



BASILDON BOROUGH COUNCIL PLAYING PITCH STRATEGY ASSESSMENT REPORT

AUGUST 2018

QUALITY, INTEGRITY, PROFESSIONALISM

Knight, Kavanagh & Page Ltd

Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

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

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



6543

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

CONTENTS

PART 1: INTRODUCTION AND METHODOLOGY	2
PART 2: FOOTBALL.....	16
PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)	48
PART 4: CRICKET.....	58
PART 5: RUGBY UNION	75
PART 6: RUGBY LEAGUE	89
PART 7: HOCKEY	90
PART 8: GOLF.....	98
PART 9: BOWLS	106
PART 10: TENNIS	114
PART 11: NETBALL.....	124
PART 12: ATHLETICS.....	131
PART 13: CYCLING.....	137
PART 14: MULTI USE GAMES AREAs	140
APPENDIX 1: SPORTING CONTEXT	144
APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION.....	153
APPENDIX 3: CONSULTEE LIST	156

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

GLOSSARY

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

PART 1: INTRODUCTION AND METHODOLOGY

1.1: Introduction

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

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

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

Stages A to C are covered in this report, with Stage D and Stage E covered in the subsequent strategy document. This Assessment and subsequent Strategy will replace the Basildon Playing Pitch Strategy Review (2011) and will run from 2018-2037, in line with the South Essex Strategic Housing Market Assessment (SHMA).

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

1.2: Local context

The Association of South Essex Authorities

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

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

Basildon Borough Council Corporate Plan – Transforming Basildon (2017–2021)

Basildon Borough Council is committed to improving the lives of all residents across its five towns and creating opportunity and prosperity for local people and businesses. The purpose of the corporate plan is to show how it will deliver this vision through the individual promises in the document.

Promise one: Strong, safe and healthy communities with access to quality homes.

- ◀ Every child attends a good school and is successful in learning
- ◀ Improved access to early help and support for families
- ◀ Children and adults are safe from harm
- ◀ People are healthier, happier, independent and active
- ◀ Decent housing and supporting infrastructure
- ◀ Raised standards in privately rented accommodation
- ◀ Support for key workers
- ◀ Vibrant town centres and a thriving economy for everyone

Promise two: Vibrant town centres and a thriving economy for everyone.

- ◀ Access to more and better jobs and good business growth
- ◀ Increased skills to get more people working
- ◀ Vibrant town centres
- ◀ A strong local economy and infrastructure
- ◀ A skilled workforce retained within the Borough

Promise three: Enhanced local environment and increased pride in the Borough.

- ◀ The borough has attractive open spaces and public realm that are clean and tidy
- ◀ Residents are satisfied with services and communities actively contribute to enhancing their local neighbourhoods
- ◀ Strong action on unauthorised development
- ◀ A borough that will plan properly to improve air quality
- ◀ A borough that will plan properly to protect against the negative impact of urban sprawl, protect community spaces, and habitat destruction and fragmentation

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Basildon Borough Draft Local Plan (2014-2034)

The Local Plan will provide the planning framework for the future growth and development of the Borough until 2034. Regulation 18 consultation was completed in 2016, and a final draft is now being considered by the Council. Subject to approval by the Council this will be submitted to the Government for examination in public in due course. Until approvals and examinations take place the Plan will remain as draft. The vision contained therein can be summarised as follows:

- ◀ Create a more prosperous economy providing employment for all residents, including higher value jobs.
- ◀ Build more and a better range of housing.
- ◀ Protect and enhance the natural environment and biodiversity, including open space.
- ◀ The Borough will feel safe and residents will benefit from high standards of health and wellbeing.
- ◀ Improve both the cultural offer and higher educational attainment.
- ◀ Create more vibrant town centres
- ◀ Develop resilient communities, reflecting the diversity within the Borough.

To ensure high quality health and well-being, Policies HC1 Health and Well-being Strategy and HC2 Leisure and Recreation Strategy, in the draft version of the Local Plan confirms the need for suitable health and leisure provision. It also notes that any development proposals for new or enhanced leisure and recreation facilities will be supported, particularly in locations of identified deficiencies and areas of known deprivation.

The draft plan currently being considered by the Council identifies an objectively assessed need (OAN) for between 19,491 and 19,771 dwellings in the period up to 2034 equating to between 972-986 new dwellings per annum. The areas proposed for significant housing growth include the following:

- ◀ Basildon (including Laindon, Pitsea and Noak Bridge) - 9,220 dwellings.
- ◀ Billericay - 3,292 dwellings.
- ◀ Wickford - 3,624 dwellings.
- ◀ Bowers Gifford – 828 dwellings.

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

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

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

Table 1.1: Active Essex's strategic priorities

Priority	Focus
Increase and sustain participation	More people in Essex being active, taking part and living healthy and active lifestyles.
Change behaviours to improve the health and wellbeing of residents	Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Priority	Focus
Develop individuals and organisations	Enable people and organisations to develop skills, achieve goals, ambitions, and maximise their potential.
Strengthen local communities and networks	Lead, develop and drive communities across Essex, raising the profile and impact of physical activity and sport.

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

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

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

This identifies three key priorities, all of which have specific development areas which need to be achieved through partnership work, as outlined below.

Table 1.2: Essex Health and Wellbeing Board Key Priorities

Priority	Development areas
Starting and developing well: ensuring every child in Essex has the best start in life.	<ul style="list-style-type: none"> ◀ Increasing children's and young people level of physical activity. ◀ Improving development/attainment levels of pre-school children. ◀ Working with families with complex needs to ensure better outcomes for children.
Living and working well: ensuring that residents make better lifestyle choices and have opportunities needed to enjoy a healthy life.	<ul style="list-style-type: none"> ◀ Improve diet and nutrition. ◀ Increase physical activities levels. ◀ Reducing smoking, drinking and alcohol use. ◀ Supporting community provision and developing community assets.
Ageing well: ensuring that older people remain independent for as long as possible.	<ul style="list-style-type: none"> ◀ Preventing and maintaining independence in the home. ◀ Reducing dementia levels. ◀ Responding to long term conditions and chronic illness. ◀ Ensure high level of end of life care.

Essex Local Delivery Pilot

The Essex Local Delivery Pilot is part of a new pioneering pilot programme from Sport England aimed at increasing participation in sport and physical activity. Inactivity is a national issue and radical change is needed to decrease inactivity level. This pilot is a unique opportunity to tackle the issues of inactivity in Essex head on and for the County to become a beacon for best practice. Essex is one of 12 places in the Country to be a part of this game changing approach and will benefit from a share of around £100 million of National Lottery funding that will be invested across the 12 areas.

Essex is one of the UK's largest and most diverse counties; however, with approximately 22% of the population of Essex classified as inactive at a cost of circa £58 million to NHS every year. The Essex Local Delivery Pilot will run in Basildon, Colchester and Tendring; together, these three areas represent 37% of all inactive people in Essex and represent areas with a range of barriers to physical activity such as post-war urban planning, coastal deprivation and poor social mobility.

¹ NS-SEC: National Statistics Socio-economic Classifications

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The pilot will not follow a 'one size fits all approach' but instead will be built around the individual needs and requirements of local communities. To enable the pilot to succeed, Essex has committed to a new 'whole system change', meaning closer working between Essex County Council, local councils and grassroots organisations such as clubs, school and voluntary groups will be at the heart of the approach.

During the first phase of the pilot (Spring to late Autumn 2018), a full audit into sport and physical activity in the pilot areas will be undertaken as well as setting up an evaluation framework to measure progress over three years.

The Essex Local Delivery Pilot will be led by representatives from lead partners, including: the Essex Health and Wellbeing Board, Essex County Council, Active Essex, Basildon Council, CVS Basildon and the University of Basildon.

1.3 Stage A: Prepare and tailor the approach

Management arrangements

A project team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time, within the cost envelope and to the required quality standard to meet Sport England guidance.

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

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

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

Why the PPS is being developed

The rationale for undertaking this study is to identify current levels of provision within Basildon across the public, private, education, voluntary and commercial sectors and to compare this with current and likely future levels of demand. The primary purpose of the PPS is therefore to provide a strategic framework that ensures the provision of outdoor sports facilities meets the local needs of existing and future residents.

The PPS is intended to be used as a supporting document for the Local Plan evidence base, informing planning policy and subsequent planning applications. The main objectives of the project are:

- ◀ To identify current supply and demand issues for sport and recreation facilities based on quality, quantity and accessibility.

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

- ◀ To enable the Council to plan appropriately for the protection and/or enhancement of existing facilities and identify sites best suited for development, new provision or refurbishment.
- ◀ To enable the Council to plan appropriately, in compliance with National Planning Policy Framework (NPPF, 2018), for the creation of new and/or replacement facilities, including opportunities for relocation and to allocate sites for development within the Local Plan.
- ◀ To identify the potential for a strategic approach to the role of schools/colleges in meeting community needs with a Borough-wide or sub-regional approach in addition to recommendations for individual sites.
- ◀ To identify whether existing infrastructure is fit for purpose to deliver local priorities, corporate priorities and wider health and wellbeing outcomes in an efficient way, now and in the future.
- ◀ To review the appropriateness and effectiveness of existing local standards and provide policy recommendations and practical proposals for securing investment into sport and open space through planning obligations and Community Infrastructure Levy (CIL).
- ◀ To provide a robust, transparent and effective means of justifying requirements and standards proposed in the Local Plan so that they can be successfully defended at examination.
- ◀ To identify how sport and recreation can contribute to the Council's corporate agendas, including the responsibility for public health, to deliver healthier lifestyles and achieve positive health outcomes.
- ◀ To identify opportunities for efficiency savings and Council owned facilities and options for asset transfer to charities, trusts and community run organisations.
- ◀ To provide strategic recommendations within strategic areas.

National Planning Policy Framework (2018)

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

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

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Agreed scope

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

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

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

It should also be noted that, although parkour has been included within the scope of the study, no activity currently takes place within Basildon. As such, no information relating to the sport is included within this report.

Study area

The total population of the Borough is 183,378 (mid-year estimate 2016) with a slightly higher percentage of females to males (51%:49% respectively).

The Borough lies at the heart of South Essex, 30 miles east of the City of London, and covers an area of approximately 42 square miles. It includes the urban areas of Basildon (including Laindon and Pitsea), Billericay and Wickford and the three serviced villages of Bowers Gifford, Crays Hill and Ramsden Bellhouse are surrounded by countryside designated as Green Belt land. Approximately 70% of the Borough is rural with large areas of open farmland and scattered rural developments.

The main areas of employment are engineering, retail, distribution and financial services and, as a major player in the Thames Gateway region, Basildon is a priority area for regeneration and is recognised as the business and economic hub of South Essex. It is now the second biggest employment zone in the Thames Gateway outside of Canary Wharf.

The study area will be the whole of the Basildon Borough Council boundary area. Further to this, analysis areas have been created to allow for a more localised assessment of provision and examination of playing pitch supply and demand at a local level. These areas are based upon ward boundaries within Basildon and have been agreed upon by the Steering Group to further reflect how people play sport.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 1.3: Agreed analysis areas

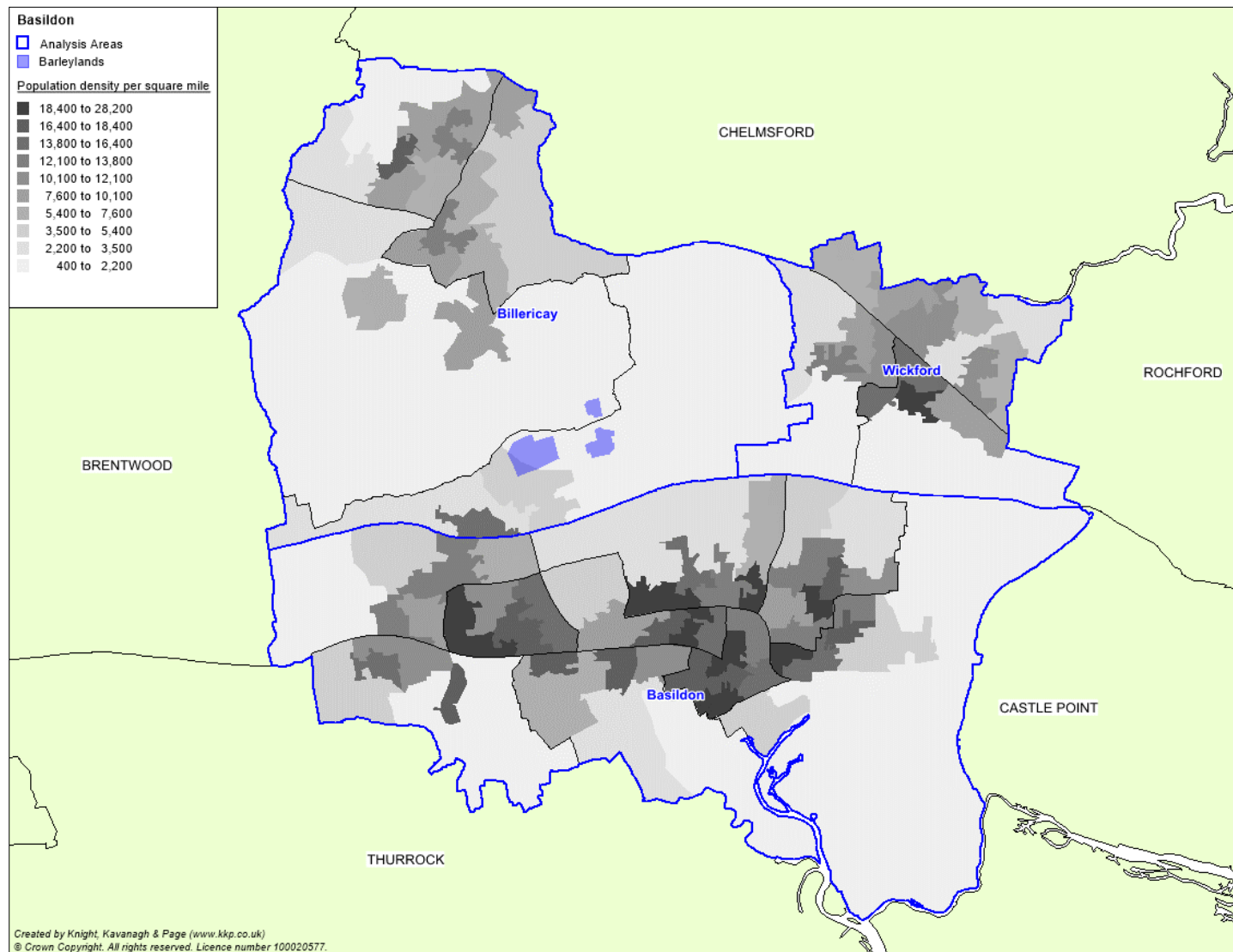
Analysis area	Wards included
Basildon	Fryerns, Laindon Park, Landon Hills, Lee Chapel North, Nethermayne, Pitsea North, Pitsea South, St Martin's, Vange
Billericay	Billericay East, Billericay West, Burstead, Crouch
Wickford	Wickford Castledon, Wickford North, Wickford Park

In addition, the site known as Barleylands Farm has also been separated into its own analysis area for the purposes of the football section. This is because it supplies a large amount of pitches across three different areas that are used by numerous different clubs.

A map of the analysis areas can be seen overleaf in Figure 1.1.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 1.1: Analysis area map



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

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

Gather supply information and views – an audit of playing pitches

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

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

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

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

Quantity

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

For each site, the following details were recorded in the project database (which will be supplied upon completion of the project as an electronic file):

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

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

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Accessibility

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

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

Quality

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

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

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

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

Gather demand information and views

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

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Demand for outdoor sports facilities in Basildon tends to fall within the following categories:

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

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

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

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

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

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

Future demand

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

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

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

Understand the situation at individual sites

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

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

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

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

Table 1.4: Capacity of playing pitches

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

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

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

Develop the current picture of provision

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

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

Identify the key findings and issues

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

Develop the future picture of provision (scenario testing)

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

The majority of the scenario testing generally occurs in the Strategy report that proceeds this document and therefore does not form part of the Assessment Report.

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

PART 2: FOOTBALL

2.1: Introduction

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

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

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

For the purposes of the football section, Basildon has been split into four analysis areas to separately account for the site known as Barleylands Farm. This site has been separated into its own analysis area because it supplies a large amount of pitches across three different areas that are used by numerous different clubs and teams.

Consultation

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing within Basildon. Contact details were provided by Essex County FA and the invitation to complete the survey was distributed via email. Through both face to face meetings and survey responses, a total of 38 clubs responded to consultation requests, which equates to a 48% club response rate and 77% team response rate.

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

- ◀ Billericay Town Colts FC
- ◀ Billericay Town Girls & Ladies FC
- ◀ Bowers & Pitsea FC
- ◀ Bowers & Pitsea Youth FC
- ◀ Forest Glade FC
- ◀ Intersports FC
- ◀ Wickford Town FC

The following clubs, identified as key clubs by Essex County FA, did not respond to any form of consultation request:

- ◀ Billericay Town FC
- ◀ Berry Boys FC
- ◀ Perry Street Youth FC

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

2.2: Supply

The audit identifies a total of 174 grass football pitches within Basildon across 46 sites. Of the pitches, 157 are available, at some level, for community use across 35 sites. All unavailable pitches are located within education sites.

As presented in the table below, the Basildon Analysis Area (73 pitches) contains substantially more provision when compared to the other analysis areas. Although the Billericay Analysis Area has the fewest pitches (20), note that Barleylands Analysis Area would be otherwise located within it and therefore caters for a lot of its demand.

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

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Barleylands	10	8	8	9	8	43
Basildon	47	4	7	13	2	73
Billericay	3	5	3	5	4	20
Wickford	8	4	4	2	3	21
Total	68	21	22	29	17	157

As it stands, 43% of all pitches in the Borough are adult pitches. This is significantly more than any other pitch size and reflects that it is the most commonly accessed pitch type. That being said, 13 youth 11v11 teams at U13-U16 age groups play on adult pitches, which is an issue nationally and may be due to a lack of dedicated youth 11v11 provision rather than through preference. Currently, just 21 youth 11v11 pitches are provided in Basildon to accommodate 63 youth 11v11 teams.

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

- ◀ Kent View Open Space
- ◀ The Basildon Lower Academy
- ◀ Langdon Hills Recreation Ground
- ◀ Berry Boys Football Club

Of the above, the adult pitches at Kent View Open Space and Berry Boys Football Club are used solely by youth 11v11 teams. As such, these sites could provide a starting point for an increase in youth 11v11 provision, although this needs to be taken into account alongside capacity on adult pitches.

In addition to the 13 youth 11v11 teams as aforementioned playing on the incorrect pitch size, two youth 9v9 teams are currently using youth 11v11 pitches and two mini 5v5 teams are accessing a mini 7v7 pitch for home fixtures.

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

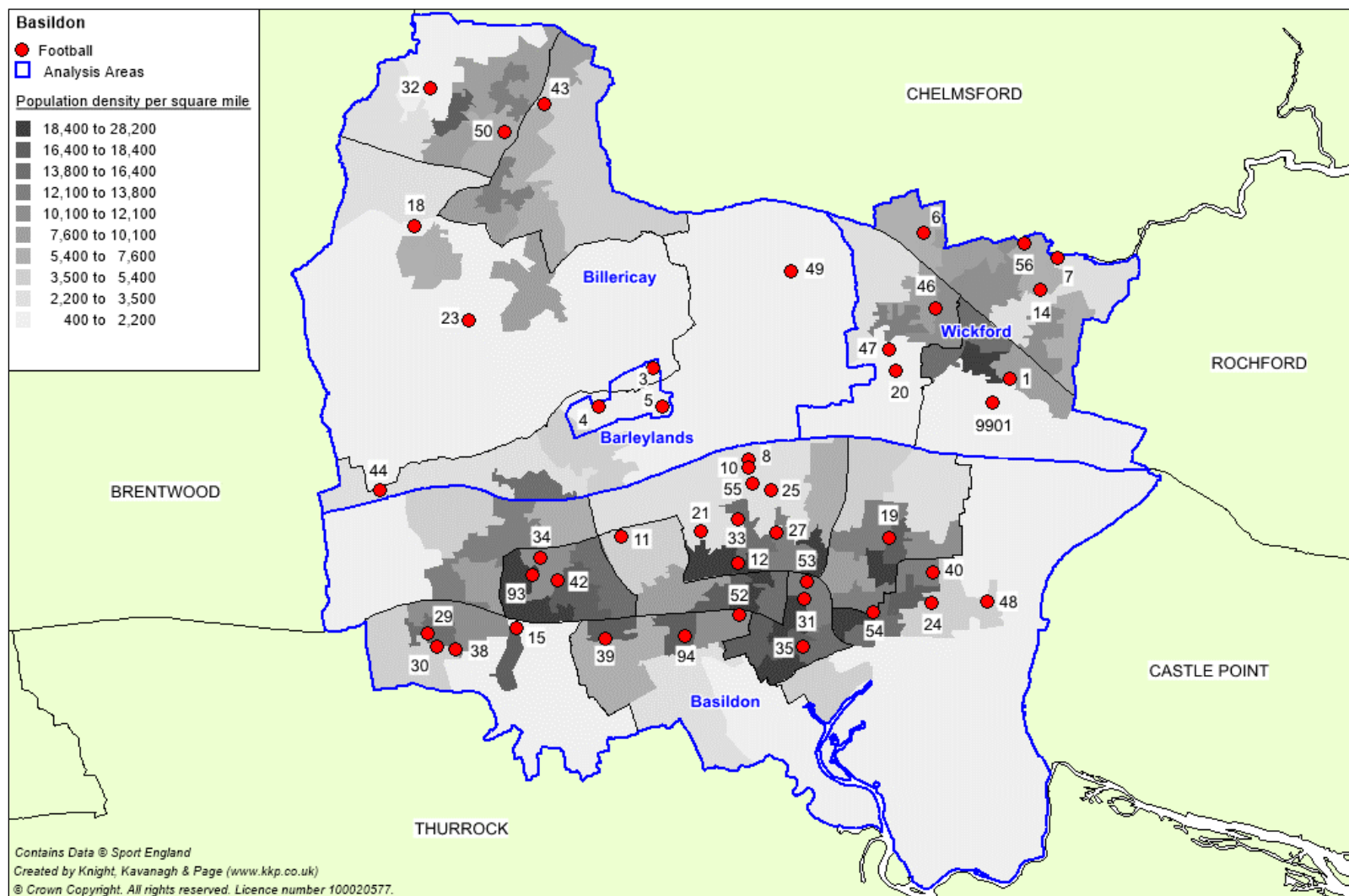
Table 2.2: Recommended pitch sizes

Format	Age group	Recommended pitch size (metres)
Adult	U17s+	100 x 64
Youth 11v11	U15s-U16s	91 x 55
	U13s-U14s	82 x 50
Youth 9v9	U11s-U12s	73 x 46
Mini 7v7	U9s-U10s	55 x 37
Mini 5v5	U7s-U8s	37 x 27

Figure 2.1 overleaf identifies all grass football pitches currently servicing the Borough of Basildon. For a key to the map, see Table 2.10.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 2.1: Location of all football pitches in Basildon



BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Future provision

Due to a potential housing development affecting the land, a feasibility study has been undertaken to determine viable options for the relocation of sports clubs located at Gardiners Lane South. This will involve new provision being created to the West and to the East of Basildon, whilst some level of sport and recreation provision will be retained and integrated on site. For the football, this affects the following:

- ◀ Basildon Sport and Leisure Club
- ◀ Basildon United Football Club
- ◀ Ford Sports and Social Club
- ◀ Basildon Post Office Sports and Social Club

The feasibility study concludes that Basildon Sport and Leisure Club, Basildon United Football Club and Basildon Post Office Sports and Social Club should be amalgamated in situ, whereas Ford Sports and Social Club should be relocated to land in West Basildon. Furthermore, any net loss of provision should be mitigated through the creation of new provision on land in East Basildon.

In addition, Barn Hall Recreation Ground has been allocated in the Local Plan for a major housing development with circa 540 homes being developed on this land as well as adjoining land.

In addition, as part of its ongoing site development works, Wickford Town FC has recently submitted a planning application to the Council for the creation of four youth 11v11 pitches as part of the next phase of development at Bartlett Park. As well as accommodating the Club's growth, this would also go some way towards alleviating the shortfall of youth 11v11 pitches across the Borough.

Investment plans are also in place at Basildon Sporting Village that includes drainage improvements to the football pitches on site.

Billericay Town FC has plans to develop a full size 3G pitch that will replace its current grass training pitch. This, however, is currently a proposal and does not yet have planning permission.

Pitch quality

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

- ◀ Good
- ◀ Standard
- ◀ Poor

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

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

The table below summarises the quality of pitches that are available for community use in Basildon. In total, 22 pitches are assessed as good quality, 77 as standard quality and 59 as poor quality.

Table 2.3: Pitch quality assessments (community use pitches)

Analysis area	Adult pitches			Youth pitches			Mini pitches		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Barleylands	-	3	7	-	5	11	-	4	13
Basildon	10	25	13	1	2	8	-	9	5
Billericay	3	-	-	4	4	-	3	6	-
Wickford	-	6	1	-	7	-	1	6	1
Total	13	34	21	5	18	19	4	25	19

Poor quality pitches are located at the following sites:

- ✦ Barleylands Farm 1
- ✦ Barleylands Farm 2
- ✦ Barleylands Farm 3
- ✦ Beauchamps High School
- ✦ Eversley Leisure Centre
- ✦ James Hornsby High School
- ✦ Holy Cross Recreation Ground
- ✦ Basildon Sport and Leisure Club
- ✦ Lee Chapel Primary School

Both Eversley Leisure Centre and Holy Cross Recreation Ground are noted as having notable drainage issues, whereas the pitch at Beauchamps School High School is identified as having poor grass coverage as well as being sloped and containing areas of unevenness.

