes	Rating	Installation date
ACLE WAR MEMORIAL RECREATION CENTRE	Yes	1	Poor	unknown
AYLSHAM RECREATION GROUND	Yes	1	Good	2009
BUXTON BALLAY PARK	No	n/a	n/a	n/a
COLTISHALL RECTORY ROAD	No	n/a	n/a	n/a
DRAYTON KGV CRICKET PITCH	No	n/a	n/a	n/a
FELTHORPE WATLING PARK,	Yes	2	Fair	2013

Site name	Net facility	No of Lanes	Rating	Installation date
FRETtenham VILLAGE HALL PLAYING FIELD	No	n/a	n/a	n/a
GREAT WITCHINGHAM, WALCIS PARK	Yes	2	Good	2010
HALVERGATE PLAYING FIELD	Yes	3 (2+1)	Good	2013/14
HORSFORD, MANOR PARK	Yes	4	Good	2006
OLD CATTON RECREATION GROUND	No	n/a	n/a	n/a
POSTWICK, FERRY LANE	Yes	2	Good	2011
REEPHAM HIGH SCHOOL	No	n/a	n/a	n/a
SALLE CHURCH GROUND	Yes	1	Fair	2012
SOUTH WALSHAM RECREATION GROUND	No	n/a	n/a	n/a
SPROWSTON CC, BARKERS LANE	Yes	2	Good	2012
SPROWSTON RECREATION GROUND	No	n/a	n/a	n/a
THORPE ST ANDREW DUSSINDALE PARK	No	n/a	n/a	n/a
BROOKE HOUSE PARK	Yes	2	Good	2009
BURSTON REC	No data	No data	No data	No data
COSTESSEY CENTRE, LONGWATER LANE	Yes	1	Poor	unknown
CRINGLEFORD, OAKLANDS RECREATION GROUND	No	n/a	n/a	n/a
DISS CC, RECTORY MEADOW	Yes	2	Poor	1999
DITCHINGHAM, MALTINGS MEADOW	No data	No data	No data	No data
FLORDON	Yes	3	Good	2010
HALES AND LODDON CC	Yes	2	Poor	2004
HINGHAM PLAYING FIELD	Yes	1	Poor	Unknown
KETTERINGHAM HALL	No	n/a	n/a	n/a
LANGLEY SCHOOL	No data	No data	No data	No data
MARLINGFORD CC	No	n/a	n/a	n/a
MELTON PARK	Yes	2	Poor	2000

Site name	Net facility	No of Lanes	Rating	Installation date
MULBARTON, ORCHARD PARK	No data	No data	No data	No data
SAXLINGHAM NETHERGATE PLAYING FIELD	Yes	2	Poor	1995
SWARDESTON COMMON	No	n/a	n/a	n/a
SWARDESTON, HILLTOPS	Yes	3	Good	2012 (refurb)
TOPCROFT SPORTS FIELD	Yes	2	Good	2014 (refurb)
BRITANNIA BARRACKS	No	n/a	n/a	n/a
CNS	No	n/a	n/a	n/a
EATON PARK	No	n/a	n/a	n/a
PILLING PARK	No	n/a	n/a	n/a
TOWN CLOSE SCHOOL	No data	No data	No data	No data

Educational Demand

- 5.40 Demand for formal cricket pitches is much less evident from the education sector than other sports. While many primary schools play cricket and have cricket teams, this is primarily kwik cricket played indoors or on the playground. The Chance to Shine Programme, which brings cricket back into primary schools and seeks to create strong links between schools and clubs has however been particularly successful and may have contributed to the small increase in junior cricket participation. Most high schools and academies have a cricket pitch, including a non-turf wicket available for cricket. The NCB runs knockout competitions across Norfolk catering for 92 school teams from 25 High Schools, and in the Greater Norwich area also runs a City Schools League that caters for 34 teams from 13 different High Schools. These matches take place on school sites.

Casual Demand

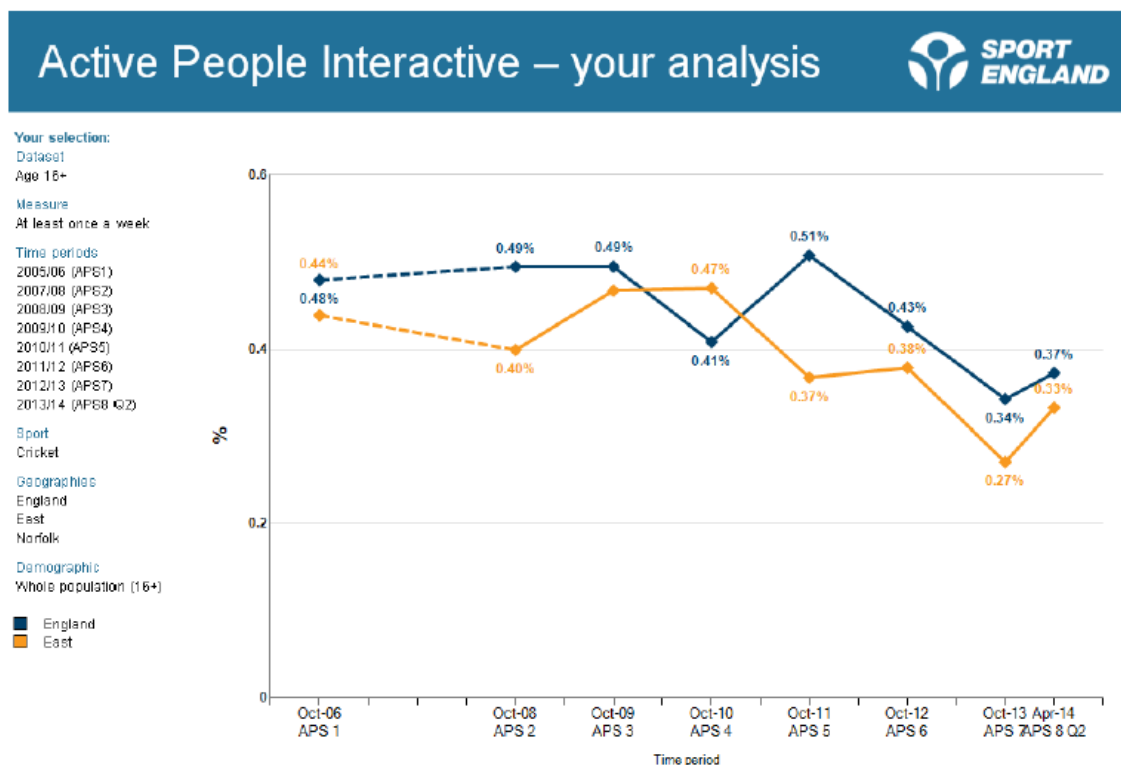
- 5.41 Apart from occasional informal games (20/20 and pub leagues addressed above), there is limited casual use of cricket pitches as many of the grounds are privately managed or under the strict control of clubs. This is a change within the last twenty years when there was a comprehensive calendar of informal cricket certainly in the inner Norwich area, with use of pitches at Eaton Park, Sprowston Rec and Sloughbottom Park mid-week for informal competitions. Some sites on public parks and village recreation grounds do however receive other informal recreational use, which can impact upon the quality of the wicket and cause damage to the surface.
- 5.42 Norfolk CB is keen to meet some of the apparent latent demand in Norwich by developing Non Turf pitches at several sites in the Norwich area for some of its development programmes. These pitches will be used to service informal participation offers such as Last Man Stands, which will cater for non-club cricketers.

Demand

Active People

- 5.43 The latest APS data for cricket participation demonstrates the following characteristics. (figures relate to once per week participation by adults over 16). Because of sample sizes, the data relates only to the region and England – there is no local data for Norfolk, the Greater Norwich area as a whole or the individual LAs.
- 5.44 Since APS data was first collected in 2006, participation in cricket in the region has been very close to the national average, but since 2010 slightly below the national average. There was a decline from 2010 but the most recent data suggests that regional participation is at 0.33%.

Chart 5.1: Participation in cricket



- 5.45 If the current regional figure is extrapolated for the Greater Norwich study area, this represents about 1075 adult cricketers playing once a week – based on the national figure the total would be over 1100. These are both lower than the estimated number of adult cricketers from club returns (1575-2100) and the APS data also includes recreational and more casual players (although in fact most regular players will play for a team – there is little scope for casual cricket). It is likely therefore that participation in cricket in the Greater Norwich area is considerably higher than the regional and national averages.

Market Segmentation

- 5.46 Sport England's Market Segmentation data allows estimates to be derived of current and future likely participation in cricket according to the underlying characteristics of the population in any given area. Analysis of the outputs for the three LA areas in Greater Norwich suggests the following (see Appendix MS1).

- Existing participation – MS estimates that the likely participation levels for cricket in the Greater Norwich area total about 2750 players, and in the range between 0.1 and 1% of the adult population in each case. This is higher than the regional or national APS data, but more in line with the estimated participation levels from clubs. The key participants in cricket are those that also play other pitch sports, specifically Ben, Time and Philip in the rural districts, and these plus Jamie in Norwich. Female groups are not particularly apparent.
- MS analysis suggests that local residents' participation is broadly consistent across most of the Greater Norwich area, with higher pockets in Norwich city centre and its eastern wards. This distribution bears very little relationship to the location of pitches, and suggests that (like rugby) cricket players play where facilities exist irrespective of home address.
- There is a degree of latent demand identified, with about a third of the total potential cricket playing population not currently participating, representing about a further 1600 players. Latent demand is focused on mainly the same groups that currently play.
- It must be stressed that the MS data represents a theoretical estimate of participation according to the socio economic structure of the local population, and in this case is suggested to slightly overestimate the actual numbers playing. Perhaps more significant however is the latent demand for cricket, which in this case could be as much as 30%.

Assessing the Supply and Demand Information and Views

- 5.47 The adequacy of facilities for cricket is measured by comparing the amount of wickets available against the level of use of these wickets. This is considered firstly at a site specific level and then information and issues are compiled in order to present an area-wide picture.
- 5.48 For cricket, unlike other pitch sports, the capacity of a pitch is measured on a season rather than weekly basis and is primarily determined by the number and quality of wickets on a pitch. Play is rotated throughout the season across the number of wickets on a pitch to reduce wear and allow for repair and each wicket can accommodate a certain amount of play per season.
- 5.49 As a guide, the ECB suggests that a good quality wicket should be able to take:
- 5 matches per season per grass wicket (adults);
 - 7 matches per season per grass wicket (juniors);
 - 60 matches per season per non turf wicket (adults); and
 - 80 matches per season per non turf wicket (juniors).
- 5.50 Demand is therefore measured in terms of the number of home games that each team will play per season.

Situation at Individual Sites

- 5.51 Based upon the above parameters, Table 5.12 provides an overview of site specific activity for each of the pitches that are offer community use in the Greater Norwich area. Full details of teams playing at each site can be found in Appendix C2. It should be noted that where teams fluctuate between one or more sites, assumptions have been made based upon consultation in order to provide as accurate a picture as possible of play at each site.
- 5.52 Table 5.12 clearly indicates that most facilities offering community use are well used but that a considerable proportion of pitches are able to accommodate more play. Reflecting analysis relating to quality earlier in this section, site specific analysis demonstrates that there are quality concerns at some sites which restrict optimum usage, which may in the future require improvement to achieve more usage.

Table 5.12: Site Specific Usage

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
Acle War Memorial Recreation Centre	1 grass wicket	10	Good	50-70	80	-10 to 30	Site probably operating at capacity	Site used by Acle CC and juniors, with no non turf pitch. Currently operating over capacity. 3 Saturday teams on 1 pitch.
Aylsham Recreation Ground	1 grass wicket	10	Fair	50-70	35	+15 to 35	Potentially able to accommodate some additional play	Aylsham St Giles have 1 Sat and 1 Sunday team, plus there is midweek 20/20 use, spare capacity to accommodate more usage. Some question whether Aylsham CC might relocate to new football ground
Buxton Balley Park	1 grass wicket	5	Poor	25-35	5	+20 to 30	Potentially able to accommodate some additional play, but poor quality ground	Only occasional use of pitch by Buxton Sunday team, though club keen to develop club including juniors, subject to additional helpers. Improvements required to facilities, but ample spare capacity
Coltishall Rectory Road	1 grass wicket	5	Fair	25-35	8	+17 to 27	Potentially able to accommodate some additional play	Only used by Ashmanhaugh and Barton Wanderers team on Saturday 8 times per season, ample spare capacity for additional use.
Drayton KGV cricket pitch	1 grass wicket	8	Fair	40-56	27	+13 to 29	Potentially able to accommodate some additional play	Used by Drayton CC on Sat and Sunday, Great Witchingham on Sat and occasional friendlies midweek. Some spare

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
								capacity for additional use
Felthorpe Watling Park,	1 grass wicket	8	Fair	40-56	31	+9 to 25	Potentially able to accommodate some additional play	Used every Sat by Felthorpe CC plus junior use probably in midweek. Not in great condition but spare capacity on Sunday and midweek.
Frettenham Village Hall Playing Field	1 grass wicket	8	Fair	40-56	10	+30 to 46	Potentially able to accommodate some additional play	Used by Frettenham CC for cup competitions on Sundays this season, and spare capacity for additional use
Great Witchingham, Walcis Park	1 grass wicket + 1 non turf	12+1	Good	60-84 (+60/80)	80-90	-0 to 30	Site probably operating at capacity	Used by senior club on Saturdays in EAPL and Alliance, Sundays and by juniors in midweek. Corporate games occasionally held midweek. Non turf wicket available for juniors but ground effectively at capacity
Halvergate Playing Field	1 grass wicket	10	Good	50-70	90	-20 to 40	Site probably operating at/over capacity	Ground shared by Halvergate and Vauxhall Mallards with 3 senior teams including EAPL on Sat/Sun. Multiplicity of junior teams between 2 clubs and no non turf pitch so little scope for additional use.
Horsford, Manor Park	2 grass wickets	28	Good	140-196	100	+40 to 96	Potentially able to accommodate some additional play	Two main squares and two pavilions, ground used by Horsford CC and also County Ground. Spare capacity for additional use, including but

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
								need to maintain main square probably precludes much additional use
Old Catton Recreation Ground	1 grass wicket	9	Good	45-63	50	-5 to - +13	Site probably operating at capacity	Site used by 3 senior and 2 junior teams by Old Catton CC. In good condition but probably little scope for additional use. Club has plans to relocate elsewhere in the parish to accommodate all teams on one site (1 st team currently at Postwick)
Postwick, Ferry Lane	1 grass wicket + 1 non turf	6+1	Good	30-42 (+60/80)	60	-18 to 30	Site probably operating at capacity	Site used as by Norwich CC (who also play at Ingham) and Old Catton 1 st team. Significant junior use, and availability of non-turf pitch but probably at capacity
Reepham High School	1 grass wicket	8	Fair	40-56	20	+20 to 36	Potentially able to accommodate some additional play	Pitch used by Reepham and Salle CC as overflow for 20 matches per season. School keen for links to develop and pitch improved by joint effort. Some spare capacity but school used probably inhibits additional community usage.
Salle Church Ground	1 grass wicket	8	Good	40-56	55	-0 to 15	Site probably operating at capacity	Pitch used by 3 senior and 2 junior teams, limited number of wickets and probably at capacity

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
South Walsham Recreation Ground	1 grass wicket	7	Fair	35-49	44	-9 to +5	Site probably operating at capacity at weekends	Used by South Walsham CC on Sunday, and Vauxhall Mallards /Acle on Saturday, no spare capacity at weekends. No current junior participation in midweek so spare capacity then
Sprowston CC, Barkers Lane	2 grass wickets + 1 non turf	18+1	Good	90-126 (+60/80)	114	-24 to +12	Site probably operating at capacity	2 pitches at senior club with usage by Saturday, and 2 Sunday teams and juniors mid-week, plus Anglians on Sunday. Spare capacity only available if non turf pitch used for some junior matches
Sprowston Recreation Ground	1 grass wicket	5	Fair	25-35	NK		NK	Understood to be limited use of pitch and wicket at present.
Thorpe St Andrew Dussindale Park	1 grass wicket	9	Fair	45-63	32	+11 to 31	Potentially able to accommodate some additional play	Used by Norwich Bystanders 1st on Sat and St Andrews CC two teams on Sunday plus occasional friendlies. Some spare capacity mid-week
Brooke House Park	1 grass wicket	10	Good	50-70	70	-0 to 20	Site probably operating at capacity	Used by Brooke CC for 2 Sat, 1 Sun and 4 junior teams. Some potential problems on Sunday and despite good facilities no real spare capacity.
Burston Rec	1 grass wicket	6	Fair	30-48	15	+15 to 33	Potentially able to accommodate some additional play	Used as overspill ground for Diss Sunday side for 15 games per season. Significant spare capacity for additional use, but distant from potential

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
								demand
Costessey Centre, Longwater Lane	1 grass wicket	10	Fair	50-70	33	+17 to 37	Potentially able to accommodate some additional play	One pitch shared by Costessey and Rackheath CCs on Saturday, with occasional midweek cup games and friendlies. No junior use, spare capacity Sunday and midweek
Cringleford, Oaklands Recreation Ground	1 grass wicket	5	Fair	25-35	18	+7 to 17	Potentially able to accommodate some additional play	Used only by Cringleford Lodge CC on Sat and junior team on Sunday. Significant spare capacity
Diss CC, Rectory Meadow	1 grass wicket	8+1	Fair	40-56 (+60/80)	55	-1 to +15	Site probably operating at capacity	Used by Diss for 3 Saturday teams and 4 midweek junior teams plus training. Probably at capacity overall, given pitch is only fair
Ditchingham, Maltings Meadow	1 grass wicket + 1 non turf	8+1	Fair	40-56 (+60/80)	43	-3 to +13	Site probably operating at capacity	Used by 2 Sat and 1 Sun team at Bungay CC plus juniors. Grass pitches probably at capacity though non turf pitch available if required for juniors
Flordon	2 grass wickets + 1 non turf	21+1	Good	105-147 (+60/80)	65	+40 to 82	Potentially able to accommodate some additional play	Relatively new ground with 2 grass pitches and 1 non turf strip. Used by Hethersett and Tas Valley, 4 Sat teams, 1 Sunday plus junior. If the latter play Sat some capacity issues otherwise spare

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
								capacity on Sunday and midweek
Melton Park	2 grass wickets + 1 non turf	16+1	Good	80-112 (+60/80)	100	-20 to +12	Site probably operating at capacity	Site used exclusively by Great Melton CC who have to hire pitch at Town Close to accommodate 2 Sat teams. Some spare capacity on Sat, but otherwise at capacity despite use of non-turf pitch for some junior matches
Hales and Loddon CC	1 grass wicket + 1 non turf	12+1	Fair	60-84 (+60/80)	50	+10 to 34	Site probably operating at capacity	New ground with non-turf pitch, two Sat teams and Sunday plus midweek juniors. Additional use might require better facilities
Hingham Playing Field	1 grass wicket	9	Fair	45-63	20	+25 to 43	Potentially able to accommodate some additional play	Two Sat teams from Hingham use pitch so spare capacity at weekends and midweek
Ketteringham Hall	1 grass wicket	9	Fair	45-63	28	+17 to 35	Potentially able to accommodate some additional play	Ketteringham Hall has 2 Sat teams using pitch, with occasional friendlies so spare capacity on Sunday and midweek
Langley School	1 grass wicket	5	Fair	25-35	30	-5 to +5	Site probably operating at capacity	Used by Brooke 3 rd team Sat and 1 junior team. Spare capacity but school pitch and unlikely to be available for other community use.
Marlingford CC	1 grass wicket	5	Fair	25-35	NK	NK	NK	Understood to be used at present only for occasional

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
Mulbarton, Orchard Park	1 grass wicket	4	Fair	20-28	45	-17 to 25	Site probably operating at capacity	matches 4 junior teams and occasional Sunday team from Mulbarton CC use pitch which is limited by number of wickets. Only used midweek and Sunday, but additional use constrained by size and quality of facility
Saxlingham Nethergate Playing Field	1 grass wicket + 1 non turf	11+1	Fair	55-77 (+60/80)	50	+5 to 27	Site probably operating at capacity	One team each on Sat and Sun from Saxlingham CC and midweek juniors plus friendlies. Only fair facilities so additional use would require pitch and other improvements
Swardeston Common	1 grass wicket + 1 non turf	10+1	Good	50-70 (+60/80)	28	+22 to 42	Potentially able to accommodate some additional play	Limited number of games played here by Swardeston CC and no other usage, so potential for additional use
Swardeston, Hilltops	1 grass wicket + 1 non turf	15+1	Good	75-105 (+60/80)	36	+39 to 69	Potentially able to accommodate some additional play	36 games played mainly by 5 junior sides from Swardeston and some senior teams. Large square and good facilities and significant spare capacity, including second pitch with non-turf wicket
Topcroft Sports Field	1 grass wicket + 1 non turf	12+1	Fair	60-84 (+60/80)	75	-15 to +9	Site probably operating at capacity	Comprehensive range of teams from Topcroft CC and busy usage at weekend and midweek. Little scope for additional use

Site	Pitch Type	No of Wickets	Overall Quality Assessment	Capacity per season if pitch classes as <u>good</u>	Estimated home games per season	Theoretical spare capacity if pitch classed as good	Overview	Key Issues and Views
Britannia Barracks	1 grass wicket	8	Fair	40-56	40	+0 to -16	Site probably operating at capacity	Two main teams on Sunday (Bystanders and Chapelfield) and one Sat (Bystanders), so spare capacity but one of few Norwich CC pitches and likely to be used for casual and unaffiliated cricket. Limited scope for additional use in midweek
CNS	1 grass wicket	12	Fair	60-84	32	+28 to 52	Potentially able to accommodate some additional play	Accommodates two teams on Sat (Eaton and Colney) and 1 Sun (Bunwell). Spare capacity overall on Sunday and midweek, but school pitch and unlikely to provide significant additional community use.
Eaton Park	1 grass wicket							No current use but NCB keen to help with provision of non-turf wicket to accommodate latent demand in Norwich
Pilling Park	1 grass wicket	6	Poor	30-42	10	+20 to 32	Potentially able to accommodate some additional play, but poor quality ground	Used solely by Pilling Park CC for league matches but on public park and may be some casual usage. Poor condition and limited spare capacity.
Town Close School	1 grass wicket	8	Good	40-56	18	+22 to 38	Potentially able to accommodate some additional play	Used by Great Melton CC 2 nd /3 rd teams on Sat 18 times per year, but used by school and therefore unlikely to be available for additional community use

Current Picture of Provision

- 5.53 The site overviews set out in Table 5.12 can be used to develop an overall picture of provision, by aggregating the figures for spare capacity or estimated overuse for each site at the present time. This is provided here to present an estimate of the total picture of current cricket provision in the Greater Norwich area – this should be treated with some caution when totalled, as assumptions have been made about precise usage, and the quality of each pitch needs to be taken into account when assessing capacity – the figures assume that all pitches are rated as good, and there is no guidance available to suggest any weighting that should be attached to standard or poor pitches. To a great extent, total figures are not relevant as spare capacity in one location is not able to meet demand in another location, particularly as cricket is club based and teams require facilities ideally at their own club. In addition the spare capacity may be at times of the week when demand is not expressed – many pitches are at capacity at weekends.
- 5.54 However as a broad overview it is estimated from the figures that the pitches available are capable of 1920 senior matches or 2694 junior matches per season, while the most recent season's figures suggest that 1622 matches are played. There is therefore spare capacity overall in the Greater Norwich area for about 300 -1000 additional matches, depending on whether they are senior or junior. In reality as suggested above the actual figure is less than that, as some pitches are rated less than good, and the spare capacity is at times other than the peak demand, **but as an overall indication there appear to be enough pitches in the area to meet current demand.** This also does not take into account the availability of non-turf pitches, but there is little evidence from clubs that significant numbers of fixtures are fulfilled on this surface except for junior matches, and those affected by weather and other conditions at certain times.
- 5.55 However some pitches are clearly currently played at or over capacity as set out in table 5.12, and the following venues require particular consideration in any strategy:
- Acle Recreation Centre
 - Walcis Park, Great Witchingham
 - Halvergate
 - Old Catton Rec
 - Postwick
 - Salle
 - South Walsham
 - Sprowston CC
 - Brooke CC
 - Diss CC
 - Maltings Meadow
 - Melton Park
 - Hales and Loddon CC
 - Mulbarton CC
 - Saxlingham Nethergate PF
 - Topcroft PF
 - Britannia Barracks

Displaced and latent demand

- 5.56 All teams in the area that have expressed a view are currently accommodated at their preferred grounds, with one or two minor exceptions, and there is no evidence that team formation is currently affected by the lack of pitches or other factors. The only club that is associated with the Greater Norwich area that currently plays its games wholly outside is Gillingham CC and it is unlikely that this club is needs a base within the area, as its current ground is its preferred location and most of its players come from within a 5 mile radius. Displaced demand for cricket in the area is therefore not considered a factor in the study area.
- 5.57 Norfolk CB has identified a latent demand for cricket in Norwich itself, where there are few facilities and potential players have to travel to pitches outside the city by car. Much of this demand may in fact being met by these facilities outside, but those without access to transport are currently disadvantaged in this respect.
- 5.58 APS/MS data does suggest that based on the demographic and socio economic profile of the whole area, there is potential to increase participation among adults by up to a further 30%, which if realised would have a significant implication for facility provision in the wider area.

Future Demand

- 5.59 Population growth will impact upon demand for pitch provision, as well as changes in participation trends and amendments to the existing facility stock.
- 5.60 **Population Change** - analysis in Section 3 indicated that while the population of the Greater Norwich area is projected to increase by 9.9% from 2014 to 2026, changes to the population profile mean that the proportion of people within the age groups most likely to play pitch sports will increase at a much slower rate – it is estimated that the 'active population' between 6 and 55 will actually rise by only 7.2%. At the same time, some age groups are increasing at a higher rate than the average. It is not appropriate therefore merely to apply overall population increases to assess future demand.
- 5.61 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. By applying TGRs to population projections, we can project the theoretical number of teams that would be generated from population growth and gain an understanding of future demand.

Table 5.13: Impact of Changes to the Population Profile

Sport and Age Groups	Current population in age group within the area (2014)	Current teams	Current TGR	Future population in age group within the area (2026)	Future teams	Potential Change in Team Numbers in Age Group (Number of Teams) Current - 2026
Cricket Open Age Mens (18-55yrs)	95085	102	932	100794	108	+6
Cricket Open Age Women's (18-55yrs)	95969	3	31990	98733	3	0
Cricket Junior	25720		348	29407	85	+11

Sport and Age Groups	Current population in age group within the area (2014)	Current teams	Current TGR	Future population in age group within the area (2026)	Future teams	Potential Change in Team Numbers in Age Group (Number of Teams) Current - 2026
Boys (7-18yrs)		74				
Cricket Junior Girls (7-18yrs)	24258	0	0	28161	0	0

5.62 Table 5.13 summarises the implications of population growth and reveals that;

- there will be a 6% increase in demand for men's cricket in accordance with population increase, and only 3% increase in women's; and
- youth participation could increase by 14% for boys and 16% for girls based on population.

5.63 In terms of pitch requirements, this means that changes to the population would result in:

- a potential increase in men's teams of 6;
- an increase in boys' teams of 11; and
- no increase (without sports development initiatives) in women's and girls' teams.

5.64 **Changes in Participation Trends** – there are no specific targets set by the NGB or others in Norfolk to meet future participation objectives, although possibly in view of reduced Sport England grant aid toward core activities, the ECB seeks to increase levels of cricket activity recorded by APS by 7-8% over the next three years. This is the equivalent of 2.5% per year and if extrapolated over the whole period of the Greater Norwich strategy would require an increase in participation of about 30% over 12 years. This is not considered realistic at this stage, and it is appropriate to incorporate a smaller target of say 1% increase per year at this stage and monitor participation as the strategy proceeds. To 2026 therefore this might involve a 12% increase in participation overall, irrespective of population growth or other initiatives.

5.65 **Club aspirations** – In the responses to consultation, two thirds of clubs said they had no plans to increase the number of teas in the foreseeable future. However 32% of clubs were positive, and this might increase the number of teams by 4 men's, 4 women's and 9/10 juniors from current levels, if their plans are realised over the coming seasons.

Forthcoming Changes to Supply

5.66 It is understood that the new open space currently being laid out in conjunction with the new community centre at the Roundhouse Park development in Cringleford will accommodate a cricket wicket and pitch. There is also a suggestion that the new football facility for Aylsham FC in the town might also provide a cricket wicket. A list of other potential developments arising from recent planning permissions and developer agreements is set out in Appendix I.

NGB Strategic Guidance

ECB strategy – Champion Counties Strategic Plan 2014-17

5.67 In its strategic plan 2014 – 17, the ECB's main targets regarding grassroots participation include the following:

- increase the subset of participation measured by Sport England's Active People Survey from 183,400 to 197,500 (i.e. a 7% increase over 3 years or about 2.5% per year. (This is considered an ambitious target);
- expand the number of participants in women's and disabilities cricket by 10% by 2017. There is very little activity in these sectors at present and a realistic target for the Greater Norwich area would be a small increase in teams;
- expand the number of coaches who have received teacher level 1, 2 or 3 qualifications to 50,000; and
- introduce a youth T20 competition engaging 500 teams by 2017 – in the Greater Norwich area this would amount to about 3 teams (on a pro rata basis).

5.68 These should be factored into any potential participation increases in the Greater Norwich area in cricket.

NCB Facilities Strategy

5.69 The Norfolk Cricket Board published a Facilities Strategy in 2008 for the period up to 2012. It was its intention to update this in 2014 but up to now no progress has been made. The previous strategy highlighted the need for 'ensuring that appropriate facilities of the right standard are available. At a local level the NCB recognises the importance of good facilities in supporting the player pathway and more generally.'

5.70 The strategy had a number of key tasks:

- identifying gaps in facility provision, particularly among its (former) focus clubs (in 2008 these included Diss, Great Melton, Hales, Horsford, Norwich, Swardeston, Topcroft and Vauxhall Mallards in the Greater Norwich area of a total of 21 in the county) , with regard to nets, pavilion, pitch quality, outfield, qualified groundsman and machinery, and priorities for implementation were identified;
- establishment of minimum facility assessment standards to all focus clubs;
- prioritisation of support to focus clubs and other criteria;
- advice on tenure;
- developing good practice in pitch and facility provision;
- minimum standards for district and county venues;
- access to indoor facilities for training; and
- the implications of new housing developments and the need to provide cricket opportunities therein.

- 5.71 At the strategy stage the key recommendations of this strategy (updated if available) will be considered alongside other recommendations for cricket.
- 5.72 As an overall strategy aim in the coming 2-3 years NCB is seeking to develop Non Turf pitch provision at several sites in the Norwich area to cater for identified latent demand in Norwich. These pitches will be used to service informal participation offers such as Last Man Stands. Evidence suggests (nationally) that 70% of Last Man Stands participants do NOT participate in club cricket. NCB is seeking to develop multi-NTP sites at possibly Eaton Park and UEA Colney Lane. Club NTP sites are often inadequate for these offers and multi-site offers are more suited to the models being proposed. In addition NCB feels that including NTPs at some of these sites (especially Council run sites) might safeguard the cricket offer there, as this is currently at risk due to possible reductions in council expenditure on playing fields. The quality of an NTP is also superior to those on offer at these sites and playing on turf pitches is not a requirement at the level that these teams play at. NCB is actually talking to the City Council about replacing the existing grass wicket with 2 NTPs. If successful this may lead to similar changes at Britannia and Pilling.

Implications for current and future supply

- 5.73 **Based on current activity, it is calculated that overall in the Greater Norwich area, there are sufficient cricket pitches and wickets to meet current demand if aggregated. Indeed there is some spare capacity overall in the area for about an additional 300 (senior) or 1000 (junior) matches. This is predicated on the basis that all pitches are of good condition, although in reality this is not the case and ground capacity in some cases is lower. Conversely this calculation does not take into account the abundance of non-turf pitches, although few matches are played at present on these. However the general conclusion is that at present there is no overriding need for additional cricket pitches and wickets overall in the Greater Norwich area, although there are a number of clubs where existing facilities are at or over capacity, and clubs that are forced to play fixtures away from their preferred ground. Where pitches have some spare capacity for additional use, this does not correspond with the areas of highest demand – it is not usually reasonable for club pitches to accommodate usage from other clubs and this ‘spare’ capacity can effectively be ruled out as a means of meeting demand elsewhere.**
- 5.74 **There is no identified displaced demand for pitches in the area (although Gillingham CC does play its fixtures outside the area). Latent demand as identified by the MS data suggests that participation in cricket could increase by 30% in accordance with the population profile, though this is considered excessive.**
- 5.75 **However cricket is effectively non-existent in Norwich itself. There are over 50,000 adults between 16 and 39 in Norwich alone but only 5 pitches, 2 of which are schools. There is a latent demand identified by the NCB not being met at present. This could be rectified initially by the provision of non-turf pitches in some of the main parks.**
- 5.76 **Clubs themselves have suggested that they plan to provide a further 17/18 teams across all groups in the near future, and the ECB’s strategic objectives require a 2.5% increase in participation to meet Sport England targets, though 1% in the short term is considered more reasonable.**
- 5.77 **Population increase to 2026 could, based on current participation rates, increase teams by 6 adult and 11 junior.**
- 5.78 **Some of these targets/aspirations are concurrent, and in total by 2026 it is reasonable to estimate in the first instance that an additional 20 teams from 2014 might be formed to take into account all these factors, an addition of about 10-11% over current team**

numbers. This can be monitored over the early years of the strategy to ensure that actual changes are taken into account. A high proportion of these are expected to be junior teams.

- 5.79 The implications for pitch demand in the future are that because of the overall spare capacity in the area at present, additional cricket pitches are unlikely to be required overall up to 2026, with the exception of those clubs identified in this study who are already at capacity, non-turf pitches in Norwich identified by the NCB and the new housing growth areas where identified and local demand cannot be met by existing clubs.
- 5.80 It is desirable from the NGB's point of view that any new facilities are accommodated at or in association with existing cricket clubs, though the difficulty of achieving this is acknowledged given the space requirements of new pitches. Access to (improved) school and other pitches, and the improvement of the quality (drainage, ancillary facilities) of existing venues would increase carrying capacity and reduce the need for new pitches. Non turf pitches on Norwich parks and elsewhere are also desirable.
- 5.81 There are few areas of the Greater Norwich area where cricket provision is non-existent and potential players have to rely on clubs outside the area. These include the Wymondham and Wroxham areas. While it is not suggested that new clubs necessarily be formed here to meet any gaps in provision, outreach by the existing main clubs and closer liaison with schools could help to provide/improve more pitches on school sites, or make available any that are currently only used by the schools themselves.

Summary and conclusions

- There are 41 sites containing facilities for cricket in the wider Greater Norwich area, where clubs and teams are currently accommodated, with a total of 45 grass and 11 non turf pitches/wickets.
- In general pitches and ancillary facilities are considered to be in fair or standard condition taking into account all factors – 14 are considered good, 23 fair and just 2 poor from visual inspection. Overall pitch quality was assessed by 60% of clubs as good, standard by 27% and poor by only 13% (4 clubs), and for the most part, clubhouses are well appointed with a full range of facilities. Clubs were almost equally split in their views of the overall quality and quantity of cricket facilities in the Greater Norwich area.
- There are a number of other pitches throughout the wider area mostly on education sites – UEA, academies and high schools - where cricket can be played, not (regularly) available for community use by clubs or used by teams, which do remain a possible outlet for any demand that may be identified in the future, subject to availability from the school or institution in question.
- There are estimated to be 39 clubs affiliated to the Norfolk Cricket Board and playing cricket in the Greater Norwich area. These currently comprise 102 adult (18-55 years) men's teams (57% of the total), 3 women's teams (2%) and 74 or more junior teams (41%). There is also a variety of unaffiliated and casual teams that lay occasionally.
- It is estimated from teams and club returns that there are between about 2600 and 3600 adults and juniors currently playing cricket in the Greater Norwich area. This is higher than APS data for the region and England, and it is likely therefore that

participation in cricket in the area is considerably higher than the average.