Non-technical assessments of all pitches at James Hornsby High School report areas of unevenness and evidence of poor drainage, which is supported by comments from site users, Pitsea Athletic FC. The Club notes that the frequency of grass cutting and quality of line marking needs improving and also expresses a need for the goal posts to be replaced.

Basildon Sport and Leisure Club is managed privately, meaning exact maintenance levels are unknown; however, drainage issues are prevalent and the grass was overgrown during site assessments. Clubs describe the maintenance at the site as problematic.

Of the nine sites containing poor quality pitches, two are Council maintained; Eversley Leisure Centre and Holy Cross Recreation Ground, and two are maintained by contractors on behalf of schools; Beauchamps High School and James Hornsby High School.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Pitches maintained by local authorities and schools often undergo limited maintenance regimes due to restricted budgets. Additionally, this is usually exacerbated on recreation grounds, as well as some school sites, by the open access nature of such provision resulting in high levels of use for other purposes, such as unofficial football activity, dog walking and fitness groups.

Notwithstanding the above, the majority of Council maintained pitches in Basildon are assessed as standard quality, with the maintenance regime relatively sophisticated when compared to other local authorities nationally. The programme consists of regular grass cutting and line marking, aeration twice per year and end of season seeding. Furthermore, high traffic areas such as goal mouths are sand-dressed annually.

In terms of notable sites not assessed as poor quality, clubs using both Basildon Sporting Village and Hannakins Farm Community Centre rate the pitches as standard quality, which supports assessment findings. Although the pitches at the latter site are in reasonable condition, maintenance regimes are minimal due to just one voluntary groundsman being in place. Consultation with Hannakins Farm Youth FC identifies that maintenance is carried out by the Community Centre, although the Club part funds post-season remedial work that takes place in the summer. This usually includes reseeding goal mouths and repairing areas of damaged turf. The adult pitch on the site had drainage installed three years ago; however, numerous clubs suggest that there is a need for the ditches to be cleared out as the situation is starting to worsen.

Bowers & Pitsea FC play at the Len Salmon Stadium, which meets requirements for Step 4 of the football pyramid. Due to the Club being in the Bostik League North Division, it receives a voucher to subsidise maintenance costs. As such, the pitch undergoes a rigorous maintenance regime via a part-time groundsman and includes verti-draining, fertilising, regular grass cutting and reseeding. This is then further aided by the installation of a drainage system and results in a good quality rating.

Other sites containing pitches assessed as good quality are:

- ◀ Basildon Post Office Club
- ◀ Billericay Town Football Club
- ◀ Ford Sports and Social Club

For a full breakdown of quality ratings by site and by pitch, see Table 2.10.

Barleylands Farm

The pitches at Barleylands Farm are owned by the Philpot family and have been marked out on what is essentially agricultural land and grassland areas. The land is clay based and the pitches do not have any specific drainage systems. Quality varies across the site, with 12 of the pitches assessed as standard quality and the remaining 31 pitches assessed as poor quality.

Barleylands Farm 1 is used by four clubs. The site is observed through non-technical assessment as having some issues with drainage, with some patches being particularly boggy. Whilst eight of the pitches are assessed as standard quality, the nine poor quality pitches have issues with stones lying at the surface of the soil and as such protruding through the grass. In addition, the half of the site furthest from the entrance is notably more uneven.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

These findings are supported through club consultation with some clubs using the site even suggesting that the pitches are dangerously uneven. This relates to both Basildon Boys and Girls FC and CISK Sports FC, with the latter describing debris surfacing often making play unsafe.

All 20 pitches at Barleylands Farm 2 are rated as poor quality due to having poor grass coverage and significant evidence of poor drainage. Similarly to Barleylands Farm 1, parts of the site are identified as being uneven and lumpy. Some clubs believe this is because the land was turned into football pitches before it was ready following its previous use as agricultural land. Additionally, one adult and one youth 11v11 pitch have a sloped gradient.

Notwithstanding the above, Forest Glade FC, which leases Barleylands Farm 2, states it works hard to maintain the pitches and undertakes a regular maintenance programme consisting of regular grass cutting, slitting, reseeding, rolling and fertilising. It does however acknowledge that pitches have significant issues despite this.

Barleylands Farm 3, which is accessed by one club; Perry Street FC, also has issues around site drainage. Two of its six pitches are assessed as poor, with the remaining four assessed as standard.

FA Pitch Improvement Programme (PIP)

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the FA Pitch Improvement Programme (PIP). As part of the PIP, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG).

In 2015 a PIP report was produced in regards to Bartlett Park, which Wickford Town FC jointly manages with Wickford Rotary Club. Since the report was produced, Wickford Town FC along with the sites users; Wickford Town Youth FC, have been working towards improving issues highlighted from the assessment. Currently, the site is assessed as standard quality. A summary of the PIP assessment can be seen below.

Wickford Town Youth FC – Bartlett Park

- ◀ Pitches seeded in 2013 and deemed fit for play in 2014. Playing surface constructed to minimum specification.
- ◀ Basic maintenance carried out on pitches such as mowing and line marking. Need to increase maintenance regimes and improve maintenance practices carried out on pitches.
- ◀ Poor drainage across the site. Verti-draining to be considered in order to improve this and help with soil compaction.
- ◀ Issues with soil compaction, which can result in weak grass plant, increased weed and poor grass growth.
- ◀ Grass cover adequate; however, there are some bare patches.
- ◀ Some issues with rabbits causing large furrows in the ground.
- ◀ Levels of the playing surface were not constructed evenly causing unevenness and areas water is more likely to collect.
- ◀ Recommendations of a fertiliser regime, over seeding, herbicide application, decompaction, alteration to type of equipment and machinery used for certain jobs.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Superseding the initial PIP report, a follow up report was produced in 2016. Again, this is summarised below:

- ◀ Grass cover improvement of 5% meaning an 80% coverage rate. This meets standard benchmark of 70%.
- ◀ Less undesirable grasses present; however, still similar levels of weeds in grass.
- ◀ Decreased rabbit activity but increases in number of worms.
- ◀ Evidence of improved maintenance regimes.

Barleylands Farm 1 underwent two PIP assessments in 2016, one on behalf of Essex Royals FC and one on behalf of Basildon Boys FC. Findings discussed in the PIP reports reflect those from the non-technical site assessment carried out as part of the current audit.

Essex Royals FC - Barleylands Farm 1

- ◀ Pitches were constructed over former farmland in 2015.
- ◀ When grass seeds being sown, the less favoured method of a drill seeder as opposed to the dimple seeding method. As such, there is an uneven germination.
- ◀ A high quantity of stone observed at the surface of the soil.
- ◀ Grass appears stressed and of lower quality with lack of growth.
- ◀ Presence of weeds and undesirable grasses, as well as bare patches.
- ◀ Issues with drainage across the site.
- ◀ At time of visit a recent decompaction operation had taken place. Advised this should be done twice year.
- ◀ Redressing of the pitches would be advised but due to the Club needing pitch capacity this is not possible.
- ◀ Club currently contracts all maintenance operations out and is not in a position to take on any operations.

Basildon Boys FC – Barleylands Farm 1

- ◀ Pitches were constructed over former farmland in 2016.
- ◀ When grass seeds being sown, the less favoured method of a drill seeder as opposed to the dimple seeding method. As such, there is an uneven germination.
- ◀ A high quantity of stone observed at the surface of the soil.
- ◀ Presence of weeds and undesirable grasses, as well as bare patches.
- ◀ Issues with drainage across the site.
- ◀ Action is required to improve grass length, grass cover and levels of compaction.

As mentioned in the previous section, Hannakins Farm Youth FC rate the pitches at Hannakins Farm Community Centre as standard quality, which reflects non-technical assessment. The summary below is for the 2015 PIP report produced for this site.

Hannakins Farm FC – Hannakins Farm

- ◀ Basic maintenance carried out on pitches such as mowing and line marking. Need to increase maintenance regimes and improve maintenance practices carried out on pitches.
- ◀ Two adult pitches on site are of good quality, with better grass coverage and better natural drainage.
- ◀ Presence of weeds and undesirable grasses.
- ◀ Issues with soil compaction, which can result in weak grass plant, increased weed and poor grass growth.

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

- ◀ Junior pitches have poor drainage due to high water-table and the clay soil on which they sit on.

Two sites maintained by Billericay Town Colts FC have undergone PIP, with a summary of these assessments shown below.

Billericay Town Colts FC – McLaren Sports Ground (Dunton Playing Fields)

- ◀ Grass cutting in addition to other occasional maintenance carried out on pitches.
- ◀ Grass height, severe soil compaction and anchoring of goal posts highlighted for immediate action.
- ◀ Some issues with waterlogging.
- ◀ Grass cover, presence of weeds and undesirable grasses, presence of pests and grass condition in need of improvement.
- ◀ Recommendations of a fertiliser regime, increased mowing, reseeding, herbicide application, decompaction, alteration to type of equipment and machinery used for certain jobs and reorientation of pitches to allow rest for high traffic areas.
- ◀ It is also noted that undulations are present on the pitches; however, in order to rectify this, major work of a significant cost would be required.

Billericay Town Colts FC – Dukes Pitch

- ◀ Grass cutting in addition to other occasional maintenance carried out on pitches.
- ◀ Mini 7v7 pitch prone to waterlogging, particularly in bottom corner.
- ◀ Grass height, severe compaction and presence of weeds highlighted for immediate action.
- ◀ Grass cover, presence of undesirable grasses and grass condition in need of improvement.
- ◀ Recommendations of a fertiliser regime, increased mowing, reseeding, herbicide application, decompaction, alteration to type of equipment and machinery used for certain jobs and reorientation of pitches to allow rest for high traffic areas.
- ◀ Further investigation around waterlogging on mini 7v7 pitch needed.

Following recommendations of the PIP report, the Club is working to improve its maintenance regime and it has altered the regularity of mowing, whilst the farmer who owns the land now fertilises the pitches. As such, the pitches are likely to improve beyond the current standard rating received.

Over marked pitches

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

Over marking of pitches not only influences available capacity, it also causes logistical issues regarding kick off times; for example, when two teams of differing age formats are playing at the same site at the same time. This is the case at the Basildon Upper Academy.

There are also some football pitches in Basildon that are marked onto or overlapping cricket outfields, which can create availability issues at multi-sport sites as the cricket season begins in April when the football season is still ongoing and the football season begins in August as cricket fixtures are still being played. This is the case at Basildon Sporting Village and Wickford Memorial Park.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ancillary facilities

At Barleylands Farm, due to the nature of the land, no permanent buildings are allowed to be built, meaning there are no official changing room buildings servicing the pitches. Clubs using the provision instead have access to a communal toilet block, whilst some of the tenant clubs have provided portacabins (Forest Glade, Basildon Boys and Intersports football clubs).

Forest Glade FC, which uses Barleylands Farm 2, has its portacabin fitted out with changing facilities, a referee's room, showers and toilets with disabled access. The facilities currently meet Essex Olympian Football League specifications to ensure teams can progress to this level if opportunity arises. These facilities were funded mostly by the Club, with some contribution also provided by Veolia.

Intersports FC has three portacabins in place at Barleylands Farm 1; however, due to them being placed in the wrong location on delivery they need moving. Once the relocation has taken place, the Club plans to develop them into a changing block, toilet block and small café.

Basildon Boys and Girls FC also has a portacabin at Barleylands Farm 1, with changing facilities, toilets and a café and, following receipt of some funding from Essex Youth Trust, the Club has recently been able to refurbish this provision.

In addition to the changing room provision, a number of clubs responding to consultation also report issues around car parking across all Barleylands Farm sites. Specifically, CISK Sports FC states that cars often park on pitches due to a lack of designated parking at Barleylands Farm 1. Additionally, due to the size of the site and lack of official roads, individuals occasionally drive across the grass.

Away from Barleylands Farm, Mustard Worms FC expresses that although the changing facilities at Langdon Hills Recreation Ground are adequate for its needs, one of the changing rooms has recently been locked. It is unsure why this is the case and is resulting in teams having to share one changing room.

Wickford Town FC has recently completed a new clubhouse facility at Bartlett Park as phase one of its overall site development plans. This was funded by the Football Foundation and contains changing rooms, toilets and a kitchen area.

In May 2017, Bowers & Pitsea FC was granted planning permission to develop a single story building with changing rooms, a café, turnstiles and match day hospitality areas at Len Salmon Stadium.

Billericay Town FC reports an aspiration to refurbish its existing clubhouse as well the creation of a new clubhouse that will service its planned full size 3G pitch.

Security of tenure

The biggest issue for football within Basildon relates to the future status of pitches at Barleylands Farm. The land is designated for agricultural use, meaning the football provision currently provided can be taken away without any planning objections being raised. Given that the site is heavily used and is currently the home site for 110 teams, a strategic solution to this is required and will therefore be explored within the Strategy element of this PPS.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Pitches provided at sites within Gardiners Lane South as well as Barn Hall Recreation Ground are also considered to be unsecure given future uncertainty highlighted earlier within this section of the report. This is a particular issue at Gardiners Lane South as Essex County FA considers the provision to be of a high quality, meaning any replacement provision will need to be of an equal standard.

Tenure of other sites in Basildon is generally secure, i.e. through a long-term lease or a guarantee that pitches will continue to be provided over the next three years (as is the case at Council operated sites). An exception to this is found at schools and academies that state their own policies and are more likely to restrict levels of community use.

The following is a full list of schools that have grass football pitches but do not allow community use:

- ◀ Abacus Primary School
- ◀ Castledon School
- ◀ Great Berry Primary School
- ◀ Mayflower High School
- ◀ Kingswood Primary School
- ◀ Briscoe Primary School & Nursery
- ◀ De La Salle School
- ◀ Greenstead Junior School
- ◀ St Johns School

For school sites that are available to the community, it is recommended that clubs enter into community use agreements to ensure long-term access. There are no such agreements currently reported as being in place.

Football pyramid demand

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

Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league above if the ground requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with 'A' being the requirement for Step 1 clubs and H being the requirement for Step 7 clubs.

There are four clubs playing in the football pyramid in the Borough. Billericay Town FC competes in the Bostik League (Premier Division) at Step 3, Bowers & Pitsea FC competes in the Bostik League (North Division) at Step 4, Basildon United FC competes in the Essex Senior League (Premier Division) at Step 5 and Hannakins Farm FC competes in the Essex Olympian Football League (Premier Division) at Step 7. None of these clubs report an issue with current or future ground grading.

In addition, C&K Ladies FC plays in the Women's Premier League Southern Division, which is at Step 3 of the women's football pyramid. Although the structure differs slightly from the men's game, similar ground requirements are necessary.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

A common issue for clubs entering the pyramid is changing facilities. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18 square metres, exclusive of shower and toilet areas. The general principle for clubs in the football pyramid is that they have to achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard.

This, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

Women's National League System

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

Table 2.4: Summary of ground grading for women's football

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

Although women's clubs still require to meet ground requirements set out by the FA these differ from the men's National League System. Ratings range from grade A to C each with differing minimum requirements. Step 1 and 2 in the Women's National League System is akin to Step 3 and 4 of the men's National League System, however, not exactly the same. The system is also hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

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

There are currently two women's step clubs; Hutton Ladies FC and Billericay Town Ladies FC, in Basildon. Billericay Town Ladies FC is playing at Step 3, whilst Hutton Ladies FC has two teams, one at Step 4 and one at Step 5. Both clubs play at graded grounds; however, should the potential housing development take place on Gardiners Lane South, this would lead to Hutton Ladies FC needing to be relocated. This relocation would need to be to a site that meets ground grading requirements for Step 4 women's football.

2.3: Demand

Through the audit and assessment, 331 teams from within 79 clubs are identified as playing within Basildon. This consists of 80 adult men's, four adult women's, 113 youth boys', four youth girls' and 126 mini mixed teams. The Barleylands and Basildon analysis areas provide for the highest number of teams, with 110 and 111 playing respectively. The analysis area with the fewest number of teams is Wickford.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Adult football is the most prominent format of play, whilst youth 9v9 football is the least common.

Table 2.5: Summary of competitive teams currently playing in the Borough of Basildon

Analysis area	No. of teams					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Barleylands	11	34	17	25	23	110
Basildon	50	23	14	13	13	113
Billericay	12	6	14	19	20	71
Wickford	14	4	5	6	8	37
Total	87	67	50	63	64	331

The two largest clubs in the Borough are Forest Glade Youth FC with 32 teams and Hannakins Farm Youth FC with 31 teams.

Participation trends

Over the last three years, the majority of clubs' report that participation has remained consistent; however, a number of clubs do report changes. Both Pitsea Athletic FC and Laindon Athletic Veterans FC describe an increase in adult teams, whilst the following seven clubs have seen a decrease in adult teams:

- ◀ Basildon Boys and Girls Club FC
- ◀ Forest Glade FC
- ◀ Laindon Orient FC
- ◀ Vincitori FC
- ◀ Essex Royals FC
- ◀ Hannakins Farm FC
- ◀ Pavilion United FC

With more clubs reporting a reduction in adult participation than those that report an increase, the suggestion is that adult football has declined recently in Basildon. This is especially the case when considering the many adult only clubs that have folded during this time period.

Four clubs (Vincitori, Basildon Boys and Girls, Essex Royals and Laindon Orient football clubs) report a decrease in youth teams; three (C&K Basildon Girls, Hannakins Farm Youth and Forest Glade football clubs) report an increase. The increase for Forest Glade FC and Hannakins Farm FC is significant, with growth of five teams and seven teams respectively.

All clubs reporting an increase in youth teams have also seen an increase in mini teams, along with Vincitori, Langdon United Youth and Essex Royals football clubs. Only one club; Basildon Boys and Girls Club FC, has seen a decrease in mini football.

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

Exported demand

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of the study area, despite being registered to the Borough. This is normally because pitch requirements cannot be met.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

There are currently teams from six Basildon based clubs accessing pitches outside of the study area:

- ◀ Billericay Town Colts Youth FC
- ◀ FC Gulls
- ◀ Lee Chapel Youth FC
- ◀ Kingswood Athletic FC
- ◀ FC Dedman Gray
- ◀ Dragons FC

Billericay Town Colts Youth FC has seven youth teams displaced. These teams are playing across two different sites; one site, Nursery Playing Fields, is located in Chelmsford, and the other, Old Brentwoods Rugby Club, is in Brentwood.

Lee Chapel Youth FC has four youth 9v9 teams and one mini 5v5 team playing at the Runwell Hospital Sports and Social Club in Chelmsford, whilst Dragons FC has one boy's youth 9v9 team playing at Lakeside Sports Ground in Thurrock.

FC Dedman Gray, FC Gulls and Kingswood Athletics all have displaced adult teams. The latter two teams play at Waterside Farm Leisure Centre in Castle Point, whilst FC Dedman Gray access Fairview Playing Fields in Rochford.

All of the above clubs' report that they would prefer to play within Basildon if their needs were met. These needs include pitch requirements, accessibility, security of tenure, quality and affordability.

Latent demand

Latent demand refers to potential demand, individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack pitches or appropriate facilities.

Clubs in Basildon that report latent demand and the reasons provided for this latent demand can be seen in the table below.

Table 2.6: Clubs that report latent demand and the reasons provided

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Basildon Boys & Girls Club FC	Yes	-	Yes
Bostocke Casuals FC	Yes	Yes	Yes
C&K Basildon Girls FC	Yes	Yes	Yes
CISK Sports FC	-	-	Yes
Essex Royals FC	-	-	Yes
Forest Glade FC	-	Yes	Yes
Fryerns Bunch United FC	-	Yes	-
Intersports FC	Yes	Yes	-
Laindon Athletic Veterans FC	Yes	Yes	Yes
Laindon Orient FC	Yes	Yes	Yes

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Landsdowne91 FC	-	-	Yes
Langdon United Youth FC	Yes	-	-
Pitsea Athletic FC	Yes	Yes	-
Thurrock Mencap FC	Yes	Yes	Yes
Trinity United FC	-	-	Yes
Vincitori FC	-	-	Yes
Wickford Town FC	Yes	-	-

Four clubs; Fryerns Bunch United, Laindon Athletic Veterans, Laindon Orient and Bostocke Casuals football clubs, suggest they would be able to grow by one adult team if they had access to more, or better training facilities. The latter also reports that it would create an opportunity to start both a women's and youth section. Thurrock Mencap FC reports it could introduce one additional adult disability team, whilst C&K Basildon Girls FC and Forest Glade FC suggest they could see growth across all age groups.

Of the clubs that believe a lack of pitches to be causing latent demand, Pitsea Athletic, Laindon Athletic Veterans, Basildon Boys and Girls and Laindon Orient football clubs suggest they could grow by an additional adult team, whilst the latter also believes it could expand its youth teams. This also applies to C&K Basildon Girls and Langdon United Youth football clubs.

Twelve clubs state that they would be able to grow the number of teams at the club should better, or more appropriate changing provision be available.

Unmet demand

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

Future demand

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

Participation increases

Eleven clubs' report aspirations to increase the number of teams they provide. Of the ten clubs that quantify their *potential* increase, there is a predicted growth of 21 teams, as seen in the table below.

Across the ten clubs there is a desired increase of eight adult teams, six youth teams and seven mini teams.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.9: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions ³
Pitsea Athletic FC	Basildon	x 1 Adult	Adult	0.5
		x 1 Youth	11v11	0.5
Thurrock Mencap FC	Basildon	x 2 Adult	Adult	1
C&K Basildon Girls FC	Basildon	x 1 Mini	7v7/5v5	0.5
Basildon Boys and Girls Club FC	Barleylands	x 1 Youth	11v11	0.5
		x 3 Youth	9v9	1.5
		x 1 Mini	7v7/5v5	0.5
Basildon Soccability	Basildon	x 2 Mini	7v7/5v5	1
Essex Royals FC	Barleylands	x 3 Mini	7v7/5v5	1.5
Bostocke Casuals FC	Basildon	x 1 Adult	Adult	0.5
Laindon Orient FC	Basildon	x 2 Adult	Adult	1
		x 1 Youth	9v9	0.5
Shotgate FC	Basildon	x 1 Adult	Adult	0.5
Hannakins Farm FC	Billericay	x 1 Adult	Adult	0.5

The total future demand expressed, amounts to 10.5 match equivalent sessions, the majority of which is identified in the Basildon Analysis Area (6.5 match equivalent sessions). Of the remaining match equivalent sessions, four are identified in Barleylands Analysis Area and 0.5 in the Billericay Analysis Area (none is proposed for the Wickford Analysis Area).

Population increases

Team generation rates are used to calculate the number of teams likely to be generated in the future (2037) based on population growth. It is predicted that there will be a possible increase of eight senior men's, 15 youth 11v11 boys', 12 youth 9v9 boys', nine mini 7v7 and five mini 5v5 teams across the Borough of Basildon.

For the purposes of the table below, demand arising from Barleylands Farm is included within the Billericay Analysis Area (as the Barleylands Analysis Area does not contain a population).

Table 2.7: Team generation rates (2037)

Age group	Current population within age group	Current no. of teams ⁴	Team Generation Rate	Future population within age group	Predicted future number of teams (2037)	Additional teams that may be generated from the increased population
Senior Mens (16-45)	34,015	83	1:410	37,420	91.3	8.3
Senior Women (16-45)	35,376	2	1:17688	37,832	2.1	0.1
Youth Boys (12-15)	4,283	60	1:71	5,414	75.8	15.8

³ Two teams require one pitch to account for playing on a home and away basis; therefore, 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

⁴ Age group team numbers differ from Table 2.6 as forecasts are based on age rather than playing format. U17 and U18 teams affiliate to their respective County FA as juniors, however, are generally considered to play on and require adult pitches and are considered by age boundaries to be in the adult age group

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Age group	Current population within age group	Current no. of teams ⁴	Team Generation Rate	Future population within age group	Predicted future number of teams (2037)	Additional teams that may be generated from the increased population
Youth Girls (12-15)	3,985	3	1:1328	5,069	3.8	0.8
Youth Boys (10-11)	2,175	48	1:45	2,736	60.4	12.4
Youth Girls (10-11)	2,077	1	1:2077	2,582	1.2	0.2
Mini-Soccer Mixed (8-9)	4,627	59	1:78	5,349	68.2	9.2
Mini-Soccer Mixed (6-7)	4,781	66	1:72	5,272	72.8	6.8

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

When applied by analysis area, participation is anticipated to increase in the Basildon Analysis Area by four senior men's, seven youth boys' and three mini teams and in the Billericay Analysis Area by two senior men's, 17 youth boys' and ten teams. In the Wickford Analysis Area, projected growth is much less and equates only to two youth boys' teams.

Table 2.8: Team generation rates by analysis area (2037)

Age group	Additional teams that may be generated from the increased population (by Analysis Area)			
	Basildon	Billericay	Wickford	Total
Senior Men's (16-45)	4	2	-	6
Senior Women (16-45)	-	-	-	-
Youth Boys (12-15)	4	10	1	15
Youth Girls (12-15)	-	-	-	-
Youth Boys (10-11)	3	7	1	11
Youth Girls (10-11)	-	-	-	8
Mini-Soccer Mixed (8-9)	2	6	-	8
Mini-Soccer Mixed (6-7)	1	4	-	5

The largest increase in participation is anticipated to be in youth boys football, with 15 youth 11v11 boys' and 11 youth 9v9 boys' teams.

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

SSE Wildcats Centres

SSE Wildcats Centres work with County FA qualified coaches to deliver local weekly sessions, which provide opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment. There are already 200 established centres which delivered the SSE Wildcats pilot in 2017, with a further 800 centres to be in place for 2018. As part of the expansion process, organisations extending beyond affiliated clubs to include other providers or community groups were invited to apply in late 2017 to become one of the new centres. All organisations delivering Wildcats centres receive a £900 start-up grant and 30 branded footballs in their first year of running the programme to help develop and increase girl's participation.