- Club responses to a questionnaire suggest that there are many plans, aspirations and other comments regarding facility provision and other aspects of development that require consideration in any strategy.
- Comparing demand with current capacity of pitches and wickets, it is estimated that the pitches available are capable of 1920 senior matches or 2694 junior matches per season, while the most recent season's figures suggest that 1622 matches are played. There is therefore spare capacity overall in the Greater Norwich area for about 300 -1000 additional matches, depending on whether they are senior or junior. In reality as suggested above the actual figure is less than that, as some pitches are rated only average or poor, and the spare capacity is at times other than the peak demand, but as an overall indication there appears to be enough pitches in the area to meet current demand. This also does not take into account the availability of non-turf pitches, but there is little evidence from clubs that significant numbers of fixtures are fulfilled on this surface except for junior matches, and those affected by weather and other conditions at certain times.
- At present there is no overriding need for additional cricket pitches and wickets overall in the Greater Norwich area, although there are a number of clubs where existing facilities are at or over capacity, and clubs that are forced to play fixtures away from their preferred ground. However, there is very little cricket in Norwich itself and potential cricketers are being denied access to the sport if they are unable to access pitches and clubs outside the city.
- Based on latent demand and future growth, by 2026 it is reasonable to estimate in the first instance that an additional 20 teams might be formed to take into account all these factors, an addition of about 10-11% over current team numbers. This can be monitored over the early years of the strategy to ensure that actual changes are taken into account. A high proportion of these are expected to be junior teams. There is therefore a future requirement for additional pitches or at least additional capacity at existing pitches, and these are required at clubs which are already at capacity, non-turf pitches in Norwich identified by the NCB and the new housing growth areas where identified and local demand cannot be met by existing clubs.
- There are few areas of the Greater Norwich area where cricket provision is non-existent and potential players have to rely on clubs outside the area. These include the Wymondham and Wroxham areas. While it is not suggested that new clubs necessarily be formed here to meet any gaps in provision, outreach by the existing main clubs and closer liaison with schools could help to provide/improve more pitches on school sites, or make available any that are currently only used by the schools themselves.
- Apart from the issue of pitch numbers, there is also a need to ensure that quality facilities are provided and retained. There is significant potential for investment in improved facilities other than pitches is vital to the continued health of the game.

Issues for strategy to address

5.82 The key issues for the strategy to address are therefore:

- the need to at least maintain the current level of pitch provision at existing grounds to meet current demand;
- the need for qualitative improvements at existing grounds, including upgrades to pitches to ensure that the required amount of games and training can be sustained;
- the need to provide high quality pitches to meet with League requirements;
- qualitative improvements to ancillary facilities, such as pavilions, changing and nets;
- the possible need for LA parks to accommodate pitches for increased casual and informal demand, and providing opportunities for training and junior competition, including the development of artificial wickets (though this might also be achieved through clubs and schools facilitating this demand);
- currently low levels of participation in cricket and the plans of the NCB/ECB to increase participation in cricket (particularly in Norwich) and the potential impact that this will have on the demand for cricket;
- new forms of the game increasing participation;
- accommodating new groups in the community wishing to play cricket in its various forms;
- more female involvement – there is relatively little female participation at present;
- better links with schools leading to increased junior participation;
- the need to consider the provision of additional pitches in the future to meet increase demand arising from population change and participation initiatives, particularly in the housing growth areas;
- the option of securing community use and management/maintenance of existing school pitches to meet future need;
- the practicality of expanding cricket pitch provision into the areas of Greater Norwich where opportunities to play cricket are not currently available;
- the need for new / improved training facilities at club bases at certain locations, including better indoor provision;
- the issue of some cricket pitches also functioning as football pitches and causing issues with the maintenance regime, with limited time for reinstatement, rest and recovery as well as out of season maintenance; and
- possible concerns over long term sustainability of facilities and clubs.

Introduction

6.1 This section evaluates the adequacy of pitches for rugby and provides for the Greater Norwich area:

- An overview of the supply of rugby pitches
- An outline of demand for rugby pitches
- An understanding of activity at individual sites
- A picture of the adequacy of current provision
- The future picture of provision for rugby

Rugby in the Greater Norwich Area – An Overview

Pitch Supply

6.2 There are 32 grass rugby pitches at 8 sites across the Greater Norwich area, where clubs and teams are accommodated. Most facilities are owned/leased and managed by rugby clubs, but there are 2 pitches in LA ownership at Browick Road, and 2 education based pitches at UEA. The individual pitches and sites are set out in the table below, in Appendix R1 and on map R1.

Table 6.1: Rugby Pitches across the Greater Norwich area

Site Name	LA name	Adult	Junior	Mini	Total
NORWICH RFC BEESTON HYRNE	Broadland	4		6	10
SPROWSTON CRICKET CLUB	Broadland	1			1
BROWICK ROAD RECREATION GROUND	South Norfolk	2			2
CRUSADERS RFC LITTLE MELTON	South Norfolk	3			3
DISS RFC	South Norfolk	3		3	6
HILLTOPS SPORTS CLUB	South Norfolk	3			3
UEA COLNEY LANE	South Norfolk	2			2
WYMONDHAM RFC	South Norfolk	2	1	2	5
TOTAL		20	1	11	32

6.3 If analysed on a district by district basis, the ratio of full size/adult pitches per population within the Greater Norwich area is as follows:

Table 6.2: Distribution of pitches within Greater Norwich area

LA	Total pitches	Pitches per 1000 population
Broadland	5	0.04
Norwich	0	0
South Norfolk	15	0.12
Total	20	0.05

- 6.4 The only pitches therefore are in the rural districts, where there is ample land to accommodate clubs. There are no rugby pitches for club use in Norwich, but two thirds of the existing pitches are within five miles of the city boundary, the only three facilities outside this area providing local opportunities for rugby in Diss and Wymondham.
- 6.5 There is a 3G AGP at Easton College, which allows rugby union to be played, but has no valid test certificate for IRB Reg 22 (the performance requirement of the international governing body).

Quality

- 6.6 Pitch quality is assessed from a number of sources – non technical visual inspection using Sport England's guidelines, information supplied by RFU (where available) from its club/facilities database and data from clubs gleaned from the questionnaire survey.

Table 6.3: Pitch quality

Pitch	Visual inspection	RFU data	Club data	Overall assessment
CRUSADERS RFC LITTLE MELTON	Adequate	Average	Standard/poor	Standard/poor
DISS RFC	Adequate	NA	Good	Standard
HILLTOPS SPORTS CLUB	Adequate	NA	Good/standard	Standard
UEA COLNEY LANE	Adequate	NA	Standard	Standard
WYMONDHAM RFC	Poor	NA	Poor	Poor
NORWICH RFU BEESTON HYRNE	Adequate	Average	Good	Standard
SPROWSTON CRICKET CLUB	Adequate	NA	NA	Standard
BROWICK ROAD RECREATION GROUND	Poor	NA	Standard	Poor

- 6.7 In general pitches are considered to be in average or standard condition taking into account all factors. More details of individual aspects of pitch (and ancillary facility) quality are explained in the section below on club responses. There is no noticeable difference in the quality of pitches in general according to ownership and management, as most pitches are owned and maintained by the clubs. Wymondham RFC appears to have the poorest pitches available to fulfil its playing commitments.

Other pitches

- 6.8 There are a number of other pitches (estimated at 34) throughout the wider area where rugby is played, and these are mostly on education sites – Easton College, academies and high schools. These primarily accommodate rugby within the curriculum, and are not regularly available for community use by clubs or used by teams, though this may well be because of the apparent lack of demand for pitches from existing clubs. A few school pitches are used as overflows when club pitches are at capacity. They do remain potentially a more permanent outlet for any demand that may be identified in the future, subject to availability from the school or institution in question.

Table 6.4: Other pitches

Location	LA name	Adult	Junior	Mini	Total
ACLE ACADEMY	Broadland			1	1
AYLSHAM HS	Broadland	1			1
NORWICH SCH (REDMAYNE FIELD)	Broadland	3	3		6
REEPHAM HS	Broadland	1			1
TAVERHAM HALL SCH	Broadland	3			3
TAVERHAM HS	Broadland	1			1
THORPE ST ANDREW HS	Broadland	1			1
CNS	Norwich	1			1
NORWICH SCHOOL	Norwich	1	2		3
SEWELL PARK COLLEGE	Norwich		1		1
THORPE CLOSE NEWMARKET ROAD	Norwich	2	1		3
EASTON & OTLEY COLLEGE ADULT 1	South Norfolk	1			1
DISS HS	South Norfolk	1			1
FRAMINGHAM EARL HS	South Norfolk	1			1
ORMISTON ACADEMY	South Norfolk	1	1		2
WYMONDHAM COLLEGE	South Norfolk	3	2		5
WYMONDHAM HS	South Norfolk		2		2
TOTALS		21	12	1	34

6.9 There are also pitch(es) at Hartismere HS in Mid Suffolk which are occasionally used by Diss RFC when their pitches are unavailable, but these are outside the study area.

Clubs, teams and leagues

6.10 There are 8 rugby clubs currently playing in the Greater Norwich area, and at present they are estimated to field well over 70 teams, including 19 men's and 4 women's, and a range of colts, junior and mini/midis. Full details area in Appendix R2.

Table 6.5: Rugby teams and clubs

Club	LA name	Sen men	Sen women	Other	Colts	Youth	Girls	Mini/ midi	Total	Venue
NORWICH	Broadland	3			1	4		6	14	Beeston Hyrne,
NORWICH UNION	Broadland	2							2	Sprowston Cricket Club, Barkers Lane
CRUSADERS	South Norfolk	2				2		1	5	Beckhithe, Little Melton,
DISS	South Norfolk	3			1	6		6	16	Mackenders, Bellrope Lane,

Club	LA name	Sen men	Sen women	Other	Colts	Youth	Girls	Mini/midi	Total	Venue
										Roydon
LAKENHAM HEWETT	South Norfolk	1	1		1		3	5	11	Hilltops, Swardeston
NORWICH MEDICS	South Norfolk	2	1						3	Beckhithe, Little Melton,
UEA/TROJANS	South Norfolk	3	1	1					5	UEA Colney Lane
WYMONDHAM	South Norfolk	3	1	1	2	7		7	21	Tuttles Lane, Wymondham
TOTALS		19	4	2	5	19	3	25	77	

6.11 In summary:

- there are four large clubs with a full range of adult and junior teams. The main team in these clubs plays mainly in the London or Eastern Counties divisions of the national league set up, and most other adult teams play in the Norfolk Merit Leagues;
- there are four clubs with women's teams. Most youth teams are male, with only 3 girls' teams; and
- conversely there are three clubs with a small number of teams, playing only at adult level (including the closed club at UEA which caters mainly for students).

6.12 It is estimated from RFU affiliations that there are over 1400 players at all ages in the area (though this excludes UEA clubs).

Table 6.6: Age distribution of players

Age group	2013-14
Mini u7-12	482
Junior u13-17	347
Youth u18/19	183
Adult 19+	427
Total	1439

6.13 Evidence from clubs suggest that junior and mini/midi participation may in fact exceed these figures and a reasonable overall total is likely to be about 2000 players of all ages (this includes about 750 players aged 16 and over).

6.14 The table below outlines the teams run, as well as the number of match equivalents that teams generate per week. This is based upon the assumption that each team will play alternate home and away games, and also takes into account the shorter games and use of only part of the full size pitch by midi rugby teams (in line with guidance provided by the RFU).

Table 6.7: Rugby Teams in the Greater Norwich area

Sport and Age Groups	Number of teams in age group within the area	Match Equivalents Per Week
Rugby Union Senior Men (19-45yrs)	21	10.5
Rugby Union Senior Women (19-45yrs)	4	2
Rugby Union Youth Boys (13-18yrs)	24	12
Rugby Union Youth Girls (13-18yrs)	3	1.5
Rugby Union Mini/Midi Mixed (7-12yrs)	25	12.5

Club consultation

6.15 Clubs were consulted on their current team patterns, likely future demand, facility quality and other issues affecting overall participation and the broad results from those responding are set out below (see also Appendix R3):

- Most club sections (men, women, junior and mini/midi) responding are fielding the same number of teams compared with three seasons ago, although there has been limited growth at Wymondham across the board and at Crusaders mini teams. Only Crusaders and Lakenham Hewett have reduced teams in any category (youth).
- Of the open clubs (i.e. excluding UEA) who responded, most are operating for the benefit of players from a wider than local catchment, inevitable given the relatively few clubs and the wide distribution of pitches, although juniors tend to live within 5 miles.
- There are limited plans for clubs to increase the number of teams, with just the odd one or two teams proposed in the coming seasons. The main reasons restricting development are various, but the quality and quantity of pitches, changing accommodation and clubhouse were seen as important factors in inhibiting growth. However all clubs agreed that if more pitches were available locally, this would result in more teams - generally one per club, but in Wymondham's case a potential increase in numbers of 15%.
- All clubs are playing in their preferred location at present though two clubs currently have plans to move, not necessarily for rugby related reasons.
- All clubs own or have access to their own (or leased) pitches, although some have to rent overflow facilities for playing and training at local schools or the LA in Wymondham.

- There are no artificial grass pitches or training areas available in the Norwich area (with the exception of Easton College), although all clubs had access to floodlit training, on either a main pitch or dedicated area.

6.16 **Quality** emerged as the key issue during consultations with clubs. In addition to measuring the provision of pitches in quantitative terms, it is also essential to consider the quality of existing provision. Furthermore perceived quality of pitches (and ancillary facilities) is almost as important as actual quality and can change usage patterns. Players are more likely to travel to sites that they perceive to be higher quality or better value for money. Indeed lower quality pitches may actually deter residents from participating. The perceived quality of pitches overall is set out below.

6.17 **Pitch quality** - Clubs were given the opportunity to comment on individual aspects of pitch quality (the figures in the tables represent individual club responses in number). In general and across the board, 63% of aspects of pitch quality were rated good, 30% average and only 7% poor – most of the latter related to rust on posts!

6.18 In terms of individual aspects of pitch quality the following table shows club returns.

Table 6.8: Aspects of rugby pitch quality

Aspect	Pitch scores		
Grass cover	Good 9	Standard 6	Poor 2
Size of pitch	Adequate 17		
Length of grass	Good 15	Too long 1	Too short 1
Problem areas (e.g. glass, litter, tyre tracks)	None 1	Some 9	Lots 0
Evidence of rust on posts	No 10	Yes 5	
Overall quality of pitch	Good 7	Standard 7	Poor 3
Totals	Good 63%	Average 30%	Poor 7%

6.19 Specific problems identified included:

- Diss - pitch 2 worn out, excessive wear;
- Crusaders – tape litter;
- Lakenham Hewett - second FL training pitch gets some wear, third pitch not maintained as well through less use, and rabbits; and
- Wymondham – pitch 2, over use, poor drainage, waterlogging.

6.20 In terms of changes to pitch quality over time, one club said its pitches were much better, 2 slightly better, 1 no change and 1 slightly poorer. There is therefore a general trend towards pitches improving (see Appendix R3 for full details).

6.21 **Ancillary facilities** - Clubs were also given the opportunity to comment on the range of facilities included in clubhouses and changing rooms, and individual aspects of the quality of these facilities. The range of facilities present is as follows:

- changing facilities are available to all clubs at all venues;
- only 2 clubs have separate en-suite changing rooms;
- 80% of changing rooms are served with a communal shower and toilets;
- separate officials' changing is available at 4 clubs; and
- all clubs have showers, toilets, kitchen and clubroom, while almost all have disabled access to clubhouse.

6.22 Specific comments included:

- Crusaders have plans to modernise their changing;
- Lakenham Hewett - very large changing, options to subdivide or build extension. Need two additional changing rooms and officials room;
- Norwich - clubhouse 45 years old and showing age. No mains drainage, Asbestos present; and
- Wymondham - Inadequate for scale of players.

6.23 **Facility quality** - In general and across the board, about half of all aspects of changing room quality were rated good, half standard and a small proportion poor. Perhaps surprisingly the quality overall of ancillary facilities was considered to be less good than the pitches themselves.

Table 6.9: Rugby facilities quality

	Good	Standard	Poor
Quality of exterior	2	3	
Quality of interior	3	2	
Quality of showers	3	2	
Appropriate changing rooms for no of teams	2	2	1
Overall quality of clubhouse	2	3	
Overall score	48%	48%	4%

(the figures in the tables represent individual club responses in number).

Club plans, aspirations and other comments

6.24 Desirable or actual planned improvements and enhancements were identified and other comments made by clubs as follows:

- Crusaders RC – redevelopment of the clubhouse
- Diss – club facilities acceptable at present after modernisation of clubhouse and pitch improvements, but would like hinged posts and all weather training area
- Lakenham Hewett – develop and increase existing changing facilities, and bigger clubhouse with committee room and office
- Norwich - biggest need for rugby in the area is considered sports development, not necessarily additional facilities, but the current ground has been conditionally sold for development/new road, and relocation would enable the development of women's and girls' teams as in original development plan
- UEA – would like additional facilities to improve intra-mural rugby at the University
- Wymondham – need a multi pitch venue on one site to overcome serious logistical difficulties in providing venues for all sectors of the club, mainly mini and midi. Planning application currently submitted for a new ground nearby

- General – volunteers are always required, and there is a specific issue about injuries in rugby at present.

Training Needs

6.25 All clubs across the age groups train every week, usually Tuesday, Wednesday or Thursday, or Sunday for juniors and minis. In all cases, the home ground is used for training, although this is supplemented in Wymondham by access to a local school or LA pitch and by the use of the 3G at the Sportspark by UEA teams. In the pitch calculations below, 2 teams training on one grass pitch is considered the equivalent to 1 match per week in each case.

Educational Demand

6.26 Reflecting the lack of rugby pitches at school sites, there is limited participation in rugby within secondary schools currently and as a consequence, this may have an impact on recruiting players. Norwich RC is part of the RFU All Schools programme with a focus on linking Sprowston HS, Sewell Park Academy and the Open Academy, is currently forging outreach links with 5 schools in its locality and there are other strong links with schools by Diss and Wymondham RCs. There is an annual programme of Norwich schools activities (tournaments leagues, training, challenge cup) which mainly take place at Norwich RC, Crusaders RC and Wymondham College, and comprised 18 dates in season 2013/14. It is likely that a schools league will be based at Norwich RC involving 6 schools next season.

6.27 There is little evidence of individual schools requiring the use of club pitches, although Notre Dame HS does use Norwich RC's facilities as it lacks any of its own. Some schools do offer clubs pitches to fulfil fixtures when club pitches are not available. Educational demand does not therefore impinge on existing club pitch numbers and quality.

Development interventions

6.28 The Norfolk RFU undertakes a number of development initiatives with local clubs. Workstrands are focused work with an underpinning action plan attached to a notional amount of funding from the RFU to support participation growth and retention of players. This all concentrates on rugby clubs being the end product. In addition to the schools links highlighted above, the interventions currently underway are set out below. The table also sets out whether the club has RFU accreditation and some other development initiatives.

Table 6.10: Development Initiatives

Club	Club Accreditation	Workstrands	All Schools	Notes
Beccles	Yes	Holding on Clubs		Summer touch
Crusaders	Yes	Holding on College Easton College Year 2, Holding on Club		
Diss	No			New girls team launched 2014, used for events 3 years running air cadets cups finals
Lakenham Hewett	Working towards	Broadening Reach Schools The Hewett		Priority club, Summer touch at the club

Club	Club Accreditation	Workstrands	All Schools	Notes
		School year 1		
Norwich	No		2 all schools going into year 3 (Open Academy, Sewell Park College) and 1 into year 2 (Sprowston Community High)	Norwich Rebbles Touch
Norwich Medics	NA			Ground share with crusaders
Norwich Union	No			
Wymondham	Yes			Cooperate touch event Summer 2014, Wymondham Badgers Touch

Casual Demand

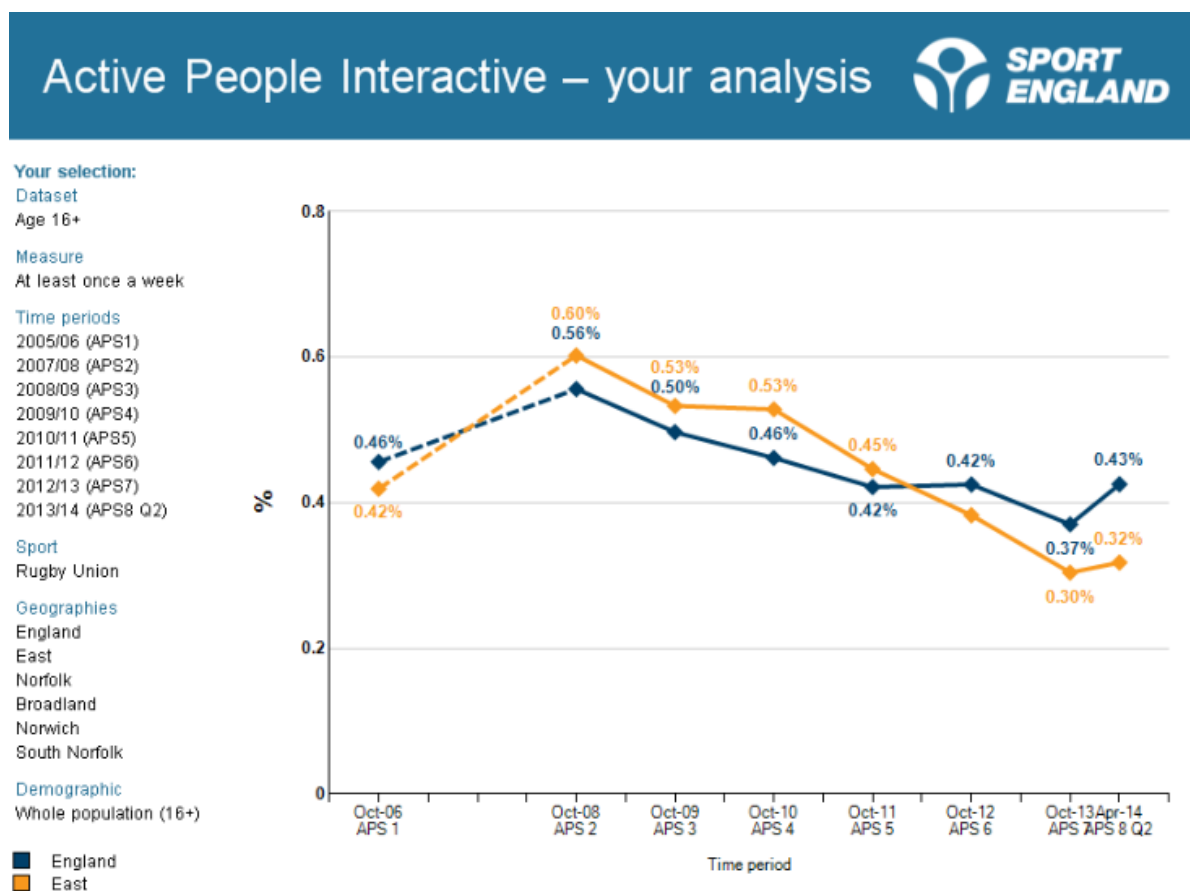
- 6.29 There is no casual demand for playing rugby, as it is a well regulated team sport. None of the pitches accommodate other casual sports or recreational activities, with the exception of Browick Road which is managed by the LA and used for casual football and other activities.
- 6.30 This impact is not considered sufficiently large to reduce the capacity of the pitches, although it might affect pitch quality and the player experience in a minor way.

Demand

Active People

- 6.31 The latest APS data for rugby participation demonstrates the following characteristics. (figures relate to once per week participation by adults over 16). Because of sample sizes, the data relates only to the region and England – there is no local data for Norfolk, the Greater Norwich area as a whole or the individual LAs.

Chart 6.1: Participation in rugby



6.32 Since APS data was first collected in 2006, participation in rugby in the region has been very close to the national average, and from 2008 to 2011 slightly above. The position has reversed since 2011, and rugby participation among adults is now 0.32% of the compared with 0.43% nationally. There has been a steady decline in both figures since 2008.

6.33 If the current regional figure of 0.32% participation is extrapolated for the Greater Norwich study area, this represents about 1050 adult rugby players playing once a week. This is higher than the player affiliations to the RFU, but the APS data includes recreational and more casual players (although in fact most regular players will play for a team – there is little scope for casual rugby). It is likely therefore that participation in rugby in the Greater Norwich area is slightly lower than the regional average.

Market Segmentation

6.34 Sport England's Market Segmentation data allows estimates to be derived of current and future likely participation in rugby according to the underlying characteristics of the population in any given area. Analysis of the outputs for the three LAs in the area suggests the following (see Appendix MS1):

- Existing participation – MS estimates that the likely participation levels for rugby in the Greater Norwich area total over 4000 players, way in excess of the figures suggested above, and in the range between 1 and 2% of the adult population in each case, much higher than the APS data. The key participants in rugby are

those that also play other pitch sports, specifically Ben and Tim in the rural districts and Ben and Jamie in Norwich. Female groups are not particularly apparent.

- MS analysis suggests that local residents' participation is broadly consistent across most of the wider area, with higher pockets in Norwich city centre and a lower proportion in the north east of Norwich. This distribution bears very little relationship to the location of pitches, and suggests that rugby players play where facilities exist irrespective of home address.
- There is a degree of latent demand identified, with 20% of the total potential rugby playing population not currently participating, representing about a further 100 players. Latent demand is focused on mainly the same groups that currently play.
- It must be stressed that the MS data represents a theoretical estimate of participation according to the socio economic structure of the local population, and in this case is suggested to overestimate the actual numbers playing. Perhaps more important however is the latent demand for rugby, which in this case is about 20% of the total.

Actual Participation

Assessing the Supply and Demand Information and Views

6.35 For rugby, the supply of pitches and the demand for pitches is measured through the use of match equivalents to ensure that a comparison is possible. To fully understand activity on a site, consideration is given to both;

- the adequacy of pitch provision over the course of a week; and
- capacity of a site to meet additional demand at peak time.

6.36 For rugby, this analysis is based upon the following principles;

6.37 *Capacity over the course of a week* - The RFU sets a standard number of match equivalent sessions that natural grass pitches should be able to sustain without adversely affecting their current quality (pitch carrying capacity). This is based upon the drainage system installed at the site and the maintenance programme used to prepare the pitches. The guideline theoretical capacity for rugby pitches is summarised in Table 6.11.

Table 6.11: Theoretical Pitch Capacity Ratings (RFU)

		Maintenance		
		Poor (M0)	Standard (M1)	Good (M2)
Drainage	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

6.38 Based upon the installed drainage and the maintenance regime applied, pitches in the Greater Norwich area are mainly classified as M1/D1 with a capacity of 2 match equivalents per week, with the exception of pitches at Browick Road (M0/D0, 0.5 matches), Crusaders (M0/D1, 1.5 matches) and Wymondham (M0/D2, 1.75 matches).

6.39 *Peak Time Demand* - To identify spare capacity at peak time, the number of match equivalent sessions at peak time is measured against the number of match equivalent sessions available. In the Norwich area, most activity except senior participation is focused on Sundays as follows:

- Senior men's rugby union - Saturday pm (Wed pm UEA)
- Youth rugby union - Sunday am
- Mini/midi rugby union - Sunday am
- U18-U19 yrs 'Colts' rugby union –Sunday am/pm
- Women – Sun am or Wed pm (UEA)

6.40 Table 6.13 therefore provides a summary of activity at each site. At first glance, it indicates that

- there are apparent shortfalls at four clubs – i.e. pitches, given their quality, are unable to provide enough capacity to accommodate all demands;
- conversely there is adequate capacity at Norwich and three smaller clubs because of the relative lack of teams in the latter case or the high capacity of the pitches at Norwich;
- in reality, the situation is likely to be worse in some locations as midweek training, which in most cases, accounts for a significant proportion of pitch use, is probably restricted to certain floodlit pitches and causes undue wear to that pitch. This may be an indication of the need for artificial grass surfaces for training in some (larger club) locations; and
- mini rugby is based on the identified teams, but in reality, the larger clubs have mini sessions for training and development where numbers considerably exceed those who would be playing in teams (Wymondham RC for example have 7 mixed mini/midi squads where the average number is 33 per group).

Current supply by capacity

6.41 Overall the current picture of provision in the Greater Norwich area is set out in the table below. There is an overall shortfall of over 6 pitches to meet identified capacity at present in total.

Table 6.12: Summary of pitch capacity

Full size pitch equivalents	Capacity per week	Adult teams	Youth Teams U13-18	Mini/midi teams	Midweek Match Equivalents	Over/Under Capacity	Pitches
23.25	41.25	25	27	25	18.75	-9.5	-6.5

Table 6.13: Details of capacity for rugby

Club/Univ/College	Full size Pitch equivalents	Floodlit	Capacity score	Match equivalents per week	Adult teams	Youth Teams U13-18	Mini/midi teams	Midweek Match Equivalents	Over/Under Capacity match equivalents	Pitches	Key issues and views
Crusaders/Medics	3.0	1.0	1.5	4.5	5	2	1	2.25	-1.5	-1	3 pitches but poor quality, so capable of only 4.5 match equivalents per week. Peak time use Sat pm when 2 senior matches played, so no peak time problem. However usage by 2 clubs means pitches are over played. Pitch improvements would raise capacity to allow current usage.
Diss	3.75	1.0	2.0	7.5	3	7	6	4.00	-3.00	-1.5	Average quality pitches allowing 7.5 match equivalents per week. Youth and colts play at peak time, and have to adapt start times to accommodate all play. Need additional capacity at peak times and throughout week.
Lakenham Hewett	3.0	1.0	2.0	6.0	2	4	5	2.75	-1.00	-0.5	3 pitches of average quality allowing 6 matches per week, peak time Suns when youth and mini play. Requires additional capacity through week
Norwich	5.5	1.0	2.0	11.0	3	5	6	3.50	2.00	1	3 main and 10 (at least) mini pitches mean that there are no issues with capacity at peak time or throughout week. In reality mini pitches may be used to capacity on Sunday.
Norwich Union (Sprowston CC)	1.0	0.0	2.0	2.0	2	0	0	0.50	0.5	0.25	One pitch capable of 2 games per week, or one at any time. Even with midweek training no problems accommodating current use

Club/Univ/College	Full size Pitch equivalents	Floodlit	Capacity score	Match equivalents per week	Adult teams	Youth Teams U13-18	Mini/midi teams	Midweek Match Equivalents	Over/Under Capacity match equivalents	Pitches	Key issues and views
UEA	2.0	0.0	2.0	4.0	5	0	0	1.00	0.5	0.25	Spare capacity as teams generate only one game at any time even in peak. Spare capacity could accommodate additional university play.
Wymondham incl Browick Rd	5.0	1.0	1.75/0.5	6.25	5	9	7	4.75	-7.0	-5	Relatively poor quality pitches accommodating only 6 match equivalents per week. Over capacity throughout week at peak times on Sunday for youth/mini. Need to improve capacity or find alternative pitches at school and other sites (NB propose to move to new site)

Displaced and Latent Demand

6.42 The only evidence of displaced demand for rugby in the area is the use of pitches on occasions at Hartismere HS in Mid Suffolk by Diss RFC when their pitches are unsuitable for use or under pressure.

6.43 However Active People surveys suggest that there is potential to increase the rugby playing population by up to 20%, which would have significant impact upon demand for facilities if realised.

Future Demand

6.44 The future requirement for rugby pitches will be affected by changes to the population profile, as well as club specific aspirations and changing participation trends. These issues are considered in turn in order to build an accurate picture of future demand.

6.45 **Population Change** - analysis in Section 3 indicated that while the population of the Greater Norwich area is projected to increase by 9.9% from 2014 to 2026, changes to the population profile mean that the proportion of people within the age groups most likely to play pitch sports will increase at a much slower rate – it is estimated that the 'active population' between 6 and 55 will actually rise by only 7.2%. It is not appropriate therefore merely to apply overall population increases to assess future demand.

6.46 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. By applying TGRs to population projections, we can project the theoretical number of teams that would be generated from population growth and gain an understanding of future demand. Table 6.14 summarises the implications of population growth and reveals that;

- there will be a 7% increase in demand for men's rugby in accordance with population increase, and only 4% increase in women's;
- youth participation could increase by 5% for boys and 4% for girls; and
- the highest growth will occur in age groups playing mini/midi rugby where the population increase is anticipated to be 25%.

Table 6.14: Impact of Changes to the Population Profile

Sport and Age Groups	Current population in age group within the area	Current number of teams in age group within the area	Current TGR	Future population in age group within the area (2026)	Future number of teams in age group within the area (2026)	Potential Change in Team Numbers in Age Group (Number of Teams) Current - 2026
Rugby Union Senior Men (19-45yrs)	67924	23	2953	72650	25	+2
Rugby Union Senior Women (19-45yrs)	68743	4	17186	71713	4	0
Rugby Union Youth Boys (13-	13284	20	664	13897	21	+1

Sport and Age Groups	Current population in age group within the area	Current number of teams in age group within the area	Current TGR	Future population in age group within the area (2026)	Future number of teams in age group within the area (2026)	Potential Change in Team Numbers in Age Group (Number of Teams) Current - 2026
18yrs)						
Rugby Union Youth Girls (13-18yrs)	12838	3	4279	13323	3	0
Rugby Union Mini/midi mixed (7-12 yrs)	24186	26	930	30342	33	+7

6.47 In terms of pitch requirements, this means that changes to the population growth would result in:

- a small increase in adult teams of 2 men's;
- a small increase in youth teams of 1 boys';
- no increase (without sports development initiatives) in women's and girls'/ teams; and
- a significant increase in mini/midi teams of 7.

6.48 **Changes in Participation Trends** - this is primarily affected by initiatives undertaken by the NGBs and LAs. There is no information on LA targets for increased activity, but in accordance with the latest RFU National Facilities Strategy (2013-17):

Increasing participation in rugby by teenagers, with a particular focus on retaining players during the transition between junior and senior rugby is a key priority of the RFU and there is also work underway to increase the amount of female participants. In addition to continuing to build the existing club infrastructure, touch rugby, a newer form of the game is also being introduced in an attempt to attract new participants to the sport. It is hoped that growth across the club structure will amount to at least 2% of participants per annum.

6.49 **Club aspirations** – as suggested above, there are limited plans for clubs to increase the number of teams, with just the odd one or two teams proposed in the coming seasons. However all clubs agreed that if more pitches were available locally, this would result in more teams - generally one per club, but in Wymondham's case a potential increase in numbers of 15%. It is realistic therefore to build in a small allowance for increased participation in rugby due to club development plans and the like.

Forthcoming Changes to Supply

6.50 Wymondham RFC has recently submitted a planning application to South Norfolk Council to relocate the rugby club in conjunction with the development of housing on a site near to the existing club. If approved and subject to funding, this would result in the provision of 1 floodlit and three additional senior pitches, 2 junior, 6 mini and a floodlit full size AGP for rugby (with a specification suitable also for football), as well as changing, car park and other ancillary facilities.