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

2.4: Capacity analysis

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

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

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

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

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

Education sites

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

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

Informal use

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

Peak time

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

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

**BASILDON BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Table 2.10: Football pitch capacity analysis

Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁵ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
1	Abacus Primary School	Wickford	School	Mini	(5v5)	1	No	Standard	0	0	0	-	Unavailable for community use.
3	Barleylands Farm Site 1	Barleylands	Private	Adult		2	Yes	Poor	0.5	2	1.5	1.5	Spare capacity discounted due to unsecure tenure.
				Adult		3	Yes	Standard	1.5	6	4.5	4.5	Spare capacity discounted due to unsecure tenure.
				Mini	(5v5)	1	Yes	Poor	2.5	2	0.5	0	Overplayed.
				Mini	(5v5)	2	Yes	Standard	3	8	5	2	Spare capacity discounted due to unsecure tenure.
				Mini	(7v7)	1	Yes	Standard	2.5	4	1.5	0	Played to capacity at peak time.
				Mini	(7v7)	3	Yes	Poor	2.5	6	4	0	Played to capacity at peak time.
				Youth	(9v9)	2	Yes	Poor	4.5	2	2.5	0	Overplayed.
				Youth	(11v11)	1	Yes	Poor	2.5	2	0.5	0	Overplayed.
4	Barleylands Farm Site 2	Barleylands	Private	Youth	(11v11)	2	Yes	Standard	4.5	4	0.5	0	Overplayed.
				Adult		4	Yes	Poor	3.5	4	0.5	0.5	Spare capacity discounted due to unsecure tenure.
				Mini	(5v5)	5	Yes	Poor	6	10	4	2	Spare capacity discounted due to unsecure tenure.
				Mini	(7v7)	4	Yes	Poor	6.5	8	1.5	0	Played to capacity at peak time.
				Youth	(11v11)	3	Yes	Poor	7.5	3	4.5	0	Overplayed.
5	Barleylands Farm Site 3	Barleylands	Private	Youth	(9v9)	4	Yes	Poor	3.5	4	0.5	0.5	Spare capacity discounted due to unsecure tenure.
				Adult		1	Yes	Poor	0	1	1	1	Spare capacity discounted due to unsecure tenure.
				Mini	(7v7)	1	Yes	Standard	1	4	1	1	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	1	Yes	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	1	Yes	Standard	2	2	0	0	Played to capacity.
6	Barn Hall Recreation Ground	Wickford	Council	Youth	(9v9)	2	Yes	Standard	0.5	4	1.5	1.5	Spare capacity discounted due to unsecure tenure.
				Mini	(5v5)	1	Yes	Standard	0	4	4	1	Actual spare capacity at peak time.
				Mini	(7v7)	1	Yes	Standard	1	4	3	1	Actual spare capacity at peak time.
7	Bartlett Park	Wickford	Council	Youth	(9v9)	1	Yes	Standard	0	2	2	1	Actual spare capacity at peak time.
				Mini	(5v5)	2	Yes	Standard	3.5	8	4.5	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	2	8	6	2	Actual spare capacity at peak time.
8	Basildon Post Office Club	Basildon	Sports Club	Youth	(9v9)	2	Yes	Standard	0.5	4	3.5	1.5	Actual spare capacity at peak time.
				Adult		2	Yes	Good	1	6	5	2	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	Yes	Good	0	4	4	1	Spare capacity discounted due to unsecure tenure.

⁵ Based on pitch quality The FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

**BASILDON BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
10	Basildon Sport and Leisure Club	Basildon	Sports Club	Adult		3	Yes	Poor	3.5	3	0.5	0	Overplayed.
				Mini	(7v7)	1	Yes	Poor	0.5	2	1.5	1	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	1	Yes	Poor	2.5	1	1.5	0	Overplayed.
				Youth	(9v9)	1	Yes	Poor	1	1	0	0	Played to capacity.
11	Basildon Sporting Village	Basildon	Council	Adult		8	Yes	Standard	8	16	8	2	Actual spare capacity at peak time.
				Mini	(7v7)	4	Yes	Standard	6	16	10	1	Actual spare capacity at peak time.
14	Beauchamps High School	Wickford	School	Adult		1	Yes	Poor	1	1	0	0	Played to capacity.
15	Berry Boys Football Club	Basildon	Sports Club	Adult		1	Yes	Standard	1	2	1	0	Played to capacity at peak time.
18	Billericay Town Football Club	Billericay	Sports Club	Adult		1	Yes	Good	2.5	3	0.5	1	Spare capacity discounted due to hosting step football.
				Youth	(11v11)	1	Yes	Good	1.5	4	2.5	0	Played to capacity at peak time.
19	Briscoe Primary School and Nursery	Basildon	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
20	Castledon School	Wickford	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
21	De La Salle School	Basildon	School	Adult		1	No	Standard	0	0	0	-	Unavailable for community use.
				Youth	(11v11)	1	No	Standard	0	0	0	-	Unavailable for community use.
23	Dukes Pitch	Billericay	Sports Club	Mini	(7v7)	1	Yes	Standard	0	4	4	1	Actual spare capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	0	2	2	1	Actual spare capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	1	2	1	0	Played to capacity at peak time.
24	Eversley Leisure Centre	Basildon	Council	Adult		4	Yes	Poor	0	4	4	4	Spare capacity discounted to poor quality.
				Mini	(5v5)	1	Yes	Poor	3.5	2	1.5	0	Overplayed.
				Mini	(7v7)	2	Yes	Poor	2	4	2	2	Spare capacity discounted to poor quality.
				Youth	(11v11)	1	Yes	Poor	4	1	3	0	Overplayed.
				Youth	(9v9)	1	Yes	Poor	2.5	1	1.5	0	Overplayed.
25	Ford Sports and Social Club	Basildon	Sports Club	Adult		7	Yes	Good	4.5	21	16.5	5	Spare capacity discounted due to unsecure tenure.
27	Fryerns Open Space	Basildon	Council	Adult		1	Yes	Standard	0.5	2	1.5	0.5	Actual spare capacity at peak time.
				Mini	(7v7)	1	Yes	Standard	0	4	4	1	Actual spare capacity at peak time.
29	Great Berry Open Space	Basildon	Council	Adult		1	Yes	Standard	1	2	1	1	Actual spare capacity at peak time.
				Mini	(7v7)	1	Yes	Standard	0	4	4	1	Actual spare capacity at peak time.
30	Great Berry Primary School	Basildon	School	Mini	(7v7)	1	No	Poor	0	0	0	-	Unavailable for community use.
31	Greensted Junior School	Basildon	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
32	Hannakins Farm Community Centre	Billericay	Community	Adult		2	Yes	Standard	4.5	6	1.5	1.5	Actual spare capacity at peak time.
				Mini	(5v5)	1	Yes	Standard	3	6	3	1	Actual spare capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	4	12	8	1	Actual spare capacity at peak time.
				Youth	(11v11)	2	Yes	Standard	5.5	8	2.5	0	Played to capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	2	4	2	0	Played to capacity at peak time.
33	Holy Cross Recreation Ground	Basildon	Council	Adult		5	Yes	Poor	4	5	1	3	Spare capacity discounted to poor quality.
				Youth	(9v9)	1	Yes	Poor	1.5	1	0.5	0	Overplayed.

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

**BASILDON BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁷ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
34	James Hornsby High School	Basildon	School	Adult		1	Yes	Poor	2	1	1	0	Overplayed.
				Mini	(7v7)	1	Yes	Poor	0.5	1	0.5	1	Spare capacity discounted to poor quality.
				Youth	(11v11)	1	Yes	Poor	0	1	1	1	Spare capacity discounted to poor quality.
				Youth	(9v9)	2	Yes	Poor	1	1	1	1	Spare capacity discounted to poor quality.
35	Kent View Open Space	Basildon	Council	Adult		1	Yes	Standard	1	2	1	0.5	Actual spare capacity at peak time.
38	Langdon Hills Recreation Ground	Basildon	Council	Adult		2	Yes	Standard	1.5	4	2.5	0.5	Actual spare capacity at peak time.
39	Lee Chapel Primary School	Basildon	School	Mini	(7v7)	1	Yes-unused	Poor	0	1	1	1	Spare capacity discounted to poor quality.
40	Len Salmon Stadium	Basildon	Sports Club	Adult		1	Yes	Good	1	3	2	1	Spare capacity discounted due to hosting step football.
42	Markhams Chase	Basildon	Council	Adult		2	Yes	Standard	2	4	2	0.5	Actual spare capacity at peak time.
43	Mayflower High School	Billericay	School	Adult		3	No	Standard	0	3	3	3	Spare capacity discounted due to unsecure tenure.
44	Mclaren Sports Ground (Dunton Playing Fields)	Billericay	Council	Mini	(5v5)	3	Yes	Standard	4	12	8	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	4.5	8	3.5	2	Actual spare capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	1.5	2	0.5	0	Played to capacity at peak time.
46	Nevendon Road Recreation Ground	Wickford	Council	Adult		1	Yes	Standard	1	2	1	0	Played to capacity at peak time.
47	Nuffield Health at Bromfords Sports Centre	Wickford	Private	Adult		4	No	Standard	1	8	7	3	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	No	Standard	0	2	2	1	Spare capacity discounted due to unsecure tenure.
48	Pound Lane	Basildon	Council	Adult		2	Yes	Standard	1	4	3	2	Actual spare capacity at peak time.
49	Ramsden Bell House Recreation Ground	Billericay	Council	Youth	(11v11)	1	Yes	Standard	0	2	2	1	Actual spare capacity at peak time.
50	St Johns School	Billericay	School	Youth	(9v9)	1	No	Standard	0	0	0	1	Played to capacity.
52	Swan Mead Park	Basildon	Council	Adult		1	Yes	Standard	1	2	1	0.5	Actual spare capacity at peak time.
53	The Basildon Lower Academy	Basildon	School	Adult		3	Yes	Standard	2	3	1	1	Spare capacity discounted due to unsecure tenure.
				Mini	(5v5)	1	Yes	Standard	1	3	2	0	Played to capacity at peak time.
				Mini	(7v7)	1	Yes	Standard	1	3	2	1	Spare capacity discounted due to unsecure tenure.
54	The Basildon Upper Academy	Basildon	School	Adult		1	Yes	Standard	0	1	1	1	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	1	Yes	Standard	0	1	1	1	Spare capacity discounted due to unsecure tenure.
55	The Stadium	Basildon	Sports Club	Adult		1	Yes	Standard	1	2	1	0.5	Spare capacity discounted due to hosting step football.
56	Wickford Memorial Park	Wickford	Council	Adult		5	Yes	Standard	5	10	5	0.5	Actual spare capacity at peak time.
				Youth	(11v11)	2	Yes	Standard	1.5	4	2.5	0.5	Actual spare capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	2	2	0	0	Played to capacity.
93	Phoenix Primary School	Basildon	School	Mini	(7v7)	1	Yes	Standard	2.5	3	0.5	1	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	Yes	Standard	1.5	2	0.5	0	Played to capacity at peak time.

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

**BASILDON BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁷ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
94	Kingswood Primary School	Basildon	School	Mini	(7v7)	1	No	Poor	0	1	1	1	Spare capacity discounted to poor quality.
9901	Cranfield park	Wickford	Council	Youth	(11v11)	1	Yes	Standard	1	2	2	1	Actual spare capacity at peak time.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Spare capacity

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

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

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

Given the above, 48 pitches across 16 sites are considered to contain some level of actual spare capacity equating to 27.5 match equivalent sessions.

Table 2.11: Summary of actual spare capacity

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
6	Barn Hall Recreation Ground	Wickford	Mini (5v5)	1	1
			Mini (7v7)	1	1
			Youth (9v9)	1	1
7	Bartlett Park	Wickford	(7v7)	2	2
			(9v9)	2	1.5
11	Basildon Sporting Village	Basildon	Adult	8	2
			Mini (7v7)	4	1
23	Dukes Pitch	Billericay	Mini (7v7)	1	1
			Youth (11v11)	1	1
27	Fryerns Open Space	Basildon	Adult	1	0.5
			Mini (7v7)	1	1
29	Great Berry Open Space	Basildon	Adult	1	1
			Mini (7v7)	1	1
32	Hannakins Farm Community Centre	Billericay	Adult	2	1.5
			Mini (5v5)	1	1
			Mini (7v7)	2	1
35	Kent View Open Space	Basildon	Adult	1	0.5
38	Langdon Hills Recreation Ground	Basildon	Adult	2	0.5
42	Markhams Chase	Basildon	Adult	2	0.5
44	Mclaren Sports Ground (Dunton Playing Fields)	Billericay	Mini (7v7)	2	2

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
48	Pound Lane	Basildon	Adult	2	2
49	Ramsden Bell House Recreation Ground	Billericay	Youth (11v11)	1	1
52	Swan Mead Park	Basildon	Adult	1	0.5
56	Wickford Memorial Park	Wickford	Adult	5	0.5
			Youth (11v11)	2	0.5
9901	Cranfield Park	Wickford	Youth (11v11)	1	1

The majority of actual spare capacity is identified on mini 7v7 and adult pitches, although some level is available on each pitch type. There are 10.5 match equivalent sessions in the Basildon Analysis Area and 8.5 match equivalent sessions in both the Billericay and Wickford analysis areas.

Table 2.12: Actual spare capacity summary

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Barleylands	-	-	-	-	-
Basildon	7.5	-	-	3	-
Billericay	1.5	2	-	4	1
Wickford	0.5	1.5	2.5	3	1
Basildon	9.5	3.5	2.5	10	2

Furthermore, 24 match equivalent sessions are discounted due to unsecure tenure, whereas ten match equivalent sessions are discounted due to quality issues.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain, which can often be due to the low carrying capacity of pitches.

In total, 16 pitches across six sites are overplayed by a combined total of 20 match equivalent sessions.

Table 2.13: Summary of overplay

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
4	Barleylands Farm Site 1	Barleylands	Mini (5v5)	1	0.5
			Youth (11v11)	3	1
			Youth (9v9)	2	2.5
5	Barleylands Farm Site 2	Barleylands	Youth (11v11)	3	4.5
10	Basildon Sport and Leisure Club	Basildon	Adult	3	0.5
			Youth (11v11)	1	1.5

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
24	Eversley Leisure Centre	Basildon	Mini (5v5)	1	1.5
			Youth (11v11)	1	3
			Youth (9v9)	1	1.5
33	Holy Cross Recreation Ground	Basildon	Youth (9v9)	1	0.5
34	James Hornsby High School	Basildon	Adult	1	1

The majority of overplay is identified on youth 11v11 pitches across the Basildon and Barleylands analysis areas. No overplay is evident in either of the Billericay or Wickford analysis areas.

Table 2.14: Overplay summary

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Barleylands	-	5.5	2.5	-	0.5
Basildon	1.5	4.5	2	-	1.5
Billericay	-	-	-	-	-
Wickford	-	-	-	-	-
Basildon	1.5	10	4.5	0	2

2.5: Supply and demand analysis

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

Adult pitch analysis

Table 2.15: Supply and demand balance of adult pitches

Analysis area	Actual spare capacity ⁸	Demand (match equivalent sessions)				Total
		Overplay	Exported demand	Current total	Future demand	
Barleylands	-	-	-	-	-	-
Basildon	7.5	1.5	1	5	2	3
Billericay	1.5	-	1.5	-	1	1
Wickford	0.5	-	-	0.5	-	0.5
Basildon	9.5	1.5	2.5	5.5	3	2.5

⁸ In match equivalent sessions

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

There is currently an adequate number of adult pitches to meet demand in the Borough, with 5.5 match equivalent sessions of spare capacity. Both the Barleylands and Billericay analysis areas are at capacity. Furthermore, there is a sufficient supply of pitches within the Borough to accommodate future demand. The only potential shortfall is identified in the Billericay Analysis Areas. This is; however, offset by spare capacity in the remaining analysis areas.

Youth 11v11 pitch analysis

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

Analysis area	Actual spare capacity ⁹	Demand (match equivalent sessions)				
		Overplay	Exported demand	Current total	Future demand	Total
Barleylands	-	10	-	10	-	10
Basildon	-	4.5	3.5	8	2	10
Billericay	2	-	1.5	0.5	5	4.5
Wickford	1.5	-	0.5	1	0.5	0.5
Basildon	3.5	14.5	5.5	16.5	7.5	24

There is a currently a significant shortfall of youth 11v11 pitches equating to 16.5 match equivalent sessions, with the shortfalls evident in the Barleylands and Basildon analysis areas. When accounting for future demand, the shortfall worsens to 24 match equivalent sessions, although minimal spare capacity remains in the Wickford Analysis Area.

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

Youth 9v9 pitch analysis

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

Analysis area	Actual spare capacity ¹⁰	Demand (match equivalent sessions)				
		Overplay	Exported demand	Current total	Future demand	Total
Barleylands	-	2.5	-	2.5	-	2.5
Basildon	-	2	1	3	1.5	4.5
Billericay		-	1	1	3.5	5
Wickford	2.5	-	0.5	2	0.5	1.5
Basildon	2.5	4.5	2.5	4.5	5.5	10

A substantial shortfall exists on youth 9v9 pitches totalling 4.5 match equivalent sessions currently and ten match equivalent sessions when accounting for future demand. Minimal spare capacity remains in the Wickford Analysis Area, with all other analysis areas experiencing a deficit.

⁹ In match equivalent sessions

¹⁰ In match equivalent sessions

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Mini 7v7 pitch analysis

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

Analysis area	Actual spare capacity ¹¹	Demand (match equivalent sessions)				Total
		Overplay	Exported demand	Current total	Future demand	
Barleylands	-	-	-		-	
Basildon	3	-	0.5	2.5	1	1.5
Billericay	4	-	-	4	3	1
Wickford	3	-	-	3	-	3
Basildon	10	0	0.5	9.5	4	5.5

Spare capacity exists on mini 7v7 pitches equalling 9.5 match equivalent sessions currently and 5.5 match equivalent sessions when accounting for future demand. The Barleylands Analysis Area is at capacity; all other analysis areas have some level of spare capacity.

Mini 5v5 pitch analysis

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

Analysis area	Actual spare capacity ¹²	Demand (match equivalent sessions)				Total
		Overplay	Exported demand	Current total	Future demand	
Barleylands	-	0.5	-	0.5	-	0.5
Basildon	-	1.5	0.5	2	0.5	2.5
Billericay	1	-	-	1	2	1
Wickford	1	-	-	1	-	1
Basildon	2	2	0.5	0.5	2.5	3

There is currently a small shortfall on mini 5v5 pitches equating to 0.5 match equivalent sessions. This is created through shortfalls in the Barleylands and Basildon analysis areas. This shortfall increases to three match equivalent sessions when taking into account future demand; however, one match equivalent session of spare capacity does remain in Wickford.

¹¹ In match equivalent sessions

¹² In match equivalent sessions

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

2.6: Conclusions

Using the supply and demand analysis tables, it is determined that there are both current and future shortfalls of youth 11v11, youth 9v9 and mini 5v5 pitches. When taking into account future demand, this shortfall significantly increases for youth 11v11 and youth 9v9 pitches. For both adult and mini 7v7 pitches, spare capacity is identified both at present and in the future.

Table 2.20: Summary of supply and demand

Pitch type	Actual spare capacity ¹³	Demand (match equivalent sessions)				
		Overplay	Exported demand	Current total	Future demand	Total
Adult	9.5	1.5	2.5	5.5	3	2.5
Youth 11v11	3.5	14.5	5.5	16.5	7.5	24
Youth 9v9	2.5	4.5	2.5	4.5	5.5	10
Mini 7v7	10	0	0.5	9.5	4	5.5
Mini 5v5	-	0.5	-	0.5	-	0.5

In addition, to better reflect both the current and future provision of football pitches, the table below focuses on Barleylands Farm to show what the picture would be should the site fall out of permanent use. Whilst the majority of scenarios are dealt with in the Strategy report that proceeds this document, and whilst this will be further explored within that paper, it is considered key to evidence this now to highlight the importance of the site.

Table 2.21: Supply and demand without Barleylands Farm

Pitch type	Demand (match equivalent sessions)		
	Current total	Play at Barleylands Farm	Future total without Barleylands Farm
Adult	5.5	5.5	0
Youth 11v11	16.5	17	33.5
Youth 9v9	4.5	8.5	13
Mini 7v7	9.5	12.5	3
Mini 5v5	0.5	11.5	12

As can be seen, if demand attracted to Barleylands Farm had to use alternative provision, existing shortfalls are greatly exacerbated, whilst shortfalls are created on pitch types that currently have spare capacity.

In addition, a further 15.5 match equivalent sessions are played on other unsecured pitches throughout Basildon, predominately at school sites. If these were to fall out of use, shortfalls would be significantly exacerbated as the demand would have to relocate to other sites, thus increasing overplay or resulting in more exported demand.

Future developments

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

¹³ In match equivalent sessions

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.22: The impact of future developments

Site	Comments
Gardiners Lane South	As the feasibility study into the potential relocation of clubs determined that any net loss of provision should be mitigated through new provision on land in East Basildon, shortfalls will be unaffected. In fact, if pitch quality improved to good, two further match equivalent sessions of spare capacity would be created on adult pitches and one match equivalent session would be created on mini 7v7 pitches (as this capacity at Basildon Sport and Leisure Club is currently discounted due to poor quality).
Barn Hall Recreation Ground	As the site has been allocated in the Local Plan for development, its loss will result in less spare capacity existing in relation to mini 7v7 pitches. There will also be a loss of a mini 5v5 and a youth 9v9 pitch, albeit these are currently unused.
Bartlett Park	The proposed creation of four youth 11v11 pitches will create four match equivalent sessions of actual spare capacity on this pitch type, thus increasing current spare capacity in the Wickford Analysis Area (and reducing overall shortfalls).
Basildon Sporting Village	Improving drainage at Basildon Sporting Village is likely to improve quality at the site to good. Whilst this will increase the carrying capacity of the pitches, it will not alter the overall picture and actual spare capacity will remain the same.
Billericay Town Football Club	It is presumed that all activity on the training pitch will transfer to the 3G pitch if this development takes place, meaning no change will occur.

Football – grass pitch summary

- ◀ The audit identifies a total of 174 grass football pitches within Basildon across 46 sites, of which 157 pitches are available for community use across 35 sites.
- ◀ There are 15 youth 11v11 teams at U13-U16 playing on adult sized pitches meaning they are playing on the incorrect pitch type.
- ◀ The Barleylands Farm site is made up of three parcels of connecting land and accommodates 43 pitches.
- ◀ Of the community available pitches, 22 pitches are assessed as good quality, 77 as standard quality and 59 as poor quality.
- ◀ Reported issues with ancillary facilities centre around provision at Barleylands Farm in relation to both changing facilities and car parking.
- ◀ Security of tenure is a major issue at Barleylands Farm and also a problem in relation to pitches within sites at Gardiners Lane South.
- ◀ There are 331 teams from within 80 clubs identified as playing within Basildon consisting of 80 adult men's, two adult women's, 113 youth boys', four youth girls' and 126 mini mixed teams.
- ◀ The two largest clubs in the Borough are Forest Glade Youth FC with 32 teams and Hannakins Farm Youth FC with 31 teams.
- ◀ There are currently teams from six Basildon based clubs accessing pitches outside of the study area (exported demand).
- ◀ Ten clubs report latent demand for access to more pitches and twelve clubs state that they would be able to grow the number of teams at the club should better, or more appropriate changing provision be available.
- ◀ Team generation rates predict a possible increase of eight senior men's, 15 youth 11v11 boys', 12 youth 9v9 boys', nine mini 7v7 and five mini 5v5 teams across the Borough.
- ◀ Of the ten clubs that quantify future demand aspirations, there is a predicted growth of 21 teams.
- ◀ A total of 48 pitches across 16 sites are considered to contain some level of actual spare capacity equating to 27.5 match equivalent sessions.
- ◀ There are 16 pitches across six sites overplayed by a combined total of 20 match equivalent sessions.
- ◀ It is determined that there are current shortfalls of youth 11v11, youth 9v9 and mini 5v5 pitches, which remains the case when accounting for future demand.
- ◀ If demand attracted to Barleylands Farm had to use alternative provision, existing shortfalls are greatly exacerbated, whilst shortfalls are created on pitch types with current spare capacity.

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

3.1: Introduction

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

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

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

Table 3.1: 3G type and sport suitability

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

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

3.2: Current provision

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

There are six full size 3G pitches in Basildon that fully comply with the above specification, consisting of three pitches in the Basildon Analysis Area and two pitches in the Billericay Analysis Area and one pitch in the Wickford Analysis Area.

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.2: Full size 3G pitches in Basildon

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
13	Beauchamps High School	Wickford	Yes	Yes	100 x 64
17	Billericay School	Billericay	Yes	Yes	105 x 70
24	Eversley Leisure Centre	Basildon	Yes	Yes	100 x 64
32	Hannakins Farm Community Centre	Billericay	Yes	Yes	120 x 70
34	James Hornsby High School	Basildon	Yes	Yes	100 x 68
57	Woodlands School	Basildon	Yes	Yes	102 x 70

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

Table 3.3: Additional supply of 3G pitches

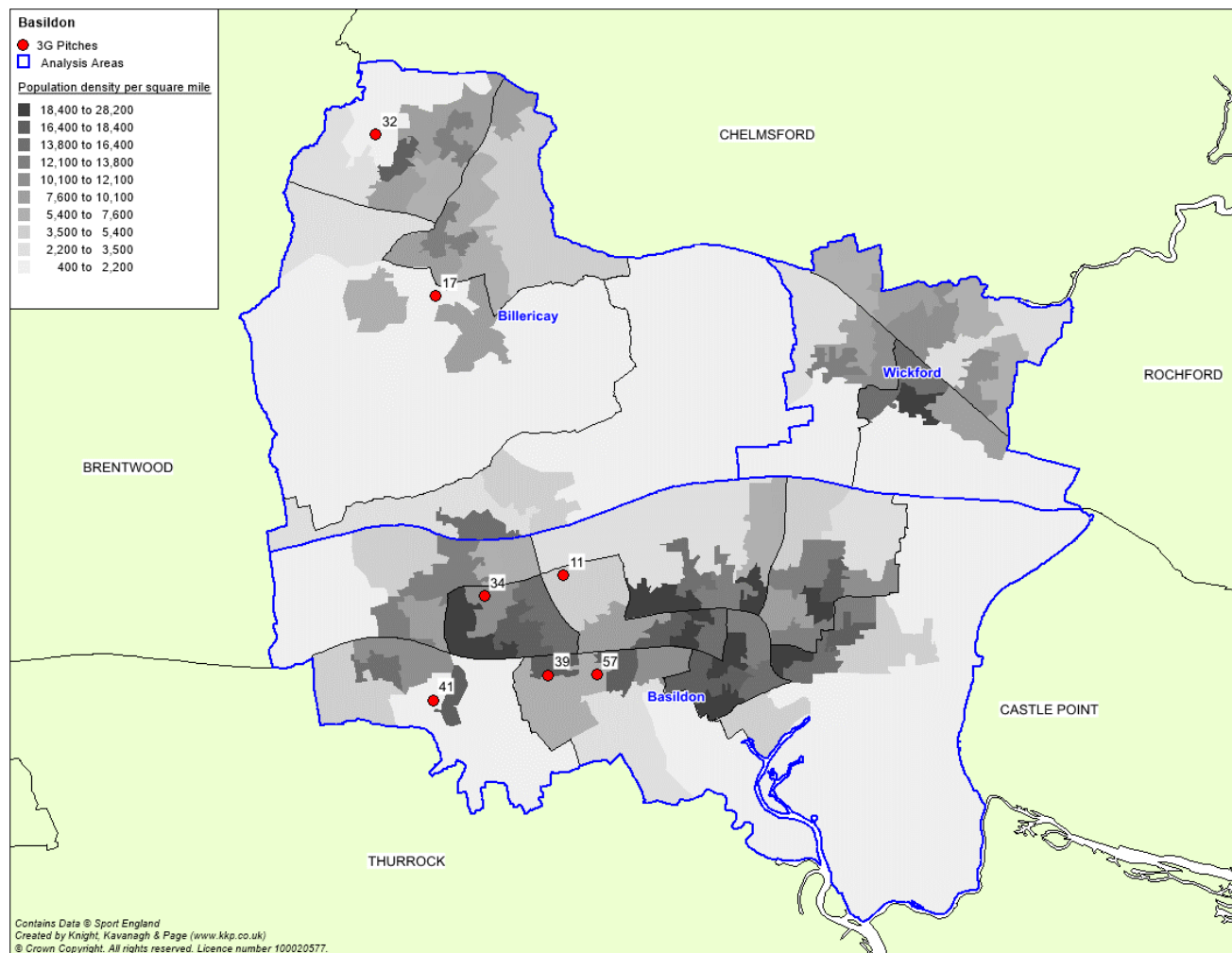
Site ID	Site name	Analysis area	No. of pitches	Community use?	Floodlit?	Size (metres)
11	Basildon Sporting Village	Basildon	6	Yes	Yes	35 x 18
39	Lee Chapel Primary School	Basildon	1	No	No	55 x 40
41	Lincewood Primary School	Basildon	1	No	No	55 x 35

All of the smaller sized 3G pitches are located in the Basildon Analysis Area; however, only the pitches at Basildon Sporting Village are available for community use. The pitches at Lee Chapel Primary School and Lincewood Primary School are unavailable to the community, partly due to no floodlighting accompanying the provision.

Figure 3.1 overleaf shows the location of all 3G pitches within Basildon, regardless of size.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 3.1: Location of 3G AGPs in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future provision

Billericay Town FC has aspirations to develop a full size 3G pitch. This will be a replacement of its current grass training pitch rather than a replacement of its grass stadia pitch.

Lincewood Primary School has submitted a planning application so that it can install floodlighting on its existing smaller sized 3G pitch. It is thought that this will enable community use, if successful.

Due to a potential housing development affecting the land, a feasibility study has been undertaken to determine viable options for the relocation of sports clubs located at Gardiners Lane South. This will involve new provision being created to the West and to the East of Basildon, whilst some level of sport and recreation provision will be retained and integrated on site. The study concludes that a full size stadia 3G pitch should be developed at Gardiners Lane South to accommodate Basildon United FC and Basildon RFC, meaning it would need to be both FA approved and World Rugby compliant (see below). Furthermore, it is suggested that an additional 3G pitch could be created as part of Ford Sports and Social Club's potential move to land in West Basildon.

FA pitch register

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

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

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

All full size 3G pitches in Basildon are currently on the FA register and can therefore be used to host competitive matches. Re-testing is required every three years to ensure that this remains the case.

World Rugby compliant pitches

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

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

Management

The 3G pitches at Beauchamps High School, Billericay School, James Hornsby School and Woodlands School are managed in house by the respective schools, whereas the pitch at Hannakins Farm Community Centre is managed by a community organisation.

The 3G pitch at Eversley Leisure Centre is managed by Everyone Active on behalf of the Council.

Availability

The availability of the pitches at Beauchamps High School, Billericay School, James Hornsby High School and Woodlands School is relatively similar throughout the week, with all three reserved for education use until either 17:00 or 18:00 and then available to the community until between 21:00 and 22:00. During weekends, Beauchamps High School, Billericay School and Woodlands School are available from 09:00 until 17:00; James Hornsby High School has more extensive opening hours of 09:00 until 21:00.

The pitches at Eversley Leisure Centre and Hannakins Farm Community Centre have more availability given that both are unreserved during weekdays.

Table 3.4: Summary of 3G pitch availability

Site ID	Site	Analysis area	Availability
13	Beauchamps High School	Wickford	Reserved for school use until 18:00 during the week. Available to the community from 18:00 until 22:00 Monday to Friday and from 09:00 until 17:00 Saturday to Sunday.
17	Billericay School	Billericay	Reserved for school use until 17:00 during the week. Available to the community from 17:00 until 21:30 Monday to Friday and from 08:30 until 17:00 Saturday to Sunday.
24	Eversley Leisure Centre	Basildon	Available to the community from 07:00 until 22:00 Monday to Friday, from 08:00 until 16:00 on Saturdays and from 08:00 until 21:00 on Sundays.
32	Hannakins Farm Community Centre	Billericay	Available to the community every day from 09:00 until 23:00.
34	James Hornsby High School	Basildon	Reserved for school use until 18:00 during the week. Available to the community from 18:00 until 22:00 Monday to Friday and from 09:00 until 21:00 Saturday to Sunday.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site	Analysis area	Availability
57	Woodlands School	Basildon	Reserved for school use until 17:00 during the week. Available to the community from 17:00 until 21:00 Monday to Friday and from 09:00 until 17:00 Saturday to Sunday.

Quality

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

In Basildon, all six full size 3G pitches are currently considered to be good quality, with no issues identified following site assessments and user consultation. The pitches at Billericay School, James Hornsby School and Woodlands School are only three years old having been provided in 2015, whereas the pitches at Beauchamps High School, Eversley Leisure Centre and Hannakins Farm Community Centre are even newer following construction in the last 12 months.

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

Site ID	Site	Analysis area	Year installed/resurfaced	Quality
13	Beauchamps High School	Wickford	2018	Good
17	Billericay School	Billericay	2015	Good
24	Eversley Leisure Centre	Basildon	2018	Good
32	Hannakins Farm Community Centre	Billericay	2017	Good
34	James Hornsby High School	Basildon	2015	Good
57	Woodlands School	Basildon	2015	Good

Ancillary facilities

All full size 3G provision is accompanied by ancillary facilities that are considered adequate and no issues were raised during consultation or via site assessments.

3.3: Demand

The majority of full size 3G provision currently servicing Basildon is reported as being well used, especially midweek during winter months due to training demand, although demand relating to the pitches at Beauchamps High School and Eversley Leisure Centre is currently unknown as both have only recently been provided.

As an example, the 3G pitch at Billericay School only has available spare capacity on Wednesday and Friday nights from 20:30 until 21:30 as well as at weekends from 14:00 until 17:00. Greater capacity exists at both Woodlands School and James Hornsby School although it remains limited. The only booking slots currently available at the latter site are on Tuesdays and Thursdays from 17:00 until 18:00, on Fridays from 19:00 until 21:00 and on Saturdays from 15:00 until 18:00. For Woodlands School, capacity exists on Mondays and Fridays from 20:00 until 21:00 and throughout Saturdays and Sunday.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Hannakins Farm Community Centre has a lot of capacity remaining, although the majority of this is during weekdays from 09:00 until 17:00 as little daytime access demand exists. During evenings, the only available slots exist on Friday evenings.

All capacity is currently taken up for football demand, predominately through formal team training but also for recreational activity and small-sided commercial leagues. For instance, Soccer Sixes operates out of both James Hornsby School (on Sundays) and Billericay School (on Mondays, Tuesdays, Wednesdays and Sundays), whereas Leisure Leagues also operate out of James Hornsby School (on Mondays) as well as at Hannakins Farm Community Centre (on Sundays).

Football

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

Training demand

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

Of clubs responding to consultation, 52% report that they require additional training facilities, and 82% of these specifically mention demand for 3G pitches¹⁴. Some teams currently access sand-based pitches or indoor sports halls, whilst others do access 3G pitches but do so at undesirable times. The clubs that express a need for more 3G pitches or for greater access to the existing stock are as follows:

- ◀ Basildon Soccability FC
- ◀ CISK Sports FC
- ◀ Essex Royals FC
- ◀ Fryerns Bunch united
- ◀ Laindon Orient FC
- ◀ Pitsea Athletic FC
- ◀ Trinity Utd FC
- ◀ Wodham Wanderers FC
- ◀ Bostocke Casuals FC
- ◀ C&K Basildon Girls FC
- ◀ Forest Glade
- ◀ Laindon Athletic Veterans FC
- ◀ Mustard Worms FC
- ◀ Thurrock Mencap F.C.
- ◀ Pitsea Athletic FC

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. In order to calculate the number of football teams a 3G pitch can service for training, peak time access is considered to be from 18:00 until 22:00 Tuesday-Thursday resulting in an overall peak period of 12 hours per week. Mondays and Fridays are not included within this calculation as it is considered that most teams do not want to train in such close proximity to a weekend match.

¹⁴ Note that these figures are taken from a period in time when neither Beauchamps High School nor Eversley Leisure Centre provided 3G pitches. As such, it is considered likely that unmet demand will have reduced.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

Given the above, with 346 teams currently affiliated to Basildon (including exported demand), there is a need for eight full size 3G pitches (rounded down from 8.2). As there are currently six 3G pitches provided, an additional two full size 3G pitches are required to meet current demand. When considering future demand for an additional 53 teams (based on population increases), there is need for nine 3G pitches (rounded down from 9.5)¹⁵, meaning a shortfall of three.

Alternatively, the table below considers the number of full size 3G pitches required if every team was to remain training within the analysis area in which they play. For this, note that teams playing at Barleylands Farm are presumed to be within the Billericay Analysis Area.

Table 3.6: Current demand for 3G pitches in Basildon (based on 42 teams per pitch)

Analysis area	Current number of teams	3G requirement ¹⁶	Current number of 3G pitches	Potential shortfall
Basildon	111	3	3	-
Billericay	181	4	2	2
Wickford	37	1	1	-
Total	329	8	6	2

This shows that the current overall shortfall of 3G pitches only related to the Billericay Analysis Area, with demand met in the Basildon and Wickford analysis areas. When accounting for future demand (based on population increases), the shortfall increases in the Billericay Analysis Area, with demand still met in the Basildon and Wickford analysis areas.

Table 3.7: Future demand for 3G pitches in Basildon (based on 42 teams per pitch)

Analysis area	Future number of teams	3G requirement ¹⁷	Current number of 3G pitches	Potential shortfall
Basildon	123	3	3	-
Billericay	190	5	2	3
Wickford	37	1	1	-
Basildon	350	9	6	3

Match play demand

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

¹⁵ It is presumed that excess demand can be accommodated on smaller sized 3G pitches.

¹⁶ Rounded to the nearest whole number

¹⁷ Rounded to the nearest whole number

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In Basildon, all six full size 3G pitches have undergone testing and are therefore FA approved to host competitive matches. This is rare when compared to other local authorities and it should enable the stock of pitches to accommodate as much match play as possible. The caveat to this is that programming may need to be adjusted to allow more teams to utilise the facilities and pricing can often be a barrier as grass pitches remain generally cheaper to access.

A total of 24 teams are currently identified as playing home matches on 3G pitches, which is relatively good with the stock provided. A total of 14 teams currently use Billericay School, six teams access James Hornsby High School and four teams play at Woodlands School, with no match play demand recorded at Beauchamps High School, Eversley Leisure Centre and Hannakins Farm Community Centre although that may be a consequence of the surfaces being relatively new.

The majority of games played on 3G pitches nationally are mini soccer matches. The Borough of Basildon follows this trend, with 13 of the 24 teams using 3G pitches playing this format. The remaining 11 teams are adult (eight) and youth 11v11 (three).

Rugby

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

3.4: Supply and demand analysis

In conclusion, there is an insufficient supply of full size 3G pitches to meet current and anticipated future training demand based on the FA training model in Basildon. As such, it is determined that an increase in provision is required, with future provision best placed in the Billericay Analysis Area (given that demand is being met in the Basildon or Wickford analysis areas).

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

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

Conversion from hockey suitable AGP surface types

As later detailed in Part 6, the current stock of hockey suitable AGPs require protecting for hockey demand, meaning conversion to 3G is not a viable option unless replacement provision is provided.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

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

3G summary

- ◀ There are six full size 3G pitches in Basildon, all of which are floodlit and available to the community.
- ◀ In addition, there are eight smaller sized 3G pitches located across three sites.
- ◀ All full size 3G pitches are currently FA approved and can therefore be used to host competitive matches.
- ◀ None of the 3G pitches are World Rugby compliant.
- ◀ Each full size 3G pitch is assessed a good quality having been provided or resurfaced over the previous three years.
- ◀ All full size 3G provision is accompanied by ancillary facilities that are considered adequate.
- ◀ With 346 teams currently affiliated to Basildon (including exported demand), there is a shortfall of two full size 3G pitches identified.
- ◀ Based on future demand, the shortfall increases to three.
- ◀ When studying demand by analysis area, both the current and future shortfall is solely attributed to the Billericay Analysis Area.
- ◀ Given rugby union grass pitch shortfalls, evidence exists to support the creation of a World Rugby compliant 3G pitch.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 4: CRICKET

4.1: Introduction

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

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

Consultation

There are five cricket clubs playing in Basildon:

- ◀ Basildon & Pitsea CC
- ◀ Billericay CC
- ◀ Grays CC
- ◀ St Andrews CC
- ◀ Wickford CC

Of these, four attended a cricket forum that was dedicated to the PPS and each club then completed a follow up survey. The fifth club, Grays CC, did not attend the cricket forum but did complete an online survey. As such, a 100% response rate was achieved.

4.2: Supply

In total, there are 11 grass cricket squares in Basildon located across nine sites, with Billericay Cricket Club and Wickford Memorial Park each providing two squares. All of the squares are available for community use.

Table 4.1: Summary of grass wicket squares

Analysis area	No. of squares
Basildon	4
Billericay	4
Wickford	3
Total	11

As seen in the table above, the squares are evenly distributed across the Borough, with four located in the Basildon and Billericay analysis areas and one located in the Wickford Analysis Area.

In addition, there is a non-turf pitch (NTP) accompanying the grass wicket square at Mopsies Park as well as eight standalone NTPs that are provided across seven sites. The standalone NTPs are located at the following sites:

- ◀ Basildon Sporting Village (x2)
- ◀ Basildon Lower Academy
- ◀ Basildon Upper Academy

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ Billericay School
- ◀ Mayflower High School
- ◀ Nuffield Health at Bromfords Sports Centre
- ◀ Woodlands School

Of the above, both NTPs at Basildon Sporting Village as well as the wickets at Billericay School, Nuffield Health at Bromfords Sports Centre and Woodlands School are available for community use. Conversely, the NTPs at Basildon Lower Academy, Basildon Upper Academy and Mayflower High School are considered to be unavailable.

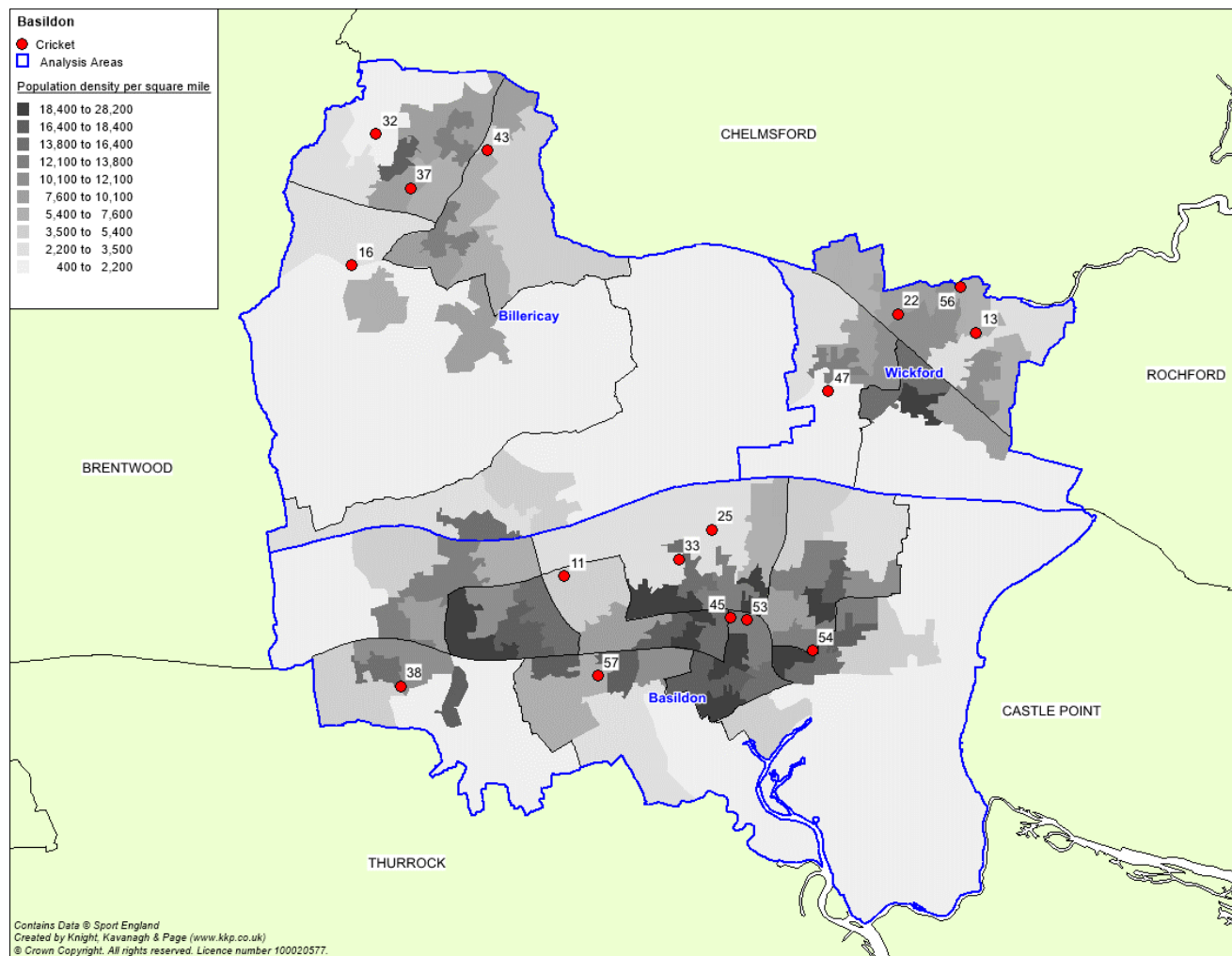
NTPs not only assist with training (with the aid of mobile nets) but are also frequently used for junior matches across the country. Moreover, the ECB also highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play. In Basildon, none of the NTPs are used by clubs for senior matches but the wicket at Mopsies Park is used by Basildon & Pitsea CC for its U9s and U11s teams.

None of the standalone NTPs are in use by clubs, although that is not to say that they are not used at all. The wickets at Basildon Sporting Village are used by Last Man Stands (LMS), whereas the remaining wickets are all located at school sites and are therefore subject to curricular and extra-curricular activity.

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 4.1: Location of cricket pitches in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.2: Key to map of cricket pitches

Site ID	Site	Analysis area	Community use?	No. of squares	No. of wickets	
					grass	non-turf
11	Basildon Sporting Village	Basildon	Yes	2	-	1
					-	1
16	Billericay Cricket Club	Billericay	Yes	2	22	-
					16	-
17	Billericay School	Billericay	Yes-unused	1	-	1
22	Dick Patmore Memorial Sports Ground	Wickford	Yes	1	10	-
25	Ford Sports and Social Club	Basildon	Yes	1	8	-
32	Hannakins Farm Community Centre	Billericay	Yes	1	8	-
33	Holy Cross Recreation Ground	Basildon	Yes	1	8	-
37	Lake Meadows Park	Billericay	Yes	1	7	-
38	Langdon Hills Recreation Ground	Basildon	Yes	1	8	-
43	Mayflower High School	Billericay	No	1	-	1
45	Mopsies Park	Basildon	Yes	1	8	1
47	Nuffield Health at Bromfords Sports Centre	Wickford	Yes-unused	1	-	1
53	Basildon Lower Academy	Basildon	No	1	-	1
54	Basildon Upper Academy	Basildon	No	1	-	1
56	Wickford Memorial Park	Wickford	Yes	2	8	-
					6	-
57	Woodlands School	Basildon	Yes-unused	1	-	1

Future provision

Due to a potential housing development affecting the land, a feasibility study has been undertaken to determine viable options for the relocation of sports clubs located at Gardiners Lane South. This will involve new provision being created to the West and to the East of Basildon, whilst some level of sport and recreation provision will be retained and integrated on site. For cricket, this relates to the square at Ford Sports and Social Club, with the study concluding that the Club should be relocated to land in West Basildon, with the square re-provided as part of this move. The study also takes into account two additional squares that were previously provided at the site but determines that these would not be required.

Billericay Cricket Club is allocated for housing in the emerging Basildon Local Plan. This proposal involves the Club relocating to land further west, with it considered imperative that provision to an equal or better quantity and quality is provided along with security of tenure. In the meantime, the Club reports that an NTP is being installed to accompany one of its grass wicket squares. This is being funded by Viola and will be used in the future to accommodate some level of junior activity.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Security of tenure

The long-term future of Billericay Cricket Club is uncertain due to local plan proposals for major housing development on adjoining land. There are no formal proposals in place as of yet, but the Club has expressed concerns. It owns the site, and also uses Lake Meadows Park as a secondary venue via a rental agreement from the Council.

St Andrews CC has also limited security of tenure as its lease agreement for the use of Hannakins Farm Community Centre is for only three years. This is acquired from the Council via Hannakins Farm Community Charity.

Similarly, Basildon & Pitsea CC has minimal security of tenure. The Club has rental agreements in place via the Council for use of both Mopsies Park and Holy Cross Recreation Ground but only on a weekly rather than a seasonal basis. It then leases the footprint of the clubhouse and practice nets at Mopsies Park, although only eight years remain on this arrangement making it difficult to acquire funding for any improvements.

Grays CC utilises Langdon Hills Recreation Ground also via a rental agreement but reports that this is preferred by the Club given its limited resources.

In contrast, Wickford CC is considered to have security of tenure as it has ownership of Dick Patmore Memorial Ground. The Club also rents Wickford Memorial Park via a short-term arrangement, but that is not considered to be an issue due to the minimal nature of access required.

No other sites are in current use by cricket clubs.

Pitch quality

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

The non-technical assessment of grass wicket squares in Basildon found three squares to be good quality, seven to be standard quality and one to be poor quality.

Table 4.3: Summary of quality for grass wicket squares

Good	Standard	Poor
3	7	1

Two of the good quality squares are located at Billericay Cricket Club, whereas the third is located at Dick Patmore Memorial Sports Ground. The squares at the former are maintained to a very high level by a full time groundsman supplied by Essex County CC, whilst the latter benefits from a dedicated maintenance regime delivered by Wickford CC.

In contrast, the square at Lake Meadows Park is assessed as poor quality, with overgrown grass identified as the main issue. This site is maintained by the Council and therefore does not receive the same specialised and dedicated regime that is generally undertaken at club managed sites. Quality issues are then further exacerbated by the open access nature of the square, with unofficial use and dog walking prevalent.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Hannakins Farm Community Centre, Mopsies Park and Holy Cross Recreation Ground are also maintained by the Council, with some quality issues existing despite all three being assessed as standard. For example, Basildon & Pitsea CC notes that a lack of post season remedial work resulted in a low and unpredictable ball bounce at Holy Cross Recreation Ground when last season started, making it dangerous for players. There were also cases of vandalism at the sites throughout 2017, the worst of which involved in a fire being set at Mopsies Park that damaged a grass area within the outfield.

Table 4.4: Quality ratings for grass wicket squares (site by site)

Site ID	Site	Analysis area	No. of squares	Square quality
16	Billericay Cricket Club	Billericay	2	Good
				Good
22	Dick Patmore Memorial Sports Ground	Wickford	1	Good
25	Ford Sports and Social Club	Basildon	1	Standard
32	Hannakins Farm Community Centre	Billericay	1	Standard
33	Holy Cross Recreation Ground	Basildon	1	Standard
37	Lake Meadows Park	Billericay	1	Poor
38	Langdon Hills Recreation Ground	Basildon	1	Standard
45	Mopsies Park	Basildon	1	Standard
56	Wickford Memorial Park	Wickford	2	Standard
				Standard

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

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

Table 4.5: Performance Quality Standard Ratings

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

Ancillary facilities

The audit of ancillary facilities determined that two grass wicket squares are accompanied by good quality changing rooms, five squares by standard quality changing rooms and three squares by poor quality changing rooms. The squares with good quality facilities are both at Billericay Cricket Club, whereas the squares with poor quality facilities are at Mopsies Park, Holy Cross Recreation Ground and Langdon Hills Recreation Ground.