- 6.51 It is also known from consultation that Norwich RFC has conditionally sold its current ground and will be moving to alternative facilities within about three years, with a number of sites under investigation.

Governing Body Consultations

RFU National Facilities Strategy (2013 – 2017)

- 6.52 It is important to set local issues and aspirations in the context of the national aims and objectives of the Governing Body.
- 6.53 Facilities are one of the most important components of a rugby club. They drive the club ethos and spirit and facilitate high quality participation and club development. Rugby is increasing in popularity as a sport, with 26,000 new players joining the game in the third quarter of 2012 and it is hoped that this growth will continue, particularly as the rugby world cup will be held in 2015. Appropriate amounts of facilities are essential if clubs are to grow and to develop and attract new members. Facilities are also central to the sustainability of rugby clubs.

The overall vision of the RFU National Facilities Strategy (2013 – 2017) is;
'Strengthening our Member Clubs and Growing the Game in Communities around them'

- 6.54 Effective and efficient facilities are seen as a key component of achieving this goal. Rugby development opportunities (including both the retention of existing players, the recruitment of new players and the development of coaches and volunteers are seen as being essential to the success of the strategy delivery.

- 6.55 The strategy seeks to;

- recognise the role of facility development in the delivery of community rugby's core purpose and key drivers;
- provide evidence-based conclusions on the current key facility issues affecting the sustainability and growth of rugby union in England;
- set out priority areas for future investment;
- outline a facility planning model to enable the delivery of the strategy at a local level;
- highlight other key factors in the delivery of high quality facilities; and
- outline the need for and role of associated Investment Strategies.

- 6.56 The strategy indicates that the key priorities of the RFU in relation to rugby clubs are as follows:

- increase the provision of integrated changing facilities that are child- friendly and can sustain concurrent male and female activity at the club;
- improve the quality and quantity of natural turf pitches (including maintenance);
- improve the quality and quantity of floodlighting; and
- increase the provision of artificial grass pitches that deliver wider game development outcomes.

6.57 The document indicates that investment in the following will also be prioritised;

- social, community and catering facilities, that can support diversification and the generation of additional revenues;
- facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs; and
- pitch equipment, including quality rugby posts and pads.

6.58 Increasing participation in rugby by teenagers, with a particular focus on retaining players during the transition between junior and senior rugby is a key priority of the RFU and there is also work underway to increase the amount of female participants. In addition to continuing to build the existing club infrastructure, touch rugby, a newer form of the game is also being introduced in an attempt to attract new participants to the sport. It is hoped that growth across the club structure will amount to at least 2% of participants per annum.

6.59 The facilities strategy sets out three types of model venues, which seek to balance the level of activity that takes place at a club with the facilities that are provided (both on and off the field). The three tiers of provision are;

- Model Venue 1: This is usually a club, school, university or other provider playing lower level or recreational rugby;
- Model Venue 2: An established club venue with a wider programme of adult and junior rugby for both male and female; and
- Model Venue 3: A venue with potentially higher level competitive rugby that can provide for more sophisticated RFU development programmes.

6.60 The strategy indicates that the range of facilities required should be driven by the activity that takes place.

6.61 **RFU Area Facilities Manager/County Rugby Development Officer** – an overview of existing clubs was discussed as follows:

Crusaders – well run and managed club, with small turnover of volunteers. Content with current location. RFU Club Accredited. Currently have a new group of over 100 u6-u8 players. RFU Focus through Workstrand Programme – Holding on Club focusing on 16+. Coach education through CRC team and adding transition into senior rugby. Have recruitment links through Easton and Otley College.

Diss – recently recruited 15-20 girl players in various age groups, with plan to develop two teams in 2014/15. One of strongest clubs in the region. RFU Focus through Workstrand Programme, Broadening Reach links with Thetford Academy. Schools liaison officer in post, financially stable with good sponsor profile and good hosting facilities.

Lakenham Hewett – good women's team but struggling at other age groups. RDO focused support at improving links within club. Links with City College and Hewett School on RFU programmes. Complex leasing arrangement for pitches with CEYMS.

Norwich – Close links with Sprowston HS, Open Academy and Sewell Park Academy on RFU programme, and delivering outreach with 5 schools locally and expanding. Have a Touch team. As a result of planning proposals, exploring relocation opportunities on

several sites, but need to reassure RFU that this will have minimal impact on other clubs in the area.

Norwich Union – relocated from Pinebanks when site closed, but retain links with Aviva. Derive some bar income from landlords, young management team delivering well, and innovative in terms of new LED technology allowing midweek training.

Wymondham – seeking outline planning permission to relocate nearby. Well managed club with committed volunteer workforce and large number of playing and social members. Use own pitches and others in Wymondham, but heavily used and logistical difficulties. Have touch team.

Norwich Medics – share Crusaders ground and use up any spare capacity. Managed by students and high management turnover. Good playing programme.

Implications for current and future supply

- 6.62 **Based on current activity, it is calculated that there is a small shortfall of pitches overall at club sites to meet demand, based on their physical capacity. This amounts to about 6 overall or 8 pitches if the shortage is aggregated at the clubs with the biggest shortfall. In reality clubs fulfil their fixtures, training, coaching and other obligations through the occasional use of other pitches on school sites and other venues, and by adapting normal patterns of play to allow multiple use of pitches and spaces beyond their reasonable capacity. It is the aspiration of all clubs however to be able to accommodate all fixtures and other sessions on single sites, and this is considered a reasonable wish. Where pitches have some spare capacity for additional use, this does not correspond with the areas of highest demand – it is not usually reasonable for club pitches to accommodate usage from other clubs and this ‘spare’ capacity can effectively be ruled out as a means of meeting demand elsewhere.**
- 6.63 **There is some latent demand for rugby as identified in the MS data and it is reasonable to assume that this might result in the short term in a further 5-10% of teams. Clubs themselves have suggested that they plan to provide a further 5 teams across all groups in the near future.**
- 6.64 **In addition RFU initiatives could raise demand for teams by 2% per annum (though this is considered optimistic), and population increase to 2026 could, based on current participation rates, increase teams by 2 adult, 1 youth and 7 mini/midi.**
- 6.65 **In total by 2026 it is reasonable to estimate that up to an additional 25 teams might be formed to take into account all these factors, an addition of up to a third. A high proportion of these are expected to be youth and mini teams.**
- 6.66 **The implications for pitch demand are that additional pitches (or at least pitch capacity) will be required up to 2026, up to a further 10 full size pitch equivalents if based on existing provision. It is probably desirable from the NGB’s point of view that these are accommodated at or in association with existing rugby clubs. The relocation and redevelopment of Wymondham and Norwich clubs could offer the major opportunity to accommodate these additional pitches, but access to school and other pitches, and the improvement of the quality (drainage, ancillary facilities) of existing venues would increase carrying capacity and reduce the need for new pitches.**
- 6.67 **There are areas of the Greater Norwich area where rugby provision is non-existent and potential players have to rely on clubs outside the area. These include the east of Broadland (in the Acle area) and north of Broadland (Aylsham and Reepham). While it is not suggested that new clubs necessarily be formed here to meet any gaps in provision, outreach by the existing main clubs and closer liaison with schools could**

help to provide more pitches on school sites, or make available any that are currently only used by the schools themselves.

Summary and conclusions

- There are 32 rugby pitches in the Greater Norwich area on 8 sites, mainly at existing clubs. A larger number of other pitches exist mainly on school sites, but not currently used by community clubs.
- There are 8 clubs playing rugby in the area, comprising an estimated 77 teams.
- Team numbers have remained fairly consistent over the recent past, and there are limited plans to increase them in the future. Sport England participation data suggests that in the region rugby participation may in fact have declined.
- All clubs are playing in their current preferred location though two clubs currently have plans to move, not necessarily for rugby related reasons.
- Quality is as important as quantity and is considered adequate, both in terms of pitches and to a lesser extent ancillary facilities like changing.
- Most clubs are able to fulfil their playing and training obligations on available pitches, albeit that they may use other pitches off site or have to juggle with fixtures.
- Based on current levels of activity, it is calculated that there is a small shortfall of about 6 pitch capacity compared with demand at the present time.
- There is some latent demand at present, and with future population growth and club and NGB initiatives likely to increase demand, there is a need up to 2026 for a further 10 full size pitch equivalents (compared with the present) mostly to serve youth and mini rugby.
- There are some geographical gaps in provision in the area which could be filled, either by new club formation or more likely outreach programmes by existing clubs.

Issues for strategy to address

6.68 The key issues for the strategy to address are therefore:

- the need to at least maintain the current level of pitch provision at existing grounds (or new locations) to meet current demand;
- the need to accommodate training at existing clubs without detriment to pitch condition – including additional floodlit pitches;
- the need for qualitative improvements at existing grounds, including upgrades to pitches to ensure that the required amount of games/training can be sustained;
- qualitative improvements to ancillary facilities;
- the option of securing community use of existing school pitches to meet current need;

- the possible role of 3G pitches in reducing demands on grass pitches and providing opportunities for training and mini/midi competition;
- potential to increase participation given the current apparent under capacity of pitches;
- the specific requirements of Wymondham and Norwich Rugby Clubs for new sites and the need to ensure that relocation does not impinge on the catchments of other clubs in the area; and
- the practicality of expanding rugby pitch provision into the areas of Greater Norwich where opportunities to play rugby are not currently available.

Introduction

7.1 This section evaluates the adequacy of pitches for hockey and provides:

- An overview of the supply of AGPs that are suitable for hockey
- An outline of demand for hockey pitches across the Greater Norwich area
- An understanding of activity at individual sites in the area
- A picture of the adequacy of current provision across the area
- The future picture of provision for hockey in the area.

Hockey in the Greater Norwich area – An Overview

Pitch Supply

7.2 Hockey is almost exclusively played on AGPs. Guidance on AGPs (Sport England 2010) indicates the following surfaces to be suitable for hockey:

- Water Based (suitable for high level hockey)
- Sand Filled (preferred surface for hockey)
- Sand Dressed (acceptable surface for hockey)
- Short Pile 3G (acceptable surface for non-competitive hockey).

7.3 Based upon the above criteria, there are seven full sized pitches with approved surfaces for hockey that are currently used as such in the Greater Norwich area (see map H1).

Table 7.1: Hockey pitches in the Greater Norwich area

Site Name	LA Name	Facility Type	Size m	Floodlit	Access	Ownership/ management	Year Built/ refurb
BEECH AVENUE RECREATION GROUND	Broadland	Sand Dressed	100 x 60	Yes	Sports Club / Community Association	Local Authority/ commercial	1996/ 2013
BEECH AVENUE RECREATION GROUND	Broadland	Water Based	100 x 60	Yes	Sports Club / Community Association	Local Authority/ commercial	2013
SPORTSPARK	Norwich	Sand Dressed	100 x 61	Yes	Pay and Play	University/ in house	1994/ 2005
SPORTSPARK	Norwich	Sand Dressed	100 x 61	Yes	Pay and Play	University/ in house	1994/ 2005
TCH DRAGON'S DEN	Norwich	Sand Dressed	Full Size	Yes	Sports Club / Community Association	School/ commercial	2011
HOBART HIGH SCHOOL	South Norfolk	Sand Dressed	101.45 x 66	Yes	Private Use	School/ in house	2008
LANGLEY SCHOOL	South Norfolk	Sand Dressed	FS	Yes	Sports Club / Community Association	School/ in house	2009

7.4 In addition there are facilities just outside the edge of the Greater Norwich area which accommodate teams from within the area, and are therefore considered as part of the study.

Table 7.2: Hockey pitches adjoining the Greater Norwich area

Site Name	LA Name	Facility Type	Size	Floodlit	Access	Ownership/management	Year Built/refurb
HARLESTON MAGPIES HOCKEY CLUB	Mid Suffolk	Water Based	102 x 64m	Yes	Sports Club / Community Association	Sports Club	2002
HARLESTON MAGPIES HOCKEY CLUB	Mid Suffolk	Sand Dressed	100 x 60m	Yes	Sports Club / Community Association	Sports Club	1990/ 2006
HARTISMERE SPORTS CENTRE	Mid Suffolk	Sand Filled	100 x 60m	Yes	Sports Club / Community Association	School/in house	2011

7.5 Of the ten pitches currently available and in use for hockey in the Greater Norwich area and just outside, the following characteristics apply:

- two of the pitches are available on a pay and play basis, although clubs have preferential access for matches on Saturdays (mainly);
- five pitches are on club sites, where the main or sole use is hockey, and usage is determined mainly by the club; and
- three other sites are on schools, and are used for hockey as part of a wider (though not intensive) programme of community activity, alongside the primary curricular use.

7.6 If analysed on a district by district basis, the ratio of pitches per population within the Greater Norwich area is as follows:

Table 7.3: Distribution of hockey pitches in the Greater Norwich area

LA	Total pitches	Pitches per 10000 population
Broadland	2	0.16
Norwich	3	0.22
South Norfolk	2	0.16
Total	7	0.18

7.7 The best standard of existing provision for pitches available for and currently in use for hockey is in Norwich, whereas local provision in the two more rural districts is slightly lower. With the exception of the two pitches in Loddon and Langley, all the existing AGPs used for hockey are within Norwich and the immediate fringe areas.

7.8 There are a small number of grass hockey pitches, mostly on school sites, but these are not considered in the current study because of the need to accommodate hockey now on artificial surfaces.

Quality

7.9 Pitch quality is assessed from a number of sources – visual inspection using Sport England's guidelines, data from, APP on age and refurbishment, information supplied by England Hockey from its club/facilities database and data from clubs gleaned from the questionnaire survey.

Table 7.4: Quality of hockey pitches in the Greater Norwich area

Pitch	Age/refurb	Visual inspection	EH data	Club data	Overall assessment
BEECH AVENUE RECREATION GROUND - sand	1996/2013	Good	Good	Good	Good
BEECH AVENUE RECREATION GROUND - water	2013	Good	Good	Good	Good
SPORTSPARK (2)	1994/2005	Average	Average	Poor/acceptable	Average/poor
TCH DRAGON'S DEN	2011	Good	Good	Good	Good
HOBART HIGH SCHOOL	2008	Good	Good	Good	Good
LANGLEY SCHOOL	2009	Good	Good	Good	Good
HARLESTON MAGPIES - water	2002	NA	Good	Good	Good
HARLESTON MAGPIES - sand	1990/2006	NA	Good	Good	Good
HARTISMERE SCHOOL	2011	NA	Good	Acceptable	Good/average

7.10 In general pitches are considered to be in good condition, with the exception of UEA Sportspark, where the clubs who play there (in particular) score the pitch lower. More details of individual aspects of pitch (and ancillary facility) quality are explained in the section below on club responses. All pitches were built or have been refurbished in the last 10 years (except the water based pitch at Harleston Magpies). There is no noticeable difference in the quality of pitches in general according to ownership and management, with the proviso that the UEA Sportspark pitches are generally older and available on a pay and play basis for more than hockey and suffer greater use and therefore wear and tear.

Other pitches

7.11 There are also a number of other AGPs which meet the criteria for hockey, but are currently not used by clubs in the area – this is mainly because of the lack of demand, substandard facilities (two pitches are not floodlit) or the willingness of the owners to make available for community use ((they are all on school sites).

Table 7.5: Other AGPs in the Greater Norwich area

Site Name	LA Name	Facility Sub Type	Size	Floodlit	Access	Ownership/management	Year Built/refurb
REDMAYNE FIELD	Broadland	Sand Filled	97 x 60	No	Private Use	School/in house	2001
NOTRE DAME HIGH SCHOOL	Norwich	Sand Filled	FS	No	Private Use	School/in house	
WYMONDHAM COLLEGE	South Norfolk	Sand Filled	FS	Yes	Sports Club / Community Association	School/in house	2007

7.12 In addition it is known from consultation that one further pitch is planned and due for construction shortly at TCH Dragons Den at Hewett School to meet current unmet demand, with longer term plans for a clubhouse which is currently lacking on site.

Clubs, teams and leagues

7.13 There are 11 hockey clubs currently playing in the Greater Norwich area, and including two based outside but serving the area, the study area is served by 13 separate clubs.

Table 7.6: Hockey clubs and teams in the Greater Norwich area

Hockey Club Name		Senior men 16-55	Senior women 16-65	Mixed 16-55	Vets 16-55	Girls 11-15 incl devt	Boys 11-15 incl devt	Mixed 11-15	Total	Match equivalents per week (fixtures)	Venue
Clubs based and playing in Norwich area											
BROADLAND HC	Broadland	1	2						3	1.5	Beech Avenue Recreation Grd
NORWICH CITY HC	Broadland	7	6		2	6	6	1	28	14	Beech Avenue Recreation Grd
REEPHAM HC	Broadland		1						1	0.5	Beech Avenue Recreation
NORWICH DRAGONS HC	Norwich	5	6	1	2	5	5	1	25	12.5	TCH Dragons Den
NORFOLK NOMADS HC	Norwich	2							2	1	UEA Sportspark
UNIVERSITY OF EAST ANGLIA MENS HC	Norwich	6		1					7	3.5	UEA Sportspark
UNIVERSITY OF EAST ANGLIA WOMEN HC	Norwich		4						4	2	UEA Sportspark
BECCLES HC	South Norfolk		1						1	0.5	Hobart High School
HORNETS HC	South Norfolk		1						1	0.5	Hobart High School
LODDON HC	South Norfolk		2						2	1	Hobart High School
SPROWSTON HC	South Norfolk		3						3	1.5	Langley School
Clubs based in Norwich area but playing outside											
HARLESTON MAGPIES HOCKEY CLUB HC	Mid Suffolk	7	7	1	1	6	6		28	14	Harleston Magpies
DISS HC	Mid Suffolk		1						1	0.5	Hartismere School
TOTALS		28	34	3	5	17	17	2	106	53	

7.14 Table 7.6 summarises the teams in each club and outlines the number of times that they use pitches for matches. The usage is based upon the assumption that each team plays alternate home and away games. In summary:

- there are three large clubs with a full range of senior men's and women's teams and a full programme of junior teams playing in cup competitions and festivals (development teams play at three clubs and provide the opportunity for juniors up to 13 to play with adults in a bespoke league in the area);
- conversely there are 8 clubs with a small number of teams, mainly women's with no junior development; and
- clubs do not necessarily play in the locality where they are from, and tend to find pitches where they exist.

7.15 It is estimated from club returns that there are (season 2013-14) 920 senior (16 years+) players and about 500 juniors (11-15 years) currently playing organised hockey in the area, a total of about 1400 regular participants. England Hockey affiliations are broadly consistent, but the figures below in table 7.7 are based on slightly different age criteria.

Table 7.7: Hockey players in the Greater Norwich area

Age group	2011-12	2012-13	2013-14
Junior (0-16)	596	507	679
Senior (17+)	713	969	846
Totals	1309	1476	1525

7.16 The figures suggest that total and both age groups participation have increased since 2011-12 and England Hockey is anticipating steady growth over the next few years in the area.

Leagues

7.17 England Hockey states that it is important to highlight the breadth of competitive opportunities for players locally, the number of teams that play in the top end and regional leagues for example and the numbers men's team spread across the large array of regional leagues and on the women's side. With the exception of Harleston Magpies whose first women's team play in the Women's Conference East division of the National League, all senior teams play in the East and Norfolk Leagues. There are three development teams in the boys' and girls' Development League, and other junior teams play in national cup competitions and friendlies. There is also a range of local junior competitions at various age groups within the county.

Club consultation

7.18 Clubs were consulted on their current team patterns, likely future demand, facility quality and other issues affecting overall participation and the broad results from those responding are set out below:

- 58% of club sections (men, women or junior) responding are fielding the same number of teams compared with two seasons ago, and 42% have increased teams,

mainly among senior women and junior teams. No club has reduced the number of teams in its club.

- Of the open clubs (i.e. excluding UEA) who responded, most are operating for the benefit of players from a wider than local catchment, inevitable given the relatively few clubs and the wide distribution of pitches. Most players live more than a mile from their club's playing venue, and a relatively high proportion suggest they live outside the Norwich area itself (this may be due to the lack of a definition of the Norwich area).
- Hockey clubs in the area tend not to cater for disabled playing participants, though there are no issues where they do.
- Over two thirds of clubs responding have aspirations to run additional teams in the future, in age and gender categories that reflect their current pattern. Clubs were not asked to be specific about numbers, but it would be reasonable to plan for an increase in teams over the near future. The main reasons restricting development were various, but the lack of coaches, good quality pitches and changing, cost of pitch hire and running teams and falling membership were the most often quoted (the latter conflicts with the view above that no club has lost teams in the recent past).
- While most clubs are satisfied with the location of their main pitch, four clubs would prefer to play their main fixtures at a different ground, mainly due to their current venue being outside their natural catchment – Beccles, Diss and Sprowston in particular would prefer a ground nearer their base in each case.
- In very few cases have clubs experienced difficulties in obtaining pitches for their home matches, and these are mainly restricted to pitches that have to be hired (Norwich Dragons have to use UEA pitches as overflow on occasions). Training venues are slightly more problematic, and hockey training sometimes has to compete with other activities on multi use pitches (e.g. UEA Sportspark).

7.19 **Quality** emerged as the key issue during consultations with clubs. In addition to measuring the provision of pitches in quantitative terms, it is also essential to consider the quality of existing provision. Furthermore perceived quality of pitches (and ancillary facilities) is almost as important as actual quality and can change usage patterns. Players are more likely to travel to sites that they perceive to be higher quality or better value for money. Indeed lower quality pitches may actually deter residents from participating. The perceived quality of pitches overall is set out below.

7.20 **Pitch quality** - Clubs were given the opportunity to comment on individual aspects of pitch quality (the figures in the tables represent individual club responses in number). In general and across the board, 64% of aspects of pitch quality were rated good and only 8% poor – most of the latter related to the pitches at UEA Sportspark.

7.21 In terms of individual aspects of pitch quality the following table shows club returns.

Table 7.8: Pitch quality

	Grip underfoot	Line markings	Condition of posts/nets/goals	Surrounding fencing	Overall pitch quality	Ease of booking facilities	Car parking	Overall VFM	Adequate safety margins	Overall %
Good	7	6	9	10	7	8	6	5	7	64%
Acceptable	4	3	1	2	3	2	5	5	4	28%
Poor	0	2	1	1	1	2	0	1	0	8%

7.22 In general pitch quality was considered good, the biggest problems being line marking and pitch booking, in both cases at UEA Sportspark.

7.23 Clubs were also invited to comment on evidence of problems with the surface of the main pitch that they use as follows.

Table 7.9: Quality of pitch surface

Evidence of:	Moss/ lichen	Loose gravel	Holes or rips in surface	Glass/ Stones /litter	Inappropriate use	Damage to surface	Overall %
None	8	9	9	9	9	8	79%
Some	2	2	2	2	2	3	20%
Lots	1	0	0	0	0	0	1%

7.24 Overall, the individual problems associated with the pitch surface were no cause for concern.

7.25 **Ancillary facility quality** - Clubs were also given the opportunity to comment on individual aspects of the quality of ancillary facilities such as changing rooms (the figures in the tables represent individual club responses in number). In general and across the board, 58% of aspects of pitch quality were rated good, and only 12% poor. Perhaps surprisingly the quality overall of ancillary facilities was considered to be less good than the pitches themselves.

7.26 In terms of individual aspects of facility quality the following table shows club returns.

Table 7.10: Facility quality

	Capacity for no of teams	Showers	Security during matches	Capacity for men and women	External quality	Internal quality	Capacity for junior teams	Maintenance and cleaning	Overall %
Good	5	8	2	4	11	10	0	9	58%
Acceptable	5	3	4	5	0	1	5	2	30%
Poor	1	0	5	0	0	0	4	0	12%

- 7.27 Overall the internal and external quality of changing, maintenance and showers were considered good, but there was more cause for concern with the capacity of changing rooms to accommodate juniors and seniors at the same time, and also men and women/boys and girls. Security of changing rooms was also considered poor in half the responses.
- 7.28 Detailed comments were elicited from clubs and where these are negative, they are summarised below:
- Hartismere School – 2 changing rooms, but have to be shared when football is also in progress
 - Harleston Magpies – club discussing a strategy to increase changing
 - Sportspark – recently changed but not really upgraded
 - Sportspark – only one separate group changing room, ideally require separate changing for teams
 - Taverham – with 2 pitches on site, ideally require 8 changing rooms to accommodate teams playing and those waiting
 - Dragons – use of Goals Soccer Centre provides two changing rooms adequate for one pitch, but second pitch will require school changing facilities in the short term
 - Langley School – changing distant from pitch.
- 7.29 **Overall** - Clubs were given the opportunity to comment on whether they were broadly satisfied with pitch provision for hockey in the Norwich area, and these were generally favourable – 60% suggested pitch provision in the area was acceptable. The main issues were the lack of pitches south of Norwich and in other locations close to home bases and access at some times and cost of UEA Sportspark.

Club plans, aspirations and other comments

- 7.30 Desirable or actual planned improvements and enhancements were identified and other comments made by clubs as follows:
- Beccles HC – development of the club, particularly with schools and involving juniors, is being compromised by the lack of an AGP in the town, Hobart HS is necessary in order to meet league requirements for artificial grass
 - Broadland HC – need improved recognition by NGBs for grass roots development, and genuine local government support for local clubs
 - Diss HC – would like home pitch in the town, ideally in conjunction with Diss High School, who are currently making a bid for resources. A local home ground is essential for the club's development
 - Harleston Magpies HC – need for better changing facilities, toilets and showers to support a large club
 - Hornets HC – larger club room needed to cater for after match teas at Hobart HS
 - Nomads HC – proper maintenance of UEA pitch is preferred to patching up surface. Loss of Pinebanks has put pressure on available pitches

- Norwich City HC – need for indoor hockey training facilities, none currently in the area at present (although UEA Sportspark beginning to make indoor facilities available)
- Norwich Dragons HC – plans to grow club significantly over the coming years in terms of quality and amount of play, with the ambition of achieving National League status. One new pitch recently provided, second planned in 2014, and clubhouse being designed with a view to achieving planning permission and funding within 12-18 months
- Sprowston HC – Norwich based club requiring pitch in Norwich
- UEA HC – need for water based pitch at UEA.

Other usage/demand issues

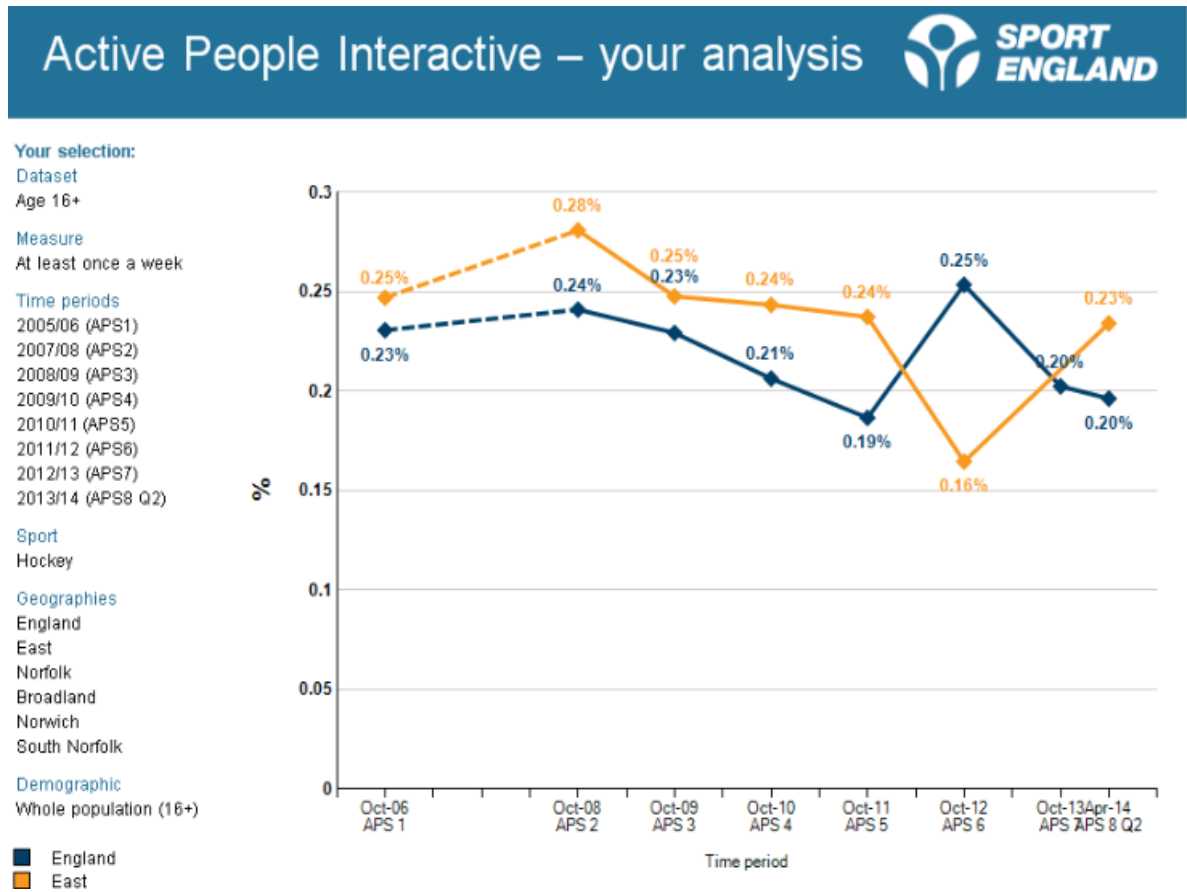
- 7.31 **Training** - All clubs that schedule formal training sessions (i.e. all clubs except Hornets and Nomads of those responding) use their home match pitch for training. All of these clubs train once a week, at various times during the week depending on the age group and standard, and there is not considered to be a problem at present finding venues and spare time slots to train among those clubs currently training. However Hornets do not currently train and have identified a problem with venues (UEA Sportspark) not being available at the time required, while Nomads have experienced similar pressure at UEA from football which tends to use up available times.
- 7.32 **Educational use** - The only school AGPs which are used by hockey clubs are at Hobart, Langleigh and Hartismere High Schools (the latter outside the study area). Educational use of AGPs takes place outside of peak hours and there is therefore no impact upon the availability of the facilities for community hockey (as the artificial surface means that AGPs are not impacted upon by levels of use in the same way that grass pitches are). Hockey is understood to be strong in the independent school sector, and Town Close Prep School for example are partners in the new pitch provision at Dragons, while Norwich High School for Girls are working with the club on the second pitch.

Demand

Active People (Sport England)

- 7.33 The latest APS data for hockey participation demonstrates the following characteristics (figures relate to once per week participation by adults over 16). Because of sample sizes, the data relates only to the East Region and England – there is no local data for Norfolk, the Greater Norwich area as a whole or the individual LAs.
- 7.34 Participation in hockey in the region has generally been above the national average, although the positions reversed in APS6 in 2012. The latest data for the region relates to Q2 2014 when the participation rates among adults were 0.23% compared with the national average of 0.2%. This national average has itself declined. If an average regional figure of 0.23% participation (over the period since 2008) is extrapolated for the Greater Norwich study area, there are an estimated 750 adult hockey players in the area.
- 7.35 This figure is lower than the estimated and actual number of players linked to clubs in the area from club consultation and EH data, and suggests that hockey participation in the Greater Norwich area is higher than the average for the East region, more so because the APS data includes recreational and more casual players (although in fact most regular players will play for a team – there is little scope for casual hockey).

Chart 7.1: Participation in hockey



Market Segmentation

7.36 Sport England's Market Segmentation data allows estimates to be derived of current and future likely participation in hockey according to the underlying characteristics of the population in any given area. Analysis of the outputs for the three LA areas in Greater Norwich suggests the following (see Appendix MS1):

- Existing participation – MS estimates that the likely participation levels for hockey in the Greater Norwich area total about 1000 players, slightly in excess of the APS and actual figures suggested above, and between 0.1 and 1% of the adult population uniformly across the whole area. Demand is primarily focused across six segments, both male and female (Ben, Tim, Chloe, Leanne, Jamie, Philip), though their actual make up differs slightly between districts according to the dominant segments therein. The profile of participants in hockey in the wider area is more varied than other sports, with both female and male groups currently playing.
- There are no significant variations throughout each district, although this may well be due to the scale of the map.
- There is significant latent demand compared with the amount of people that currently play – only about 60% of those adults that expressed an interest in playing

hockey are estimated to be currently playing. Those that would like to play but do not currently do so fall into the same segments as those that already play. Latent demand is for about an additional 600 adult participants.

7.37 It must be stressed that the MS data represents a theoretical estimate of participation according to the socio economic structure of the local population, although in this case it broadly reflects current participation. The latent demand for hockey is quite high, but the actual implications for future participation must be carefully considered as this is no more than a model of future activity.

Assessing the Supply and Demand Information and Views

7.38 The adequacy of AGPs to accommodate demand for hockey, taking into account both training and competitive fixtures, is discussed below. Demand for football is also a factor as while hockey teams cannot use facilities designed for football (3G pitches), sand based surfaces are acceptable for football training and hockey clubs can face extensive competition in accessing pitches.

Situation at Individual Sites

7.39 Supply and demand of AGPs is measured by considering;

- the amount of play that a site is able to sustain (based upon the number of hours that the pitch is accessible to the community during peak periods up to a maximum of 34 hours per week). Peak periods have been deemed to be Monday to Thursday 17:00 to 21:00; Friday 17:00 to 19:00 and Saturday and Sunday 09:00 to 17:00;
- the amount of play that takes place (measured in hours);
- whether there is any spare capacity at the site based upon a comparison between the capacity of the site and the actual usage; and
- any other key issues relating to the site which have arisen through consultation.

7.40 To ensure that issues for hockey are fully taken into account however, as well as evaluating usage over the week, capacity at peak time should also be considered. England Hockey guidance suggests that no AGP should be considered able to sustain more than 4 games on any one day.

7.41 Table 7.11 therefore provides a summary of activity at each site that is suitable for hockey.

Table 7.11 – Site Specific Usage

Site	Quality	Current Carrying Capacity for Community Use	Current Community Use overall	Current use for hockey	Difference between CC and usage overall	Comparison	Extent of Availability Midweek Evenings	Availability Saturday / Sunday	Key Issues and Views
UEA Sportspark (2 pitches)	Average	64	40	20	24	Some potential to accommodate additional use	About 60% booked for football and hockey midweek (16 spare)	Potentially available for 1 additional match on Sat (2 hours). Spare capacity Sunday (6)	Well established double pitch available for wide range of activities including hockey. Some quality issues identified by clubs using pitches. Intensively used and limited potential for additional hockey use at weekend, particularly with quality issues. Significant use by other sports particularly football. Overall some spare capacity
Hobart High School	Good	32	22	6	10	Potential to accommodate additional use	6	4 hours (2 matches) available on Sats, no usage permitted Sunday	Relatively new pitch now little used after establishment of school as academy. Limited use for hockey matches and training and football. Some spare capacity on Saturday and weekdays for training but not well related to areas of demand
Norwich Dragons	Good	34	30	30	4	No potential for additional use, club wishes to rest pitch at some peak times	0	0 Sat, some (4) Sunday	New pitch provided as joint venture on Hewett School site, solely available for hockey club and local schools. Intensively used, no spare match slots. (club uses UEA as overspill) and little opportunity for additional training. Club providing additional pitch in 2014 which will double capacity and accommodate all needs of Dragons at present

Site	Quality	Current Carrying Capacity for Community Use	Current Community Use overall	Current use for hockey	Difference between CC and usage overall	Comparison	Extent of Availability Midweek Evenings	Availability Saturday / Sunday	Key Issues and Views
Taverham (2 pitches)	Good	68	61	55	7	Able to accommodate some additional use at weekend and midweek	4	0 Saturday, some (3) Sunday	Site with 2 pitches, one recently provided (water based). Prime use for hockey. No spare capacity at weekends for matches for 3 clubs, and limited in midweek for training
Langley School	Good	10	10	5	0	Probably spare capacity, but school only lets to limited numbers	0 unless made available by school	0 unless made available by school	Private school site with limited community use for hockey and football, could be able to accommodate additional use subject to school approval but not in area of demand
Hartismere High School	Average	34	25	5	9	Probably potential for additional use	Full range of uses so limited spare capacity (5)	Only one match on Sats, so spare capacity (4)	New sand filled pitch used for range of activities including hockey and football. Outside study area so non priority.
Harleston Magpies (2 pitches)	Good	68	56	56	12	Sole use for hockey, spare capacity overall	Pitches used every evening from 6.15 to 9.15, limited spare capacity (5)	0 Saturday, some Sunday (7)	Private club ground with two pitches, solely used for hockey for club and occasional use by school (Archbishop Sancroft HS). Overall some spare capacity, probably sufficient for development of home club

Current Picture of Provision

7.42 Table 7.12 indicates that there is some spare capacity overall at the existing sand based hockey pitches across the Greater Norwich area. There is some capacity at UEA Sportspark (1 Saturday match) and Hobart High School (2 matches), but at present the main club pitches are full on match day. An additional pitch at Dragons Den will double capacity here, and with all Dragons matches reverting to their home pitch, this may release some capacity at UEA Sportspark. Langley School may well have spare capacity depending on the willingness of the school to accommodate more usage, but this is unrelated to areas of high demand, as is the pitch at Hobart. There is more spare capacity on Sunday when juniors tend to play and train, and this would be needed for any expansion in junior teams. Similarly there is some spare capacity in midweek overall for training. Overall hockey use of these pitches is higher than in many other areas – this is a reflection of the predominance of club pitches in the area

Table 7.12: Hockey Usage of AGPs

Capacity of full sized sand based pitches across the Greater Norwich area (Number of Hours)	Total Community Use of Sand Based Pitches (Number of Hours)	Unused capacity (Number of hours)	Spare Capacity Midweek (Number of Hours)	Weekend Availability	Total Use by Hockey
310	244	66	36	30	177

FPM Modelling

7.43 Analysis of the actual usage of pitches against the hours that they are available can be compared with findings of the Sport England Facility Planning Model, a theoretical model based upon national parameters. This indicates the following for hockey use for AGPs within the Greater Norwich area by individual LA:

Broadland

- There is very low supply of pitches suitable for hockey, only 1 pitch (0.3 pitches if actual community availability is taken into account). However the assessment excludes the water based pitch at Taverham which was built after the analysis. Supply is only one third of the national average.
- Demand from residents for hockey, based on estimated participation rates, is for less than one pitch, and a crude comparison of demand and supply from within Broadland identifies an apparent shortage of about half a pitch.
- There is very low satisfied demand (about 60% of demand is met), which compares with 82/83% nationally or in the whole region. This is mostly due to good car accessibility.
- There is therefore quite high unmet demand, but only the equivalent of a quarter of a new pitch. This is mostly due to capacity issues though there is some outside the catchment of pitches.
- The used capacity of AGPs across Broadland is high (100%) – this suggests that there are limited opportunities to accommodate additional play at the existing pitch at Taverham.

- The relative share of pitches is below average for the country.
- Broadland is a small net exporter of demand, probably to Norwich.

7.44 **Conclusion – despite low supply and relative share of pitches, there is insufficient unmet demand to justify additional pitches for hockey at present in Broadland. The existing pitch at Taverham is full but there is some export to Norwich. With the second pitch already available at Taverham and not included in the assessment, there is no justification for any additional pitches in Broadland at present – any future increase in demand is likely to be met at the two Taverham pitches, and the Redmayne Field pitch might also be enhanced with floodlights and made available if the need arose.**

Norwich

- There is relatively good supply of pitches suitable for hockey, with 3 in total (excluding Notre Dame HS which is not floodlit), although only 0.8 if scaled to top community availability. This equates with the national average.
- Demand from residents for hockey, based on estimated participation rates, is for about one pitch, and a crude comparison of demand and supply from within Norwich identifies an apparent shortage of about a quarter of a pitch.
- Satisfied demand is lower than the national average, and mainly due to car access.
- There is therefore quite high unmet demand, but only the equivalent of a third of a new pitch. This is all due to capacity issues – no unmet demand is outside catchment.
- The used capacity of AGPs across Norwich is high – all pitches are full. This suggests that there are no opportunities to accommodate additional play at any pitch.
- The relative share of pitches is very low and well below average for the country.
- Norwich is a small net importer of demand, from South Norfolk and Broadland.

7.45 **Conclusion – there is a good supply of AGPs for hockey compared with the average, but not all of this is available for community use, and there is a small apparent shortfall to meet Norwich demand. Overall total unmet demand is low and only enough for a fraction of a new pitch. However all pitches are at capacity, and this is in part due to net import of demand from the outlying areas. There is some justification for an additional pitch to release capacity at present (this will be realised by additional pitch at Dragons), although this would be likely to import more demand from outside, depending on additional pitch provision there.**

South Norfolk

- There is very low supply of pitches suitable for hockey, with only 1 pitch (0.3 pitches if actual community availability is taken into account). However the assessment excludes the pitch at Hobart HS which is classified as 'private' though in fact available to the community. However this pitch is very close to the only other AGP at Langley School and the impact of this in any calculation would be limited for this reason.

- Demand from residents for hockey, based on estimated participation rates, is for about $\frac{3}{4}$ of a pitch, and a crude comparison of demand and supply from within South Norfolk identifies an apparent shortage of about half a pitch.
- Satisfied demand is the highest in the Greater Norwich area, although still less than the average. This is due to demand being met in neighbouring LA areas (including Norwich and the Harleston Magpies pitches in Mid Suffolk).
- There is therefore limited unmet demand, for a fraction of a new pitch and this is due to both capacity and catchment constraints.
- The used capacity of AGPs across South Norfolk is high (100%) – this suggests that there are limited opportunities to accommodate additional play at existing pitches.
- The relative share of pitches is above average for the country.
- South Norfolk is a major net exporter of demand, to Norwich (and probably Mid Suffolk).

7.46 Conclusion – there is in actuality one additional pitch available in South Norfolk, in Loddon, though this would have limited impact on the above assessment because of its proximity to Langley. There is low supply and an apparent shortfall of pitches (excluding the Loddon situation), but satisfied demand is already high because of access to pitches in neighbouring districts. Although the Langley pitch is theoretically full, the pitch at Loddon releases some overall capacity, and there is little justification for any additional pitch in the district to meet current demand.

7.47 Modelling therefore reveals that overall in the Greater Norwich are, while there is a relatively low supply of AGPs to meet current demand for hockey, unmet demand is only sufficient in total for less than 1 additional pitch. This figure would be lower if the assessment had included the current supply of pitches – Hobart School is available for community use, and an additional pitch has since been provided at Taverham. The main issue is the used capacity of pitches – the model suggests that all pitches are full, although this would reduce slightly given the additional capacity at the two other pitches available. Norwich pitches currently accommodate some demand from both Broadland and South Norfolk, and the latter is also served by the Harleston Magpies pitches. The second pitch at Taverham is likely to redress the current export of demand to Norwich and is considered sufficient to meet Broadland's total need at present and into the future. The planned additional pitch at Norwich Dragons will increase capacity in the city and no additional pitches over and above the actual supply at present are considered necessary in the whole area to meet anticipated current need.

Displaced Demand

7.48 The FPM indicates that there is a significant degree of imported and exported demand for hockey between the Greater Norwich area and outside and also between the three LA areas. This is confirmed by the data collected in reality – teams and clubs are often forced to play where there is a pitch available rather than in close proximity to their natural catchment. In detail the following can be said to represent displaced demand:

- Spowston HC which plays at Langley because of the lack of pitches north of Norwich
- Reepham HC which plays at its nearest pitch at Taverham but some distance from its home village

- Beccles HC which plays outside its own county in Loddon (albeit only 7 miles away)
- Diss HC which also plays outside the Greater Norwich area/Norfolk in Suffolk.

7.49 If clubs were able to be accommodated in their preferred location, it is estimated that the impact on the need for facilities in the Greater Norwich area would be broadly neutral. However the playing venue of Sprowston in South Norfolk does imply that there is some displaced demand from Broadland which is being met elsewhere.

Latent Demand

7.50 The club consultation has highlighted a potential latent demand for additional teams, though this could be said to represent future aspirations rather than current demand being suppressed. The amount of demand attributed to this above should be considered partly as future demand.

7.51 Market Segmentation however indicated that there is a relatively significant amount of latent demand in the area (potential to increase participation by 60%). Alongside club development aspirations, there may be opportunities to increase participation in the area through sports development initiatives targeting those in the market segments that have expressed an interest in participating but do not currently do so. However it is considered unattainable to increase participation by these amounts, and a more reasonable latent demand increase of say 10% should be built in to the calculations of current need.

Future Demand

7.52 The future requirement for AGPs for hockey will be impacted upon by several things, including population growth, changes to the demographic profile, club development and evolving participation trends. These issues are considered in turn in order to build an accurate picture of future demand.

7.53 **Population Change** - analysis in Section 3 indicated that while the population of the Greater Norwich area is projected to increase by 9.9% from 2014 to 2026, changes to the population profile mean that the proportion of people within the age groups most likely to play pitch sports will increase at a much slower rate – it is estimated that the 'active population' between 6 and 55 will actually rise by only 7.2%. It is not appropriate therefore merely to apply overall population increases to assess future demand.

7.54 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. By applying TGRs to population projections, we can project the theoretical number of teams that would be generated from population growth and gain an understanding of future demand. Table 7.13 summarises the implications of population growth and reveals that;

- there will be a 5% increase in demand for men's hockey in accordance with population increase, and only 2% increase in women's; and
- population changes and therefore demand from young people will be higher – 43% for boys and 26% for girls.

Table 7.13: Impact of Changes to the Population Profile

Sport and Age Groups	Current population in age group within the area	Current number of teams in age group within the area	Current TGR	Future population in age group within the area (2026)	Future number of teams in age group within the area (2016)	Potential Change in Team Numbers in Age Group (Number of Teams) Current - 2026
Hockey Senior Men (16-55yrs)	99754	28	3562	105087	30	+2
Hockey Senior Women (16-55yrs)	100109	34	2944	102620	35	+1
Hockey Junior Boys (11-15yrs)	9244	17	544	13194	24	+7
Hockey Junior Girls (11-15yrs)	9842	17	579	12383	22	+5

7.55 This means that, according to TGRs, and based upon current participation rates, changes to the population growth would result in a demand for an additional 15 teams by 2026, mainly juniors. The relatively small number of participants in hockey however means that TGRs do not necessarily provide the most appropriate means of forecasting growth and efforts to increase participation may have a much more significant impact.

7.56 England Hockey aspirations for the growth of 1-2 teams per club would mean further 13-26 teams over the period of the strategy, and this is broadly compatible with the growth factor set out above.

Forthcoming Changes to Supply

7.57 As suggested above, Norwich Dragons have planning permission to develop an additional pitch at Dragons Den/Hewett Scholl together with in the longer term new changing. This will be a joint venture with Norwich High School for Girls and provide double the current capacity on site for hockey by 2015.

Governing Body Consultations

Hockey Facility Strategy – The Right Facilities in the Right Places (2012)

7.58 England Hockey believes that facilities are arguably one of the most important assets that a club can have. The National Hockey Facility Strategy provides strategic direction and guidance for the provision of new and maintenance and improvement of existing facilities and highlights that with the increasing importance of AGPs for other sports, and the growing rivalry for use of these facilities, it is essential that sufficient appropriate facilities for hockey are secured and protected.

7.59 The strategy sets out the following methodology for evaluating the need for hockey pitches;

- supply and demand – what issues should be addressed, including the amount and quality of nearby facilities;

- strategic considerations – for example whether the facility will serve as a venue to accommodate play as part of the single system pathway;
- type and level of use – what will be the main use of the pitch and what standard of hockey will be played; and
- amount of use.

7.60 The strategy indicates that there are approximately 1000 sand based / dressed pitches and a further 50 water based pitches across England. Of these, 12% are over 15 years old and 32% are over 10 years old. It states that the key challenges for hockey clubs in relation to facilities are:

- Access
- Costs
- Quality
- Storage
- Poor / lack of programming.

7.61 In addition, England Hockey continues to seek to increase participation in both adult and junior hockey by at least one to two teams per club. It is anticipated that this will largely be met through the growth in existing hockey bases rather than the establishment of new clubs. It also highlights the importance of retaining existing participants and indicates that one of the key ways to do this by providing a quality playing experience.

7.62 As well as growing participation at club level, there are two other initiatives that might impact upon the future demand for hockey, specifically:

- Back to Hockey: A scheme providing informal sessions to encourage women to take up hockey. Following the informal sessions, participants are invited to join the club; and
- Rush Hockey: This initiative is currently being piloted. It is a small sided form of hockey (4 or 5 players) that can take place on any surface. It is being tested with commercial partners and is likely to roll out following this. It is not anticipated that this new form of the game will immediately generate additional club based players, but will encourage people who are not currently playing hockey to play. It requires a different type of facility and there is potential for this type of hockey to be run from a club base as a commercial venture, or from leisure centres. Hartismere School pitch is used as a Rush Hockey site and it is understood that the 3G pitch at Thorpe St Andrew School is also so used.

7.63 As part of England Hockey's development programme (England Hockey Single System Pathway), there is a network of Junior Development and Academy Centres run by the County Hockey Associations, which are local training centres for u11/12 to u17 year olds, for players nominated by schools, clubs and coaches. Taverham and UEA Sportspark pitches are understood to be used on occasions for these programmes.

7.64 ClubsFirst is England Hockey Board's accreditation scheme for clubs. It is a national recognition of clubs can demonstrate that they are working towards minimum operating standards and provide a safe, effective and club friendly hockey environment for participants. All clubs achieving ClubsFirst also achieve the Sport England Clubmark accreditation, a nationally recognised award for sports clubs.

- 7.65 **Regional England Hockey Development Manager** - England Hockey would strongly resist any change from sand filled/dressed to 3G surfaces of any of the existing hockey appropriate pitches. It is essential that at least the existing capacity of hockey pitches is protected, but also that the expected growth is factored in. Opportunities should be taken to consider new pitch provision wherever there is an identified need – there is a current mismatch between club catchments and playing venues in some cases, and also a potential gap in the Aylsham part of the Greater Norwich area.
- 7.66 England Hockey has stated that it is anticipating steady growth in participation over the next few years in the area.

Implications for current and future supply

- 7.67 **Based on current activity and facility supply, it is calculated that there is a broad balance between pitch capacity and demand at the present time. There is little spare capacity at some venues particularly at weekends for matches, and one club already has plans for a further pitch. Conversely there is some spare capacity at some pitches which does not necessarily correspond with areas of unmet demand. These calculations are confirmed by FPM modelling.**
- 7.68 **There is some latent demand for hockey as identified in the MS data and from club responses and this is estimated as a further 10% of teams. In addition EH initiatives as well as population increase could raise demand for teams by a further 15 or so. In total by 2026 it can be assumed that demand will increase from about 100 teams at present to about 125, an increase in demand of 25% over the whole period.**
- 7.69 **The implications for pitch demand are that additional pitches will be required up to 2026. It is desirable from the NGB's point of view that these are accommodated at existing hockey clubs, and one additional pitch is being provided at Dragons, which will mean that there are four locations in the wider area with double pitches. Consideration should be given to enhancing other single pitch sites (if feasible) or providing new locations for hockey – there are arguments for Diss (where an existing club resides), Wymondham (where existing players have to travel to clubs in Norwich and Harleston) and possibly Aylsham (which is the largest town in the north of the area without a pitch and within reasonable travel distance from an existing (homeless) club in Reepham. The provision of pitches in these currently unsupplied locations will however depend on identifying unmet demand in the area, rather than just filling gaps in provision.**

Summary and conclusions

- **There are 10 artificial grass pitches in and around Greater Norwich area serving the needs of the area. Three other pitches would meet the criteria for hockey but are not currently in use for such.**
- **There are 13 clubs playing hockey in the area, comprising an estimated 100+ teams.**
- **Team numbers have increased in the past three seasons and 2/3 of clubs have plans to increase numbers further in the near future. This is confirmed by England Hockey which anticipates further growth in the coming years.**
- **Some clubs are forced to play outside their natural catchment because of the lack of suitable pitches nearer.**
- **Quality is as important as quantity and is considered generally good, both in**

terms of pitches and to a lesser extent ancillary facilities like changing.

- Based on current activity, it is calculated that there is a broad balance between pitch capacity and demand at the present time.
- There is some displaced and latent demand at present, and with future population growth and club and NGB initiatives likely to increase demand, there is a need up to 2026 for 2-3 additional pitches.
- There are some geographical gaps in provision which could be filled, particularly in view of large new housing areas changing the existing pattern of population distribution, subject to identifying unmet demand here.

Key Issues – AGPs for Hockey

7.70 The key issues for hockey to be addressed in any strategy are as follows:

- no additional pitches are required for hockey at the present time to meet unmet demand (given that one additional pitch is planned for 2014), but continued access to existing non club pitches on school site and elsewhere is necessary;
- competition with football highlights the importance of maintaining (and potentially increasing in light of participation increases) appropriate access to sand based multi-use AGPs for training and competitive activity for hockey clubs;
- quality of facilities impacts upon the activity that can be undertaken. There is a need to address site specific issues some locations including UEA Sportspark;
- there is an ongoing need to ensure that surfaces are managed and maintained to a high level to ensure that pitches remain fit for purpose and in particular a programme of surface replacements on pitches now nearing the end of their life;
- a better geographical spread of pitches in the future may be desirable, subject to the identification of unmet demand - pitches are currently lacking in the Aylsham, Wymondham and Diss areas;
- the potential for some of the existing sand based AGPs to be converted to 3G should be resisted. The need for a co-ordinated approach to the future of AGP surfaces which does not prejudice hockey use is an issue that requires consideration in conjunction with football and rugby; and
- if new pitches are considered in new locations, it is important that ancillary changing and clubhouse facilities are provided to avoid the need for clubs to travel after matches. The difficulties of achieving this on existing school sites (if this is a preferred location) should be acknowledged.

Introduction and background

8.1 This section considers the adequacy of facilities for outdoor bowls in the Greater Norwich area and includes:

- The supply of greens and other facilities in the area
- The demand for and use of these greens by clubs in the area
- The quality of greens and other issues raised by clubs
- Meeting the current and future demand for bowls in the area.

8.2 The methodology for assessing bowls is not prescribed in current guidance and this assessment relies on a well established method including direct contact with clubs, governing bodies and others.

Bowls greens and clubs

8.3 Outdoor bowls greens identified in the Greater Norwich area are set out below, together with the clubs that are known to play on each green (see maps B1-3).

Table 8.1: Location of bowls greens and clubs in the Greater Norwich area

LOCATION	DISTRICT	ADDRESS	NO OF GREENS	CLUBS
ACLE	Broadland	Playing Field, Bridewell Lane, Acle	1	Acle St Edmunds
AYLSHAM	Broadland	Aylsham Rec, Sir Williams Lane	1	Aylsham
BLOFIELD HEATH	Broadland	Heathlands CC , Woodbastwick Road,	1	Blofield Heath
BLOFIELD	Broadland	Plantation Park, Blofield	1	Plantation Park
BURLINGHAM	Broadland	Old Yarmouth Road, North Burlingham	1	Burlingham
BUXTON	Broadland	Village Hall PF	1	Buxton
CANTLEY	Broadland	Station Road, Cantley	1	BSC Cantley
CAWSTON	Broadland	Norwich Road, Cawston	1	Cawston
COLTISHALL	Broadland	Coltishall VH, Rectory Road,	1	Coltishall
DRAYTON	Broadland	King George V Recreation Ground,	1	R G Carter
FREETHORPE	Broadland	The Playing Field /Village Hall	1	Freethorpe
GREAT PLUMSTEAD	Broadland	Church Road, Gt. Plumstead	1	Gt Plumstead
GT WITCHINGHAM	Broadland	R/o Bridge PH	1	Lenwade Bridge
HALVERGATE	Broadland	Top Green, Squires Road	1	Halvergate Top Green
HELLESDON	Broadland	Community Centre	1	Hellesdon
HELLESDON	Broadland	Jarrolds SSC	1	Jarrolds
HONINGHAM	Broadland	Playing Field, by Village Hall, Honingham	1	Honingham
HORSFORD	Broadland	Sandy Lane, Horsford	1	Horsford

LOCATION	DISTRICT	ADDRESS	NO OF GREENS	CLUBS
HORSFORD	Broadland	Anglian Windows	1	Anglian Windows
HORSTEAD	Broadland	Norwich Rd	1	Horstead
OLD CATTON	Broadland	Old Catton Rec, Church St	1	Anglia TV
RACKHEATH	Broadland	Rackheath Playing Field, Green Lane West,	1	Coronation, Rackheath PF
REEPHAM	Broadland	Moor Corner, Reepham	1	Reepham Town
SOUTH WALSHAM	Broadland	Rec Grd	1	South Walsham
SPIXWORTH	Broadland	Village Hall PF	1	Spixworth
SPROWSTON	Broadland	Recreation Road off Wroxham Road	1	Settlement House
SPROWSTON	Broadland	Sprowston S&SC	1	Sprowston Sports
ST FAITHS	Broadland	Blind Lane	1	St Faiths
THORPE ST ANDREW	Broadland	TSA Rec	1	Thorpe Rec
THORPE ST ANDREW	Broadland	County Arts, Plumstead Rd East	1	County Arts, Norwich Union
WOODBASTWICK	Broadland	Village Hall, Woodbastwick	1	Woodbastwick
WROXHAM	Broadland	Norwich Rd	1	Wroxham SC
COUNTY HALL	Norwich	County Hall	1	Norfolk CC
EATON PARK	Norwich		1	South Park
GREAT HOSPITAL	Norwich	Bishopgate	1	Gt Hospital
HARFORD PARK	Norwich		1	Harford Park
HEARTSEASE	Norwich	Alderman Walker Park, Frere Road.	1	Heartsease St Francis
HEATH HOUSE PH	Norwich	Gertrude Rd	1	Heath House
HEIGHAM PARK	Norwich		1	Co op Dairy
LAKENHAM REC	Norwich	Lakenham Rec	1	St Marks, City Brewery
MARLPIT PH	Norwich	Marlpit Road	1	Marlpit
MITRE PH	Norwich	Earlham Rd	1	Mitre
NORFOLK BC	Norwich	Unthank Rd Norwich	2	Norfolk, Norfolk Police
TRAFFORD RD	Norwich		1	Trafford BC
BRAMERTON	South Norfolk		1	Bramerton
BURGH ST PETER	South Norfolk	Staithe Rd	1	Aldeby
CHEDGRAVE	South Norfolk	White Horse PH	1	Chedgrave White Horse
COSTESSEY	South Norfolk	Bush PH	1	Costessey Bush
COSTESSEY	South Norfolk	Costessey Crown	1	Costessey Crown
CRINGLEFORD	South Norfolk	Patteson Room	1	Patteson
DICKLEBURGH	South Norfolk	Harvey Lane, Dickleburgh	1	Dickleburgh
DISS	South Norfolk	The Causeway, Chapel Street, Diss	1	The Causeway
DISS	South Norfolk	Lower Denmark Green	1	Diss & D
EARSHAM	South Norfolk	PF	1	Earsham

LOCATION	DISTRICT	ADDRESS	NO OF GREENS	CLUBS
EASTON	South Norfolk	Easton SC, Marlingford Rd	1	Easton
FRITTON	South Norfolk	Fritton, Long Stratton	1	Beeches
GISSING	South Norfolk	Rectory Road, Gissing	1	Gissing
GT MELTON	South Norfolk	Melton Park	1	Gt Melton
HALES	South Norfolk	Hales Green	1	Hales
HARLESTON	South Norfolk	Rec Grd, Wilderness Rd, Harleston	1	Harleston Rec
HARLESTON	South Norfolk	Spirkett Lane, Harleston	1	Shotford
HETHERSETT	South Norfolk	Memorial PF	1	Hetherset PF
HETHERSETT	South Norfolk	Hetherset Social Club	1	Hetherset Social C
HINGHAM	South Norfolk	The Fairlands, Hingham.	1	Hingham Rectory
LODDON	South Norfolk	Swan PH	1	Loddon Swan
LONG STRATTON	South Norfolk	Playing Fields, Manor Road	1	Long Stratton
MORLEY	South Norfolk	Derek Daniels PF/Village Hall	1	Morley
PORINGLAND	South Norfolk	The Footpath PF	1	Poringland
PULHAM MARKET	South Norfolk	behind old bakery, near Falcon P. H. Pulham Market	1	Pulham
SAXLINGHAM NETHERGATE	South Norfolk	Norwich Road, Saxlingham Nethergate	1	Saxon
SCOLE	South Norfolk	Scole PF	1	Scole & D
SEETHING	South Norfolk	Village hall	1	Mundham & Seething
SHOTESHAM	South Norfolk	Bowls Green	1	Shotesham
SWARDESTON	South Norfolk	Swardeston Common	1	Swardeston Social
THURLTON	South Norfolk	Thurlton BC	1	Thurlton/Colts
TROWSE	South Norfolk	The White Horse P. H.	1	Trowse
WICKLEWOOD	South Norfolk	R/o village hall	1	Wicklewood
WORTWELL	South Norfolk	The Packway, Tunbeck Close	1	Wortwell
WYMONDHAM	South Norfolk	Wymondham Dell, Norwich Rd	1	Wymondham Dell

8.4 It is therefore estimated that there are 80 bowls greens on 79 sites throughout the Greater Norwich area – all sites have one green with the exception of Norfolk BC on Unthank Road, Norwich. The split of greens across the three LAs is as follows.

Table 8.2: Distribution of bowls greens within Greater Norwich area

LA	Sites	Greens	Greens per 1000 population
Broadland	32	32	0.25
Norwich	12	13	0.09
South Norfolk	35	35	0.27
Total	79	80	0.20

- 8.5 Overall provision throughout the area is therefore the equivalent of 1 green per 4900 people. The best provision is in the rural districts outside Norwich, where accessibility to individual greens is poorer and more, smaller village greens and clubs exist.
- 8.6 Most sites have one flat, mostly six-rink, green, together with ancillary facilities, such as changing rooms/pavilion, parking and equipment store. Very few have floodlights, which restricts play to the summer season.
- 8.7 Two clubs which take the name of villages in the study area currently play at venues outside the area (Reepham Nomads and Foulsham). This could indicate some displaced demand for facilities which is met in these cases just over the boundary in Breckland.

Table 8.3: Location of 'local' bowls clubs outside the Greater Norwich area

LOCATION	DISTRICT	ADDRESS	CLUBS
LYNG	Breckland	Lakeside Quarry Lane Lyng	Reepham Nomads
BAWDESWELL	Breckland	Bawdeswell Recreation Ground, near Village Hall	Foulsham

- 8.8 It is also apparent (from discussion and hearsay as well as observation) that a number of bowls greens have closed or become disused over the past few years, certainly since previous studies were undertaken. These include those set out in the table below, although this list is not necessarily comprehensive.

Table 8.4: Former bowls greens now no longer used

LOCATION	DISTRICT	ADDRESS	CLUBS
BUXTON	Broadland	Black Lion BC	now disused
DRAYTON REDHOUSE/RED LION	Broadland		now no longer
QUEENS HEAD FOULSHAM	Broadland		now disused
REEPHAM PRIVATE	Broadland		now no longer
SALHOUSE	Broadland		now disused
ST ANDREWS SC	Broadland		now disused
BOWTHORPE PARK	Norwich		now closed
EATON PARK	Norwich		4 greens no longer in use
YORK TAVERN PH	Norwich		no longer
THE ELMS	Norwich	Unthank Rd	closed and pp for housing
WATERLOO PARK	Norwich		3 greens now overgrown
CELLAR HOUSE PH	Norwich		no longer
WOODMAN PH	Norwich		no longer
UNTHANK ARMS	Norwich		no longer
DENMARK ARMS	Norwich		no longer
WEST END RETREAT	Norwich		no longer
BOUNDARY	Norwich		no longer
FALCON	Norwich		no longer
GIBALTAR GARDENS	Norwich		no longer
BARNHAM BROOM	South Norfolk	Village Hall	now disused
BRACON ASH	South Norfolk		no longer

COSTESSEY PRIVATE	South Norfolk		no longer
COSTESSEY	South Norfolk	Longwater Lane	closed
BURSTON	South Norfolk	Crown PH	gone
HALES	South Norfolk	Garden House PH	redeveloped

8.9 It is estimated that there are 83 clubs playing at bowls greens in the Norwich area, as well as 2 clubs from a Greater Norwich 'base' playing outside. Clubs are affiliated to either the EBA or EBF or in some cases both – there are slightly different rules involved in match play. Clubs and teams play variously in local and county wide leagues, both in Norfolk and Suffolk. These include premier leagues and sub-regional leagues for EBA, as well as cup competitions, and federation competitions such as Attleborough and District, Broadland, Gt Yarmouth, Mid Norfolk, Norwich and District, Business Houses and Yare Bowls Federation leagues. Other clubs play in friendly competitions and accommodate much casual play. It is not meaningful to estimate participation according to teams and matches, because of the nature of clubs and players.

Club feedback

8.10 Clubs were contacted by questionnaire and telephone, although there was a poor response to the latter. Supplementary information was gleaned from websites and similar, and the conclusions below have been extrapolated from these results:

- Of the clubs affiliated to the Norfolk EBA, the average size of club is about 60 playing members, men and women, though this figure is skewed by three large clubs in the area with over 100 members each (in the case of Wymondham Dell 436 playing members). Otherwise the average number of players per club is about 35, a reflection of the many and varied clubs in the rural districts of the study area.
- Extrapolating this average to all clubs, taking into account that most of the other clubs are smaller, it is estimated that there are about 3500 regular bowlers in the Greater Norwich area.
- From the information available, and in common with most areas, over two thirds of members are men.
- There are few junior players (under 16), and these are restricted to the larger clubs. Even the largest club only has 15 junior layers.
- Evidence from the small club response suggests that membership continues to decline – two thirds of clubs have lost members/players over the past three years, and few have increased.
- The number of matches played by each club varies considerably, and the number of teams is generally steady. However there is also considerable recreational and casual play, and internal club competitions, so matches played is to some extent irrelevant.
- Clubs and venues tend to cater for a relatively local catchment, particularly the local village clubs. With the exception of work based clubs and one local village club, overall about 90% of club members live within 5 miles of their club.
- About half the responding clubs cater for disabled bowlers, and the only particular issue arising from this is related to physical access to the site.

- Most of the venues are operated by bowls clubs, with the exception of LA facilities in the parks in Norwich and company greens. Most clubs own their facility.
- Access to greens is generally restricted to club members, although clubs often have an open access policy for membership, partly in response to falling membership numbers. Casual access is available at City Council greens in Norwich.
- Almost all responding clubs are trying to attract additional members, as existing membership declines, and there is spare capacity for significant additional playing members within these clubs, particularly for younger people. Promotion is undertaken through advertising, posters and publicity and open evenings, and some work closely with Active Norfolk, the Bowls Development Alliance and other sports development agencies, local authority or governing body. The main factors inhibiting additional membership are varied, including quality of greens and ancillary facilities, cost of membership, playing and travelling, lack of interest among younger people, the limited catchments of some clubs in small villages and financial assistance towards improvements.

Quality of facilities

8.11 The quality of existing playing and ancillary facilities was investigated by club questionnaires and informed by visual inspection. The general conclusions are as follows:

- for the most part (75%), drainage, grass cover, playing surface, green maintenance, freedom from litter, quality of paths, spectator facilities and overall quality and upkeep were scored as 'good';
- ancillary facilities are more variable with only about a quarter of aspects relating to changing facilities, clubhouse and car park scoring 'good'. None however scored poor;
- for the most part, there are few issues of quality that inhibit the development of clubs, which is more constrained by falling numbers and the lack of younger participants; and
- overall levels of satisfaction with other greens throughout the Greater Norwich area were generally good.

8.12 Visual observation at the time of survey suggests that although the greens were not in play at the time (March/April), preparatory work was already underway in many cases, and the facilities are well regarded by club members, who are primarily responsible themselves for mowing and other maintenance work. It was also noticeable that a large number of facilities bear a plaque denoting recent Sport England Lottery, LA or other grant aid towards facilities, in particular clubhouses and ancillary accommodation, suggesting a good quality of building and development/participation initiatives justifying grant aid from these bodies.

Specific quality issues raised by clubs

8.13 Clubs were given the opportunity to comment on issues affecting the quality of their facilities or suitable enhancements as follows:

- poor clubhouse (Cantley BC);

- poor drainage on part of the green (Gissing BC);
- size of changing rooms for all players inadequate, as are bar area and kitchen (Hingham Rectory BC); and
- moss on green because of proximity to tress and hedges (Norfolk CC BC).

8.14 A number of more general comments were also received:

- Funding could be a growing factor if membership falls below critical levels particularly for the upkeep of the green. Also involvement of younger people has become more complex with safety and various legal requirements to consider. Funding for maintenance of green and clubhouse is not an issue at present but could easily become an issue if membership numbers become uncertain.
- Early evening match starts make it difficult for working people.
- Would like to see more potential grants to improve our club as it is getting very expensive to maintain running costs, specifically green costs.
- Older members are reluctant to travel too far at night.
- We are restricted to some extent from opening to all and sundry by the rules governing our parent Sports & Social Club. As a company based club, the employer is reducing staff numbers drastically at present, with implications for membership.
- Shortage of potential members is our main issue, funding is perennial!

Governing Body views

8.15 Bowls England is the National Governing Body (NGB) for the sport of Flat Green Lawn Bowls in England. It was formed as a company limited by guarantee on 1st January 2008 following a unification of the English Bowling Association (EBA) and English Women's Bowling Association (EWBA). The English Bowling Association (EBA) code of bowls was first played in Norfolk in June 1922 at the Norfolk Bowling Club, Unthank Road, Norwich. The County Governing Body administers this form of the game in the county, and represents most of the larger clubs in the Greater Norwich area.

8.16 The English Bowling Federation was formed in 1945 and it is made up of 13 counties running down the eastern side of the country. The counties are Cleveland, Derbyshire, Durham, Humberside, Huntingdonshire, Lincolnshire, Norfolk, Northamptonshire, North Cambridgeshire, North Essex, Northumberland, Nottinghamshire and Suffolk. The Norfolk County Bowls Association is the controlling body for outdoor and indoor bowls played under the English Bowling Federation rules in Norfolk. Its roots lay in the Norfolk and Suffolk Bowls Union which was formed in 1912.