Table 4.6: Changing room quality (grass wicket squares, site by site)

Site ID	Site	Analysis area	No. of squares	Changing room quality
16	Billericay Cricket Club	Billericay	2	Good
22	Dick Patmore Memorial Sports Ground	Wickford	1	Standard
25	Ford Sports and Social Club	Basildon	1	Standard
32	Hannakins Farm Community Centre	Billericay	1	Standard
33	Holy Cross Recreation Ground	Basildon	1	Poor
37	Lake Meadows Park	Billericay	1	Standard
38	Langdon Hills Recreation Ground	Basildon	1	Poor
45	Mopsies Park	Basildon	1	Poor
56	Wickford Memorial Park	Wickford	2	Standard

The changing rooms at Langdon Hills Recreation Ground are considered to be poor quality as they are extremely limited and dated. No umpiring provision is offered and there are also no catering/bar or social facilities. Basildon & Pitsea CC previously used the site but transferred their demand due to difficulties arranging post-match refreshments.

Similarly, the provision at Mopsies Park is also dated, with Basildon & Pitsea CC reporting an aspiration to modernise the clubhouse building, including the creation of additional changing rooms and an extension to the kitchen and social area. The Club also agrees that the changing rooms at Holy Cross Recreation Ground are poor quality, but notes that other areas of the clubhouse are good quality, particularly the social areas.

Of the squares accompanied by standard quality changing facilities, no major issues were noted; however, it is recognised that the majority are in need of some level of refurbishment given the age of the buildings. This includes Hannakins Farm Community Centre, with St Andrews CC recently receiving a grant from the ECB to improve the pavilion that it now manages itself.

Similarly, no problems were noted regarding the ancillary provision servicing standalone NTPs, although the accessibility of the changing rooms for some the wickets at education sites is questionable should community demand exist in the future. This is less of an issue at sites such as Basildon Sports Centre and Nuffield Health at Bromfords Sports Centre given that both are tailored for community use, but is a concern at sites such as Woodlands School as the only changing rooms are located within the main school building.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. In Basildon, Billericay Cricket Club, Dick Patmore Memorial Sports Ground and Mopsies Park are serviced by fixed nets, whereas all remaining sites are without practice facilities.

Basildon & Pitsea CC reports that the nets at Mopsies Park are unfit for purpose and require a total overhaul. The two lanes show significant signs of wear and tear and the nets themselves have numerous holes in them. It is therefore considered that no further use of these should take place due to health and safety concerns.

No issues with the nets were identified at either Billericay Cricket Club or Dick Patmore Memorial Sports Ground, with the former also supplying a mobile net that allows weekly usage of the grass wickets for training purposes.

In addition to outdoor nets, all clubs in Basildon report a demand for additional indoor training facilities during the off-season with none of St Andrews, Basildon & Pitsea and Billericay cricket clubs currently accessing such provision. Previously, Basildon & Pitsea used Woodlands School but this usage is now prevented after the School entered an agreement with a basketball club, whereas Billericay CC stopped using Fitzwimarc School in Southend-on-Sea following a deterioration in the lighting. The fourth club, Wickford CC, uses Basildon Sporting Village but states that access is expensive.

4.3: Demand

There are five clubs competing in Basildon generating 32 teams. As a breakdown, this equates to 16 senior men's, one senior women's and 15 junior boys' teams. The distribution of these teams across the clubs can be seen in the table below.

Table 4.7: Summary of teams

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Basildon & Pitsea CC	Basildon	4	-	3	-
Billericay CC	Billericay	5	1	8	-
Grays CC	Basildon	1	-	-	-
St Andrews CC	Billericay	1	-	-	-
Wickford CC	Wickford	5	-	4	-
Total		16	1	15	

Basildon & Pitsea, Billericay and Wickford cricket clubs are all relatively large clubs with numerous teams at both senior and junior level, whereas St Andrews and Grays cricket clubs are small clubs fielding just one senior team. The sole female team in the Borough is provided by Billericay CC.

The majority of senior teams play in the Shephard Neame Essex League, whilst the remainder play in either the Elliot Davis Cricket League or the Essex Sunday League. All junior teams play in South Essex District Board competitions.

A summary of teams by analysis area can be seen in the table overleaf. The Billericay Analysis Area contains the highest number of teams overall, with 15 fielded.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.8: Summary of teams by analysis area

Analysis area	Number of teams				Total
	Senior men's	Senior women's	Junior boys'	Junior girls'	
Basildon	5	-	3	-	8
Billericay	6	1	8	-	15
Wickford	5	-	4	-	9
Total	16	1	15	0	32

No unmet, latent or exported/imported demand is reported by any of the clubs.

Imported demand

As is clear by its name, Grays CC considers itself to be a Thurrock based club, suggesting that it imports its demand into Basildon. That being said, the Club reports that it currently plays at its preferred home venue and therefore does not state a need to relocate.

Last Man Stands

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

A franchise is currently in operation in Basildon, with the NTPs at Basildon Sporting Village utilised for all fixtures. It began in 2014 with five teams taking part and has since expanded to seven teams taking part in the 2017 season.

Attempts to consult with the organiser as part of the PPS failed as no responses were received.

All Stars Cricket

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

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

Currently, Billericay CC is the only club within Basildon registered to be an All Star Centre. The ECB predicts that more clubs in the Borough will register to become involved in the initiative in the coming years. Subsequently, this may lead to increased interest and demand for junior cricket at clubs and in turn have an effect on the usage and availability of provision.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Additional demand

Essex County CC regularly uses the squares at Billericay Cricket Club as a venue for its second XI fixtures and for its junior fixtures, as well for outdoor practice purposes. This is part of a partnership that involves Essex County CC supplying a full-time groundsman, as mentioned previously.

No clubs currently access the square at Ford Sports and Social Club; however, it is recognised that the provision is occasionally used by members of the Club and for corporate events.

Participation trends

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

Despite the national decline, Billericay CC reports that it has increased both its number of senior teams and its number of junior teams over the last three years. When quantified, this growth amounts to one senior men's, one senior women's and four junior teams.

In correlation to the above, Wickford CC likewise reports a growth of one senior men's team; however, the Club also states that it has seen a reduction in junior participation over the same time period due to a lack of players. This resulted in its U13s team folding.

As a new club formed in 2017, Grays CC has added one team to the overall demand recorded for Basildon.

Neither Basildon & Pitsea nor St Andrews CC cite any change in membership over the previous three years.

Future demand

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

Population forecasts

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

Using this, an increase of one senior men's teams and three junior boys' teams is expected.

Table 4.9: Team generation rates based on population growth (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate ¹⁸	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (18-55)	44,307	16	1:2769	48,791	17.6	1.6
Senior Women's (18-55)	46,210	1	1:46210	49,768	1.1	0.1
Junior Boys (7-18)	13,421	15	1:895	16,384	18.3	3.3
Junior Girls (7-18)	12,793	-	0	15,507	0.0	0.0

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

When running team generation rates on an analysis area basis, there is not considered to be sufficient demand in any of the age groups for an increase in participation. That being said, it must be noted that team generation rates are based exclusively on future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. Similarly, they cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus on developing female participation within Essex and nationally which is likely to lead to more women's and girls' teams in the future and therefore increase demand for squares.

Participation increases

Of the five clubs in Basildon, only Basildon & Pitsea CC reports future growth aspirations as it is looking to expand its junior section by one team. The four other clubs are content with sustaining participation at its current level.

Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays, with all but four senior teams playing on this day (with the remainder playing on Sundays).

¹⁸ Please note TGR figures are rounded to the lowest whole number.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

4.4: Capacity analysis

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

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

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

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

The number of matches played on each square has been derived from consultation with the clubs but also takes into account other usage identified previously (i.e. at Ford Sports and Social Club).

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.10: Capacity of cricket squares

Site ID	Site name	Analysis area	Community use?	No. of squares	Pitch quality	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)
11	Basildon Sporting Village	Basildon	Yes	2	Standard	-	-	-	-
					Standard	-	-	-	-
16	Billericay Cricket Club	Billericay	Yes	2	Good	22	110	160	50
					Good	16	80	126	46
17	Billericay School	Billericay	Yes-unused	1	Standard	-	-	-	-
22	Dick Patmore Memorial Sports Ground	Wickford	Yes	1	Good	10	50	62	12
25	Ford Sports and Social Club	Basildon	Yes	1	Standard	8	40	5	35
32	Hannakins Farm Community Centre	Billericay	Yes	1	Standard	8	40	14	26
33	Holy Cross Recreation Ground	Basildon	Yes	1	Standard	8	40	24	16
37	Lake Meadows Park	Billericay	Yes	1	Poor	7	35	12	23
38	Langdon Hills Recreation Ground	Basildon	Yes	1	Standard	8	40	12	28
43	Mayflower High School	Billericay	No	1	Standard	-	-	-	-
45	Mopsies Park	Basildon	Yes	1	Standard	8	40	38	2
47	Nuffield Health at Bromfords Sports Centre	Wickford	Yes-unused	1	Standard	-	-	-	-
53	Basildon Lower Academy	Basildon	No	1	Standard	-	-	-	-
54	Basildon Upper Academy	Basildon	No	1	Standard	-	-	-	-
56	Wickford Memorial Park	Wickford	Yes	2	Standard	8	40	20	20
					Standard	6	30	20	10
57	Woodlands School	Basildon	Yes-unused	1	Standard	-	-	-	-

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Spare capacity

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

There are eight squares that show potential spare capacity on grass wickets in Basildon totalling 160 match equivalent sessions per season; however, this may not represent actual spare capacity, i.e. whether the squares are available at the peak time.

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

Table 4.11: Summary of actual spare capacity for senior cricket

Site ID	Site name	Amount of spare capacity (match equivalent sessions)	Squares available in the peak period (Saturday)	Comments
25	Ford Sports and Social Club	35	1	The square is not currently used on a Saturday; however, spare capacity is discounted due to future uncertainty.
32	Hannakins Farm Community Centre	26	0.5	The square is used by one team on a Saturday meaning spare capacity for one additional team exists.
33	Holy Cross Recreation Ground	16	0.5	The square is used by one team on a Saturday meaning spare capacity for one additional team exists.
37	Lake Meadows Park	23	0.5	Spare capacity for one additional team; however, this is discounted due to poor quality.
38	Langdon Hills Recreation Ground	28	1	The square is unused on a Saturday meaning spare capacity for two additional teams exists.
45	Mopsies Park	2	0	The square is in use by two teams on a Saturday meaning no further capacity exists.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Amount of spare capacity (match equivalent sessions)	Squares available in the peak period (Saturday)	Comments
56	Wickford Memorial Park	30	1	Both squares are generally used by one team, meaning spare capacity exists for both to accommodate one additional team each.

Five of the eight squares with potential spare capacity are considered to provide actual spare capacity for an increase in senior demand. Mopsies Park does not have actual spare capacity as the site is already fully utilised on a Saturday, whereas actual spare capacity is discounted at Lake Meadows Park and Ford Sports and Social Club. This is because Lake Meadows Park is assessed as poor quality and is therefore unsuitable for further play, whilst the future of provision at Ford Sports and Social Club is insecure due to the proposed relocation.

Combined, the squares that can accommodate additional peak time usage provide 100 match equivalent sessions of actual spare capacity, most of which exists in the Basildon Analysis Area.

Table 4.12: Actual spare capacity for senior cricket by analysis area

Analysis area	Actual spare capacity (sessions per season)
Basildon	44
Billericay	26
Wickford	30
Total	100

For junior cricket, all squares with actual spare capacity for senior cricket are also considered to be able to accommodate an increase in junior demand. This is because junior matches can be spread across numerous days, with Sundays, Tuesdays and Wednesday currently the most common. Furthermore, NTPs can be utilised where preferred or where necessary.

In addition, capacity for an increase in junior cricket is also considered to exist at Mopsies Park; however, no further play is advised here as only two match equivalent sessions of spare capacity remains, meaning further, regular usage will result in overplay.

Overplay

As guidance, all pitches receiving more than five match equivalent sessions per wicket per season are adjudged to be overplayed. On this basis, three squares in Basildon are overplayed by a combined total of 108 match equivalent sessions.

Table 4.13: Summary of overplay

Site ID	Site name	Analysis area	Overplay (matches per season)
16	Billericay Cricket Club	Billericay	96
22	Dick Patmore Memorial Sports Ground	Wickford	12

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

4.5: Supply and demand analysis

Consideration must be given to the extent to which current provision can accommodate current and future demand for both senior and junior cricket.

The tables below look at actual spare capacity on grass wicket squares considered against overplay and future demand highlighted during consultation. Match equivalent sessions for future demand are calculated using the average number of matches played per season (12 matches for senior teams and eight matches for junior teams).

Table 4.14: Supply and demand analysis of cricket squares for senior cricket

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Basildon	44	-	44	-	44
Billericay	26	96	70	-	70
Wickford	30	12	18	-	18
Total	100	108	8	-	8

As seen in the above table, there is an overall shortfall for senior cricket on grass wicket squares in Basildon amounting to eight match equivalent sessions, meaning supply is not considered sufficient to meet both current and future demand. This is because of a significant shortfall in the Billericay Analysis Area as a result of the overplay at Billericay Cricket Club.

The picture is similar when analysing overall spare capacity for junior cricket, with a shortfall of eight match equivalent sessions currently and a shortfall of 16 match equivalent sessions exists when accounting for future demand.

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

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Basildon	44	-	44	8	36
Billericay	26	96	70	-	70
Wickford	30	12	18	-	18
Total	100	108	8	8	16

Given the shortfalls identified, there is a clear need to alleviate overplay at Dick Patmore Memorial Ground and Billericay Cricket Club as well as a need to improve the situation at other sites, where necessary, whether that be quality issues or security of tenure issues. Scenarios relating to these will be explored in the strategy document that proceeds this report.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Cricket summary

- ◀ In total, there are 11 grass cricket squares in Basildon located across nine sites, all of which are available for community use.
- ◀ There are NTPs accompanying the grass wicket square at Mopsies Park, as well as standalone NTPs at eight sites.
- ◀ A feasibility study concludes that the square at Ford Sports and Social Club should be relocated to land in West Basildon.
- ◀ Billericay Cricket Club has been allocated for housing the emerging Local Plan, with the proposal involving the Club moving to land further west.
- ◀ St Andrews, Grays and Basildon & Pitsea cricket clubs have limited security of tenure at the sites they use.
- ◀ The non-technical assessment of grass wicket squares found three squares to be good quality, seven to be standard quality and one to be poor quality, whereas all NTPs are assessed as standard quality.
- ◀ The audit of ancillary facilities determined that two grass wicket squares are accompanied by good quality changing rooms, five squares by standard quality changing rooms and three squares by poor quality changing rooms.
- ◀ Basildon & Pitsea CC reports that the nets at Mopsies Park are unfit for purpose and require a total overhaul.
- ◀ There are five clubs competing in Basildon generating 32 teams. As a breakdown, this equates to 16 senior men's, one senior women's and 15 junior boy's teams.
- ◀ A LMS franchise is currently in operation in Basildon, with the NTPs at Basildon Sporting Village utilised for all fixtures.
- ◀ Billericay CC is a registered All Star Centre.
- ◀ Of the five clubs, only Basildon & Pitsea CC report future growth aspirations as it is looking to expand its junior section by one team.
- ◀ Five squares are considered to provide actual spare capacity at peak time for senior cricket, and these squares are also considered to have actual spare capacity for an increase in junior cricket as matches can be spread across numerous days.
- ◀ Dick Patmore Memorial Sports Ground is overplayed by 12 match equivalent sessions; Billericay Cricket Club is overplayed by 96 match equivalent sessions.
- ◀ An overall shortfall exists for senior cricket both currently and accounting for future demand amounting to eight match equivalent sessions, primarily due to overplay in the Billericay Analysis Area.
- ◀ For junior cricket, a shortfall of eight match equivalent sessions exists currently and a shortfall of 16 match equivalent sessions exists when accounting for future demand.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 5: RUGBY UNION

5.1: Introduction

The Rugby Football Union (RFU) is the national governing body for rugby union. It is split into six areas across the Country with a workforce team that covers development, coaching, governance and competitions. A full-time development officer is responsible for Basildon (as part of the wider region) and works closely with all clubs to maximise their potential. This work involves developing club structures, working towards the RFU accreditation (Clubmark) and the development of school-club structures.

The rugby union playing season operates from September to May.

Consultation

There is one club currently playing within Basildon known as Basildon RFC. The Club was met with for a face to face consultation resulting in a 100% response rate.

In addition, Billericay RFC was also consulted as part of the study. The Club is located just outside of Basildon, in Chelmsford, but has a large presence within Basildon as many of its players come from the Borough. Information pertaining to the Club is therefore included throughout this section of the report.

5.2: Supply

Within Basildon there are 12 senior pitches and two mini pitches provided, with all but three senior pitches available for community use. Two pitches are provided at Basildon RFC, one at Holy Cross Recreation Ground and the remainder are spread across several school sites.

All rugby pitches that are available for community use are located within the Basildon Analysis Area. There are two pitches within the Billericay Analysis Area that are unavailable for community use, whereas no pitches are provided in the Wickford Analysis Area.

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

Analysis area	No. of senior pitches	No. of junior pitches.	No. of mini pitches
Basildon	9	-	2
Billericay	-	-	-
Wickford	-	-	-
Total	9	0	2

Further to the table above, Billericay RFC accesses two senior pitches at Willowbrook Sports and Social Club, just outside of the Borough in Chelmsford.

Traditionally, mini and junior rugby takes place on over marked senior pitches and this is the case across Basildon, with neither Basildon RFC nor Billericay RFC accessing dedicated mini or junior pitches.

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.2: Pitch dimensions

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

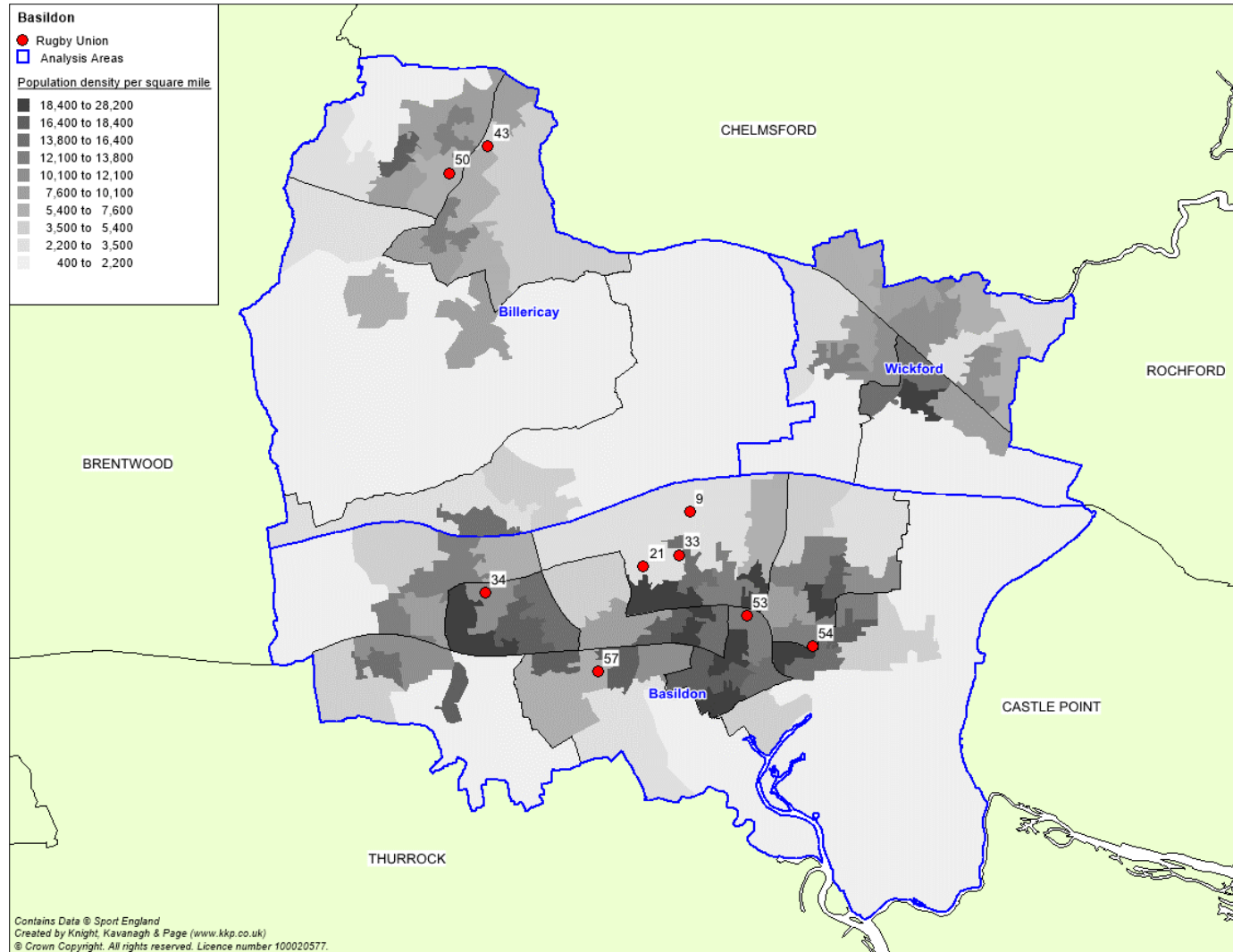
Figure 5.1 overleaf shows the location of all rugby union pitches within Basildon, regardless of community use. For a key to the map, see Table 5.6.

¹⁹ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

²⁰ Minimum dimensions of 94 x 68 metres are accepted.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 5.1: Location of rugby union pitches within Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future provision

Due to a potential housing development affecting the land, a feasibility study has been undertaken to determine viable options for the relocation of sports clubs located at Gardiners Lane South. This will involve new provision being created to the West and to the East of Basildon, whilst some level of sport and recreation provision will be retained and integrated on site.

For rugby union, the above relates to the pitches at Basildon RFC. The study concludes that the Club should remain in situ, potentially sharing a recommended full size, World Rugby compliant 3G pitch.

Alternatively, Basildon RFC reports that it was previously approached by a developer that had the intention of building on the land of its rugby pitches and relocating the Club entirely to Holy Cross Recreation Ground. This, however, was approximately two years ago and no recent news has been forthcoming.

Security of tenure

Basildon RFC is three years into a 25-year lease of Basildon RFC. Whilst this does provide security of tenure, a longer term agreement that stretches beyond 25 years would be considered more beneficial when applying for any funding. As an aside, the Club owns its clubhouse but not the land in which it has been built on.

The Club also accesses Holy Cross Recreation Ground when there is no available spare capacity at its home site. This is via weekly rental agreements, which suits the Club as it enables the arrangement to be ad hoc based on the fixture programme.

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

Outside of Basildon, Billericay RFC is considered to have security of tenure as it forms part of the wider sports club that owns the pitches at Willowbrook Sports and Social Club.

Pitch quality

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

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

Table 5.3: Definition of maintenance categories

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.4: Definition of drainage categories

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

Table 5.5: Quality ratings based on maintenance and drainage scores

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

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

Of the community available pitches in Basildon, one is assessed as good quality, nine as standard quality and one as poor quality. The poor quality pitch is supplied at Holy Cross Recreation Ground as drainage issues are prevalent, with only basic maintenance taking place consisting of grass cutting and line marking. This is exacerbated by the open access nature of the site, with Basildon RFC reporting issues with motorbikes, dog fouling and moles.

The good quality pitch is located at Basildon RFC. This accommodates first team fixtures and has a drainage system that was installed two seasons ago following a grant from the RFU. Maintenance is carried out via a Council contractor, consisting of regular grass cutting, line marking, re-seeding, aeration and chain harrowing.

The second pitch at Basildon RFC is assessed as standard quality as it does not have a drainage system in place, albeit the maintenance regime is the same.

For Billericay RFC, the pitches at Willowbrook Sports and Social Club are considered to be poor quality, again due to drainage issues. The pitches are located in close proximity to a brook, which backflows onto the site after significant rainfall.

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.6: Site quality ratings

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Non-technical assessment score	Quality rating	Floodlit?
9	Basildon Rugby Club	Basildon	Yes	2	Senior	M2/D2	Good	No
					Senior	M2/D1	Good	Yes
21	De La Salle School	Basildon	No	1	Senior	M1/D0	Poor	No
33	Holy Cross Recreation Ground	Basildon	Yes	1	Senior	M1/D0	Poor	No
34	James Hornsby School	Basildon	Yes	1	Senior	M1/D1	Standard	No
43	Mayflower School	Basildon	No	1	Senior	M0/D1	Poor	No
50	St Johns School	Billericay	No	1	Senior	M0/D1	Poor	No
53	The Basildon Lower School	Basildon	Yes	3	Senior	M1/D1	Standard	No
					Senior	M1/D1	Standard	No
					Senior	M1/D1	Standard	No
54	The Basildon Upper School	Basildon	Yes	1	Senior	M1/D1	Standard	No
57	Woodlands School	Basildon	Yes	3	Senior	M1/D1	Standard	No
					Mini	M1/D1	Standard	No
					Mini	M1/D1	Standard	No
-	Willowbrook Sports and Social Club	OUTSIDE	Yes	2	Senior	M1/D0	Poor	Yes
					Senior	M1/D0	Poor	No

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ancillary facilities

A clubhouse is provided at Basildon RFC consisting of six changing rooms (including women's and referee's provision), a bar, a social area, a kitchen and a function room. Whilst this level of provision is considered sufficient, quality issues are evident given the age of the building. Other than the bar, which was refurbished two years ago, provision is considered very basic and outdated. An example of this is that the changing rooms only provide communal shower areas.