8.17 Bowls England has established in conjunction with other organisations the Bowls Development Alliance. In 2010, the BDA secured 4 years further funding from Sport England to invest in grass roots development with a focus towards securing 10,810 new members aged 55+ and a further 2,800 new members with a disability aged 16+. Supported in its work by its national governing body partners, Bowls England and the English Indoor Bowling Association Ltd, the BDA is working across the country with clubs and county associations to deliver financial and non-financial support to assist with their recruitment activities. In October 2013, the BDA passed 1,000 new members aged 55 and over recruited into the sport since the start of the 2013-2017 delivery period,

bringing the total number of new members aged 55 and over recruited by the BDA to 6,300. The governing body employs a development manager with a remit to widen participation, but the governing body is often seen as not relevant to clubs. Active Norfolk is one of the hotspots identified for investment in bowls and there is a high demand in this area. Norfolk Bowls Association itself has a development officer whose remit is to develop additional participation, and there is a new county project aimed at bringing bowls clubs into the national Club mark scheme.

8.18 As with many other areas, the main challenges to the sport in Norfolk can be summarised as follows:

- the cost of maintaining facilities, declining membership and lack of funding to effect improvements;
- increasing age of bowls club members, and particularly the lack of 20-50 year olds and young people;
- the small average size of bowls club in Norfolk (60 members), mainly men (60%);
- the difficulty in getting get junior bowlers to join clubs – there are plenty of distractions and increasingly alternative things to do in leisure time;
- lack of voluntary help for clubs – coaches and administrators; and
- the need to promote new 'short' forms of the games (e.g. New age bowls, sets play) to attract new players with less spare time; the need for closer involvement with schools and LA sports development staff.

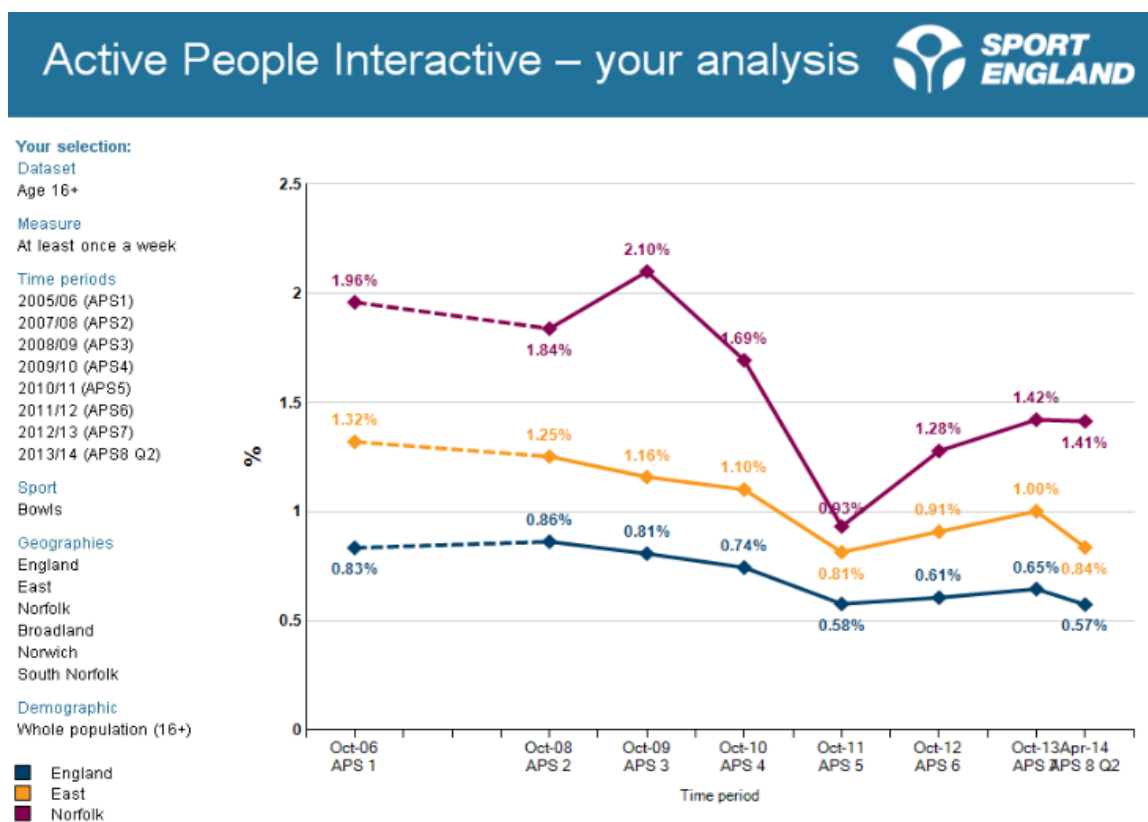
Demand

Active People

8.19 The latest APS data for bowls participation demonstrates the following characteristics. (Figures relate to once per week participation by adults over 16). Sample sizes dictate that the figures only relate to the national, regional and Norfolk wide situation – there is no data for the individual LAs or the Greater Norwich area as a whole.

8.20 Participation has been in a general decline in all areas since APS data from 2006 to the latest data in 2014, was first collected, although there has been a significant increase in activity in Norfolk and the region since 2011. The figures suggest that bowls is a very popular sport both in the region, and more so in Norfolk, where the level of participation is 1.41%. If the county participation level is extrapolated for the Greater Norwich study area, this represents about 4500 bowls players, slightly higher than the total participation figures drawn from the club surveys above.

Chart 8.1: Participation in bowls



Market Segmentation

8.21 Sport England's Market Segmentation data allows estimates to be derived of current and future likely participation in bowls according to the underlying characteristics of the population in any given area. analysis of the outputs for the three LA areas in Greater Norwich suggest the following (see Appendix MS1):

- existing participation – MS estimates that the likely participation levels for bowls in the wider area total about 3400, entirely consistent with the club data above, although lower than the APS8 data (MS figures are derived from a previous APS output and may now be dated). This is fairly evenly split among all three LAs, and reflects the main segments found in the area, that have a propensity to play bowls – Elsie and Arnold, Frank, Roger and Joy and Ralph and Phyllis. Participation is slightly higher in Broadland and South Norfolk (1-2% overall), where greater proportions of these groups live and lower in Norwich (mainly <1%);
- there are smaller variations within each district (see map); and
- there is relatively limited latent demand in comparison to the amount of people that currently play – over 80% of those adults that expressed an interest in playing bowls are currently playing. Those that would like to play but do not currently do so fall into the same groups as those that already play. Latent demand is therefore for about an additional 750 participants.

Comparing supply and demand

- 8.22 There are no supply and demand models for bowls greens and it is therefore not appropriate to assess demand by applying the methodology used by other sports or by the use of TGRs. Adoption of an historic Sports Council 'standard' of 10 greens per 60,000 people ('Planning for Sport' 1970) would give a requirement of about 65 greens, and there are clearly more than this in the Greater Norwich area. This again is a reflection of the popularity of the sport in the Norwich area and indeed throughout the county.
- 8.23 **Current** participation is estimated to be about 3500 players in the area which represents about 1.1% of the adult participation. This is slightly lower than the Norfolk average (where bowls is a popular sport) and well in excess of the regional and national average. There is no evidence based upon current participation that there is demand for additional facilities. While some greens are no doubt relatively heavily used, almost all clubs have capacity for additional members, and indeed are trying to attract new members. Although match play is only a small part of overall activity, the flexibility of fixtures means that there is scope to accommodate more teams on existing greens. Based on club responses, no greens appear to be at capacity, and significant additional participation could be absorbed on many greens.
- 8.24 There are considered to be sufficient greens to meet demand – if anything, given the average size of club membership, there are more than sufficient facilities. A reduction in the number of clubs and greens could be absorbed, but this is not suggested, as all clubs appear to be well established, meet a wider than sporting demand, and are fairly buoyant, despite the vacancies in members and the lack of junior players. In addition the initiatives by the BDA need to ensure that there are enough greens for any successful interventions.
- 8.25 **Latent demand** – none was identified by existing clubs, but the Market Segmentation data suggests that some additional limited demand might be present in the area in accordance with the structure of the population. The MS data suggests that an additional 20% of bowlers (about 750 individuals) might be attracted to the game, though this must be put in context, as an aspiration which would only be achieved in exceptional circumstances.
- 8.26 **Future participation** in bowls is only likely to grow significantly if a more aggressive approach to recruitment is taken by clubs and governing bodies, including the current BDA initiatives. Most clubs do little marketing of existing opportunities outside of word of mouth and leafleting currently and there has been little growth in the sport, with most who have been involved in the sport in the area for years expressing concerns about the decline in the number of members, and in the number of teams entered into league and cup fixtures.
- 8.27 However population changes up to 2026 are estimated to show an increase in the 55+ age group (within which a large proportion of existing participants lie) of 16% which in numerical terms represents an additional 20,000 people. Based on current estimated regular participation (3500), and at current average activity rates, this represents an additional 550 players.

Table 8.5: Future bowls participation

Current Situation	Calculation
Current population aged 55+	124882
Estimated no of current bowlers	3500
% of current total adult population participating in bowls	1.1%
Future Situation based upon above figures (2026)	1.1%
Future population aged 55+	145365
Assumed future participation in bowls (participation remains constant)	4074
Potential increased participants in bowls	+550

- 8.28 This increase in participation if evenly divided among existing clubs, would increase the membership of each by about 7. This is a more than manageable level of membership and offers significant scope for expansion.
- 8.29 It must be noted that these figures are based upon the assumption that bowls players fall into the 55+ age group. While it is recognised that this is not entirely accurate, membership figures, consultation and the Sport England Market Segmentation indicate that this enables a realistic estimate of future participation to be undertaken.
- 8.30 At the same time governing bodies and clubs are acutely aware of the need to widen the age base of participants. Indeed at elite level bowls is very much a younger persons' domain. No clubs in the area have taken positive steps to attract younger players quoting the difficulty of attracting them to a sport which has an image problem and in the face of competition from other sports and activities. However all clubs recognise this is a crucial requirement.
- 8.31 **Meeting current and future demand** On the basis of the existing level of provision, which is considered adequate and despite the potential increases in demand arising from development initiatives and demographic changes, it is considered likely that the existing stock of facilities would remain sufficient and that no further provision of new bowls greens will be required in the whole Norwich area or any part of it, either now or up to 2026, with the exception of new provision in the main growth areas where a demand is identified. Some rationalisation of existing facilities might be considered, but it is desirable that bowls greens and clubs, so long as they are viable, are maintained at current levels. If participation does increase significantly, additional pressures will be exerted on the current range of facilities. Indeed, higher levels of membership are likely to be a key way of maximising the sustainability of clubs as increased numbers of members will bring with it higher levels of income, which will be required to support the management and maintenance of greens.

Summary

- There are 80 bowls greens distributed across the Greater Norwich area which currently accommodate 83 clubs, a high level of supply. There are 2 additional clubs with a 'local' base playing outside the area.
- Bowls participation in the area is relatively high. Participation is dominated by older people and there is very little junior activity. All clubs wish to attract

younger players.

- Hearsay suggests that membership levels have declined over the years.
- Greens and pavilions are generally considered good in quality, though there are improvements required at some locations.
- Despite the vacancies in membership at most clubs, there is considered to be a broad balance between supply and demand at present. If development initiatives and demographic changes occur as anticipated, most existing greens should be retained up to 2026 though there is no identified need for additional greens, with the exception of new greens in the growth areas where a demand is identified.
- Innovative improvements to facilities and to marketing the sport would be likely to raise participation.

Issues for the strategy to address

8.32 The key issues to be addressed for bowls are therefore;

- the retention of greens to meet the current and future needs of clubs;
- population growth will increase the number of players and place additional demands on existing facilities, but there is no requirement for the creation of additional greens, although all current functioning greens are considered valuable resources;
- there is a need to ensure that the quality of greens is maintained through the retention of ongoing maintenance practices and knowledge sharing;
- improvements to ancillary facilities to maintain and enhance their attractiveness to existing and potential new users, including young people, women and the disabled;
- site specific improvements are also required;
- there are significant opportunities to grow the sport of bowls within the Greater Norwich area as elsewhere and to promote opportunities to participate. There is a need to maximise income into bowls clubs to ensure the ongoing sustainability of clubs;
- improved opportunities for casual pay and play by better access to private clubs and in particular LA sites in Norwich, which are available for public informal use; and
- consideration of the provision of one synthetic surfaced green with floodlights to facilitate year round play might be made, though this needs to take into account the good supply of indoor bowls centres and clubs in the Greater Norwich area.

Introduction and background

9.1 This section considers the adequacy of facilities for outdoor tennis and includes:

- The supply of courts and other facilities
- The demand for and use of these courts by clubs
- The quality of courts and other issues raised by clubs
- Meeting the current and future demand for tennis in the area.

9.2 The methodology for assessing tennis is not prescribed in current guidance and this assessment relies on a well established method including direct contact with clubs, governing bodies and others.

Courts and venues

9.3 There are estimated to be 157 full size tennis courts available for wider community use in the Greater Norwich area, as well as a variety of smaller junior courts (see maps T&N1-3).

Table 9.1: Location of tennis courts

LOCATION	DISTRICT	ADDRESS	USAGE	NO OF COURTS
ACLE WAR MEMORIAL RECREATION CENTRE	Broadland		Acle TC	5 acrylic, 1 orange mini (FL)
AYLSHAM RECREATION GROUND	Broadland	Sir Williams Lane	Pay and Play/Aylsham TC	4 tarmac
BANNATYNES HEALTH CLUB (NORWICH)	Broadland	St Andrews Business Park	Members club/Bannatynes LTC	3 acrylic FL
BLOFIELD MEMORIAL GROUND	Broadland	Margaret Harker Hall	Blofield TC	4 grass, 1 tarmac, no FL
CANTLEY	Broadland		BSA B&TC	1 tarmac
DUSSINDALE PARK	Broadland	TSA	Free Public Access	1 tarmac (no FL)
FREETHORPE REC	Broadland		Free Public Access	2 artificial grass (on FMGA)
HELLESDON COMMUNITY CENTRE	Broadland		Pay and play	3 tarmac on FMGA
JARROLD'S SPORTS & SOCIAL CLUB	Broadland	Heath Cresc, Hellesdon	Private Use/Jarrolds TC	2 tarmac
OASIS SPORTS & LEISURE CLUB	Broadland	Pound Lane, TSA	Club	3 tarmac (FL)
OLD CATTON REC	Broadland		Old Catton TC	2 tarmac (no FL)
RACKHEATH PLAYING FIELDS	Broadland	Green Lane West	Sports Club	2 tarmac on FMGA
REEDHAM PLAYING FIELD	Broadland		Sports Club	1 tarmac on FMGA
REEPHAM	Broadland	Stimpsons Piece	Reepham TC	2 tarmac (FL)
SPROWSTON RECREATION GROUND	Broadland		Pay and Play	10 grass, 2 tarmac
ST FAITH'S CENTRE	Broadland	St Faiths	St Faiths TC for Children	2 tarmac (no FL)
STANMORE LTC	Broadland	Stanmore Ave, TSA	Stanmore TC	2 tarmac (FL)

LOCATION	DISTRICT	ADDRESS	USAGE	NO OF COURTS
TAVERHAM VILLAGE HALL	Broadland	Sandy Lane	Taverham TC	3 tarmac (FL)
VIRGIN ACTIVE HEALTH & RACQUETS	Broadland	Drayton High Rd	Members club	3 artif grass, 3 synthetic grass (FL)
THORPE RECREATION GROUND	Broadland		Free Public Access	2 tarmac (no FL)
TOTAL COURTS				63 + 1 mini
ALDERMAN WALKER PARK	Norwich	Heartsease	Free public access	2 tarmac, no FL
BOWTHORPE PARK	Norwich		Free public access	2 tarmac
COUNTY HALL	Norwich		Club NCC staff	4 tarmac no FL
EAST ANGLIA TENNIS AND SQUASH CLUB	Norwich	Lime Tree Rd	EAT&SC club use	3 acrylic, 4 tarmac (all FL), 3 tarmac
EATON PARK	Norwich		Free public access	4 all weather (FL), 3 tarmac,
HARFORD PARK	Norwich		Free public access	2 tarmac, no FL
HEIGHAM PARK	Norwich		Pay and Play/Earlham LC/ Heigham TC	10 grass no FL
LAKENHAM RECREATION GROUND	Norwich		Free Public Access	2 tarmac no FL
UEA SPORTS PARK	Norwich		Club use	6 tarmac (FL)
WATERLOO PARK	Norwich		Free Public Access	3 tarmac not FL
TOTAL COURTS				48
ALBURGH REC	South Norfolk		Pay and play	1 tarmac no FL
BRESSINGHAM PLAYING FIELD	South Norfolk	High Rd, Bressingham	Free Public Access	1 tarmac
BROOKE PARISH HALL	South Norfolk		Club use Brooke TC	2 tarmac
BROWICK ROAD, WYMONDHAM	South Norfolk		Free public access	1 tarmac (FL)
BUSH GREEN TC	South Norfolk	Blackthorn Farm, Pulham Market	Club	1 tarmac, 1 mini orange, 4 mini red (all FL)
COSTESSEY CENTRE	South Norfolk		Pay and play	2 tarmac on FMGA
HEYWOOD SPORTS & LEISURE CLUB	South Norfolk	Diss	Diss Heywood TC	3 tarmac (FL)
EASTON SPORTS & CONFERENCE CENTRE	South Norfolk		Pay and Play/Easton TC	4 clay (FL) 2 tarmac on MUGA (+ 8 indoor)
HARLESTON COMMUNITY LEISURE FACILITY	South Norfolk	Memorial leisure centre	Pay and Play/Harleston TC	2 tarmac
HETHERSETT VILLAGE HALL	South Norfolk		Pay and play	1 tarmac
HEMPNALL VILLAGE HALL	South Norfolk		Hempnall TC	2 tarmac (FL)
HINGHAM PF	South Norfolk		Pay and play	2 tarmac on FMGA
LITTLE MELTON VILLAGE PF	South Norfolk		Pay and play	1 tarmac no FL
JUBILEE PF, LODDON	South Norfolk		Pay and Play	2 tarmac FL on FMGA
KETTS PARK COMMUNITY RECREATION CENTRE, WYMONDHAM	South Norfolk		Wymondham TC	3 tarmac (FL)

LOCATION	DISTRICT	ADDRESS	USAGE	NO OF COURTS
LONG STRATTON	South Norfolk	Manor Road Rec	Pay and play/free access	3 synthetic grass on AGP
OAKLANDS RECREATION GROUND, CRINGLEFORD	South Norfolk		Pay and Play/Cringleford TC	4 tarmac (2 FL), 2 grass
PULHAM MARKET PF	South Norfolk	Mill Lane	Pay and play	1 tarmac no FL
TACOLNESTON PF	South Norfolk		Pay and play	1 tarmac on MUGA no FL
TASBURGH VILLAGE PLAYING FIELD	South Norfolk	Grove Lane	Free Public Access	2 tarmac (FL)
THE EDGE HEALTH & FITNESS CLUB AT BARNHAM BROOM HOTEL	South Norfolk		Pay and Play	3 tarmac
TOTAL COURTS				46 + 5 mini

9.4 In addition an analysis of courts at schools identifies a further 116 courts, mainly tarmac, on high school and academy sites, which are primarily available solely for school use, although in some cases courts are available for hire or outside usage at certain times.

Table 9.2: Location of other school tennis courts

SCHOOL	DISTRICT	USAGE	NO OF COURTS
ACLE ACADEMY	Broadland	Mainly school use	4 tarmac no FL
AYLSHAM HS	Broadland	School use	4 tarmac
THORPE ST ANDREW SCHOOL	Broadland	School use and Thorpe CTC	6 tarmac FL
HELLESDON HS	Broadland		4 tarmac
REEPHAM HS	Broadland	School use	4 tarmac no FL
SPROWSTON HS	Broadland	School use	5 tarmac on MUGA no FL
TAVERHAM HS	Broadland	School use	4 tarmac
TAVERHAM HALL SCHOOL	Broadland	School use	3 tarmac
CATTON GROVE JS	Norwich	Some community use	3 tarmac
CITY ACADEMY	Norwich	School use	4 tarmac FL
CNS	Norwich	School use	6 tarmac not FL
HEWETT SCHOOL	Norwich	Sports Club / Community Association	4 tarmac
NORWICH SCHOOL	Norwich	School use only	5 tarmac
NOTRE DAME HS	Norwich	School use	4 synthetic grass on astro
OPEN ACADEMY	Norwich	School use	4 tarmac FL on MUGA
SEWELL PARK COLLEGE	Norwich	Mainly school use	3 tarmac no FL
THORPE HOUSE SCHOOL	Norwich	Some outside school use	3 tarmac
ARCHBISHOP SANCROFT HS	South Norfolk	School use	2 tarmac on MUGA no FL
DISS HS	South Norfolk	School use	6 tarmac not FL
FRAMINGHAM EARL HS	South Norfolk	Mainly school use	3 synthetic grass, 2 tarmac
HETHERSETT HS	South Norfolk	School use	5 tarmac no FL
HOBART HS	South Norfolk	School use	9 synthetic grass on astro FL

SCHOOL	DISTRICT	USAGE	NO OF COURTS
LONG STRATTON HS	South Norfolk	School use	4 tarmac no FL
ORMISTON ACADEMY	South Norfolk	School use	3 tarmac no FL
WYMONDHAM COLLEGE	South Norfolk	School use	4 tarmac
WYMONDHAM HS	South Norfolk	School use	6 tarmac
TOTAL COURTS			116

9.5 In the course of the court audit, it has also become apparent that some courts have been lost in recent times and these are set out in the table below – this is not intended to be a comprehensive list, but illustrates the transient nature of court provision in some areas. In some of the main parks in Norwich also (Eaton Park, Lakenham Rec and Waterloo Park in particular) there has been a reduction over the years in the number of courts available for public play or annual competitions. In addition some large tennis facilities have closed as the result of rationalisation of the main sports facility, including Pinebanks and Lakenham Leisure.

Table 9.3: Location of lost courts

LOCATION	DISTRICT	NO OF COURTS
AYLSHAM RECREATION GROUND (closed)	Broadland	2
DRAYTON KING GEORGE V PLAYING FIELD (closed)	Broadland	2
ANGLIAN WINDOWS in poor condition/derelect	Broadland	2 tarmac
ST ANDREWS SC, TSA closed	Broadland	2 tarmac

9.6 Of the courts deemed available for the wider community, the split of courts across the three LAs is as follows.

Table 9.4: Distribution of tennis courts

LA	Sites	Courts	Courts per 1000 population
Broadland	20	63	0.50
Norwich	10	48	0.35
South Norfolk	21	46	0.36
Total	51	157	0.40

9.7 Overall provision throughout the area is therefore the equivalent of 1 court per 2,500 people. The best provision is in Broadland, where many of the larger sites are in the fringe area, and Norwich and South Norfolk supply is similar. The more rural parts of Broadland and South Norfolk are by definition more poorly supplied with tennis courts, although the geographical distribution is widespread.

9.8 Of the courts primarily available for community, use about half are floodlit and therefore theoretically available throughout the year. There is a range of surfaces catering for a wide variety of demand, including grass, synthetic grass, tarmac, clay and acrylic. Some of the courts are marked out on AGPs or FMGAs and sometimes only available in the summer, or at times when other activities are not taking place.

9.9 The courts tend to be categorised into one of three types – tennis club courts (sometimes on public land), commercial or registered members club courts and public courts under the control of the local authority or parish council/village playing field committee and

available either by payment of a small charge or free for use. The split between the three LA areas is set out below.

Table 9.5: Ownership and tenure of courts

LA AREA	TENNIS CLUB COURTS	COMMERCIAL TENNIS CLUB COURTS	'PUBLIC' COURTS
Broadland	28	12	23
Norwich	14	6	28
South Norfolk	14	12	20
Total	56 (36%)	30 (19%)	71(45%)

- 9.10 The largest number of existing courts overall are therefore situated on 'public' sites, under the control of Norwich City Council in the case of Norwich, or mainly parish councils in the two more rural districts. Access to club and commercial courts is normally restricted to members, though there may well be some casual participation generated by some clubs. The casual use of the public sites is difficult to measure, and the condition of courts in some villages, and indeed the City, suggests that there is limited access by casual participants to many facilities.

Teams and clubs

- 9.11 Clubs affiliated to the LTA/British Tennis (most recent records) are as follows.

Table 9.6: Affiliated tennis clubs and others in Greater Norwich

Club	Venue	LA area
Acle TC	Bridewell Lane	Broadland
Aylsham TC	Aylsham Rec, Sir Williams Lane	Broadland
Bannatyne's LTC	St Andrews Business Park	Broadland
Blofield TC	Margaret Harker Hall	Broadland
Jarrolds S&SC	Heath Cresc, Hellesdon	Broadland
Oasis TC	Pound Lane	Broadland
Old Catton TC	Old Catton Rec	Broadland
Reepham TC	Stimpsons Piece	Broadland
Stanmore TC	Stanmore Ave, TSA	Broadland
Taverham TC	Village Hall, Sandy Lane	Broadland
Virgin Active Norfolk Health & Racquets Club	Drayton High Rd	Broadland
Earlham LTC	Heigham Park	Norwich
East Anglia Tennis and Squash Club	Lime Tree Rd	Norwich
Heigham TC	Heigham Park	Norwich
Bush Green TC	Blackthorn Farm, Pulham Market	South Norfolk
Cringleford TC	Cringleford PF	South Norfolk

Club	Venue	LA area
Diss Heywood TC	Walcot Rd, Diss	South Norfolk
Harleston TC	Memorial leisure centre	South Norfolk
Hempnall TC	Hempnall PF	South Norfolk
Wymondham TC	Ketts Park	South Norfolk

- 9.12 In addition there are a number of other clubs which play in local leagues, whose affiliation is not known, including Eastons, Brooke, Easton College, Norfolk CC, Wanderers (Norwich School), Cantley, Freethorpe, Rackheath, Reedham, Thorpe and Carrow Exiles. Local clubs field teams in a variety of local leagues in the area, including the Norwich City League, Norwich and District League, Jewson County League and South Norfolk League (the Norwich and District League currently has 29 teams, the City League 83 in 12 divisions). Within each club there is also a comprehensive programme of competitions, coaching, social and casual play.
- 9.13 In addition to the clubs listed, the County LTA recognises a number of other tennis playing, coaching and development initiatives (see below). EA Tennis for example provides coaching and development schemes throughout the city and Norwich fringe locations and the more rural areas, like Loddon, Heywood, Hempnall and Harleston, and tennis and other venues.
- 9.14 The City Council through Norwich Parks Tennis has recently announced the development of a community parks tennis programme for Norwich using the new all-weather facility in Eaton Park at the heart. In its publicity it says *'We are making a real commitment to making tennis widely accessible in the local community and offering a high quality, affordable tennis programme to people of all ages and abilities. We have many exciting tennis activities available for everyone, so there is no need to feel daunted if you are new to the game or simply haven't picked up your racket in a while; we want to hear from you!'*
- 9.15 The Norwich Parks Tennis League offers friendly competition on the city parks and large venues on the edge of Norwich (e.g. Sprowston Rec, UEA Sportspark) for single sex singles players. The City Council in promoting tennis on its parks also promotes allplay, a national campaign, promoted by the LTA, to help more people play tennis.

Table 9.7: Other local tennis initiatives in Greater Norwich

Programme	Location	District
St Faiths TC for Children		Broadland
Thorpe CTC	TSA School	Broadland
Norwich CTC		Norwich
Norwich Parks tennis		Norwich
Tennis Edge		Norwich
Tennis for Life		Norwich
EA Tennis	Coaching programme	Norwich
South Norfolk Tennis	Jubilee Hall, Loddon	South Norfolk

Characteristics of clubs

- 9.16 The nature and characteristics of local clubs were derived from questionnaire responses (very limited) and reference to local club websites where available.

- It is estimated from club returns and other sources that there are 2-3000 regular tennis players in the Greater Norwich area, including tennis club members and those who play at commercial tennis (and health) centres (LTA/British Tennis and other membership in the county is about 6000, about half of which is in the Greater Norwich area).
- While the strength of a club is not necessarily measured by the number of teams it fields, nonetheless there is some evidence of an increase in teams over the past two seasons.
- Players tend to live quite local to the club they belong to, with half living within 1 mile and almost all within 5 miles, depending on the precise location of the club.
- Clubs tend to cater for a wide range of activities apart from competition, including casual play, teaching and coaching, cardio tennis, fun activities and social events.
- There is limited if any involvement by players with disabilities, particularly physical, mainly due to inaccessibility to courts and clubhouses (although the County LTA has now established a partnership working group to ensure better access for disabled players, including a part time disability coordinator).
- All clubs responding to the questionnaire had spare capacity to accommodate additional members, though in one case numbers were already close to LTA guidelines for the number of courts. Active promotion is undertaken through websites, Active Norfolk, other GB initiatives, advertising, publicity, school visits, membership offers and other incentives.
- The development of some clubs is restricted in some cases by the inadequacy of the clubhouse, the lack of suitable other facilities, e.g. floodlights, and the availability of funding.
- There is a variety of different forms of security of tenure ranging from club owned facilities to leasing and renting.

Quality

9.17 The quality of existing playing and ancillary facilities was evaluated with the use of club questionnaires and visual inspection. From the limited club response received, the broad conclusions are:

- playing facilities including surface, equipment, maintenance and overall court quality were mainly considered acceptable although more were good than poor. However some 'public' facilities such as MUGAs where tennis courts were marked out (e.g. Hingham) and other facilities (e.g. Bowthorpe Park) were in poor condition; and
- similarly, ancillary facilities such as changing facilities, clubhouse and parking were generally acceptable.

Specific comments

- Lack of adequate floodlights restricts play and serious matches. Only having 2 courts restricts potential to expand membership, increase coaching and matches, club nights as time is restricted by the limitation of two courts. Also lack of coaches. Club currently raising funds for floodlights costing £8500 (Reepham TC).
- Would like funding for new clubhouse as current facilities inadequate for members and visiting clubs (Wymondham TC).

- Lack of indoor courts in area is suppressing participation (Reepham TC).
- Need to improve surface of courts and provision of floodlighting to enable evening coaching and other activities (Harleston Town Council/Tennis Club).

Governing Body consultations

National Governing Body Perspective – Lawn Tennis Association

9.18 The Governing Body for tennis is the Lawn Tennis Association (LTA). It is responsible for the administration of tennis across the country, including youth, school and other development. The LTA now has in place a new participation strategy (not published yet), linked to Sport England 's Whole Sport Plan funding, with the aim to increase weekly tennis participation in line with annual targets. These targets will be achieved by focussing delivery and additional support across 3 sectors: Clubs, Community and Education. A focussed approach will be adopted working with venues/areas who offer the greatest opportunity to increase tennis participation.

9.19 The LTA National facility strategy is set out in 'Places to Play', though this is currently being revised to meet the requirements of the Participation strategy and this will be published on the LTA web site within the next few months. The current strategy sets out:

- the overall vision for places to play;
- how the LTA will grow regular participation by supporting places to play to develop and deliver the right programmes;
- how the LTA will make capital investment decisions to ensure investment in the right facilities to grow the sport; and
- how LTA will support performance programmes in the right locations.

9.20 It indicates that the LTA is committed to growing the sport to ensure that more people are playing tennis more often at first class facilities, with high quality coaching programmes and well organised competition. The overall aim between 2011-2016 is to ensure that, as far as practicably possible, the British population has access to and are aware of the location of high quality tennis opportunities in their local area. In brief:

- access for everyone to well-maintained high quality tennis facilities which are either free or pay as you play;
- a Clubmark accredited place to play within a 10 minute drive of their home;
- indoor courts within a 20 minute drive time of their home;
- a mini tennis (10 and under) performance programme within a 20 minute drive of their home (Performance Centres);
- a performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre); and
- a limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres).

9.21 The facility element of the LTA 'Places to Play' strategy focuses on:

- improving facilities at high quality places to play: Enhancing facility provision at performance venues and Tennis Clubmark accredited places to play;
 - tennis in community settings: Beacon sites - supporting LAs to bring back into use existing community tennis facilities and working with them to develop affordable quality tennis programmes; and
 - sustainability: Advising places to play to ring fence funding to ensure existing facilities can be upgraded or replaced when they get to the end of their life.
- 9.22 LTA research reveals that many successful places to play are unable to grow or maximise their potential and their tennis programme due to site restrictions e.g.
- courts are at capacity and there is no space to expand further; and
 - planning restrictions preventing the installation of floodlights or indoor courts.
- 9.23 The LTA has revised its 'Places to Play' Strategy to meet its new participation strategy with aims to grow 14+ participation. To support this, a new facility strategy is being produced which will focus support on those projects which can significantly increase tennis participation, and increase participation, particularly among juniors and access to coaching. To achieve this funding is prioritised towards low cost quality indoor structures, floodlighting outdoor courts and renewing parks courts.

Norfolk LTA Strategy 2014-18

- 9.24 Norfolk LTA has recently published its own strategy for the next four years, based on extensive consultation throughout the county. In summary:
- its overall objective is to get more people playing tennis, more often; and
 - the County LTA should aim to have 10,000 members of registered places (i.e. courts/clubs/ schools in the database) by 2018 (currently 6,000).
- 9.25 The aims of the Association over the period are:
- to support its members with help and advice;
 - to promote a culture of co-operation within the tennis community and with our partners;
 - to make tennis in all its forms an inclusive and appealing sport to all sections of society;
 - to establish disability tennis within the mainstream of tennis in the County;
 - to engage all sectors of the tennis community through positive involvement with the County Association;
 - to promote the game of tennis, particularly local activity and newsworthy events;
 - to support County representative teams at all ages;
 - to recognise and support appropriate facility improvement projects where justified by demand;
 - to support the LTA national participation strategy;
 - to fulfil its role as a member of the LTA; and
 - to put in place a workable succession plan for key volunteers.
- 9.26 These aims will lead to the realisation of its overall objective, which will make a demonstrable improvement to the tennis community and its reputation.

9.27 Measures of success will be County specific in line with LTA National measures for participation, namely:

- number of British Tennis Members (currently 5,000);
- numbers of members of registered Places to Play (Currently 6,000); and
- number of juniors playing 6+ and 20+ competitive matches per year.

9.28 Further measures will typically be:

- numbers of registered and licensed coaches;
- numbers of people participating in disability tennis programmes (weekly average); and
- other measures will be used and will be contained within the annual County Plan.

9.29 The County LTA has said that

'The plans are not just about generating elite players, but about getting people to enjoy the game regularly at grassroots level. It is a great sport to get into; it's really good fun, it's enjoyable, you can play from a very young age and continue playing into your 80s and sometimes. So it's something we would really like to encourage people to take up as part of a healthy lifestyle'.

'We want to show that it is a sport for everybody, it's not an exclusive sport, so we feel there is a lot of potential to get more people to come and enjoy it.'

'The national governing body is focusing on trying to get more people using courts at parks, schools and other community sites, as well as continuing to support established clubs. Norfolk has the facilities available for anyone that fancies trying out their serve. The current provision in terms of courts and numbers doesn't actually look too bad given the number of people playing at the moment'.

'The quality can sometimes be variable and the other missing link is really indoor facilities because Norwich is pretty much the only place where you can find an indoor court. So I suppose we would probably like to have some small indoor venues dotted around the county in strategic places'.

'The key thing is to generate the interest, generate the demand and then hopefully that can provide a much better case for people putting money into that sort of stuff.'

9.30 Discussion with the County Chairman also highlights the following issues:

- the role of Easton College as a county performance centre;
- the encouragement of parks tennis particularly in Norwich, but also the need to extend this to the other two districts - Norwich CC is one of its priority LA partnerships and it is working with them to maximize the usage of and the sustainability of the existing park courts to allow more people to play tennis, more often, across the city;
- the role of schools – through sponsors Aegon, the LTA is keen to push for the development of mini tennis in schools, including equipment, bags etc;
- previous strong links with education through after school clubs, and coaching, the involvement of groups like EA Tennis, joint links between Easton College and the city academies and other initiatives like Tennis Edge in primary schools in Broadland;

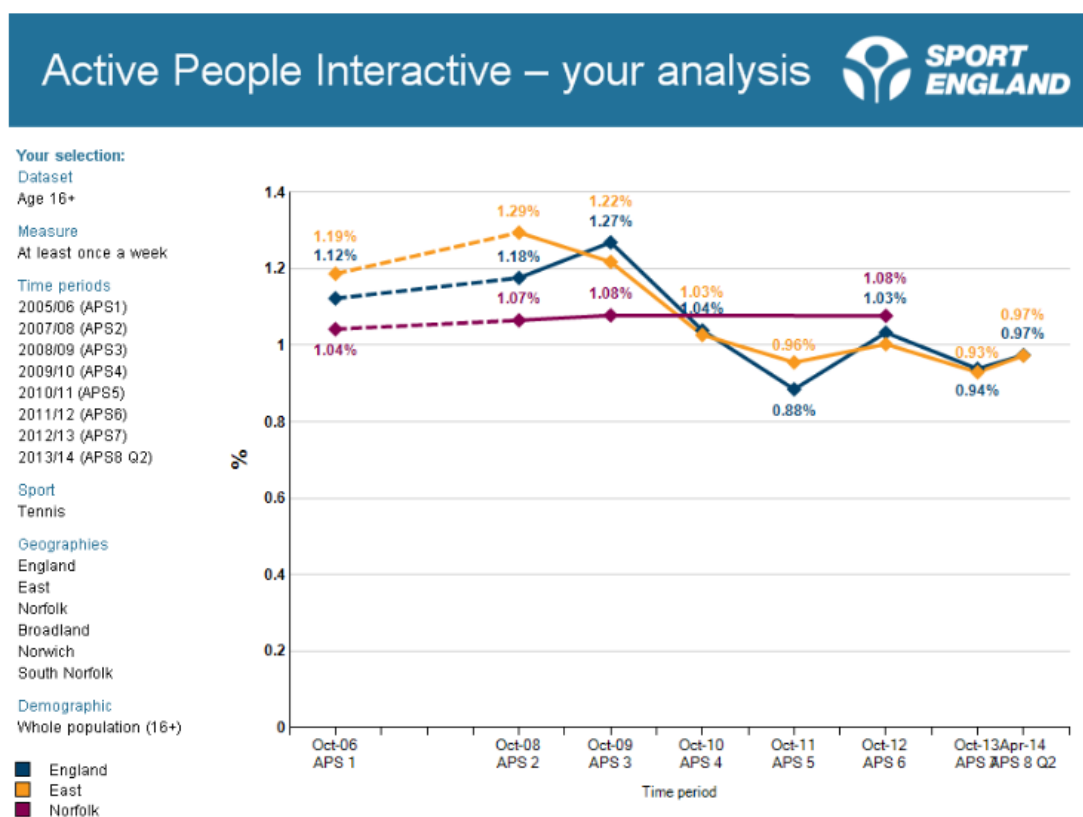
- the County LTA does not currently have any facility projects in the area, but has recently invested in Eaton Park, and will continue to investigate the potential opportunity for, and probable return from, further investment. Norwich City is one of the priority areas across the Region and, therefore, will be more likely to be supported if/when need is identified; and
- the County Association is working with local coaches and professionals, including Active Norfolk, with the aim of setting up new disability projects and obtaining funding to allow more people to enjoy the sport. This includes the employment of a disability coordinator. The Norfolk LTA has a number of specialised wheelchairs that can be used by coaches and groups to allow people to play tennis.

Demand

Active People

9.31 The latest APS data for tennis participation demonstrates the following trends (figures relate to once per week participation by adults over 16).

Chart 9.1: Participation in tennis



9.32 Tennis participation has been in steady decline nationally since 2009 apart from a slight increase in 2012, and is now at a lower level than when APS data was first collected in 2006. The number of tennis players suffered a 9% drop in the 12 months up to 2013, with 406,000 participants nationally compared with 445,100 in 2012, resulting in Sport England considering cutting core funding. The regional levels of activity which were previously higher have followed the national trend. Data for Norfolk is not available for 2013 or 2014, because of sample size, but if the trend from 2006 to 2012 has continued, it appears that the county has bucked the trend and retained its traditional levels of play.

About 1.1% of the county's population over 16 plays tennis once a week, and this corresponds to about 3500 regular players in the Greater Norwich area. This is higher than the local information from clubs suggests, but does include general participation not related to club membership (such as casual play on parks, and unaffiliated play) and is therefore considered broadly compatible.

Market Segmentation

9.33 Sport England's Market Segmentation data allows estimates to be derived of current and future likely participation in tennis according to the underlying demographic and socio economic characteristics of the population in any given area. Analysis of the outputs for the three LA areas in Greater Norwich suggests the following (see Appendix MS1):

- Existing participation – MS estimates that the likely participation levels for tennis in the wider area total about 6750, which is hugely at variance with APS and local data above. This is fairly evenly split among all three LAs, and reflects the main segments found in the area, who have a propensity to play tennis – Ben, Tim, Philip and Jamie. Participation is slightly higher in Broadland and South Norfolk (2-5% overall), where greater proportions of these groups live and lower in Norwich (mainly 1-2%)
- There are smaller variations within each district (see map in MS1)
- According to MS, there is considerable latent demand in comparison to the amount of people that currently play – less than 50% of those adults that expressed an interest in playing bowls are currently playing. Those that would like to play but do not currently do so fall into the same groups as those that already play. Latent demand is therefore for about an additional 7300 participants
- Because of the significant difference between the empirical data from APS and local sources and the estimated data from MS, the latter should be treated with some caution. However, it appears that whatever the current levels of participation, the market characteristics of the area suggest some considerable latent demand for tennis.

Comparing supply and demand

9.34 As with bowls, the assessment of tennis facilities does not lend itself to the estimation of demand used in other sports or the use of TGRs.

9.35 **Current demand**- There are a number of well-established members' clubs and commercial tennis facilities in the Greater Norwich area, and participation rates in tennis are higher than the average according to APS data. However, there are fewer tennis players than the market profile might suggest. Albeit from a limited sample, there appears to be spare capacity at existing clubs and little evidence overall that the existing network of clubs is insufficient to meet current demand. It can be concluded that at worst a current broad equilibrium exists between current supply and demand.

9.36 **Latent demand**- the Market Segmentation data identified a population profile in the Greater Norwich which lends itself to potential additional demand, though this must be treated with some caution as it represents potential demand based on market characteristics, rather than actual empirical evidence.

9.37 **Future** participation in tennis is likely to grow as the result of population change and increased development initiatives. Tennis is a sport that appeals to a wide range of age

groups, and increases in population in the Greater Norwich area to 2026 will affect participation totals. While the overall population is anticipated to increase by about 10%, the active population (i.e. those aged between 6 and 55 which covers most of the tennis playing age range) of the area is estimated to increase by 7.2% overall.

Current Situation	
Area considered	Calculation
Current Population Aged 6-55	241666
Estimated no of current tennis players	3500
% of Current Population Participating in tennis	1.1%
Future Situation based upon above figures (2026)	
Future Population aged 6-55	259036
Assumed Future Population in tennis (participation remains constant)	3750
Potential Future Participants in tennis	250

- 9.38 At current average activity rates, this represents an additional 250 players overall, using participation figures in tennis overall not just club members) depending on the actual level of current participation. This increase in participation, if evenly divided among existing clubs and venues, would increase the membership/usage of each by about 5-10. This is a more than a manageable level of increased membership in most cases.
- 9.39 Future participation may also grow as the result of development initiatives from the LAs, LTA and other groups. Encouragement for juniors to take up the sport and the development of players up to performance levels is likely to find its way through to adult participation. The loss of Sport England funding to the LTA will inevitably concentrate minds on reaching these future targets, and the success of those like Andy Murray and others will influence this.
- 9.40 The County LTA target of increasing membership from 6000 at present to 10000 throughout the county is considered ambitious, and if extrapolated to the Greater Norwich area would increase participation pro rata about 1-2000 regular players. It is doubtful if this increased number of players could be accommodated in the area at existing clubs – it would mean each club/venue accommodating up to a further 40 players each which is not sustainable.
- 9.41 However, with the existence of school courts not currently used by clubs and the community there is some scope for additional community access and this could go some way to meeting the higher levels of participation targeted by the County LTA.
- 9.42 **Meeting current and future demand** On the basis of the existing level of provision, which is considered adequate and with the potential realistic increases in demand arising from development initiatives and demographic changes, it is considered likely that the existing stock of facilities would remain broadly sufficient to meet demand now and up to 2026. However at the higher levels of participation sought by the governing body, additional courts at existing clubs (where feasible), improvement to capacity by quality improvements (such as floodlighting), better access to school sites and improvements to their facilities (e.g. floodlighting, changing rooms) and the development of new clubs and facilities (say in the new housing growth areas) should be considered in any strategy for 2026.

Summary and conclusions

- There are 157 tennis courts in community use in the Greater Norwich area on club and public sites, together with at least 116 courts at secondary schools.
- There are 20 affiliated clubs, and several more others, in the area which together with public courts meet the demand for tennis.
- Quality is generally adequate.
- Improvements to courts and ancillary facilities including floodlight provision are needed in certain locations.
- There are a significant number of LA and other 'public' park courts available for casual tennis, though no great evidence of intensive use, although County LTA initiatives are concentrating on this level of activity, particularly in Norwich.
- There are considered to be sufficient courts to meet demand now and in the future, with a potential reserve of school courts available to meet any additional demand. However if the participation targets of the county LTA are to be realised, additional facilities will be required up to 2026, and these might be considered in the new housing growth areas, and in those parts of the area without good access at present to courts.

Issues for the strategy to address

9.43 The strategy should ensure the following:

- the retention of all existing club courts to meet the needs of members clubs;
- the potential use of existing courts on school sites and any qualitative improvements necessary to bring into wider use, including floodlighting and surface renovation;
- improvements to ancillary facilities (club house, parking, etc) where necessary;
- more intensive use of pay and play and free to use courts at public parks and village recreation grounds; and
- areas outside the reasonable catchment of courts are provided with facilities, subject to the identification of actual or potential demand.

Introduction and background

10.1 This section considers the adequacy of facilities for outdoor netball and includes:

- The supply of courts and other facilities
- The demand for and use of these courts by clubs
- The quality of courts
- Meeting the current and future demand for netball in the area.

10.2 The methodology for assessing netball is not prescribed in current guidance and this assessment relies on a well-established method including direct contact with governing bodies and others, and through websites.

Facilities

10.3 The following locations and courts are the main outdoor venues available for clubs and others to play netball in the Greater Norwich area. There are 39 outdoor courts on 14 sites within the wider area (see maps T&N1-3).

Table 10.1: Location of netball courts in the Greater Norwich area

	DISTRICT	NO OF COURTS
AYLSHAM HS	Broadland	3
OLD CATTON REC	Broadland	3 FL
HELLESDON COMMUNITY CENTRE	Broadland	2 FL
THORPE ST ANDREW HS	Broadland	2
HELLESDON HS	Broadland	4 not FL
OPEN ACADEMY	Norwich	3 FL
CITY ACADEMY	Norwich	4 FL
UEA SPORTSPARK	Norwich	4 FL
SEWELL PARK COLLEGE	Norwich	5 not FL
NOTRE DAME HS	Norwich	1 not FL
CNS	Norwich	4
CARROW PARK	Norwich	1FL
EAST ANGLIA T & SC	Norwich	1FL
DISS HS	South Norfolk	2 not FL

10.4 At senior level and for training, there are also indoor courts at UEA Sportspark, Taverham Hall School and Town Close School.

- 10.5 In addition to the main courts above, there are a large number of other courts, mainly on school sites with limited or no use by local clubs and the wider community, though there may well be extensive school and after school use. In some cases they are not actually in use for netball, and used for parking and other activities. These include the courts set out in the table below.

Table 10.2: Location of other courts on school sites

LOCATION	DISTRICT	NO OF COURTS
ACLE ACADEMY	Broadland	4 not FL
REEPHAM HS	Broadland	2 not FL
SPROWSTON HS	Broadland	2 not FL
TAVERHAM HS	Broadland	NK
TAVERHAM HALL S	Broadland	2
HEWETT SCHOOL	Norwich	5
ARCHBISHOP SANCROFT HS, HARLESTON	South Norfolk	2 not FL
EASTON COLLEGE	South Norfolk	2 FL
FRAMINGHAM EARL HS	South Norfolk	2 FL
HETHERSETT HS	South Norfolk	3
HOBART HS	South Norfolk	2 not FL
LONG STRATTON HS	South Norfolk	3
ORMISTON ACADEMY	South Norfolk	2
WYMONDHAM HS	South Norfolk	5

- 10.6 There are also a number of hard play areas at primary schools where a netball court is marked out, but these have not been investigated in detail.
- 10.7 Of the courts deemed available for and currently used by the wider community, the split of courts across the three LAs is as follows.

Table 10.3: Distribution of netball courts

LA	Sites	Courts	Courts per 1000 population
Broadland	5	14	0.11
Norwich	8	23	0.17
South Norfolk	1	2	0.02
Total	14	39	0.10

- 10.8 Overall provision throughout the area is therefore the equivalent of 1 court per 10,000 people. The best provision is in Norwich, but the only courts identified in South Norfolk are in Diss and provision here is low.
- 10.9 Of the courts primarily available for community use, almost all are floodlit and therefore available throughout the year, including winter leagues. All of the surfaces are tarmac. Some of the courts are marked out on FMGAs.

Quality

- 10.10 It was not possible to undertake a detailed assessment of the quality of courts, but hearsay evidence suggests that new facilities at the two new academies are in good

condition but that many of the other school courts have deteriorated over recent years. There is understood to be a new court at the East Anglia T&S club.

Teams, clubs and leagues

- 10.11 Norfolk County Netball Association administers the sport in the county and has 7 league areas under its auspices. Most teams within the Greater Norwich area play in the Norwich and South Norfolk Leagues.
- 10.12 **Norwich Netball League** - is currently made up of approximately 56 teams from Norwich and the surrounding district. Teams play during the winter months either in the outdoor friendly leagues (Mondays at The Open Academy, Heartsease) or Wednesdays at City Academy, Earlham) or in the competitive indoor league at the SportsPark, UEA on Tuesday nights. The outdoor league comprised 2 divisions with 27 teams in the past season (2013/14). The indoor league had 5 divisions and 30 teams this last season.
- 10.13 During the summer months, there is a competitive outdoor league, where matches are held on various nights of the week at different netball venues around Norwich, all within a 3-mile radius of the outer city ring road. These venues include Old Catton Rec, Hellesdon Community Centre, UEA, Open Academy, Sewell Park College, Thorpe HS, City Academy, Notre Dame HS and CNS. Teams playing in this league come from an area wider than Greater Norwich, including Watton, Winterton, Belton and Sheringham, but are primarily local to the Norwich area. The league comprises 7 divisions each with 8 teams (56 in all).
- 10.14 **Norwich Junior League** is primarily made up of junior teams from the two main clubs in the area, and plays at the Open Academy outdoors.
- 10.15 **South Norfolk League** - about 10 teams play in the South Norfolk League, although not all of these are based in the district. The central venue for matches is Diss High School.

Clubs and teams

- 10.16 It is estimated that there are about 100 teams playing in local leagues, and that there are about 750-1000 regular participants in netball in the Greater Norwich area in 2014 (some teams play in more than one league). Registered players in the whole of Norfolk total 1100 + juniors.
- 10.17 Main clubs - there are two major clubs in the area with multiple teams:
- **Norfolk Utd NC** have 45 teams in all, including juniors, and play in the national Premier League 3, Eastern Region league and various local leagues in the area. In the current year, they field 20 senior teams and 25 juniors from mini to u16 academy teams. Their major matches are played indoors at UEA SportsPark, but they also use courts at Hellesdon HS, and Town Close School for training indoors.
 - **Thoroughbreds NC** has developed from a single team in the 1970s into a thriving club. With around 150 members and a large junior section, it is an open club that welcomes players at all levels. At elite level the club plays in national Premier League 1. Thoroughbreds Netball Club has a large junior section with over 70 members and provides fun sessions for girls that enjoy playing netball and are looking to improve their skills. The club plays its main fixtures at Taverham Hall School (indoors), but facilities at Old Catton Rec, Sprowston HS (indoors), Taverham Hall School and Town Close School are also used. The U14s are involved in the Norwich Junior League at Hellesdon Community Centre and the U16s compete in the Outdoor Winter League at the UEA Sports Park.

Schools

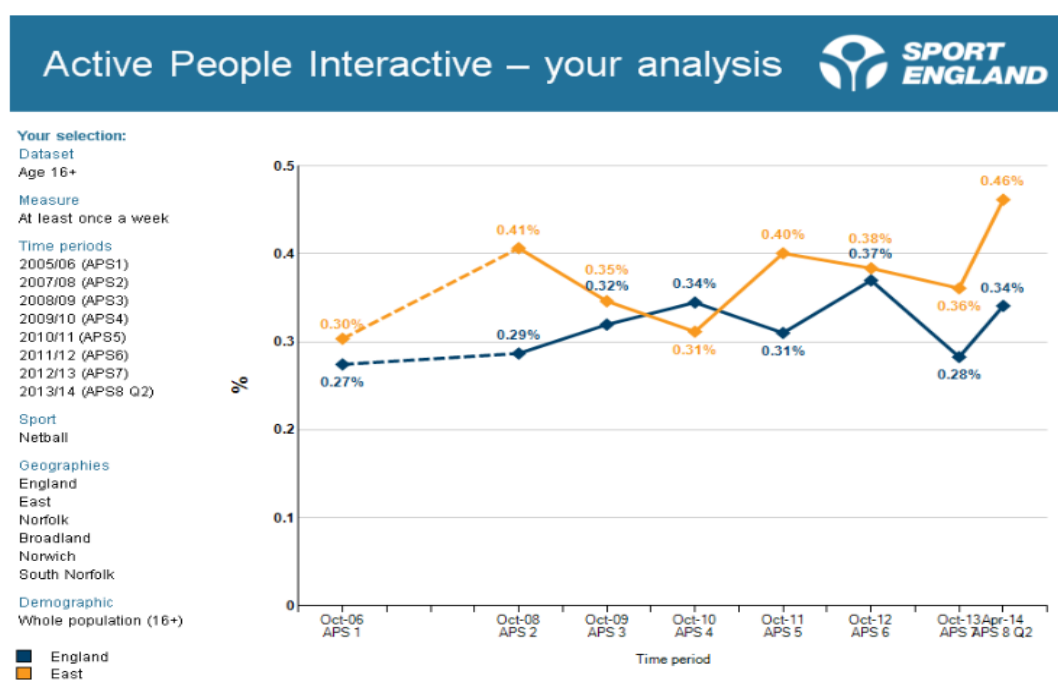
- 10.18 Netball is widely played in local schools. The School Sports Partnership has also recently initiated a schools league, to give young girls in Years 5-6 more opportunities to play competitive netball and develop their netball skills as well as their interest in the game. The league is played on the courts at City Academy Norwich - each team consists of up to 8 players (5 on court at one time) who are given the chance to rotate around all of the different High 5 (see below) netball positions in order to develop their all round game. All matches are umpired by school staff, the aim being to help develop their understanding of the game in order to develop the delivery of the game in their schools.
- 10.19 Schools in the first league at present are St Francis of Assisi JS, Firsides JS, Cringleford Primary and Hethersett Junior School (7 teams in total).

Demand

Active People

- 10.20 The latest APS data for netball participation demonstrates the following trends (figures relate to once per week participation by adults over 16, and are restricted to the national and regional figures because of sample sizes).

Chart 10.1: Participation in netball



- 10.21 Netball participation in England has fluctuated significantly since data was first collected in 2006, and there has been a significant increase in the most recent results to a level of 0.34%. Netball participation declined by about 30,000 players (or about 20%) between APS6 and 7, the third largest drop of all the Sport England funded sports. For the most part, regional participation has been higher than in England, and the APS8 data recently released estimates this at 0.46%. There is no data for the county or individual LAs because of sample sizes.
- 10.22 If the current regional and national participation rates were extrapolated for the Greater Norwich area, this would give an estimated total of about 1100-1500 regular adult

participants. This is higher than the total participation identified from local clubs, but does include general participation not related to club membership (although the scope for this is limited in a sport like netball).

Market Segmentation

10.23 Sport England's Market Segmentation data allows estimates to be derived of current and future likely participation in tennis according to the underlying demographic and socio economic characteristics of the population in any given area. Analysis of the outputs for the three LA areas in Greater Norwich suggests the following (see Appendix MS1):

- Existing participation – MS estimates that the likely adult participation levels for netball in the wider area total about 1300, which is very similar to APS data but above local club estimates. This is evenly split across all three LAs, and reflects the main segments found in the area, who have a propensity to play netball – Chloe, Alison and Helena/Jackie in Broadland and South Norfolk and Leanne in Norwich.
- There are few variations within each district and participation across the whole area lies within the 0-1% band (see map).
- According to MS, there is considerable latent demand to play netball – only about 60% of those adults that expressed an interest in playing netball are currently playing. Those that would like to play but do not currently do so fall into the same groups as those that already play. Latent demand is therefore for about an additional 1100 participants.

Existing strategies

Netball Whole Sport Plan

10.24 England Netball's Whole Sport Plan 2013-17 ('Your Game, Your Way') was produced to guide the development of the sport over the coming years. The main vision and goals are highlighted overleaf.

10.25 Of most relevance to this current study are the main participation targets - Strategic Objective 1 says that England Netball will introduce 40,964 new participants to the game by 2017 by;

- targeted delivery of a Participant Menu of Opportunities;
- increasing netball provision across every local authority and county in the country;
- extended delivery by deploying an extended environment specific coaching workforce;
- increasing the reach of our programmes through a network of partnerships; and
- increased numbers of participants in hard to reach areas.

10.26 This suggests that a significant increase in participation needs to be planned for.

England Netball's 2020 Vision, Mission and Strategic Goals



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

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

Netball England DO comments

10.27 In discussion with the county netball DO, the following issues were identified:

- mainly indoor facilities lacking – main ones are at UEA and 2 academies;
- the specification for any new sports hall for netball should include 4 badminton courts and adequate run off;
- Margaret Harker Blofield – application to Inspired Facilities to convert tennis to netball with floodlights. £75k for 2 new courts;
- East Anglia T&SC (Limetree Rd) – 1 new court for netball recently provided on a tennis court, for school use and pay and play; and
- improvements to existing school courts should be considered for finance (through CIL).

Netball initiatives

- 10.28 England Netball is very proactive in developing new ways of attracting people into the sport, including the following recent initiatives:
- 10.29 **High 5 Netball** – is the popular entry game of netball, providing young people with a way to get active, enjoy themselves and make new friends. It is designed specifically for children, aged 9-11, and uses fun and variety to get them into the game, polish skills and aid fitness. With 5 players on court, and up to four off-court roles, High 5 enables more children, more of the time to become engaged. Off-court players take on roles such as time keeping and scoring.
- 10.30 High 5 can be for mixed or single-sex teams with a maximum of two boys on court at any one time. A key part of High 5 is players rotating round positions. This means that all young people get to experience every position on court and makes for fitter more adaptable players as they get older.
- 10.31 England Netball also offers all primary schools a totally free membership to the governing body. This includes lots of resources on high 5, including rulebooks, skills and drills etc.
- 10.32 **Back to Netball** - As part of the Big Summer of Netball, England Netball are encouraging women aged 16+ to come 'Back to Netball.' Back to Netball sessions are running nationwide this summer and are ideal for women who have not taken to the court for a few years, or since school, or anywhere in between. Running across England since 2010, over 45,000 women have taken part in sessions and seen the benefits of getting involved in a fun, team sport.
- 10.33 Sessions provide a gentle re-introduction to the game for women over sixteen and are led by qualified coaches. Participants can just turn up, sessions are pay and play, and the session covers basic skills like passing and footwork, and playing in a fun match.
- 10.34 **Fast Net** is an exciting, fast-paced game that is a relatively new form of netball, introduced in 2008 through the World Netball Series. It is attracting huge interest across the world from international to community level. A number of innovative rule changes have been introduced to the traditional game, in order to challenge the fitness, technical ability and tactical awareness of teams. For coaches, it provides an opportunity to try different strategies to maximise the opportunities presented by the game.
- 10.35 Although there is no knowledge of a County target for increased participation in netball arising from these initiatives, a notional 10% over the time period i.e. a further 120 players/15 teams should be considered for planning purposes.

Comparing supply and demand

- 10.36 As with bowls and tennis, the assessment of netball facilities does not lend itself to the estimation of demand used in other sports or the use of TGRs.
- 10.37 **Current demand**- Participation in netball in the Greater Norwich area (based on regional participation rates, MS and local club data) exceeds the national average, and there are a large number of courts, mainly on school sites, where this demand is currently met. Demand remains fairly buoyant in this area compared with the national trend. There is no evidence from consultation that there is a shortage of venues for matches and training (both indoor and outdoor), and the availability of a large number of other courts on school sites not currently used provides a reservoir of additional potential supply, although many of these are only available if at all in the summer, because of the lack of

floodlights. It is concluded therefore that the current demand for netball courts can be met from existing supply.

10.38 **Latent demand**– the Market Segmentation data identified a population profile in the Greater Norwich which lends itself to potential additional demand, though this must be treated with some caution as it represents potential demand based on market characteristics, rather than actual empirical evidence. It is possible (though not probable) that current participation could increase in the short term by about a third if all this latent demand were met.

10.39 **Future participation** in netball is likely to grow as the result of population change and increased development initiatives. If netball is a sport that appeals mostly to females between 6 and 39, the population increase in this age group must be considered. While the overall population is anticipated to increase up to 2026 by about 10%, the active netball population of the area is estimated to increase by slightly less than this overall (see table below).

Table 10.4: Population changes

Female population 6-39	2014	2026	% change
Broadland	21474	23197	+8%
Norwich	35141	37963	+8
South Norfolk	22549	25088	+11%
Total	79164	86248	+9%

10.40 At current average activity rates, this represents an additional 100 players depending on the actual level of current participation. This increase in participation would represent about an additional 12-15 teams overall.

10.41 Future participation may also grow as the result of development initiatives from the governing bodies, LAs and other groups (see above), and in response to Sport England funding requirements. Encouragement for juniors to take up the sport and the development of players up to performance levels is likely to find its way through to adult participation.

10.42 With the existence of school courts not currently used by clubs and the community there is some scope for additional community access and this could go some way to meeting any increase in participation in the future.

10.43 **Meeting current and future demand** On the basis of the existing level of provision, current demand for netball is considered to be met, and there is spare capacity at other school sites throughout the area to accommodate some future and latent demand. However any significant increase in participation above natural growth would require additional provision – this could include more courts at existing venues (e.g. schools where feasible), improvement to capacity by quality improvements (such as floodlighting) and better access to other school sites not currently used for club netball and improvements to their facilities (e.g. floodlighting, changing rooms). The development of new clubs and courts (say in conjunction with new schools in the new housing growth areas) should be considered in any strategy for 2026.

Summary and conclusions

- There are estimated to be 39 outdoor netball courts on 14 sites in the Greater Norwich area, and indoor courts at UEA and 2 academies in Norwich. There are

in addition a large number of other courts on school sites.

- Courts are generally considered good in quality at the two main outdoor venues, but improvements are required at some locations.
- Netball participation in the area exceeds the national average, and demand remains fairly buoyant. There is no apparent shortage of venues for matches and training (both indoor and outdoor), and the availability of a large number of other courts on school sites not currently used provides a reservoir of additional potential supply, although many of these are only available if at all in the summer, because of the lack of floodlights. It is concluded therefore that the current demand for netball courts can be met from existing supply.
- There is some latent demand, and future participation is likely to grow as a result of population change within the relevant age groups (an additional 100 players – 12-15 teams), and as the result of development initiatives from the governing bodies, LAs and other groups. Encouragement for juniors to take up the sport and the development of players up to performance levels is likely to find its way through to adult participation.
- On the basis of the existing level of provision, current demand for netball is considered to be met, and there is spare capacity at other school sites throughout the area to accommodate some future and latent demand. However any significant increase in participation above natural growth would require additional provision – this could include more courts at existing venues (e.g. schools where feasible), improvement to capacity by quality improvements (such as floodlighting) and better access to other school sites not currently used for club netball and improvements to their facilities (e.g. floodlighting, changing rooms). The development of new clubs and courts (say in conjunction with new schools in the new housing growth areas) should be considered in any strategy for 2026.

ISSUES FOR CURRENT AND FUTURE PROVISION

- There is evidence of unmet and latent demand which may require additional outdoor netball facilities in the future. Is incremental improvement the best option, or should the provision of a new purpose built 4-court central facility be considered, and where might this be located?
- There are netball courts at most existing secondary schools. Is the refurbishment and floodlighting of these a better option to consider?
- Are ancillary facilities required now and in the future at existing and new venues to support match play?
- Are additional indoor courts at any new sports halls recommended in the indoor facilities strategy required for netball, which should therefore be designed to accommodate netball including run off?

11.1 The brief required a number of other sports in the Greater Norwich area to be assessed, and these include American football, korfbal and rounders and skateboard / BMX tracks (to include artificial grass pitches, smaller pitches, multi use games areas and single goals / hoops for less formal use). It has been possible to address all of these to some degree, but a lack of information and other factors means that analysis is superficial, and in any case some of the facilities mentioned make little contribution towards provision for outdoor sport. However where possible and appropriate the brief's requirements are met below.

AMERICAN FOOTBALL

11.2 American Football has had a popular presence in the Norfolk and Norwich since 1983, but its popularity has seen a slow decline since its heyday. Clubs such as Great Yarmouth-based North Sea Tigers and East Coast Leopards were prominent in the 1980s and 90s but have since disappeared.

11.3 The clubs that currently exist in the Greater Norwich area are as follows:

- **Norwich Devils** - Established in 1984, the Norwich Devils are one of the oldest running American football clubs in the U.K. The NDAFC currently run three Squads - Senior Team (18+), Youth (14-16) & Junior (16-19) programmes. The senior team is currently in the process of rebuilding the squad in preparation for re-entry to the BAFANL, and is seeking players and coaches to join the team and return to competitive play as soon as possible. The creation of a junior team is an important step for the club as it bridges the gap between the youth team (ages 14-16) and the senior team (18+). The number of junior teams is currently on the rise in the UK due to the BAFANL adopting an 8v8 format. This allows smaller teams with limited amounts of players and resources to access and participate in full contact football. The Devils will shortly be holding rookie sessions for new players in October 2014 running for 3 weeks at Jarrolds Sports Ground, Heath Crescent, Hellesdon. The club has formerly played at Plantation Park and Royal Norwich Showground.
- **UEA Pirates** are also long established and play official British Universities & Colleges Sport (BUCS) fixtures, comprising four games at home this season (2014-15), and three away, against other university teams, with the opportunity to pass on to the South Divisional Cup, and promotion to the Premiership South. The team plays at a UEA pitch at Colney Lane.

11.4 A new initiative is currently underway in the Greater Norwich area. A growing awareness and blossoming interest in American football has led to a requirement for a community programme to provide for the growth of a healthy involvement in the sport around Norwich and beyond. The Icen Community American Football Academy (ICAFA) is an idea born from the collaboration of like-minded people, sharing a desire to see American Football return in strength to the Norwich area. The ICAFA is backed and supported by a selection of volunteers, both with and without American Football experience. The aim of the ICAFA is to create a body that develops and manages a productive 'pipeline' through which the people of Norwich gain exposure to the sport. The ICAFA will be an organisation that allows American Football to take a role throughout their lives, eventually from cadet level to senior.

- 11.5 The UEA Pirates is embarking on an outreach program, introducing Flag American Football to HE institutions, schools and local under 18s. These efforts are hoped to develop a demand for community-based teams in the sport, a demand that must be met with a well-organized community program. Training sessions have been organised for both adults and youth players, at Lakenham Hewett /Hilltops sports ground and UEA astro and it is hope that this will provide the incentive for more organised play in the future

Assessment – there are pitches at present at UEA and Jarrolds SG which accommodate competitive play and training. The initiative at ICAFA will use pitch space at Hilltops. The demand for American football is difficult to assess for the future, but if the initiatives are successful, there is a need for permanent pitches at UEA, and other locations throughout the Greater Norwich area, in accordance with identified demand at the time.

KORFBALL

- 11.6 Korf is the Dutch word for basket, and korfbal would be grouped with basketball and netball but is distinct from both those games in several ways. It is a mixed gender team game (4 men and 4 women per team) and enables people of all ages and types to play together successfully. It is a passing game and teams score goals by 'shooting' the ball into a basket on a high post, originally made of willow. Korfbal originated in The Netherlands in 1904. It was developed by a teacher who wanted all of the boys and girls in his school to be able to play a sport together, and one that would teamwork, cooperation, sportsmanship, agility and strength. He based it on a Scandinavian game called ringball and originally it was played outside and the pitch was divided into three sections or 'divisions'.
- 11.7 It is still played outside in the summer but now there are two divisions and it is more often played indoors on a large court. There are 8 players per team, 4 men, 4 women. There are 2 men and 2 women as attackers and 2x2 as defender and each set occupies a 'division'.
- 11.8 Korfbal has been played in Norfolk since approx 1991. Starting from a few players at the beginning there are now about 24 teams across the six clubs, including National league players. The Norfolk Korfbal league has three divisions with six major clubs - Norwich City, Norwich Knights, Norwich ICE, Stingers, Dragons and UEA. The clubs play indoor matches at Norwich UEA Sportspark and Norwich School on Sunday late afternoon/evenings from late September to April. The Norfolk league runs from October to April each year. Clubs also have training bases at a variety of locations including CNS and Open Academy.
- 11.9 Through the summer, there is outdoor training and tournaments to play, and these are normally based at Eaton Park where a temporary pitch is marked out and posts provided.

Assessment - korfbal is primarily an indoor sport. There are no significant implications for the playing pitch strategy, although local authority and other providers of pitches should acknowledge the need for the occasional korfbal pitch on the main parks at certain times of the year when required, mainly in the summer.

ROUNDERS

- 11.10 Rounders is primarily a school-based sport and the only information available is derived from the Active Places database, and even then is not considered comprehensive. Pitches are usually temporary and are marked out at certain times of the year. From the information available, there are an estimated 98 pitches, all but one on school and

education sites in the Greater Norwich area, of which 30 are classified as private (although the distinction is probably arbitrary as most pitches are likely to be used primarily for schools' internal use). The pitches are distributed fairly evenly across all three districts.