Changing facilities are also provided at Holy Cross Recreation Ground, although these are more geared towards the football pitches on site and are therefore located a fair distance away from the rugby pitch.

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

Billericay Rangers RFC has access to four changing rooms as well as a bar, a kitchen and a social area. This building is considered to be good quality; however, size is an issue in relation to junior activity as four changing rooms are not considered enough to accommodate the sizeable demand.

5.3: Demand

Demand for rugby pitches in Basildon tends to fall within the categories of organised competitive play and organised training.

Competitive play

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

Similarly, Billericay RFC also caters for both males and females, although overall participation is slightly lower. The Club currently provides three senior men's, one senior women's, six junior boys', one junior girls' and six mini teams.

Table 5.7: Summary of demand

Club	Analysis area	No. of rugby union teams				
		Men's	Women's	Boys'	Girls'	Mini
Basildon RFC	Basildon	3	1	6	3	6
Billericay RFC	OUTSIDE	3	1	6	1	6
Total		6	2	12	4	12

Participation levels have reportedly increased over recent seasons, with Basildon RFC growing at both senior and junior level by one team as well as creating its women's and girls' sections. It puts this down to on field success and also because of increasing its work with local schools.

Likewise, Billericay RFC has increased participation across the board, developing a senior women's team, an U18 academy squad, U17 and U16 junior boys' teams and introducing tag rugby for a junior girls' team.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Training demand

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

Basildon RFC has access to one floodlit pitch at its home site which it uses to accommodate all of its training demand. Its senior men's teams utilise this for two hours every Tuesday and every Thursday, whilst its senior women's team has access for one hour every Friday. The juniors then train for one hour each Wednesday.

Billericay RFC also has access to a floodlit pitch, although it must be noted that the lighting is only provided on one side meaning the floodlights cannot support evening match play. For training, the pitch is utilised for two hours every Tuesday and Thursday.

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

Exported demand

As previously mentioned, Billericay RFC is based just outside of the Borough despite it considering itself to be a Basildon based club. Nevertheless, given its close proximity, this is not considered to be an issue and the Club is happy with its current location given the security of tenure provided.

Future demand

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

Participation increases

Basildon RFC reports that it occasionally fields a fourth senior men's teams in friendly matches when it has enough available players. As a result, the Club states an interest in entering the team into a league in the future if numbers become sufficient every week.

Other than the above, neither Basildon nor Billericay rugby clubs report plans to further increase participation as both state that they are currently running at capacity due to limited pitch provision.

Population increases

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (2037). Note that for the purposes of this, Billericay RFC is considered to be a Basildon based team (within the Billericay Analysis Area).

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.8: Team generation rates (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2037)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	30,658	7	1:4380	34,195	7.8	0.8
Senior Womens (19-45)	32,054	1	1:32054	34,647	1.1	0.1
Junior Boys (13-18)	6,566	12	1:547	8,203	15.0	3.0
Junior Girls (13-18)	6,319	4	1:1580	7,755	4.9	0.9
Mini rugby mixed (7-12)	13,329	12	1:1111	15,934	14.3	2.3

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

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

When running team generation rates on an analysis area basis, there is an expected growth of one junior boy's and one mini team in both the Basildon and Billericay analysis areas. No future demand is expected in the Wickford Analysis Area given that no demand currently exists.

It is important to note that TGRs are based exclusively on population figures and do not account for specific targeted development work within certain areas or focused towards certain groups. For example, the RFU is currently focused on developing junior participation, based on a model of coaching sessions delivered in schools and local communities. Intentions are to form junior teams from these training groups which are linked to local schools and will use pitches at school sites, in some cases also linking to existing clubs to provide a performance pathway.

This is not the sole focus of the RFU, which is also actively exploring opportunities to assist with the transition between late junior years and senior rugby. This area has a strategic focus and is being facilitated by encouraging casual play and midweek senior matches. The RFU recognises the traditional reduction in participation numbers at this time and it is hoped that be addressing the decrease and offering alternative match times then clubs may be able to retain a larger number of players.

Education

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The peak period

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

Peak time for mini and junior rugby is Sunday AM.

5.4: Capacity analysis

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

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

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

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

Table 5.9: Pitch capacity (matches per week) based on quality assessments

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

**BASILDON BOROUGH COUNCIL
DRAFT PLAYING PITCH ASSESSMENT**

Table 5.10: Capacity table for rugby pitches in Basildon

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Non-tech score	Floodlit?	Match equivalent sessions (per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
9	Basildon Rugby Club	Basildon	Yes	2	Senior	Good	M2/D2	No	3.5	3.25	0.25	Predominately used for senior matches; overplayed by 0.25 match equivalent sessions.
					Senior	Good	M2/D1	Yes	7	3	4	Used for junior and mini rugby as well as for training activity and therefore substantially overplayed by four match equivalent sessions.
21	De La Salle School	Basildon	No	1	Senior	Poor	M1/D0	No	-	1.5	-	Unavailable for community use.
33	Holy Cross Recreation Ground	Basildon	Yes	1	Senior	Poor	M1/D0	No	1	1.5	0.5	Used for senior matches when Basildon RFC is at capacity, although never for more than one match a week. As such, spare capacity of 0.5 match equivalent sessions remains.
34	James Hornsby School	Basildon	Yes-unused	1	Senior	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use.
43	Mayflower School	Basildon	No	1	Senior	Poor	M0/D1	No	-	1.5	-	Unavailable for community use.
50	St Johns School	Billericay	No	1	Senior	Poor	M0/D1	No	-	1.5	-	Unavailable for community use.
53	The Basildon Lower School	Basildon	Yes-unused	3	Senior	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
					Senior	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
					Senior	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
54	The Basildon Upper School	Basildon	Yes-unused	1	Senior	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
57	Woodlands School	Basildon	Yes-unused	3	Senior	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
					Mini	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
					Mini	Standard	M1/D1	No	-	2	-	No current demand despite being available for community use; usage by the School is likely to limit available spare capacity.
-	Willowbrook Sports and Social Club	OUTSIDE	Yes	2	Senior	Poor	M1/D0	Yes	5	1.5	3.5	Used for matches and training, therefore significantly overplayed by 3.5 match equivalent sessions.
					Senior	Poor	M1/D0	No	3	1.5	1.5	Used for matches and overplayed by 1.5 match equivalent sessions.

Spare capacity

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

The only pitch identified as containing spare capacity in Basildon is at Holy Cross Recreation Ground. This can be considered as actual spare capacity as the site is currently only accessed on an ad hoc basis by Basildon RFC, although quality improvements should be considered before further play is encouraged.

Whilst currently unused but available pitches at school sites are likely to contain some spare capacity, this should not be considered as actual spare capacity due to security of tenure and quality issues. The pitches should, however, be retained to accommodate continued curricular and extra-curricular activity.

Overplay

Both pitches at Basildon RFC are identified as being overplayed. This is minimal on the pitch used for first team matches but is significant on the pitch mostly used to accommodate training activity. Combined, the overplay totals 4.25 match equivalent sessions.

Similarly, both pitches used by Billericay RFC are overplayed. This equates to 1.5 match equivalent sessions on the first team pitch and 3.5 match equivalent sessions on the training pitch.

5.5: Supply and demand analysis

Having considered supply and demand, an overall shortfall is evident for both Basildon and Billericay rugby clubs given that the two sites used to accommodate the majority of activity are currently overplayed.

Priority should therefore be placed on alleviating this overplay. Given that the majority of overplay is a result of training demand on grass pitches, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to World Rugby compliant 3G pitches. Scenarios exploring this will be evidenced in the subsequent strategy document.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Rugby union summary

- ◀ Within Basildon there are 12 senior pitches and two mini pitches provided, with all but three senior pitches available for community use.
- ◀ Further to this provision, Billericay RFC accesses two senior pitches at Willowbrook Sports and Social Club, just outside of the Borough in Chelmsford.
- ◀ Basildon RFC is three years into a 25-year lease of Basildon RFC, whilst Billericay RFC has ownership of its pitches.
- ◀ Basildon RFC also accesses Holy Cross Recreation Ground when there is no available spare capacity at its home site.
- ◀ Basildon RFC contains two good quality pitches, whereas Holy Cross Recreation Ground and Willowbrook Sports and Social Club contain one and two poor quality pitches, respectively.
- ◀ Clubhouse facilities at Basildon RFC are in need of refurbishing, whilst the clubhouse at Willowbrook Sports and Social Club is good quality albeit undersized.
- ◀ Both Basildon and Billericay rugby clubs are large clubs, catering for six senior men's, two senior women's, 12 junior boys', four junior girls' and 12 mini teams combined.
- ◀ Both access floodlit grass pitches at their home sites for all training demand.
- ◀ Neither club report plans to further increase participation as both state that they are currently running at capacity due to limited pitch provision.
- ◀ The only pitch identified as containing spare capacity in Basildon is at Holy Cross Recreation Ground.
- ◀ Both pitches at Basildon RFC are identified as being overplayed, totalling 4.25 match equivalent sessions.
- ◀ Similarly, both pitches used by Billericay RFC are overplayed, totalling five match equivalent sessions.
- ◀ Therefore, there is an overall shortfall of rugby pitches evident in Basildon and as such priority should be placed on alleviating overplay.
- ◀ Given that the majority of overplay is a result of training demand on grass pitches, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to World Rugby compliant 3G pitches.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 6: RUGBY LEAGUE

6.1: Introduction

The Rugby Football League (RFL) is the governing body for rugby league in Britain and Ireland. It administers the England national rugby league team, the Challenge Cup, Super League and the Championships which form the professional and semi-professional structure of the game in the UK. The RFL also administers the amateur and junior game across the country in association with the British Amateur Rugby League Association (BARLA).

Consultation

In the absence of current rugby league demand in Basildon, the RFL was consulted to inform this section of the report.

6.2: Supply

There are currently no dedicated rugby league pitches within Basildon.

6.3: Demand

There are no rugby league teams in Basildon; however, a club known as Billericay Rangers RLFC was previously in existence. The Club folded in 2015 having previously played on a pitch otherwise used for rugby union at Billericay Rugby Club, which is located just outside of Basildon in Chelmsford.

Despite playing within Chelmsford, the Club predominately catered for Basildon residents and considered itself to be a Basildon based club.

6.4: Supply and demand analysis

Whilst the reasons for Billericay Rangers RLFC folding are unknown, consultation with Billeircay RFC discovered that the Club (or an alternative rugby league club) would be welcome to re-establish use of its site should demand exist in the future. As such, unless rugby league activity was to grow substantially, sufficient provision is considered to exist to accommodate what would be minimal demand, given that the rugby league and rugby union seasons run at different times of the year.

The above is echoed through consultation with the RFL, which reports that it would be keen to re-establish activity in South Essex but notes that activity is likely to be minimal in the short term.

Rugby league summary

- ◀ There are currently no dedicated rugby league pitches within Basildon.
- ◀ There are no rugby league teams in Basildon; however, a club known as Billericay Rangers RLFC was previously in existence.
- ◀ The Club folded in 2015 having previously played on a pitch otherwise used for rugby union at Billericay Rugby Club, which is located just outside of Basildon in Chelmsford.
- ◀ Consultation with Billeircay RFC discovered that Billericay Rangers RLFC would be welcome to re-establish use of its site should demand exist in the future.
- ◀ As such, unless rugby league activity was to grow substantially, sufficient provision is considered to exist.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 7: HOCKEY

7.1: Introduction

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

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

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

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Club consultation

There is currently one hockey club in Basildon known as Basildon HC. The Club was met with for a face to face consultation resulting in a 100% response rate.

7.2: Supply

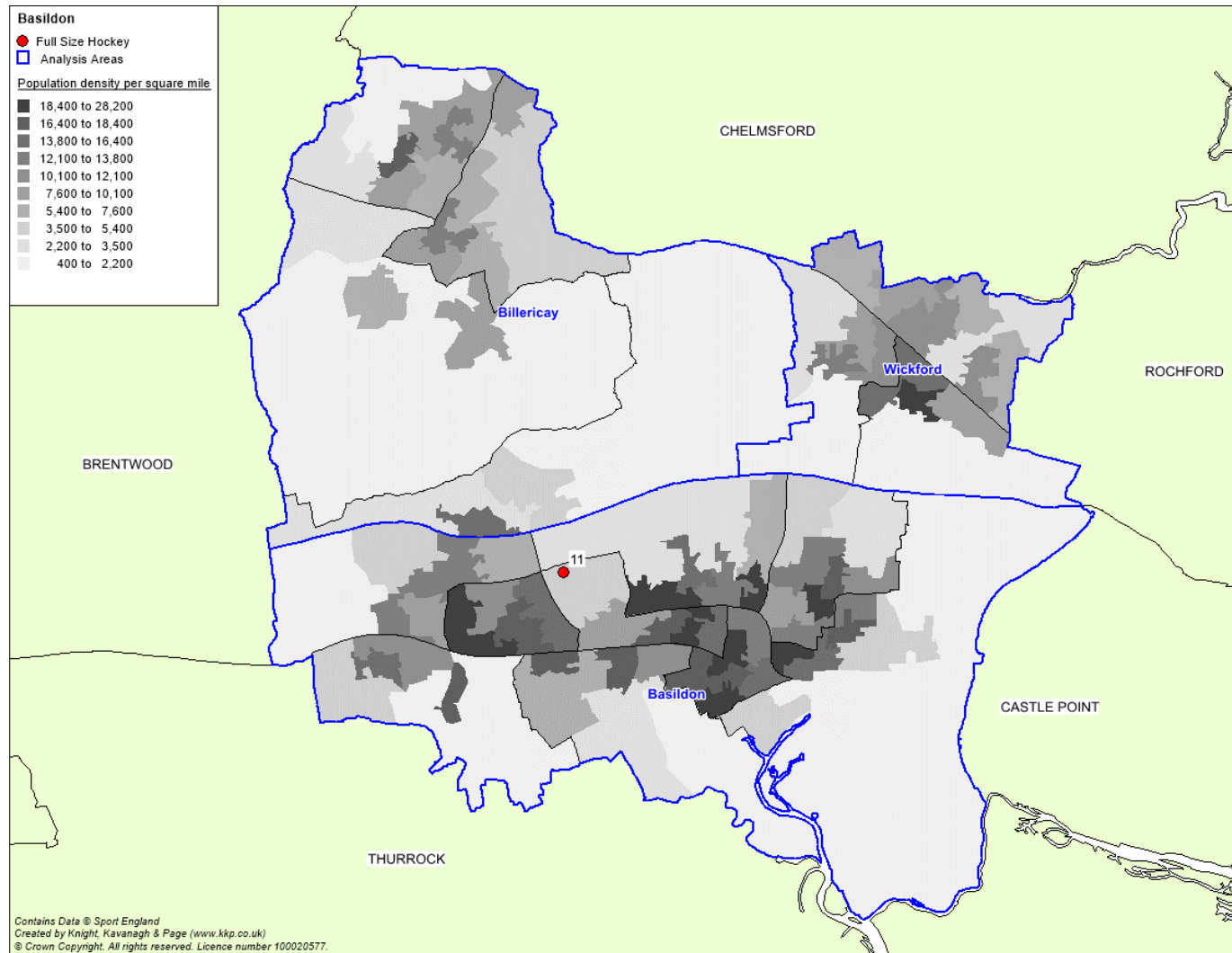
There is one full size hockey suitable, sand based AGP in Basildon located at Basildon Sporting Village, with the pitch measuring 91 x 55 metres and the overall area measuring 110 x 66 metres. The pitch is sand-based, floodlit and available for community use.

In addition, there is also a smaller sized sand-based AGP located at Great Berry Primary School. This measures 55 x 35 metres and is therefore not sufficient to accommodate matches, although it could be used for lower level training demand and skills activity.

Please refer to Figure 7.1 overleaf for the location of the AGP at Basildon Sporting Village.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 7.1: Location of hockey suitable AGPs in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Management

The AGP at Basildon Sporting Village is owned by the Council but managed by Everyone Active as part of a wider leisure agreement.

Basildon HC accesses the pitch through booking it out on a monthly basis. This is not ideal as it does not provide long-term security of tenure and does not offer a guarantee that a season can be completed.

Availability

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

The AGP at Basildon Sporting Village is available for the large majority of the peak period, with bookings allowed from 08:00 until 22:00 during the week and from 10:00 until 21:00 at weekends.

Quality

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

Given the above, Basildon Sporting Village is likely to be in need of a resurface in the near future as it was last refurbished in 2008. The pitch is currently assessed as standard quality but is showing signs of wear and tear.

Basildon HC reports that the pitch is adequate but does note that quality has deteriorated in recent years. It puts this down to the high volume of football activity also taking place on the surface.

Ancillary provision

The changing facilities accompanying the AGP at Basildon Sporting Village are good quality; however, Basildon HC reports an issue with accessibility. This is because they are often unavailable for early matches on a Saturday and a Sunday due to not being opened early enough.

The Club also reports that Basildon Sporting Village does not provide adequate clubhouse facilities for post-match refreshments. This leads to Basildon United Football Club being used instead, which is less preferable than staying on site. As such, the Club is interested in having its own facility situated next to the AGP.

7.3: Demand

Basildon HC fields four senior women's, one senior men's, one senior mixed and one junior team. These are made up of its 140 members, which as a breakdown consists of 25 senior men, 71 senior women, six junior boys and 40 junior girls.

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

All activity takes place at Basildon Sporting Village, with senior matches played on a Saturday, junior matches on a Sunday and training on a Tuesday evening (19:00-22:00).

Participation trends

Basildon HC merged with ODF HC during the 2015/2016 season which boosted its membership. The Club serviced 80 members in the 2014/2015 season and 124 members in the 2015/2016 season. It has therefore experienced three years of continued growth.

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

Latent demand

No latent demand is identified, with Basildon HC reporting that it can access the AGP at Basildon Sporting Village for longer if its membership base and number of teams grew further.

Imported demand

Whilst no clubs or teams are imported into Basildon, it must be noted that Basildon HC reports that 90% of its members are from other local authorities. Most are from Southend-on-Sea, whilst many others travel from Castle Point. There are no hockey clubs within the latter, whilst there are two within the former (Southend and Old Southendians hockey clubs).

Future demand

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

Basildon HC reports that it is open to increasing its membership but does not quantify its future growth aspirations. It is focusing on recruiting more junior members so that its senior teams can remain sustainable in the future. To do this, it is looking to develop partnerships with local schools but would welcome support from the Council in order to open up communication lines.

The Club also states that a lack of coaches could hinder future growth. It is interested in getting more volunteers and players trained to be a coach but suggests that travel and associated costs with attending courses is currently prohibitive to potential attendees. EH have confirmed that, as courses are demand led, the Club can request more locally held sessions.

Back to Hockey

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

Benefits of clubs being involved include:

- ◀ More members
- ◀ More casual players

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

- ◀ Additional income
- ◀ Extra publicity
- ◀ New volunteers

Basildon HC ran Back to Hockey sessions before the start of the 2017/2018 season and plans on doing the same ahead of next season.

Alex Danson Academy

Everyone Active and Great Britain Olympic gold medallist Alex Danson have teamed up to introduce an innovative hockey programme with the aim of giving more children the opportunity to get active by offering access to fun and engaging training sessions led by expert coaches. The ambition is to engage with 10,000 children over the next three years.

As part of the above, Basildon HC reports that coaches from the Academy came to the Club to deliver sessions to its junior members. This was well received and it is hoped that the partnership will continue in the future.

Other demand

In addition to the AGP at Basildon Sporting Village being used for hockey purposes, the pitch also receives demand from football teams for training activity as well as from a commercial football league and other football groups (social/casual). As a result, limited spare capacity exists during midweek for an increase in hockey demand, with only minimal slots available on Mondays, Tuesdays, Wednesdays and Thursdays, although more is available on Fridays. It is felt that the accompanying smaller sized 3G pitches aid the conflict when compared to other sand-based AGPs nationally as a lot of football demand accesses that provision instead.

During the weekends, capacity is less of an issue as demand for football access lessens. As such, it is considered that there are available slots across both Saturdays and Sundays should hockey demand increase in the future.

Peak time demand

For matches, all senior hockey activity in Basildon takes place on a Saturday, whereas all junior activity occurs on a Sunday. For training, peak time is considered to be any midweek evening, although preference is generally given for Tuesdays, Wednesdays and Thursdays given that Mondays and Fridays are in close proximity to weekend matches.

7.4: Supply and demand analysis

Match play

Based on six senior teams playing in Basildon at peak time (Saturday), there is a requirement for one (rounded up from 0.75) full size, floodlit, hockey suitable AGP based on teams playing home and away and based on a floodlit pitch being able to accommodate a maximum of four matches on one day. As such, current supply is deemed sufficient to meet current demand, with spare capacity existing for an additional two teams to be created.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The AGP at Basildon Sporting Village is also considered to be sufficient to accommodate junior match play as there are less junior teams and because there is no conflict with senior demand with matches being played on a Sunday. Furthermore, some of the younger aged participants only require half of a pitch, meaning multiple matches can be played at the same time should demand increase to a point where that becomes necessary.

Training

Although limited, Basildon Sporting Village has spare capacity for an increase in training demand from Basildon HC should it be required. This capacity is also likely to increase in the future as more 3G pitches are developed, meaning less football teams will require access to the sand-based AGP (see Part 3).

Conclusion

As the AGP at Basildon Sporting Village is considered sufficient to meet both match play and training demand from Basildon HC, priority should be placed on protecting the pitch for continued hockey use. To that end, no 3G conversion should be allowed to take place, and consideration should be given to resurfacing the pitch in the near future given its age.

Converting sand-based AGPs to 3G

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Hockey summary

- ◀ There is currently one full size hockey suitable AGP in Basildon located at Basildon Sporting Village.
- ◀ The AGP is managed by Everyone Active, is floodlit and is available for community use.
- ◀ In addition, there is a smaller sized AGP located at Great Berry Primary School; however, this is considered unsuitable for competitive hockey.
- ◀ Basildon Sporting Village is readily available to the community during the peak period, as identified by Sport England's Facilities Planning Model (FPM).
- ◀ Based on the guidance of a ten-year carpet life, the AGP at Basildon Sporting Village is due to be resurfaced in the near future as it was last refurbished in 2008.
- ◀ The changing facilities accompanying the AGP at Basildon Sporting Village are good quality; however, Basildon HC reports an issue with accessibility.
- ◀ The Club also reports that Basildon Sporting Village does not provide adequate clubhouse facilities for post-match refreshments.
- ◀ There is currently one club within Basildon, Basildon HC, which caters for 140 members (four senior women's, one senior men's, one senior mixed and one junior team).
- ◀ All activity takes place at Basildon Sporting Village, with senior matches played on a Saturday, junior matches on a Sunday and training on a Tuesday evening.
- ◀ Basildon HC reports that it is open to increasing its membership, with a focus on recruiting more junior members.
- ◀ The Club ran Back to Hockey sessions before the start of the 2017/2018 season and plans on doing the same ahead of next season.
- ◀ The current supply of hockey suitable AGPs in Basildon is considered sufficient to meet both match play and training demand.
- ◀ Priority should be placed on protecting the AGP at Basildon Sporting Village for continued hockey use.

PART 8: GOLF

8.1: Introduction

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

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

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

Consultation

No golf clubs in Basildon responded to consultation requests. Instead, all information was gathered via England Golf and through site assessments as well as online research.

8.2: Supply

There are four golf courses situated within Basildon, as follows:

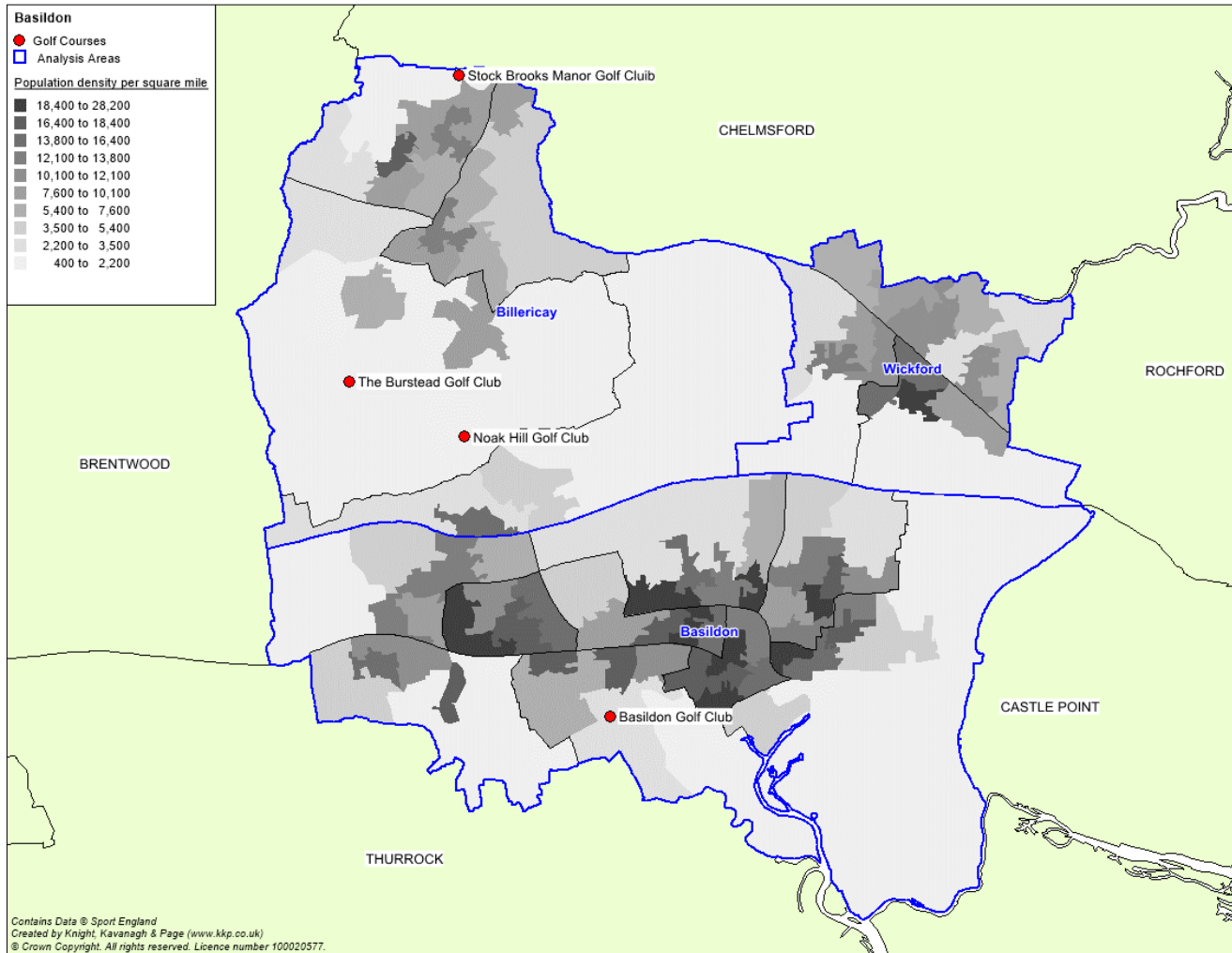
- ◀ Basildon Golf Club
- ◀ Noak Hill Golf Club
- ◀ Stock Brook Manor Golf Club
- ◀ The Burstead Golf Club

In addition, there is one standalone driving range known as Belvedere Golf Range.