Table 11.1: Location of rounders pitches

Site Name		Pitches	Access	Ownership/ management	Year Built/ refurb
ACLE ACADEMY	Broadland	2	Sports Club / Community Association	Academies/in house	1959
AYLSHAM HIGH SCHOOL	Broadland	2	Sports Club / Community Association	School/in house	1960
BLOFIELD PRIMARY SCHOOL	Broadland	1	Sports Club / Community Association	School/in house	1877/2006
BURE VALLEY JUNIOR SCHOOL	Broadland	3	Sports Club / Community Association	School/in house	1971
FALCON JUNIOR SCHOOL	Broadland	1	Sports Club / Community Association	School/in house	1971
FIRSIDE JUNIOR SCHOOL	Broadland	1	Sports Club / Community Association	School/in house	1937
HELLEDON HIGH SCHOOL	Broadland	3	Sports Club / Community Association	School/in house	1970
HILLSIDE AVENUE PRIMARY SCHOOL	Broadland	1	Sports Club / Community Association	School/LA	1935/2004
HORSFORD C OF E JUNIOR SCHOOL	Broadland	2	Sports Club / Community Association	School/in house	1975
REEPHAM HIGH SCHOOL AND COLLEGE	Broadland	4	Sports Club / Community Association	Academies/in house	1960/2006
SPROWSTON SPORTS HALL & SWIMMING POOL	Broadland	2	Sports Club / Community Association	School/in house	1960
TAVERHAM HALL PREPARATORY SCHOOL	Broadland	4	Sports Club / Community Association	School/in house	n/a
TAVERHAM HIGH SCHOOL	Broadland	3	Sports Club / Community Association	School/commercial	1970
TAVERHAM JUNIOR SCHOOL	Broadland	1	Sports Club / Community Association	School/in house	1960
THORPE ST ANDREW SCHOOL	Broadland	4	Sports Club / Community Association	School/in house	1987
GREAT WITCHINGHAM PLAYING FIELD	Broadland	1	Free Public Access	School/LA	1965
HEVINGHAM PRIMARY SCHOOL	Broadland	1	Private Use	School/in house	1975
OLD CATTON MIDDLE SCHOOL	Broadland	1	Private Use	School/in house	n/a
SALHOUSE VC PRIMARY	Broadland	1	Private Use	School/in house	1975

Site Name		Pitches	Access	Ownership/ management	Year Built/ refurb
SCHOOL					
ST WILLIAMS PRIMARY SCHOOL	Broadland	1	Private Use	School/in house	1952
THORPE HOUSE LANGLEY PREPARATORY SCHOOL	Broadland	1	Private Use	School/in house	1965
CITY OF NORWICH SCHOOL	Norwich	2	Sports Club / Community Association	School/in house	1910
HEWETT SCHOOL	Norwich	4	Sports Club / Community Association	School/in house	1960
RECREATION ROAD SPORTS CENTRE	Norwich	2	Sports Club / Community Association	Local Authority/in house	n/a
SEWELL PARK COLLEGE	Norwich	3	Sports Club / Community Association	School/in house	1960
ST MICHAELS JUNIOR SCHOOL	Norwich	1	Sports Club / Community Association	School/in house	1982
ANGEL ROAD JUNIOR SCHOOL PLAYING FIELDS	Norwich	2	Private Use	School/in house	1940
FAIRFIELD	Norwich	2	Private Use	School/in house	n/a
NORWICH HIGH SCHOOL FOR GIRLS	Norwich	6	Private Use	School/in house	1906
ARCHBISHOP SANCROFT HIGH SCHOOL	South Norfolk	2	Sports Club / Community Association	School/LA	1966
DISS CHURCH JUNIOR SCHOOL	South Norfolk	2	Sports Club / Community Association	School/in house	n/a
FRAMINGHAM EARL HIGH SCHOOL SPORTS CENTRE	South Norfolk	2	Sports Club / Community Association	School/in house	1960
HETHERSETT HIGH SCHOOL	South Norfolk	3	Sports Club / Community Association	School/in house	1950
HETHERSETT OLD HALL SCHOOL	South Norfolk	3	Sports Club / Community Association	School/in house	1955
HOBART HIGH SCHOOL	South Norfolk	3	Sports Club / Community Association	School/in house	1960
ST MARY'S CHURCH OF ENGLAND JUNIOR SCHOOL	South Norfolk	2	Sports Club / Community Association	School/in house	1977
UNIVERSITY OF EAST ANGLIA SPORTS GROUND	South Norfolk	1	Sports Club / Community Association	School/in house	n/a
WYMONDHAM HIGH SCHOOL	South Norfolk	3	Sports Club / Community Association	School/in house	1960
BRESSINGHAM PRIMARY SCHOOL	South Norfolk	1	Private Use	School/in house	1897
BROCKDISH VC PRIMARY SCHOOL	South Norfolk	1	Private Use	School/in house	1850

Site Name		Pitches	Access	Ownership/ management	Year Built/ refurb
DISS ACADEMY	South Norfolk	4	Private Use	School/in house	1980
LANGLEY SCHOOL	South Norfolk	4	Private Use	School/in house	1946
LODDON JUNIOR SCHOOL	South Norfolk	1	Private Use	School/in house	1968/2001
WYMONDHAM COLLEGE	South Norfolk	4	Private Use	School/in house	1970

11.11 Rounders is a sport recognised by Sport England for which there is a Whole Sport Plan, whose main objectives are:

1. More People Playing More Often: Growing adult participation through taster days, festivals and corporate events, all contributing towards the establishment of new clubs and leagues.
2. Young People: Working with partners to deliver specialist coaching in after school clubs, festivals in primary and secondary schools and establishing new indoor winter and outdoor summer leagues.
3. Competition Structure: Development and implementation of a competition strategy that supports regular adult competition alongside a pathway for talented rounders players.
4. More Coaches: Align coaching to the UK Coaching Framework, and develop and support coaches and coach educators through an appropriate coaching pathway mapped against the framework.
5. Infrastructure Development: Provision of sound systems and procedures to enable effective management and development of the organisation which will support future growth.

11.12 The NGB has a development officer in the area, and the plans/targets for Norfolk and the East of England are to work with key partners and organisations to introduce new playing opportunities in Norfolk, in particular working closely with Active Norfolk to utilise the new Village Games structure to introduce organised rounders across the county. Club Development Support including Club Accreditation in particular involves the introduction of new STAR Centres (Satellite Training Academies for Rounders).

11.13 The main activities for rounders have been school competitions and inter village activities, but if development initiatives are successful, organised rounders in the area will need to be accommodated. In terms of implications for the playing pitch strategy, rounders pitches can be marked out on most areas of grass, school playing fields, village recreation grounds and the like, and a strategic approach is not considered appropriate or even useful at this stage.

Assessment – LAs, parish and town councils, schools and other providers should accommodate seasonal demand for rounders where this is expressed, by the provision of rounders pitches where required.

MULTI USE GAMES AREAS, SKATEBOARD PARKS, BMX TRACKS AND OTHER LESS FORMAL FACILITIES

11.14 Multi use games areas are also considered in the section of football, where they offer an opportunity for training and other needs, although in reality they are probably used more for casual play and other recreational activities. In addition to the areas mentioned by football teams as potential training areas, there is a network of less formal recreational facilities in the wider area, comprising multi use games areas, 5 a side hard play areas, BMX facilities, skateparks and basketball facilities. The data below is taken from the individual LA websites supplemented by observations while on site, and may not be comprehensive.

Table 11.2: Location of MUGAS and other casual facilities

Location	District	Facility type
AYLSHAM, MILEHAM DRIVE	Broadland	MUGA
AYLSHAM, RECREATION GROUND	Broadland	Skatepark, basketball area
BUXTON, BALLAY PARK	Broadland	Skatepark, basketball area
CAWSTON, CHAPEL ST/HIGH ST	Broadland	Skatepark, basketball area
FOULSHAM, BEXFIELD ROAD	Broadland	Skatepark
REEPHAM, STIMPSONS PIECE	Broadland	Skatepark
BRUNDALL MEMORIAL HALL	Broadland	Skatepark, MUGA
DRAYTON, LONGDALE	Broadland	MUGA, basketball hoop
G† PLUMSTEAD HOSPITAL	Broadland	MUGA
HELLESDON, MEADOW WAY	Broadland	Basketball hoop
HELLESDON, RECREATION GROUND	Broadland	Skatepark
HEVINGHAM, BRICK KILN ROAD	Broadland	Basketball area
HORSFORD RECREATION GROUND	Broadland	MUGA including basketball
OLD CATTON RECREATION GROUND	Broadland	MUGA
RACKHEATH, WILLOUGHBY WAY	Broadland	MUGA
REEDHAM, POTTLES LANE	Broadland	Basketball hoop
SPIXWORTH RECREATION GROUND	Broadland	MUGA, BMX ramps, cycle speedway
SPROWSTON REC	Broadland	BMX rack
SPROWSTON, MOUNTBATTEN DRIVE	Broadland	Basketball area
TAVERHAM, THORPE MARRIOTT GREEN	Broadland	Skatepark
TAVERHAM, KINGSWOOD MEADOW	Broadland	MUGA
THORPE ST ANDREW, DUSSINDALE PARK	Broadland	MUGA
THORPE REC	Broadland	BMX track
BOWTHORPE PARK	Norwich	Basketball
EATON PARK	Norwich	Basketball, 5 a side, cycle speedway, skatepark

FOURWAYS, STEVENSON RD	Norwich	Basketball, 5 a side
GREENFIELDS	Norwich	Basketball, 5 a side, skateboard half pipe
HARFORD PARK	Norwich	Basketball, 5 a side, BMX
JENNY LIND, VAUXHALL ST	Norwich	Basketball, 5 a side
JUBILEE PARK, LONG JOHN HILL	Norwich	Basketball, 5 a side
Location	District	Facility type
KETTS CAVE	Norwich	Basketball, 5 a side
LEA BRIDGES PARK	Norwich	Basketball
MARLPIT COMMUNITY CENTRE	Norwich	Basketball, 5 a side
MARLPIT LANE	Norwich	Skatepark
POINTERS FIELD	Norwich	Basketball, 5 a side, BMX
SALE ROAD ,HEARTSEASE	Norwich	Basketball, 5 a side, skateboard half pipe
SLOUGHBOTTOM PARK	Norwich	Cycle speedway, basketball, 5 a side
ST JAMES HOLLOW	Norwich	Skateboard park
THE LOKE, RANWORTH RD	Norwich	Basketball, 5 a side
THE RUNNEL, THREE SCORE	Norwich	Basketball, 5 a side
WEST END ST	Norwich	Basketball, 5 a side
WOODROW PILLING PARK	Norwich	Basketball, 5 a side, BMX
Various sites	South Norfolk	6 MUGAs, 11 skateparks

Assessment – there is a very wide variety of facilities as above, which for the most part cater for informal/teenage/casual access not necessarily related to sport, and therefore strictly outside the scope of the playing pitch assessment – these facilities are more usually dealt with by play strategies for young people and teenagers. A full assessment of demand and accessibility has not been possible as part of this study, but it is desirable that local residents have good access to such facilities for casual use. In Norwich, the fringe parishes, main towns and larger villages, an accessibility standard of one such facility within 800m or a ten-minute walk should be planned for – in smaller villages it is more difficult to achieve this, and reasonable provision should be sought in the future.

POTENTIAL DEVELOPER CONTRIBUTIONS TO SPORTS PROVISION IN THE GREATER NORWICH AREA

Broadland

- Aylsham – Woodgate Farm. Sports facilities £500,000 to Youngs Community Sports Trust as a contribution towards new football pitches (approx 10 mixed sizes) and land and changing rooms
- Aylsham – Sir Williams Lane. Built sports facility refurbishment and transfer of 5.81ha of land to Aylsham High School
- Blofield - Nth side of Yarmouth. Outline agreement, significant sums for formal recreational open space. Any sport provision is likely to be off site
- Brundall – Vauxhall Mallard site. Outline agreement, compensatory provision for loss of the cricket ground approx £150,000 plus approx £200,000 for recreational facilities to serve the development
- Brundall – Cucumber Lane Contribution of approx £415,000 for off-site recreational provision, plus approx £200,000 that could go towards recreation (some apparently earmarked for allotments and informal open space)
- Lingwood – Station Road. Outline agreement for new village hall to include new changing rooms and provision of a MUGA on site
- Spixworth – Crostwick Lane. 2.4ha of new open space for football pitch(es) for Spixworth P C
- Sprowston – White House Farm. Outline agreement. Sports facilities. 1 x senior football pitch, 1 x Junior football pitch, 1 x mini pitches, 1 x hard court tennis courts
- Thorpe St Andrew – Pinebanks / Griffin lane. Outline agreement for sports facilities including £60,000 for upgrading existing football and cricket facilities
- Thorpe St Andrew – Brook farm. Outline agreement for sports facilities, including 1 x MUGA , £540,000 for the following: £75,000 for new football pitch or 3G pitch, £295,000 for a new changing rooms and parking, £160,000 towards new or improvements to existing tennis courts, £10,000 for improvements to existing bowls facilities
- Sports facilities as yet not agreed in the Beyond Green development, which is still subject to a S106 being agreed, and recreational provision within the larger developments that are to be allocated in the Development Plan Documents that are currently being produced, including that for the Growth Triangle that includes Beyond Green.

South Norfolk

- **Costessey** – 495 unit extension to Lodge Farm, committee resolution to approve with outline for 2 pitches and pavilion with changing facilities
- **Costessey** – New community centre with two pitches adjacent, as part of the 2003 Local Plan Queen's Hills allocation, site off Ringland Land with community centre currently under construction

- **Easton** – circa 900 units, currently at the pre-application stage (site promoters have recently held a public exhibition outlining proposals), looking to relocate the village hall adjacent to the primary school, potentially with a pitches on a village green and changing facilities as part of village hall, however conscious of the proximity of Easton College facilities
- **Cringleford** – adopted Neighbourhood Plan allocates approximately 1,200 additional homes and is seeking 3.8 hectare playing field to accommodate a cricket pitch, football pitches and Pavilion to include changing rooms, currently being negotiated
- **Wymondham** – 1,200 units at South Wymondham, two applications recently approved with combined total of 4.5ha of adult/older children's space. Site A to include 2.1ha plus new community building incorporating changing facilities, Site B to include 2.4ha, 0.84ha of which to be provided as shared space with the new primary school playing fields
- **Hethersett** – permission granted, S106 being completed for 1,196 units north of the village includes pitch and new clubhouse for Hethersett Athletic FC (1.79ha), plus 3.24ha adjacent for 2 public pitches
- **Long Stratton** – no firm plans at present, development in the village will be circa 2,000 units and LPA currently seeking provision in accordance with its 1994 standards for the 1,800 that still have to be allocated.

Norwich

- Development at the former Lakenham Sports and Social Club will provide on-site open space including an informal 5 a side football pitch and will make payments to improve existing tennis courts at Lakenham Recreation Ground
- The recently completed Aldi at Plumstead Road made payments to improve fencing and changing facilities for the bowling green at Lakenham Rec, which is likely to be implemented shortly
- In addition to this, there have been agreements associated with permissions granted in recent years to allow for community use of sports facilities at the Goals Centre, at Hewett School, at UEA Sportspark and at Sewell Park School.

Glossary of Terms

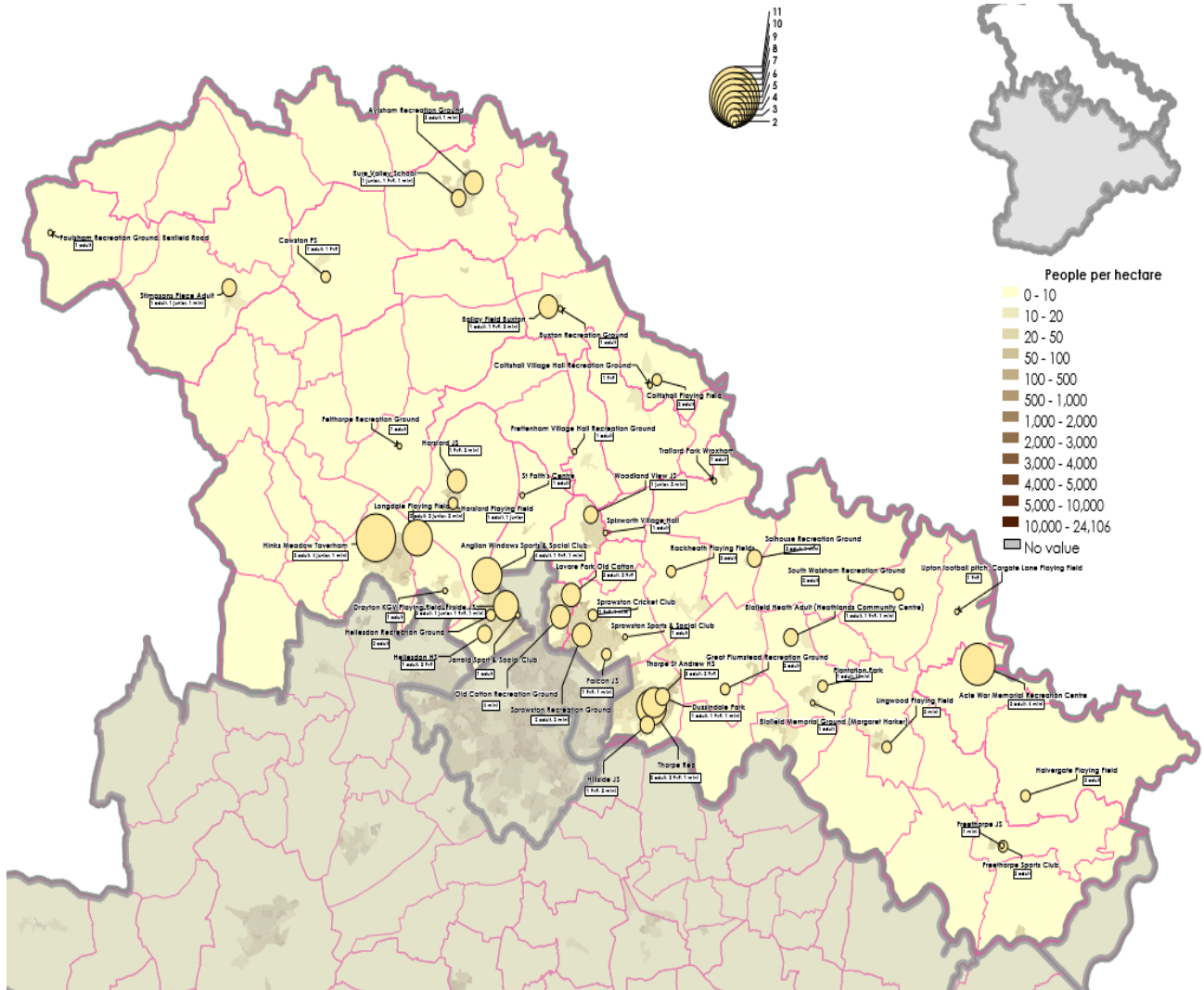
3G	Third generation artificial grass pitch
AGP	Artificial grass pitch
APP	Active Places Power. Sport England database containing information on sports facilities throughout England, also enabling analysis of data
APS	Active People Survey (Sport England participation data)
BAFANL	British American Football Association National League
BDA	Bowls Development Alliance
BC	Bowls club
BMX	Bicycle motocross
CC	Community centre/cricket club/County Council
CCG	Clinical Commissioning group
CIL	Community Infrastructure Levy
CNS	City of Norwich High School
CSF	(Norwich) Community Sports Foundation
CU	Community use – use of a sports facility by the wider community, either on a pay or play basis or available through block bookings by clubs.
EAPL	East Anglian Premier (Cricket) League
EAT&SC	East Anglia Tennis and Squash Club
E(W)BA	English (Women's) Bowling Association (Bowls England)
EBF	English Bowling Federation
ECB	England & Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football club
FDC	Football development centre (Bowthorpe)

FL	Floodlit
FM	Facilities manager
FMGA	Floodlit multi games area
FPM	Facilities Planning Model, Sport England facility modelling system, testing:
Satisfied demand	Satisfied demand – demand for a specific type of sports facility which is met because local residents can access it within a reasonable travel time by car, public transport or on foot (20 minutes), and there is some spare capacity within the facility
Personal/relative share	Personal/relative share – the share of the opportunity which people have to use facilities, taking into account the number, size and availability of facilities, and the local population which has access to them
Unmet demand	Unmet demand – demand for a facility that is not satisfied
Utilised capacity	Utilised capacity – the amount of a facility's capacity that the FPM estimates is used
GC	Golf club/course
HC	Hockey club
HE	Higher education
HS	High School
ICAFA	Iceni Community American Football Academy
IRB	International Rugby Board
JCS	Joint Core Strategy (Greater Norwich planning document)
JS	Junior school
LA	Local authority
LC	Leisure centre
LDF	Local Development Framework
LTA	Lawn Tennis Association
MS	Market Segmentation (Sport England participation data)
MUGA	Multi use games area
NC	Netball club
NCB	Norfolk Cricket Board
NCC	Norfolk County Council

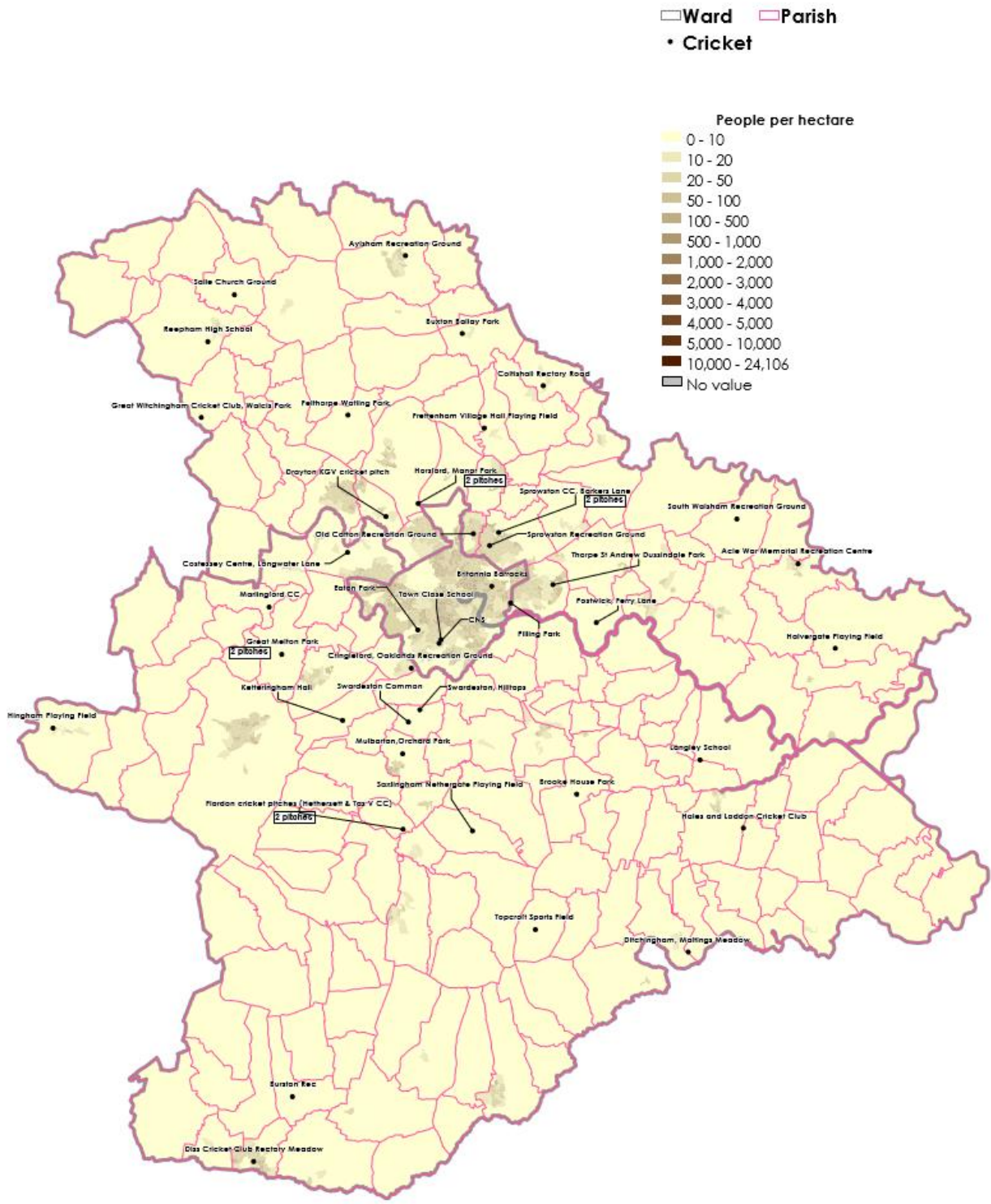
NDAFC	Norwich Devils American Football Club
NELM	North Earham, Larkman and Marlpit Trust
NFA	National Facilities Assessment (from SE's FPM)
NGB	National Governing Body (of sport)
NI8	National Indicator 8
NNDR	National non domestic rate
NPPF	National Planning Policy Framework published by the Government on 27 March 2012, key part of Government reforms to make the planning system less complex and more accessible, to protect the environment and to promote sustainable growth
NTP	Non-turf (cricket) pitch
ONS	Office of National Statistics
PC/TC	Parish/Town Council
PF	Playing field(s)
PPG17	Planning Policy Guidance Note 17 published by the Government in 1991 (revised 2002) giving guidance on planning for sport, recreation and open space
PPS	Playing pitch study
RC	Rugby club
RFU	Rugby Football Union
SC	Sports club or centre or swimming club
SD(O)	Sports development (officer)
SE	Sport England
SFC	Sports Facilities Calculator. Sport England calculation system to assess demand for key community sports facilities
SG	Sports ground
S&SC	Sports and social club
TC	Tennis club
TGR	Team generation rate
TSA	Thorpe St Andrew
UEA	University of East Anglia

VFB	Value for money
VH	Village hall

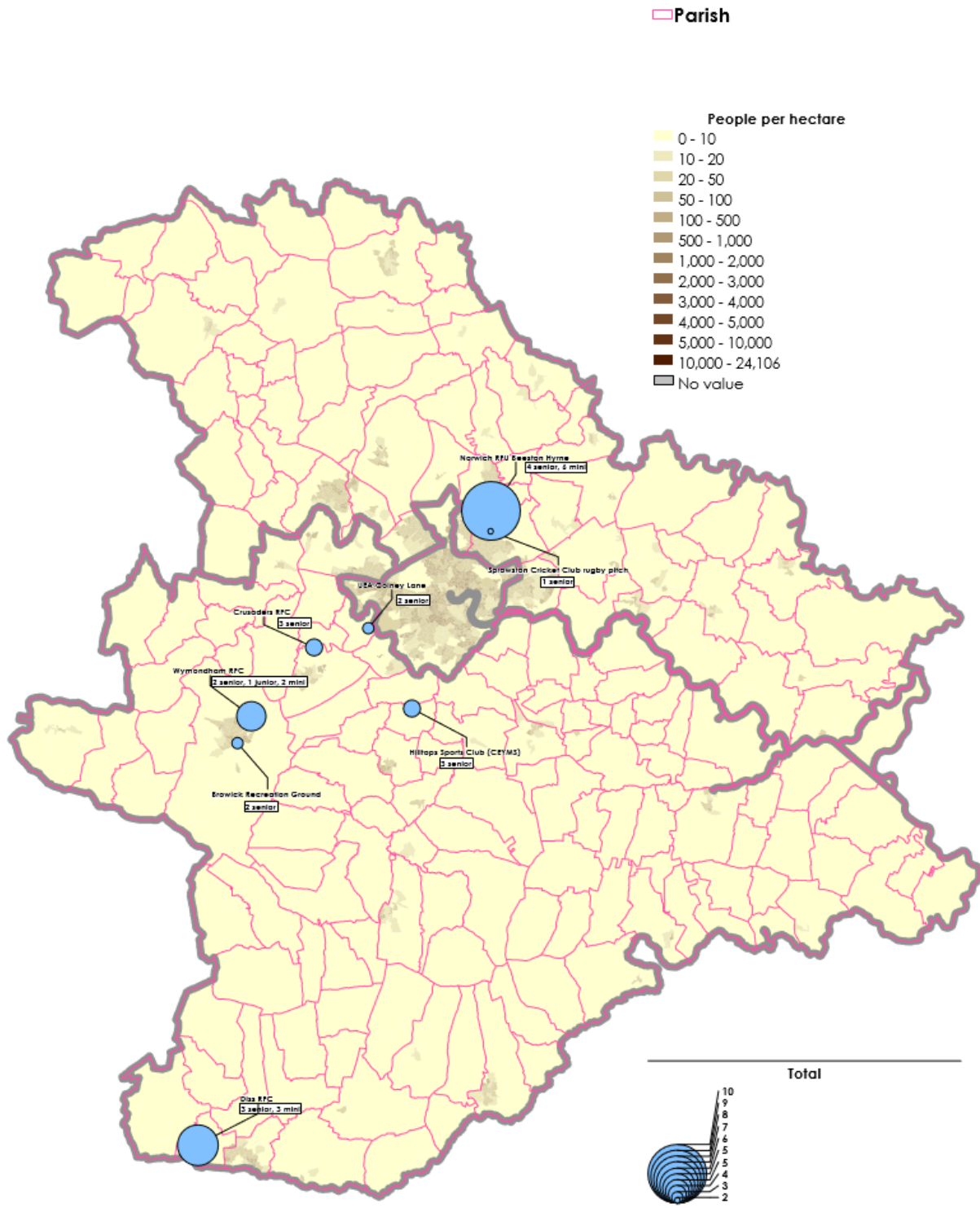
Map F1: Football Pitches in Broadland



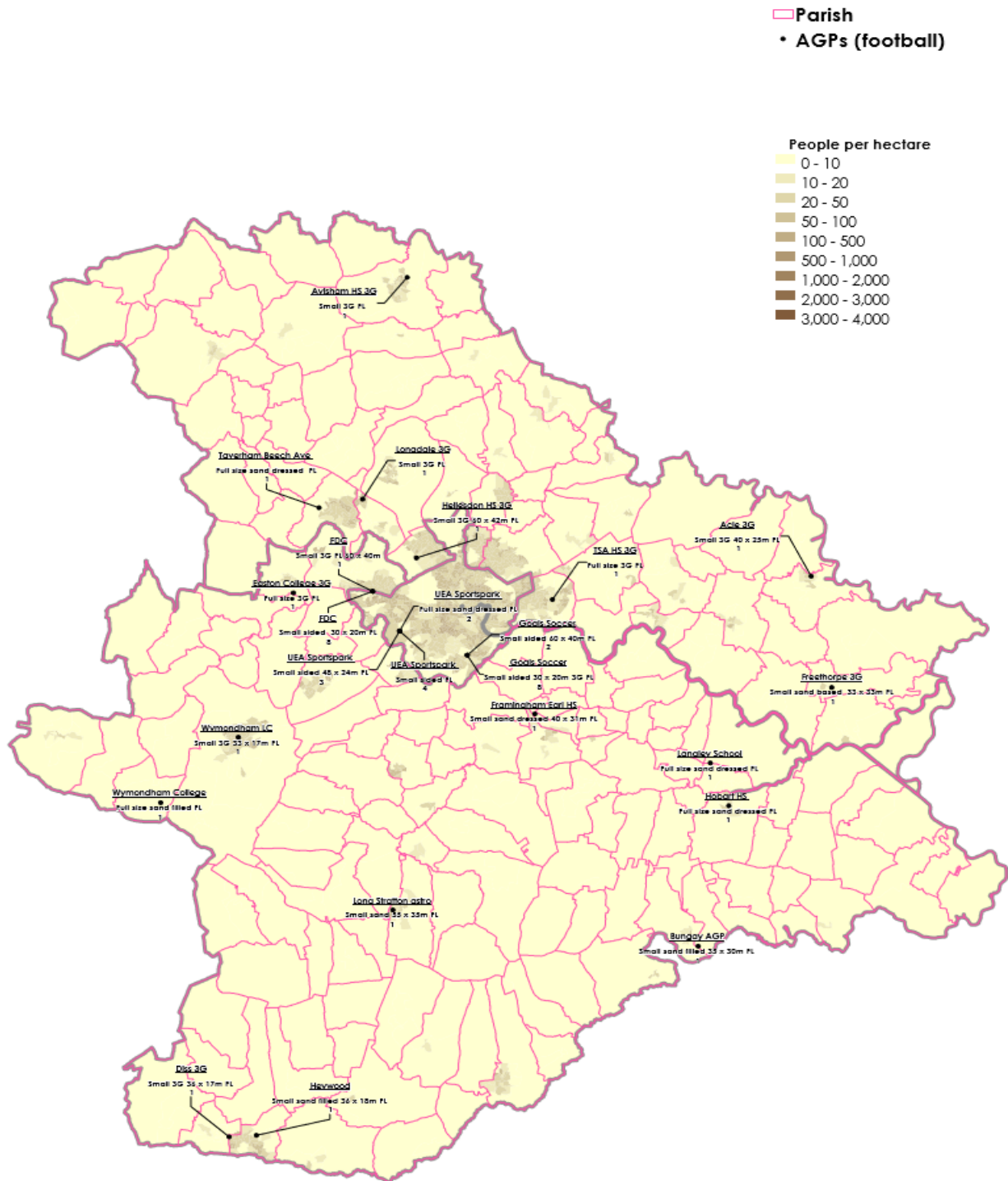
Map C1: Cricket Pitches in the Greater Norwich Area



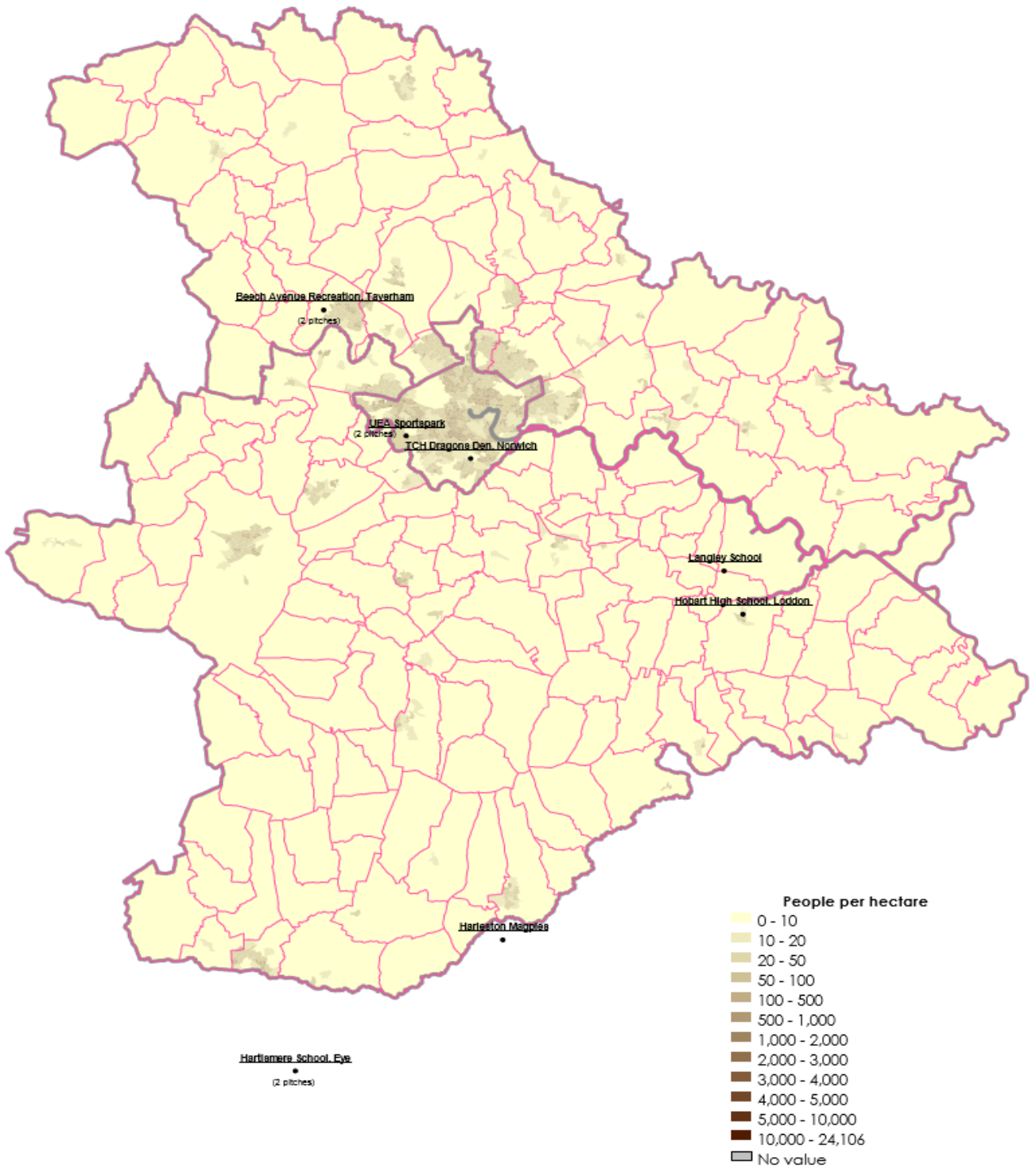
Map R1: Rugby Pitches in the Greater Norwich Area