Basildon, Stock Brook Manor and the Burstead golf clubs are affiliated to England Golf, whereas Noak Hill Golf Club and Belvedere Golf Range are unaffiliated.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 8.1: Location of golf courses in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Course facilities

Both Basildon and the Burstead golf clubs provide 18-hole courses. The former also contains a large practice green that is used to host the British Open Putting Championships, whilst both contain small driving ranges with 14 and 12 bays respectively.

Stock Brook Manor Golf Club has three 9-hole courses. The courses are known as the Stock, the Brook and the Manor, with the former two combining to create a 6,950 yard 18-hole course. The third course is the shortest of the three and is more tailored to beginners. In addition, a dedicated practice area is also provided as are two practice greens.

Noak Hill Golf Club is a short 9-hole course that provides two sets of tees for each hole in order to replicate 18-holes.

Table 8.1: Summary of golf courses in Basildon

Course name	Holes	Par	Yardage ²¹		
Basildon Golf Club	18	72	6,236	5,876	5,433
Noak Hill Golf Club	9	27	1,481	1,481	1,481
Stock Brook Manor Golf Club	9	36	3,387	3,240	2,888
	9	36	3,205	3,055	2,760
	9	35	2,952	2,919	2,755
The Burstead Golf Club	18	71	6,233	5,983	5,535

Belvedere Golf Range is a standalone driving range with 27 floodlit bays.

Ancillary facilities

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

All four golf courses in Basildon provide clubhouses that feature changing rooms as well as bars, kitchens and function rooms that are available to external hirers. At Stock Brook Manor Golf Club, some membership packages also grant access to on site health and fitness facilities as well access to the swimming pool and tennis courts.

Belvedere Golf Range does not contain a clubhouse but changing facilities are provided within limited indoor space.

Membership and costs

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

²¹ White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In Basildon, all courses offer memberships and pay and play green fees. Stock Brook Manor and the Burstead golf clubs are primarily membership clubs, whereas Basildon and Noak Hill golf clubs are primarily pay and play facilities. The table below provides a summary of the associated costs, where known.

Table 8.2: Summary of costs in Basildon

Course name	Cost summary
Basildon Golf Club	<p>A seven day membership is £799 for adults (21-65), £719 for seniors (65+), £330 for intermediates (16-21) and £180 for juniors (under 16), whilst adults and seniors also have the option of a five day membership for £749 and £669 respectively.</p> <p>Pay and play during weekdays is £22 for adults and intermediates, £17 for seniors and £16 for juniors. At weekends, it is £28 for adults and intermediates, £25 for seniors and £17 for juniors. Basildon residents are provided with a £2 discount.</p>
Noak Hill Golf Club	<p>A seven day membership is £320 for adults (18+) and £150 for juniors (under 18), whilst adults also have the option of a five day membership for £225.</p> <p>Pay and play is £8 for adults, £6 for seniors (65+) and £5 for juniors during weekdays and £10 for adults, £10 for senior and £7 for juniors during weekends.</p>
Stock Brook Manor Golf Club	<p>The Club offers a seven day membership and a five day membership as well as student (16-21), veteran (65+) and associate discounts; however, pricing is unknown.</p> <p>Pay and play is available Monday-Friday at a cost amounting to £15 for 9-holes and £25 for 18-holes in the winter and £20 for 9-holes and £30 for 18-holes in the summer. During weekends, the costs increase to £20 and £35 in the winter and to £25 and £40 in the summer.</p> <p>For juniors (under 18), the costs are generally 50% cheaper.</p>
The Burstead Golf Club	<p>The Club offers a seven day membership and a five day membership as well a pay and play membership that reduces normal pay and play prices. Discounts are offered to junior (under 16) members and intermediate (16-21) members; however, pricing is unknown.</p> <p>Pay and play is available on weekdays at a cost of £15 for both adults and juniors, whilst at weekends the price increases to £20. A 25% discount is applied to those accompanied by a member.</p>

All activity at Belvedere Golf Range is pay and play. It costs £2.50 for 25 balls, £3.50 for 50 balls and £4.50 for 100 balls.

8.3: Demand

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In Basildon, membership across the clubs varies, with Stock Brook Manor and the Burstead golf clubs having a substantial membership base when compared to the national average and Basildon Golf Club having significantly less. This is based on the most recent affiliation figures provided by England Golf, meaning membership at Noak Hill Golf Club is unknown as the Club is unaffiliated.

Table 8.3: Summary of demand

Course name	Current membership²²
Basildon Golf Club	138
Noak Hill Golf Club	N/A
Stock Brook Manor Golf Club	675
The Burstead Golf Club	549

Despite the varying levels of membership, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees, meaning further exploration is required before determining that clubs with a low membership base are unsustainable.

There is no membership scheme in place at Belvedere Golf Range, and the level of usage is also unknown given that the facility did not respond to consultation requests.

Participation trends

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

In Basildon, the Burstead Golf Club increased its number of members between 2014 and 2015, growing substantially from 451 to 550 before reducing by one member between 2015 and 2016.

Membership at Basildon Golf Club has also increased, growing from 129 in 2014 to 138 in 2015 and then sustaining this figure in 2016. In contrast, membership has reduced slightly at Stock Brook Manor Golf Club since 2014 (681 members) but has grown since 2015 (671 members).

Whilst usage of Belvedere Golf Range is unknown, anecdotal evidence suggests that it is likely to have increased recently. The School of Golf Coaching Academy took over the management of the facility in 2017 and is proactive in driving participation, particularly at junior level.

Future demand

England Golf published the 'Raising Our Game' strategy in 2014, which defines its strategic direction up to 2017. The document highlights the need for a strategy to enhance market understanding of current golf facilities, which is identified as one of the key considerations to increasing participation.

²² Based on the most recent England Golf affiliation figures (2016).

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

To enable this, market segmentation has been created that is specific to golf, identifying that 24% of adults in England are potential players. This is made up of 9% current players, 8% lapsed players and 7% latent players and amounts to around 9.6 million people in total.

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

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

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

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

Table 8.4: Summary of demand in Basildon by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
1	Relaxed members	7,580
2	Older traditionalists	6,727
3	Younger Traditionalists	7,308
4	Younger fanatics	7,179
5	Younger actives	7,286
6	Late enthusiasts	7,013
7	Occasional time pressed	7,312
8	Social couples	7,067
9	Casual fun	7,316

In total, an average of 64,788 people are identified as current or potential users of golf courses within Basildon. This demand is relatively evenly spread across the profiles, with “relaxed members” generating the most demand and “older traditionalists” generating the least.

Each profile is applied on a facility by facility basis in the table below. That being said, please note that the data relating to Basildon Golf Club and Belvedere Golf Range is currently unavailable.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 8.5: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Basildon Golf Club	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Belvedere Golf Range	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Noak Hill Golf Club	9,904	8,730	9,517	9,257	9,496	9,095	9,517	9,249	9,407
Stock Brook Manor Golf Club	3,788	3,510	3,644	3,863	3,686	3,680	3,695	3,542	4,038
The Burstead Golf Club	9,047	7,942	8,762	8,418	8,675	8,264	8,725	8,410	8,502

The table above summarises that demand is likely to be highest for Noak Hill Golf Club, which has 84,172 potential users. Nevertheless, it must be said that the facilities offered may not appeal to certain club-based segments (e.g. “younger traditionalists”) that would generally prefer to access a standard 18-hole course. Such segments are more likely to opt for the Burstead Golf Club, which has 76,745 potential members, although this is less appealing for the independent segments (e.g. “casual fun”) that commonly prefer courses that are pay and play and generally easier.

Demand is lowest for Stock Brook Manor Golf Club, with 33,446 potential members; however, the facility is considered able to attract users from further afield given the rural nature of the provision and due to the high quality facilities that accompany it. As with Burstead Golf Club, the Club is more suited to club-based segments but does have an appeal to the other segments given the variety of courses provided.

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

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

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

Footgolf

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

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

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

8.4: Supply and demand analysis

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

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

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

Notwithstanding the above, it is considered that all existing golf facilities should be protected given the range of facilities provided. This consideration is also reflected by England Golf, which reports a focus on protecting the facilities.

Golf summary

- ◀ There are four golf courses within Basildon and a standalone driving range facility.
- ◀ Both Basildon and the Burstead golf clubs provide 18-hole courses, Stock Brook Manor Golf Club has three 9-hole courses and Noak Hill Golf Club is a short 9-hole course.
- ◀ All four golf courses in Basildon provide clubhouses that feature changing rooms as well as bars, kitchens and function rooms that are available to external hirers.
- ◀ Stock Brook Manor and the Burstead golf clubs are primarily membership clubs, whereas Basildon and Noak Hill golf clubs are primarily pay and play facilities.
- ◀ Stock Brook Manor and the Burstead golf clubs have a substantial membership base when compared to the national average.
- ◀ In total, an average of 64,788 people are identified as current or potential users of golf courses within Basildon.
- ◀ Demand is likely to be highest for Noak Hill Golf Club, which has 84,172 potential users.
- ◀ Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways.
- ◀ It is considered that the current supply of facilities in Basildon can meet current and future demand.
- ◀ Emphasis should therefore be placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand and future demand generated from housing growth and population increases.

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

PART 9: BOWLS

9.1: Introduction

All bowling greens in Basildon are flat green. Bowls England is the NGB for flat green bowls with overall responsibility for ensuring effective governance.

Regionally, flat green bowls is administered by the Essex County Bowling Association and more locally by the Basildon and District Bowls Association. The latter represents all of the clubs within Basildon, with its primary objectives being:

- ◀ To promote, foster and safeguard the game of lawn bowls in Basildon.
- ◀ To adopt and enforce the laws of the game laid down by Bowls England.
- ◀ To interpret, when called upon by members, questions of law and practice of the game and to arbitrate in disputes between clubs.
- ◀ To encourage membership and hold inter-club and other match or individual competitions.
- ◀ To negotiate with the Council to ensure that it provides adequate playing facilities and changing provision.
- ◀ To promote a safe environment in which children and vulnerable adults can enjoy taking part in the sport.

The flat green bowling season runs from May to September.

Consultation

There are nine bowling clubs within Basildon:

- ◀ Billericay BC
- ◀ Ford Sports BC
- ◀ Gloucester Park & Murrayfield BC
- ◀ Pitsea BC
- ◀ VCA Riverview BC
- ◀ Carreras BC
- ◀ Memorial Park BC
- ◀ White Hall BC
- ◀ Wickford BC

Three clubs; Wickford BC, Ford Sports BC and Gloucester Park & Murrayfield BC responded to consultation requests. The latter was consulted face to face, whilst the other two responded via an online survey. Information relating to all other clubs was acquired via face to face consultation with the Basildon & District Bowls Association.

9.2: Supply

There are seven bowling greens in Basildon located across six sites, with two located at Basildon Sporting Village. Six of the bowling greens are normal flat greens, whereas the green at Ford Sports and Social Club is unique in that it has an artificial surface. All of the greens are considered to be available for community use.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

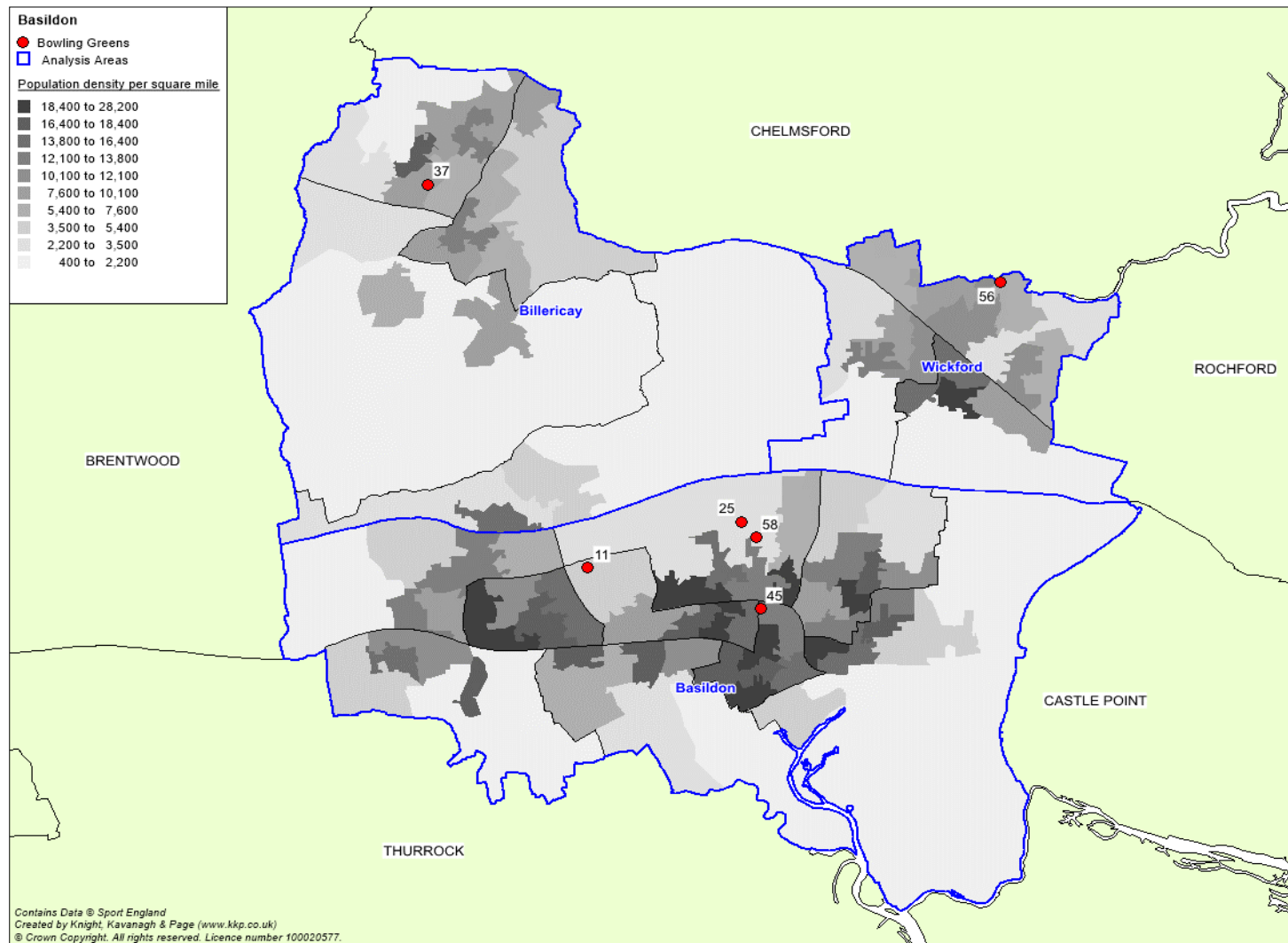
Table 9.1: Summary of the number of greens by analysis area

Analysis area	Number of greens
Basildon	5
Billericay	1
Wickford	1
Total	7

As seen in the table above, the large majority of greens are located in the Basildon Analysis Area, whereas just one green is located in each of the Billericay and Wickford analysis areas.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 9.1: Flat greens in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 9.2: Key to map

Site ID	Site name	Analysis area	Number of greens
11	Basildon Sporting Village	Basildon	2
25	Ford Sports and Social Club	Basildon	1
37	Lake Meadows Park	Billericay	1
45	Mopsies Park	Basildon	1
56	Wickford Memorial Park	Wickford	1
58	Whitmore Park	Basildon	1

Future provision

Due to a potential housing development affecting the land, a feasibility study has been undertaken to determine viable options for the relocation of sports clubs located at Gardiners Lane South. This will involve new provision being created to the West and to the East of Basildon, whilst some level of sport and recreation provision will be retained and integrated on site.

For bowls, the above relates to the green at Ford Sports and Social Club. The feasibility study concludes that the Club should be relocated to land at West Basildon; however, the minimum requirement for the relocation does not include re-provision of the green meaning its future is uncertain.

Ownership/management

The greens at Basildon Sporting Village are owned and managed by the Council, with the Council also maintaining the two greens. This is the same for Wickford Memorial Park, Lake Meadows Park, Mopsies Park and Whitmore Park.

Ford Sports and Social Club is privately owned and managed.

Quality

Following a non-technical assessment of greens in Basildon and consultation with the Bowls Association, three greens are assessed as good, two as standard and two as poor quality. The table below summarises the quality on a site-by-site basis.

Table 9.3: Summary of bowling green quality

Site ID	Site name	Number of greens	Quality of green
11	Basildon Sporting Village	2	Standard
25	Ford Sports and Social Club	1	Good
37	Lake Meadows Park	1	Good
45	Mopsies Park	1	Poor
56	Wickford Memorial Park	1	Good
58	Whitmore Park	1	Poor

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Although the greens at Basildon Sporting Village are fairly new (site developed in 2014) and built to a good specification, site assessment identified some issues around evenness of the playing surface. This is supported through consultation with Gloucester Park & Murrayfield BC, which explains that since the greens were built the land beneath them has begun to move. This has resulted in them becoming uneven and some small cracks appearing. The Council are, however, working to rectify this through discussions with the original contractor, which is looking at levelling the site.

The issues affecting quality at both Mopsies Park and Whitmore Park include significant signs of wear and tear, problems with litter and a relatively uneven surface. This is also raised as an issue by Basildon & District Lawn Bowls Association, which believes the green at this site to be poor. Both clubs have also had to play a number of fixtures at different sites due to green quality. It did, however, report that new ditches have recently been fitted with funding from Veolia.

Further to the above, it is noted that the greens at both Mopsies Park and Whitmore Park suffered from a nematode infestation last season, resulting in the greens being of a lower quality than usual. Significant work has been undertaken to correct this and the normal maintenance regime should be back into place ahead of next season.

All other greens are assessed as good quality with no evidence of any significant issues, although it is considered that grass coverage could be improved at Lake Meadows Park. This being said, the Bowls Association reports that the green at Lake Meadows Park has significantly improved over the last few years since the Club had an inspection carried out by Bowls England, who offered advice on changing maintenance regimes to improve green quality.

Ancillary facilities

All clubs have access to a clubhouse/pavilion on site although quality varies.

At Wickford Memorial Park, Memorial Park BC and Wickford BC currently use a small wooden shed at the side of the green. Although the shed has basic facilities such as a food and drink preparation area, it does not have toilets. The clubs therefore have to access public toilets on the park site.

Gloucester Park & Murrayfield BC report that the issues around ground movement under the greens at Basildon Sporting Village are also affecting the clubhouse. There are some cracks appearing in the brickwork as well as the floor becoming uneven. Aside from this, the Club describes the facilities as being good, with the clubhouse also used as a short mat bowls venue.

The clubhouse at Wickford Memorial Park is also used as a short mat venue. The clubhouse at this site was built ten years ago following Lottery funding and is considered to be good quality.

Consultation with the Basildon & District Bowls Association highlights concerns Carreras Bowls Club has around losing members due to the quality of its clubhouse at Whitmore Park. The building is considered dated and too small to accommodate the number of members who require access.

All other bowling greens are accompanied by facilities considered to be adequate.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Bowls England grants²³

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

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

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

Floodlighting

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

9.4: Demand

Current demand

There are eight clubs playing in Basildon. Where known, membership of these clubs equates to 264. This can be seen broken down by club in the table below, although it must be noted that figures for Memorial Park and White Hall bowling clubs are unknown.

Table 9.4: Current club membership for bowls clubs in the Borough of Basildon

Club name	Current Membership
Billericay BC	100
Ford Sports BC	57
Gloucester Park & Murrayfield BC	75
Pitsea BC	18
VCA Riverview BC	17
Carreras BC	35
Memorial Park BC	Unknown
White Hall BC	Unknown
Wickford BC	62
Total	207

The largest club in the Borough is currently Billericay BC with 100 members (approximately 70 men and 30 women). This is followed by Gloucester Park & Murrayfield BC, with 75 members, of which around 56 are men. The two smallest clubs are Pitsea BC and VCA Riverview BC.

²³ <https://www.bowlsengland.com/for-clubs/club-loans>

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Fords Sports BC highlights a slight decrease in players, resulting in a loss of one team. The Basildon & District Bowls Association highlight that Fords Sports BC believes this has not been helped by potential development on the Fords Sports and Social Club site.

Future demand

Using ONS projections (2016-2037)²⁴, the number of persons aged 65 and over living in Basildon is likely to increase continuously from 30,811 in 2016 to 48,451 in 2039, representing an increase of 57%. Due to this age band being the most likely to play bowls, demand for bowling greens is likely to increase slightly in the future or at least remain static.

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

Gloucester Park & Murrayfield BC highlights that it has aspirations to increase by up to 30% over the next few years. It would also like to expand its colts section through local advertisement and creating links with local primary schools. This is something that Carreras BC has already done successfully.

Ford Sports BC and Wickford BC also highlight aspirations to increase players. The latter stated a desire to increase by a further ten members. Remaining clubs are focusing on retaining current members, although none would turn down new participants.

Latent demand

Sport England's Market Segmentation Tool²⁵ enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 307 people who would like to participate in the sport within Basildon, with the most dominant segment being 'Elsie & Arnold - Retired singles or widowers'.

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

9.5: Supply and demand analysis

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

In Basildon, Lake Meadows Park is currently operating above capacity according to the above guidance as Billericay BC provides 100 members. Nevertheless, no demand for an additional green has been identified by the Club or by the Basildon & District Bowls Association. Similarly, Wickford Memorial Park is slightly over capacity based on membership from Wickford BC, but again no demand for an additional green is expressed.

²⁴ ONS projections do not take into account housing growth and as a result, projections may result in an under-estimate of future demand.

²⁵ See Appendix 2

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

Bowls summary

- ◀ There are seven flat greens located across six sites in Basildon.
- ◀ The large majority of greens are located in the Basildon Analysis Area (five), whereas just one green is located in each of the Billericay and Wickford analysis areas.
- ◀ Three greens are assessed as good quality, two as standard quality and two as poor quality.
- ◀ No greens are floodlit.
- ◀ Greens at Basildon Sporting Village, Wickford Memorial Park, Lake Meadows Park, Mopsies Park and Whitmore Park are managed by the Council, whereas Ford Sports and Social Club is privately owned and managed.
- ◀ Due to a potential housing development, Ford Sports and Social Club may be relocated to West Basildon; however, the minimum requirement for the relocation does not include re-provision of the green meaning its future is uncertain.
- ◀ All clubs have access to a clubhouse/pavilion on site; however, these vary significantly in quality.
- ◀ There are eight clubs playing in Basildon. Where known, membership of these clubs equates to 264.
- ◀ Using ONS projections, demand for bowling greens is likely to increase slightly in the future or at least remain static in the future due to an increase in the population aged 65 and over.
- ◀ Lake Meadows Park and Wickford Memorial Park are operating above recommended capacity; however, supply is considered sufficient to meet demand given that no clubs express a need for additional greens.
- ◀ That being said, for this to remain the case, it is likely that all greens require protection.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 10: TENNIS

10.1: Introduction

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

Consultation

There are five tennis clubs identified in Basildon. Of these, four replied to consultation requests resulting in an 80% response rate, as seen in the table below.

Table 10.1: Summary of consultation

Club name	Responded?
Basildon LTC	Yes
Billericay LTC	Yes
David Lloyd TC	No
Stock Brook TC	Yes
Wickford LTC	Yes

David Lloyd TC is the only club that did not respond to consultation requests.

10.2: Supply

There are 72 tennis courts identified in Basildon across 20 sites, with 56 courts available for community use across 15 sites.