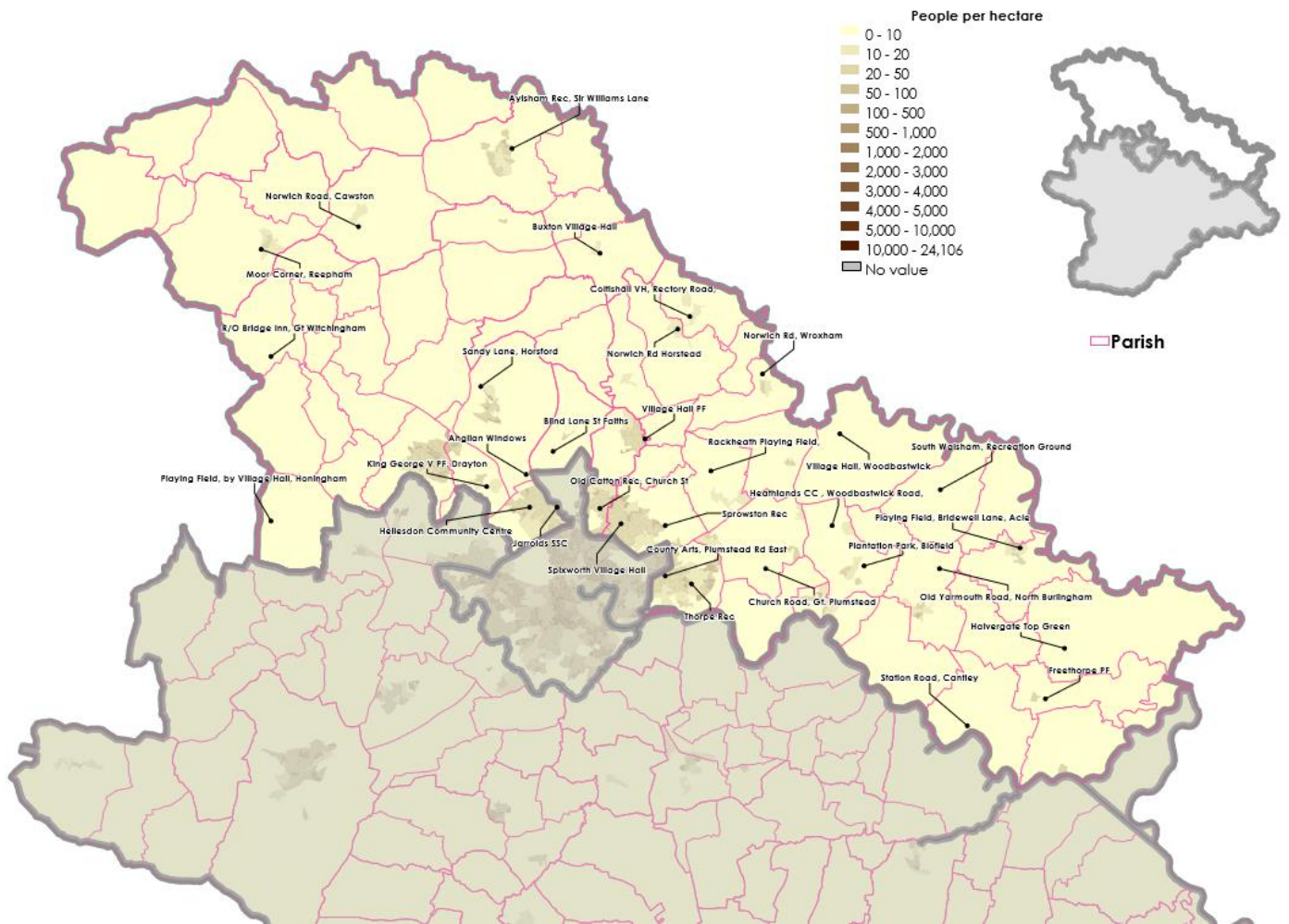
Map AGP1: Football AGPs in the Greater Norwich Area



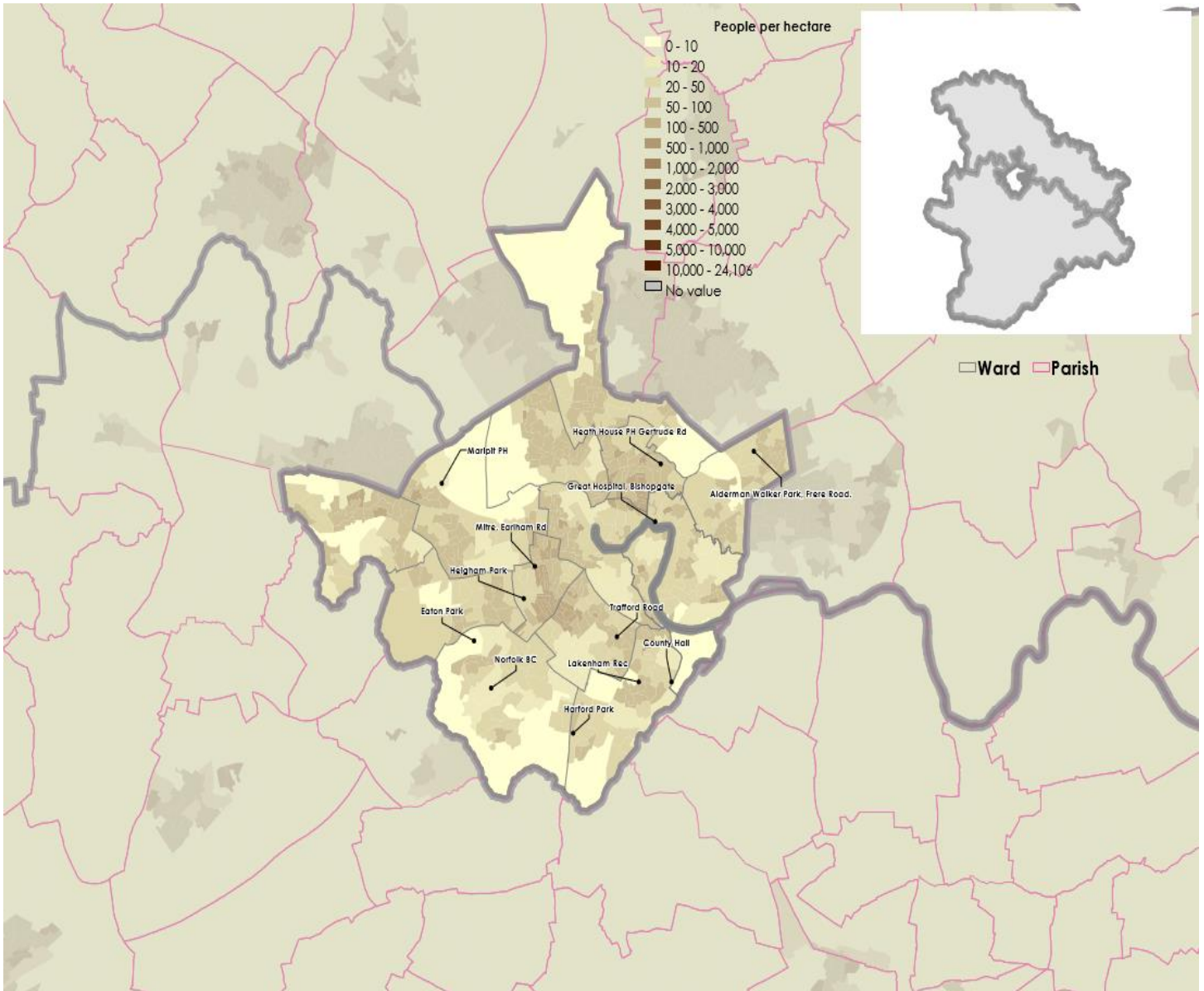
Map H1: Hockey AGPs in the Greater Norwich Area



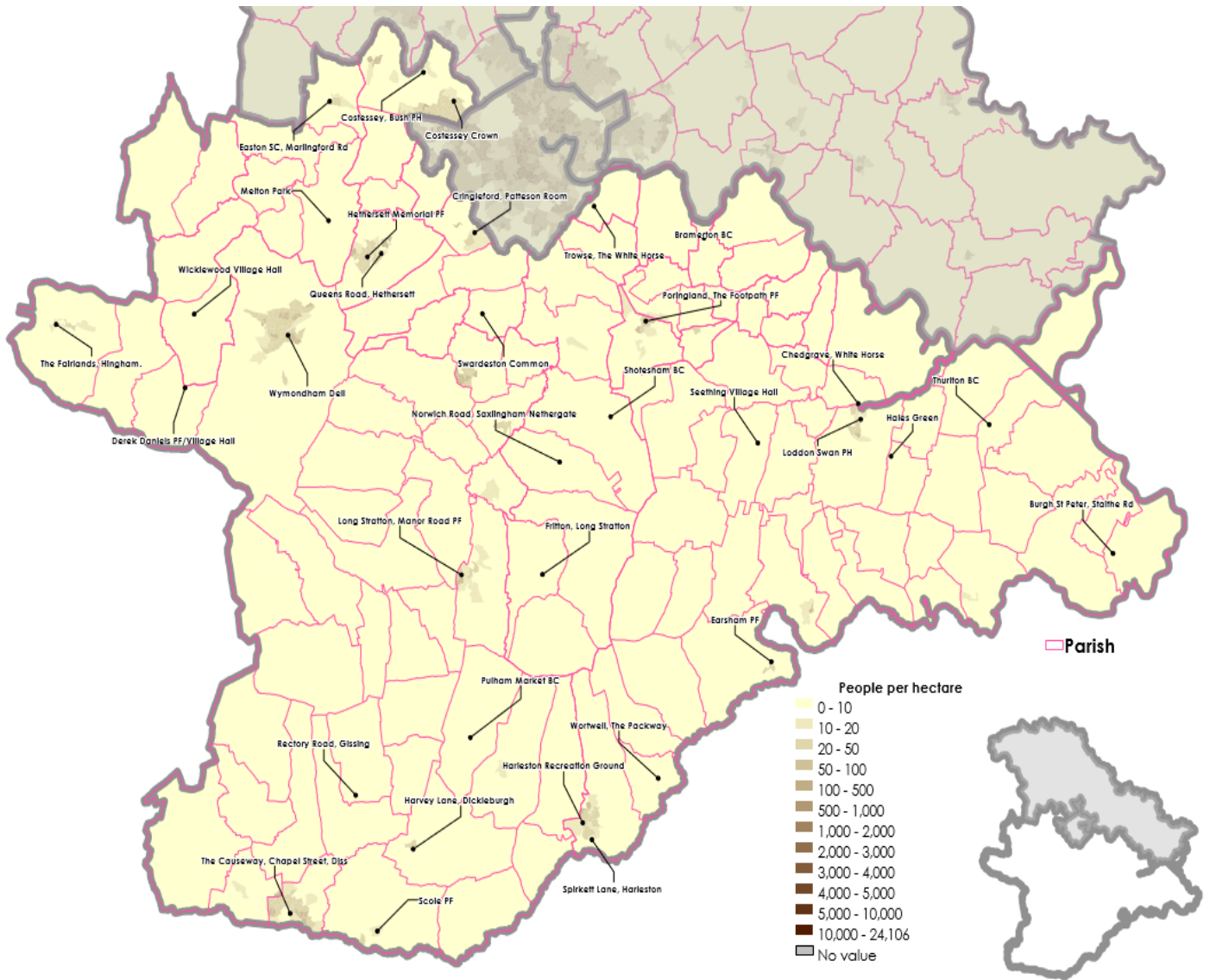
Map B1: Bowling Greens in Broadland



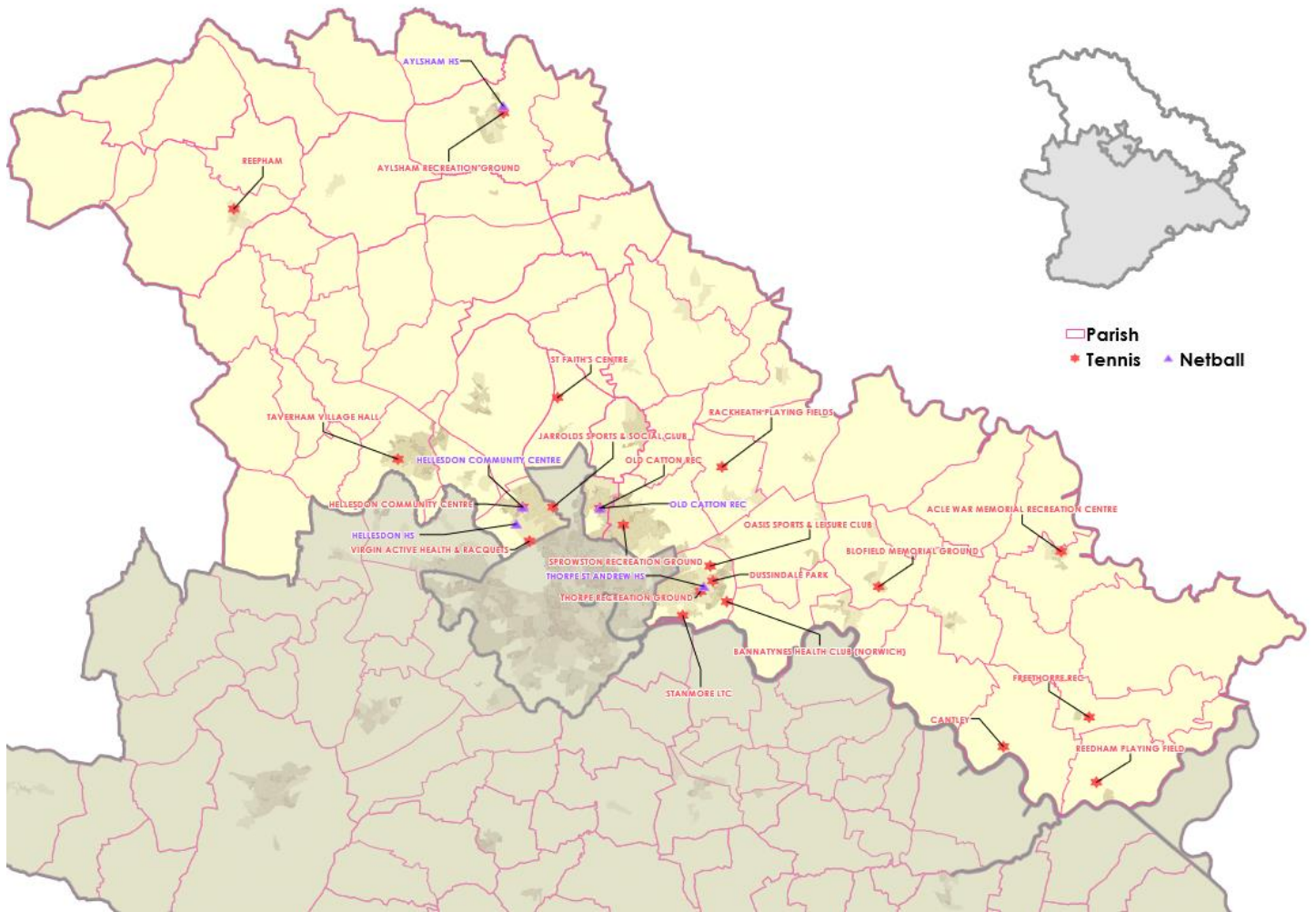
Map B2: Bowling Greens in Norwich



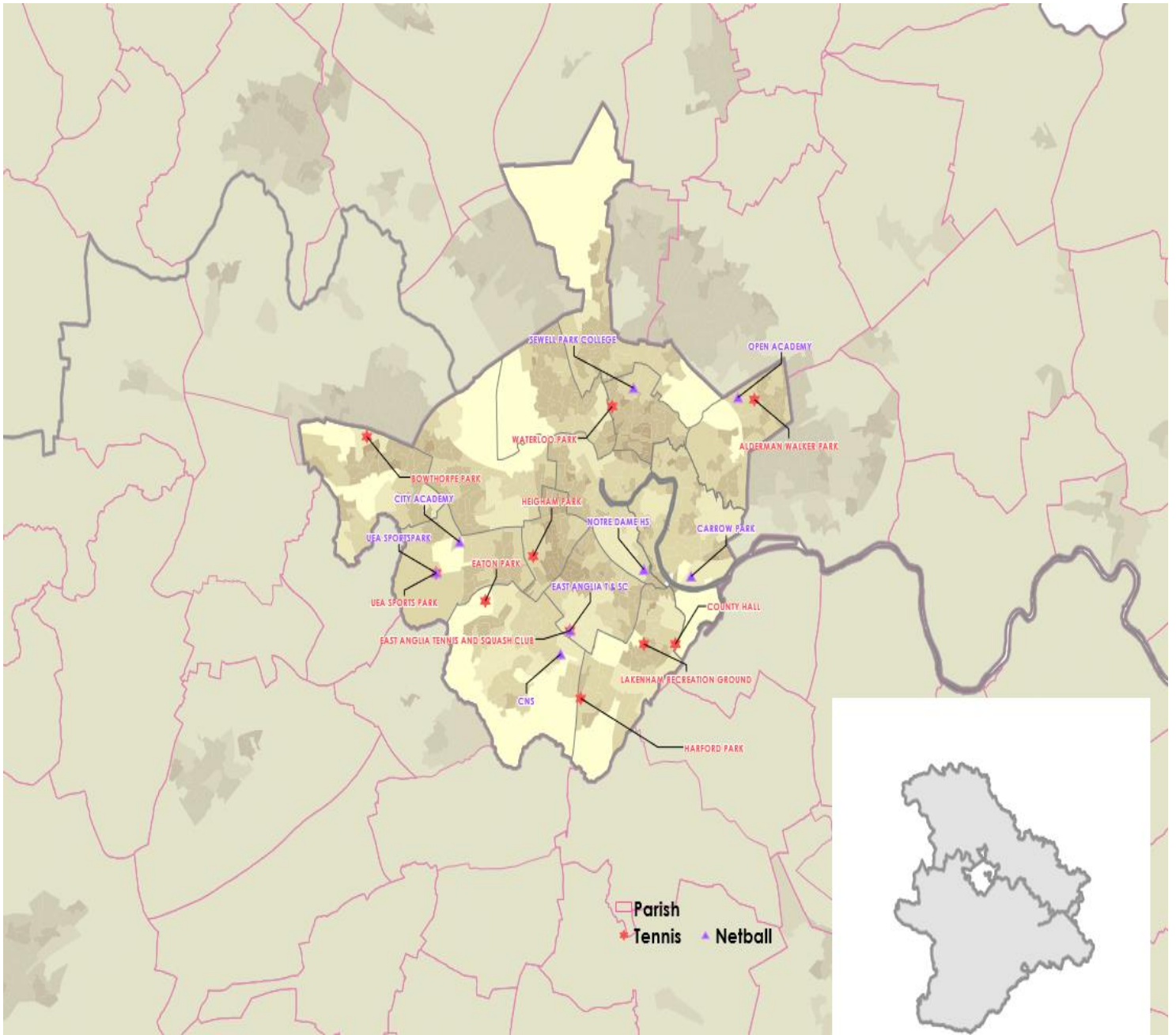
Map B3: Bowling Greens in South Norfolk



Map T&N1: Tennis and Netball Courts in Broadland



Map T&N2: Tennis and Netball Courts in Norwich



Map T&N3: Tennis and Netball Courts in South Norfolk





20111885

BROADLAND COUNCIL
 28 DEC 2011
 PLANNING CONTROL

NIGEL YOUD
 181 Norwich Road, Wroxham,
 Norwich
 NORFOLK NR12 8RZ
 01603 781037
 chery181@btinternet.com

PROJECT Wroxham FC Ground Improvements	CLIENT Wroxham FC
DRAWING LOCATION PLAN	SCALE 1:1250
DRAWING No WFC 1	REVISION

Car Parking

Coach Parking

Club House

3G pitch

SWASH LANE

22.7m

Area: 7.4 Hectare



REV	DATE	DESCRIPTION	DRAWN	CHECKED BY
Revisions				
CF				
PRELIMINARY				
Chaplin Farrant Limited		Wroxham Football Club		
51 Yarmouth Road Norwich NR7 0ET Tel: 01603 700000 Fax: 01603 700001 office@chaplinfarrant.com www.chaplinfarrant.com		New Facilities Swash Ln Rackheath Norwich		
Also at: London Winchester Southampton Great Yarmouth		Proposed Site Layout		
This drawing is copyright of the Architects and shall not be reproduced without their permission.		5418		
Check all dimensions and report any errors or omissions.		101		
20/04/17		1:1250@A3		
JL		MC		

Greater Norwich Call for Sites Submission Form

FOR OFFICIAL USE ONLY	
Response Number:	
Date Received:	

This form is to be filled out by any interested parties who want to promote a site for a specific use or development to be allocated in the Greater Norwich Local Plan.

Only one form should be submitted for each individual site i.e. it is not necessary for a separate form to be completed for each landowner on a single site in multiple ownerships. However, a separate form must be completed for each individual site submitted.

Your completed form should be returned to the Greater Norwich Local Plan team no later than **5pm on Friday 8 July 2016**.

By email: callforsites@gnlp.org.uk

Or, if it is not possible submit the form electronically,

By Post to:

Greater Norwich Local Plan Team
PO Box 3466
Norwich
NR7 7NX

The responses received as part of the Greater Norwich Local Plan Call for Sites will be published and made available for public viewing. By submitting this form you are consenting to the details about you and your individual site(s) being stored by Norfolk County Council and shared with Broadland District Council, Norwich City Council and South Norfolk District Council, and that the details of the site will be published for consultation purposes.

Further advice and guidance can be obtained by visiting the Greater Norwich Local Plan website or by contacting the Greater Norwich Local Plan team directly:

Website: www.greaternorwichlocalplan.org.uk

E-mail: callforsites@gnlp.org.uk

Telephone: 01603 306603

1a. Contact Details	
Title	
First Name	
Last Name	
Job Title (where relevant)	
Organisation (where relevant)	
Address	
Post Code	
Telephone Number	
Email Address	

1b. I am...	
Owner of the site	Parish/Town Council
Developer	Community Group
Land Agent	Local Resident
Planning Consultant	Registered Social Landlord
Other (please specify):	

1c. Client/Landowner Details (if different from question 1a)

Title	
First Name	
Last Name	
Job Title (where relevant)	
Organisation (where relevant)	
Address	
Post Code	
Telephone Number	
Email Address	

2. Site Details

Site location / address and post code (please include as an attachment to this response form a location plan of the site on an scaled OS base with the boundaries of the site clearly shown)	
Grid reference (if known)	
Site area (hectares)	

Site Ownership		
3a. I (or my client)....		
Is the sole owner of the site	Is a part owner of the site	Do/Does not own (or hold any legal interest in) the site whatsoever
3b. Please provide the name, address and contact details of the site's landowner(s) and attach copies of all relevant title plans and deeds (if available).		
3c. If the site is in multiple landownerships do all landowners support your proposal for the site?	Yes	No
3d. If you answered no to the above question please provide details of why not all of the sites owners support your proposals for the site.		

Current and Historic Land Uses		
4a. Current Land Use (Please describe the site's current land use e.g. agriculture, employment, unused/vacant etc.)		
4b. Has the site been previously developed?	Yes	No

4c. Describe any previous uses of the site. (please provide details of any relevant historic planning applications, including application numbers if known)

--

Proposed Future Uses

5a. Please provide a short description of the development or land use you proposed (if you are proposing a site to be designated as local green space please go directly to question 6)

--

5b. Which of the following use or uses are you proposing?

Market Housing	Business & offices	Recreation & Leisure
Affordable Housing	General industrial	Community Use
Residential Care Home	Storage & distribution	Public Open Space
Gypsy & Traveller Pitches	Tourism	Other (Please Specify)

5c. Please provide further details of your proposal, including details on number of houses and proposed floorspace of commercial buildings etc.

--

5d. Please describe any benefits to the Local Area that the development of the site could provide.

--

Local Green Space

If you are proposed a site to be designated as Local Green Space please complete the following questions. These questions do not need to be completed if you are not proposing a site as Local Green Space. Please consult the guidance notes for an explanation of Local Green Space Designations.

6a. Which community would the site serve and how would the designation of the site benefit that community.

--

6b. Please describe why you consider the site to be of particular local significance e.g. recreational value, tranquillity or richness in wildlife.
--

--

Site Features and Constraints

Are there any features of the site or limitations that may constrain development on this site (please give details)?
--

7a. Site Access: Is there a current means of access to the site from the public highway, does this access need to be improved before development can take place and are there any public rights of way that cross or adjoin the site?
--

--

7b. Topography: Are there any slopes or significant changes of in levels that could affect the development of the site?
--

--

7c. Ground Conditions: Are ground conditions on the site stable? Are there potential ground contamination issues?
--

--

7d. Flood Risk: Is the site liable to river, ground water or surface water flooding and if so what is the nature, source and frequency of the flooding?
--

--

7e. Legal Issues: Is there land in third party ownership, or access rights, which must be acquired to develop the site, do any restrictive covenants exist, are there any existing tenancies?
--

--

7f. Environmental Issues: Is the site located next to a watercourse or mature woodland, are there any significant trees or hedgerows crossing or bordering the site are there any known features of ecological or geological importance on or adjacent to the site?

--

7g. Heritage Issues: Are there any listed buildings, Conservation Areas, Historic Parklands or Schedules Monuments on the site or nearby? If so, how might the site's development affect them?

--

7h. Neighbouring Uses: What are the neighbouring uses and will either the proposed use or neighbouring uses have any implications?

--

7i. Existing uses and Buildings: are there any existing buildings or uses that need to be relocated before the site can be developed.

--

7j. Other: (please specify):

--

Utilities

8a. Which of the following are likely to be readily available to service the site and enable its development? Please provide details where possible.

	Yes	No	Unsure
Mains water supply			
Mains sewerage			
Electricity supply			
Gas supply			
Public highway			
Broadband internet			

Other (please specify):	
8b. Please provide any further information on the utilities available on the site:	

Availability	
9a. Please indicate when the site could be made available for the land use or development proposed.	
Immediately	
1 to 5 years (by April 2021)	
5 - 10 years (between April 2021 and 2026)	
10 – 15 years (between April 2026 and 2031)	
15 - 20 years (between April 2031 and 2036)	
9b. Please give reasons for the answer given above.	

Market Interest		
10. Please choose the most appropriate category below to indicate what level of market interest there is/has been in the site. Please include relevant dates in the comments section.		
	Yes	Comments
Site is owned by a developer/promoter		
Site is under option to a developer/promoter		
Enquiries received		

Site is being marketed		
None		
Not known		

Delivery	
11a. Please indicate when you anticipate the proposed development could be begun.	
Up to 5 years (by April 2021)	
5 - 10 years (between April 2021 and 2026)	
10 – 15 years (between April 2026 and 2031)	
15 - 20 years (between April 2031 and 2036)	
11b. Once started, how many years do you think it would take to complete the proposed development (if known)?	

Viability			
12a. You acknowledge that there are likely to be policy requirements and Community Infrastructure Levy (CIL) costs to be met which will be in addition to the other development costs of the site (depending on the type and scale of land use proposed). These requirements are likely to include but are not limited to: Affordable Housing; Sports Pitches & Children's Play Space and Community Infrastructure Levy			
	Yes	No	Unsure
12b. Do you know if there are there any abnormal costs that could affect the viability of the site e.g. infrastructure, demolition or ground conditions?			
12c. If there are abnormal costs associated with the site please provide details:			
12d. Do you consider that the site is currently viable for its proposed use taking into account any and all current planning policy and CIL considerations and other abnormal development costs associated with the site?			

12e. Please attach any viability assessment or development appraisal you have undertaken for the site, or any other evidence you consider helps demonstrate the viability of the site.

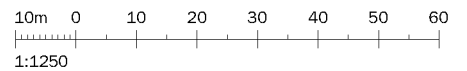
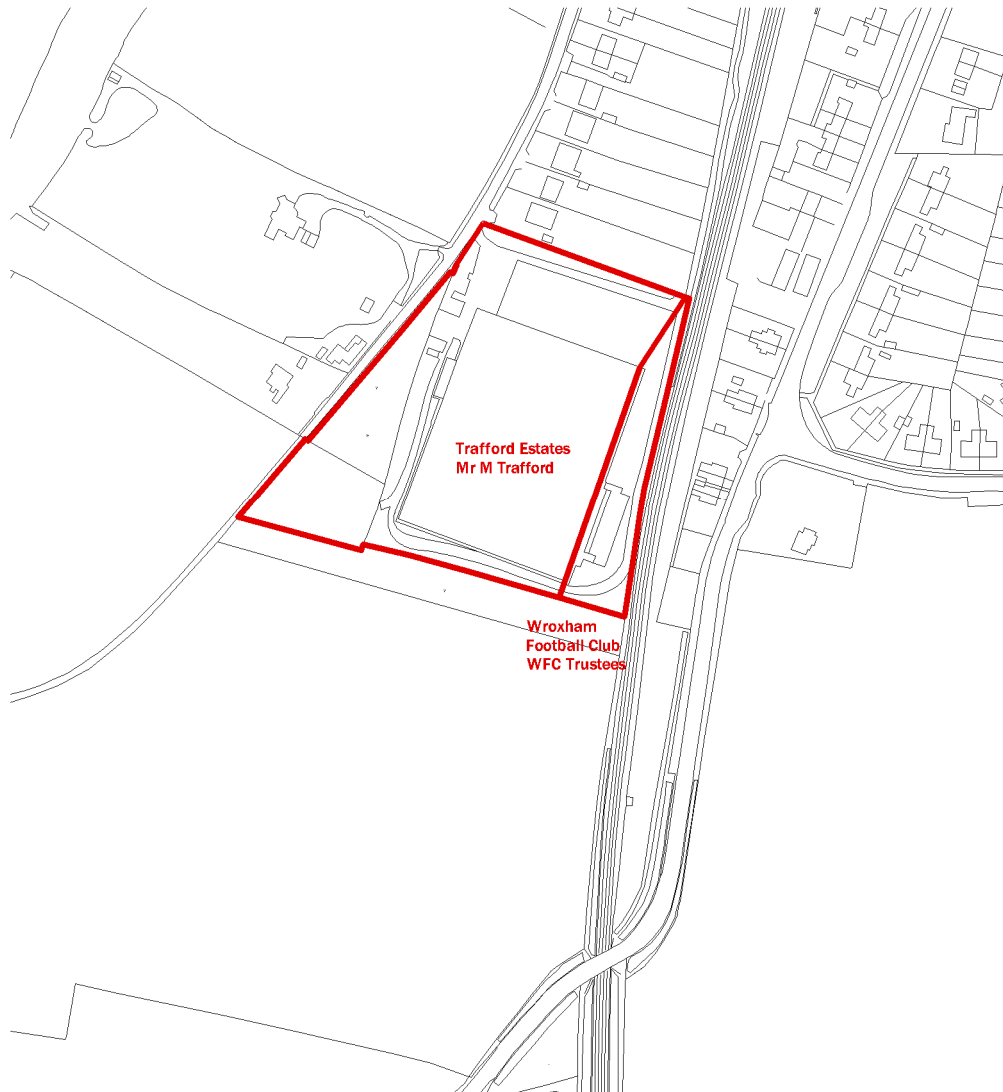
Other Relevant Information

13. Please use the space below to for additional information or further explanations on any of the topics covered in this form

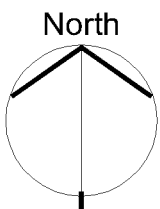
Check List	
Your Details	
Site Details (including site location plan)	
Site Ownership	
Current and Historic Land Uses	
Proposed Future Uses	
Local Green Space (Only to be completed for proposed Local Green Space Designations)	
Site Features and Constraints	
Utilities	
Availability	
Market Interest	
Delivery	
Viability	
Other Relevant Information	
Declaration	

14. Declaration	
<p>I understand that:</p> <p>Data Protection and Freedom of Information</p> <p>The Data Controller of this information under the Data Protection Act 1998 will be Norfolk County Council, which will hold the data on behalf of Broadland District Council, Norwich City Council and South Norfolk District Council. The purposes of collecting this data are:</p> <ul style="list-style-type: none"> • To assist in the preparation of the Greater Norwich Local Plan • To contact you, if necessary, regarding the answers given in your form. • To evaluate the development potential of the submitted site for the uses proposed within the form. <p>Disclaimer</p> <p>The responses received as part of the Greater Norwich Local Plan "Call for Sites" will be published and made available for public viewing. By submitting this form you are consenting to the details about you and your individual sites being stored by Norfolk County Council, and the details being published for consultation purposes. Any information you consider to be confidential is clearly marked in the submitted response form and you have confirmed with the Council(s) in advance that such information can be kept confidential as instructed in the Greater Norwich Local Plan Call for Sites Response Form Guidance Notes.</p> <p>I agree that the details within this form can be held by Norfolk County Council and that those details can be shared with Broadland District Council, Norwich City Council and South Norfolk District Council for the purposes specified in this declaration.</p>	
Name	Date

This drawing is copyright. Only figured dimensions to be worked to.		
revision		



client M Trafford	
project Call for Sites	
drawing Wroxham Football Club Existing Site Redevelopment	
date 01/08/17	scale 1:1250@A4
drawn SL	checked by



ARCHITECTURE + PLANNING

Brown & Co, The Atrium, St George's Street, Norwich, NR3 1AB.
Brown & Co Registered Office:
Granta Hall, Finkin Street, Grantham, Lincolnshire, NG31 6QZ.
Registration no: 0C302092. Registered in England & Wales. T: 01603 620326.

17	102	001	-
----	-----	-----	---

Car Parking

Coach Parking

Club House

3G pitch

SWASH LANE

22.7m

Area: 7.4 Hectare



REV	DATE	DESCRIPTION	DRAWN	CHECKED BY
Revisions				
CF				

PRELIMINARY

Chaplin Farrant Limited
 51 Yarmouth Road
 Norwich
 NR7 0ET
 Tel: 01603 700000
 Fax: 01603 700001
 office@chaplinfarrant.com
 www.chaplinfarrant.com

Wroxham Football Club
 New Facilities
 Swash Ln Rackheath
 Norwich

Proposed Site Layout

Also at:
 London
 Winchester
 Southampton
 Great Yarmouth

5418

This drawing is copyright of the Architects and shall not be reproduced without their permission.

Check all dimensions and report any errors or omissions.

101
 DRAWING NO: REVISION

20/04/17
 DATE SCALE

JL
 DRAWN BY

1:1250@A3
 SCALE

MC
 CHECKED BY