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

Analysis area	Number of courts available for community use	Number of courts unavailable for community use	Total
Basildon	32	3	35
Billericay	20	9	29
Wickford	4	4	8
Basildon	56	16	72

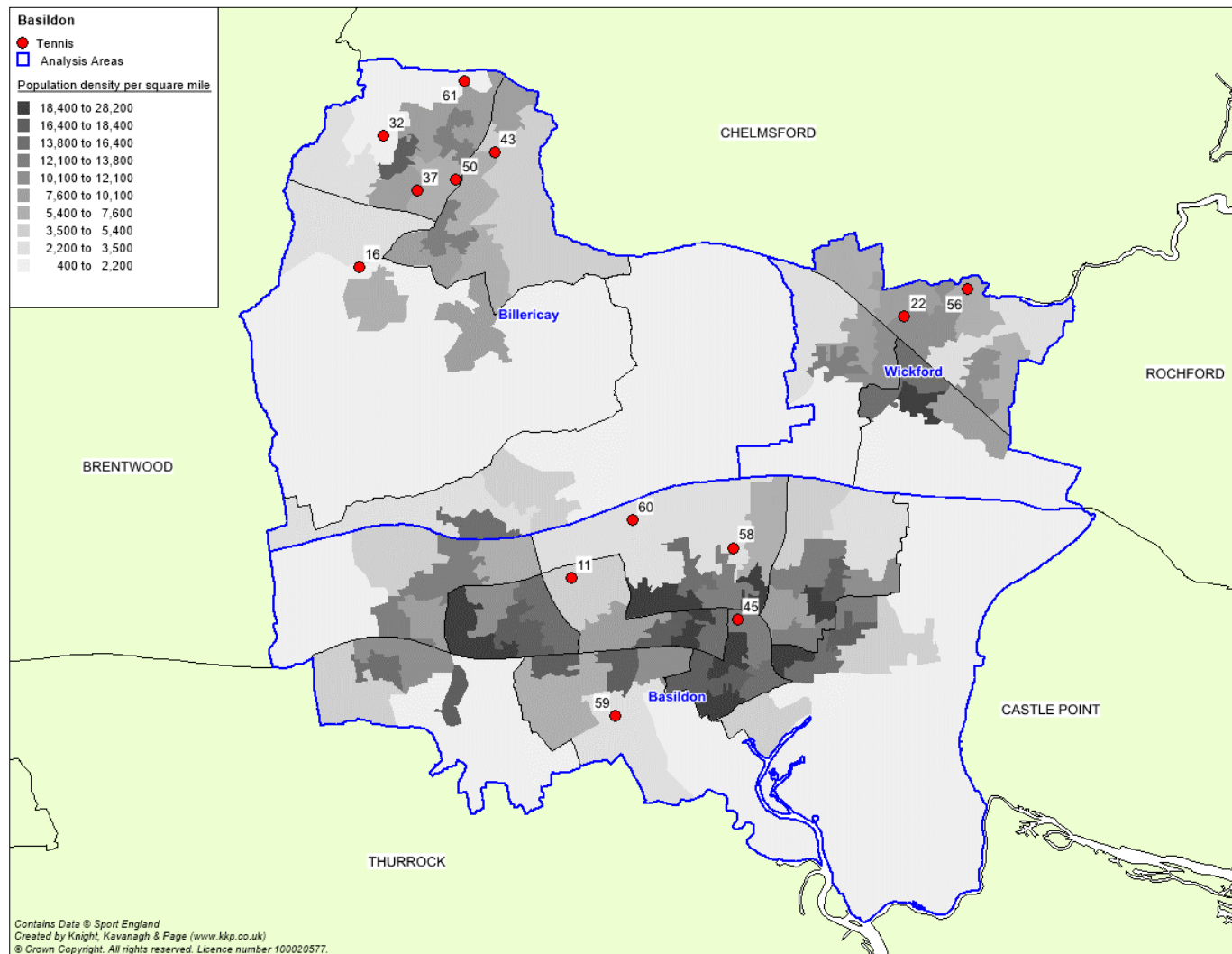
As seen in the table above, the Basildon Analysis Area provides the highest amount of courts with 32 available for community use and 35 in total. The Billericay Analysis Area has 20 available for community use and 29 in total, whereas the Wickford Analysis Area has only four available for community use and only eight in total.

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

Figure 10.1 overleaf identifies the location of the tennis courts.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 10.1: Location of tennis courts in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 10.3: Summary of provision site by site

Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type
11	Basildon Sporting Village	Basildon	Everyone Active	Yes	6	Yes	Macadam
17	Billericay School	Billericay	Education	No	4	No	Macadam
20	Castledon School	Wickford	Education	No	4	No	Macadam
21	De La Salle School	Basildon	Education	No	3	No	Macadam
22	Dick Patmore Memorial Sports Ground	Wickford	Sports Club	Yes	3	Yes	Artificial turf
25	Billericay Lawn Tennis Club	Billericay	Sports Club	Yes	4	Yes	Artificial turf
					3	Yes	Artificial turf
					3	Yes	Artificial turf (Air dome)
32	Hannakins Farm Community Centre	Billericay	Community Organisation	Yes	2	Yes	Artificial turf
					2	No	Macadam
37	Lake Meadows Park	Billericay	Council	Yes	2	No	Macadam
38	Langdon Hills Recreation Ground	Basildon	Council	Yes	1	No	Macadam
43	Mayflower High School	Billericay	Education	No	4	No	Macadam
45	Mopsies Park	Basildon	Council	Yes	2	No	Macadam
					3	Yes	Macadam
50	St Johns School	Billericay	Education	No	1	No	Macadam
53	The Basildon Lower Academy	Basildon	Education	Yes	5	No	Macadam
					2	Yes	Macadam
					4	No	Macadam
56	Wickford Memorial Park	Wickford	Council	Yes	1	No	Macadam
58	Whitmore Park	Basildon	Council	Yes	2	No	Macadam
59	Club Kingswood	Basildon	Private	Yes	1	Yes	Artificial turf
60	David Lloyd Club	Basildon	Private	Yes	2	Yes	Macadam (Air dome)
					3	Yes	Artificial turf
61	Stock Brook Country Club	Billericay	Private	Yes	4	Yes	Artificial turf
95	Howard Park	Basildon	Council	Yes	1	No	Macadam

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Additional supply

There are six permanent indoor courts in Basildon located at David Lloyd Club. Information regarding these can be found in the Indoor & Built Facilities Needs Assessment, which summarises:

- ◀ David Lloyd is the only indoor tennis facility in Basildon with six courts in good condition.
- ◀ The nearest community accessible site is at the Deanes School Sports Centre (three tennis courts), located in Castle Point; this is approximately 4.5 miles from the Basildon boundary.
- ◀ All residents live within a 20 minute drive of an indoor tennis facility in Basildon.

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

Future supply

Billericay Lawn Tennis Club is allocated for housing in the emerging Basildon Local Plan. This proposal involves the Club relocating to land further west, with it considered imperative that provision to an equal or better quantity and quality is provided along with security of tenure.

Ownership and management

For clubs, ownership and management of courts is varied; however, no security of tenure issues are perceived to exist. This is especially the case for Billericay TC, which has ownership of its site of the same name, and for Wickford TC, which forms part of a trust that has ownership of its courts at Dick Patmore Memorial Ground.

Basildon TC rents its courts at Mopsies Park from the Council and maintains the courts itself as part of the agreement, whereas both David Lloyd TC and Stock Brook TC form parts of wider private membership clubs. The former has courts owned by the Club whilst the latter has courts owned by Peachey Group Ltd.

The remaining courts are predominately managed either through the Council or by schools, although further private courts exist at Club Kingswood and some courts are managed by a community organisation at Hannakins Farm Community Centre.

Table 10.4: Courts available for community use by ownership

Council	Club	Education	Private/other
21	13	11	20

Floodlighting

Floodlit courts enable use throughout the year and are identified by the LTA as being particularly key for club development. In Basildon, each club is serviced by some level of floodlit provision, with 36 floodlit courts existing across the Borough.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

These are located at the following sites:

- ◀ Basildon Sporting Village
- ◀ Club Kingswood
- ◀ Dick Patmore Memorial Sports Ground
- ◀ Mopsies Park
- ◀ The Basildon Upper Academy
- ◀ Billericay Cricket Club (Billericay LTC)
- ◀ David Lloyd Club
- ◀ Hannakins Farm Community Centre
- ◀ Stock Brook Country Club

Court type

The majority of courts in Basildon have a macadam surface (69%). The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment. The LTA reports that this should cost £1,200 a year per macadam court (which includes on-going maintenance costs).

The remaining courts (31%) have an artificial turf surface (sand-based). Such provision generally allows for greater levels of access, especially during inclement weather spells, as well as requiring less frequent maintenance. Nevertheless, the cost of resurfacing the courts is more expensive despite the lifespan being similar.

In addition, there are also two sites that provide the capability of covering selective outdoor courts with air domes to enable all-year round usage, regardless of weather conditions. This applies to three artificial turf courts at Billericay Lawn Tennis Club and to two macadam courts at David Lloyd Club.

Quality

Following a non-technical assessment, 33 community available courts are assessed as good quality, 18 as standard quality and five as poor quality.

Table 10.5: Summary of community available court quality

Good	Standard	Poor
33	18	5

Poor quality courts are located at the following sites:

- ◀ Hannakins Farm Community Centre
- ◀ Mayflower High School
- ◀ Wickford Memorial Park
- ◀ Whitmore Park

Hannakins Farm Community Centre contains two good quality courts and two poor quality courts. The good quality courts were recently refurbished, whereas the poor quality courts have exceeded their lifespan resulting in issues such as worn line markings, loose gravel and an uneven surface.

Both Wickford Memorial Park and Whitmore Park contain poor quality courts that are maintained by the Council. Such maintenance is considered to be basic and infrequent, as opposed to club and privately maintained courts that tend to receive more specialised and dedicated work.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Improving park courts is a national priority for the LTA; however, it reports that unless courts are supported by changing facilities, a café and floodlighting, it becomes difficult to operate a sustainable programme, which therefore makes it more difficult to generate investment. The LTA also advocates that sites with a minimum of four courts are likely to be more sustainable.

Mayflower High School also contains poor quality courts albeit they are unavailable for community use. These courts are overmarked with netball courts and receive a wide range of use for both curricular and extracurricular purposes.

In addition to courts assessed as poor quality, Basildon TC reports that the courts that it accesses at Mopsies Park have become much poorer since last season. There has been a build-up of moss and lichen which makes the courts slippery and the ageing macadam surface has begun to break up in areas. It therefore states aspirations to clean and resurface the courts in the near future.

No other issues were cited in relation to courts that are used by clubs, with the majority assessed as good other than seven of the ten courts provided at Billericay Lawn Tennis Club. For a detailed breakdown of quality at each site with tennis courts, please see the table below.

Table 10.6: Site by site quality ratings

Site ID	Site name	Analysis area	Community use?	No. of courts	Court quality
11	Basildon Sporting Village	Basildon	Yes	6	Good
17	Billericay School	Billericay	No	4	Good
20	Castledon School	Wickford	No	4	Good
21	De La Salle School	Basildon	No	3	Good
22	Dick Patmore Memorial Sports Ground	Wickford	Yes	3	Standard
25	Billericay Lawn Tennis Club	Billericay	Yes	4	Standard
				3	Standard
				3	Good
32	Hannakins Farm Community Centre	Billericay	Yes	2	Good
				2	Poor
37	Lake Meadows Park	Billericay	Yes	2	Standard
38	Langdon Hills Recreation Ground	Basildon	Yes	1	Good
43	Mayflower High School	Billericay	No	4	Poor
45	Mopsies Park	Basildon	Yes	2	Standard
				3	Standard
50	St Johns School	Billericay	No	1	Good
53	The Basildon Lower Academy	Basildon	Yes	5	Standard
				2	Standard
				4	Standard
56	Wickford Memorial Park	Wickford	Yes	1	Poor
58	Whitmore Park	Basildon	Yes	2	Poor
59	Club Kingswood	Basildon	Yes	1	Good
60	David Lloyd Club	Basildon	Yes	2	Good
				3	Good
61	Stock Brook Country Club	Billericay	Yes	4	Good
95	Howard Park	Basildon	Yes	1	Good

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ancillary provision

Wickford TC has aspirations to improve onsite ancillary facilities at Dick Patmore Memorial Sports Ground. The Club owns the current building and wants to modernise the facilities as it believes that they are unsuitable for its demand.

All remaining clubs that responded to consultation report no issues regarding quality or accessibility to changing facilities.

In contrast, the ancillary provision servicing non-club courts is generally considered to be problematic. Some offer changing facilities but are of a poor quality, whilst other sites either do not provide changing facilities or provide them too far away from courts to be used. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to tennis court users.

10.3: Demand

There are five tennis clubs in Basildon. Of the four that responded to consultation, combined membership equates to 765 members, which is derived from 315 senior members and 450 junior members.

Table 10.5: Summary of club membership

Name of club	Number of members		
	Seniors	Juniors	Total
Basildon TC	35	20	55
Billericay TC	120	260	420
David Lloyd TC	Unknown	Unknown	Unknown
Stock Brook TC	120	130	250
Wickford TC	40	40	80
Total	315	450	765

The largest club is Billericay TC, with 420 total members, making it one of the biggest clubs across the country. The smallest club is Basildon TC, catering for 55 members.

For David Lloyd TC, the LTA reports a membership totalling 671 senior and 857 junior members; however, this takes into account entire membership figures for the entire club and not those who access the tennis facilities.

Participation trends

Billericay TC reports that its membership has significantly increased over the previous five years at both senior and junior level and indicates that this is a direct result of it providing courts that are covered by an air dome. This has helped it attract participants that beforehand solely used indoor courts as well as appealing to members of other outdoor clubs so that they can play during winter months.

In contrast, perhaps as a consequence, Basildon TC states that its senior and junior membership has decreased over the same time period. The main reason it provides for this relates to a loss of coaches which particularly impacted on its junior participation. Previously, 50 juniors were members of the Club compared to just 20 currently.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Neither Stock Brook TC nor Wickford TC report any change in membership over the previous five years.

Latent demand

Sport England's Market Segmentation Tool²⁶ enables an analysis of 'the percentage of adults that would like to participate in tennis within Basildon, but are not currently doing so'. The tool identifies latent demand of 3,111 people, 380 (12%) of which are within the segment 'Tim – settling down males'.

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

Future demand

Of the clubs which responded to consultation only Basildon LTC indicates plans to increase its membership. In total it has aspirations for an additional 25 juniors and 25 senior members.

Billericay, Wickford and Stock Brook tennis clubs did not indicate any specific future growth aspirations; however, as mentioned above, all three are open to new members.

Parks tennis

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

There is not a Parks Tennis League currently operating in Basildon, with the closest located in neighbouring authority Southend-on-Sea.

Tennis Tuesdays

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

As it stands there are no Tennis Tuesdays sessions running within Basildon and there are also none running in neighbouring local authorities.

²⁶ See Appendix 2

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Informal tennis

It is considered that all courts in Basildon that are not accessed by clubs have spare capacity for a growth in demand, although this is difficult to quantify as use is not recorded due to the open access nature of some sites. The majority of current use is assumed to take place at council sites throughout the summer months following events such as Wimbledon, whereas no education sites report any regular demand.

The LTA has recently set up an initiative to change the way in which people access council courts known as ClubSpark. Instead of providing free access, some local authorities are now securing their courts as per a membership scheme that allows members access through the use of a fob system following payment of a small yearly fee. Not only does this deter unofficial use of courts but it also allows official use to be tracked, thus providing data on how well and how often courts are being accessed. Nevertheless, some investment may be required to bring courts up to standard before the initiative can be rolled out.

No clubs readily allow for casual use of their courts by the community as they either do not have the spare capacity to do so, or because pay and play is difficult to manage. This considered, most clubs do allow for visitors provided they are accompanied by members, with the exception of both Stock Brook and David Lloyds tennis clubs given the private nature of their facilities.

10.4: Supply and demand analysis

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

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

Table 10.6: Summary of supply and demand

Site ID	Site Name	Current Demand	Future Demand	Site Capacity	Current Capacity
22	Dick Patmore Memorial Sports Ground	80	-	180	100
25	Billericay Lawn Tennis Club	420	-	720	300
45	Mopsies Park	55	50	180	75
60	David Lloyd Club	Unknown	Unknown	1,580	-
61	Stock Brook Country Club	250	-	240	10

As seen in the table above, there is a sufficient supply of courts at three out of the five club sites; Dick Patmore Memorial Sports Ground, Billericay Lawn Tennis Club and Mopsies Park. Focus at these sites should therefore be to sustain current quality and to make improvements, where necessary, particularly at Mopsies Park given its existing issues.

Stock Brook Country Club is currently operating above its capacity; however, this is considered to be minimal and can be sustained as long as its court quality does not deteriorate. Furthermore, the private nature of the Club means it would be unsuitable for an investment to increase provision, as is the case with David Lloyd Club.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

As all remaining, non-club courts are deemed to have spare capacity, focus should be on improving quality to an adequate standard for informal play, particularly at publicly available sites that are currently assessed as poor or standard quality.

Tennis summary

- ◀ There is a total of 72 tennis courts identified in Basildon across 20 sites, with 56 courts available for community use across 15 sites.
- ◀ Billericay Lawn Tennis Club is allocated for housing in the emerging Local Plan, with the proposal involving the Club moving to land further west.
- ◀ There are 36 floodlit courts in Basildon with all clubs having access to some level of floodlit provision.
- ◀ The majority of community available courts in Basildon have a macadam surface (69%), with remaining courts (31%) having an artificial turf surface.
- ◀ Non-technical assessments rate 33 community available courts as good quality, 18 as standard quality and five as poor quality.
- ◀ Basildon TC reports that the courts at Mopsies Park have become much poorer since last season.
- ◀ Wickford TC has aspirations to improve onsite ancillary facilities at Dick Patmore Memorial Sports Ground.
- ◀ There are five tennis clubs in Basildon. Of the four that responded to consultation requests, membership equates to 765 members, which is derived from 315 senior members and 450 junior members.
- ◀ Basildon TC has aspirations to grow by an additional 25 senior and 25 junior members.
- ◀ There is a sufficient supply of courts at three out of the five club sites; Dick Patmore Memorial Sports Ground, Billericay Lawn Tennis Club and Mopsies Park.
- ◀ Stock Brook Country Club is currently operating above its capacity; however, the private nature of the Club means it would be unsuitable for an investment to increase provision, as is the case with David Lloyd Club.
- ◀ As all remaining, non-club courts are deemed to have spare capacity, focus should be on improving quality to an adequate standard for informal play.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 11: NETBALL

11.1: Introduction

England Netball governs netball in England. Levels of participation are quickly increasing, with over 100,000 affiliated members and at least one million women and girls playing during a typical week. The NGBs aim is to provide its members and partners with the best possible service and experience in sport.

Nationally, netball activity takes place both indoors and outdoors. For information relating to indoor netball, please see the Indoor Sports and Leisure Strategy that is being produced in conjunction with this report. As identified within the Indoor & Built Facilities Needs Assessment there is no club netball taking place indoors, however, there are a variety of weekly participatory programmes such as walking netball and back to netball sessions.

Consultation

Consultation to inform this section of the report took place with England Netball and the Basildon & District Netball Association.

11.2: Supply

There are 48 outdoor netball courts in Basildon across 13 sites. Of the courts, 32 are available for community use across seven sites.

Table 11.1: Summary of community available netball courts

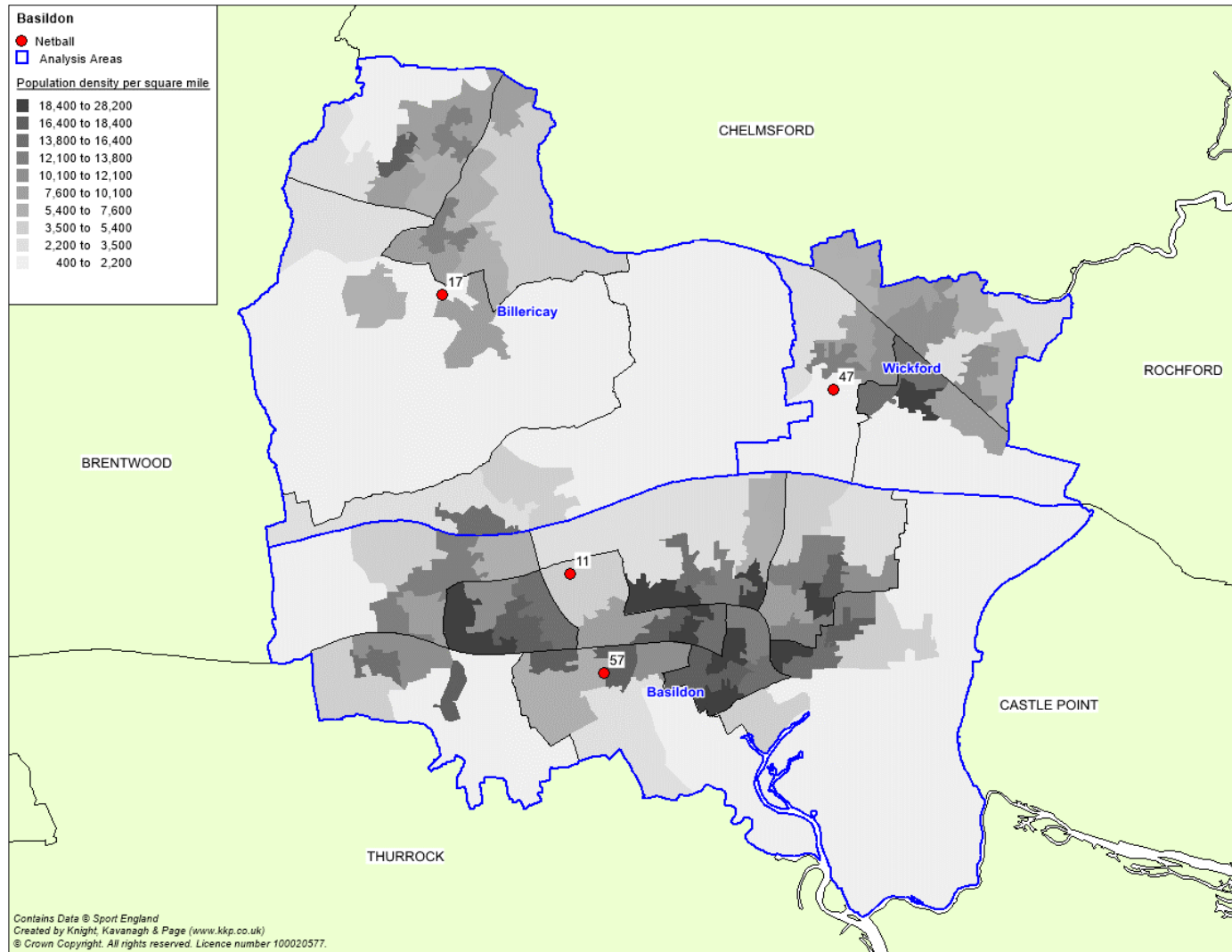
Analysis area	Number of courts available for community use	Number of courts unavailable for community use
Basildon	26	5
Billericay	6	5
Wickford	-	6
Total	32	16

As seen in the table above, the majority of community available courts are located in the Basildon Analysis Area, with the remaining courts located in the Billericay Analysis Area. There are no community available courts in the Wickford Analysis Area, although there are six unavailable for community use.

Figure 11.1 overleaf shows the location of all netball courts in Basildon, regardless of community use.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 11.1: Location of netball courts in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 11.2: Key to map

Site ID	Site name	Analysis area	Community use?	No. of courts	Floodlit?
11	Basildon Sporting Village	Basildon	Yes	12	Yes
13	Beauchamps High School	Wickford	No	3	No
17	Billericay School	Billericay	Yes	4	No
20	Castledon School	Wickford	No	3	No
21	De La Salle School	Basildon	No	1	No
25	Ford Sports and Social Club	Basildon	Yes	1	Yes
32	Hannakins Farm Community Centre	Billericay	Yes	2	No
34	James Hornsby High School	Basildon	No	2	No
43	Mayflower High School	Billericay	No	4	No
50	St Johns School	Billericay	No	1	No
53	The Basildon Lower Academy	Basildon	Yes	5	No
54	The Basildon Upper Academy	Basildon	Yes	2	Yes
				5	No
57	Woodlands School	Basildon	No	2	No
95	Howard Park	Basildon	Yes	1	No

Future supply

Due to a potential housing development affecting the land, a feasibility study has been undertaken to determine viable options for the relocation of sports clubs located at Gardiners Lane South. This will involve new provision being created to the West and to the East of Basildon, whilst some level of sport and recreation provision will be retained and integrated on site. For netball, this relates to the court at Ford Sports and Social Club, with the feasibility study concluding that the Club should be relocated to land at West Basildon; however, the minimum requirement for the relocation does not include re-provision of the court as little usage is recorded.

In addition, Beauchamps High School is currently in the process of building a full size 3G pitch that will result in the loss of its three courts. Nevertheless, the School reports that as part of the process, two new courts will be created onsite. In line with current community use protocol, these will not be available for community use.

Court type

All outdoor netball courts in Basildon have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

Floodlighting

Floodlit outdoor netball courts enable all year round evening use, thus allowing winter netball activity to take place as well as the more common summer netball activity. In Basildon, only three sites provide floodlit courts. These are:

- ◀ Basildon Sporting Village

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

- ◀ Ford Sports and Social Club
- ◀ The Basildon Upper Academy

Of the floodlit courts, only Basildon Sporting Village regularly uses the lighting, with no demand perceived to exist at either Ford Sports and Social Club or the Basildon Upper Academy.

Quality

Following site assessments, 12 courts are assessed as good quality, 26 as standard and nine as poor. All of the good quality courts are located at Basildon Sporting Village, whereas the poor quality courts are located at:

- ◀ Ford Sports and Social Club
- ◀ Hannakins Farm Community Centre
- ◀ James Hornsby High School
- ◀ Mayflower High School

Issues pertaining to these courts include poor line markings, poor grip underfoot and loose gravel. It is generally considered that maintenance is lacking, with no dedicated regime in place at any of the sites. Instead, regular cleaning occurs but no line marking or court repairs take place.

Despite agreeing that Basildon Sporting Village provides good quality courts, the Basildon & District Netball Association does cite an issue in relation to moss growing on the surface, with quality deteriorating as a result. In addition, the Association is unhappy with how the line markings were recently repainted, stating that the new markings would prevent higher level netball being played.

Over marking

Whilst it does help with usage levels and sustainability, an issue for netball nationally is that the majority of its courts are dual use tennis courts. This limits accessibility (especially during the summer when tennis nets are often permanently in place) and also impacts on quality due to higher levels of wear and tear.

In Basildon, the following sites contain netball courts that are overmarked by tennis courts:

- ◀ Basildon Sporting Village
- ◀ Billericay School
- ◀ Castledon School
- ◀ Hannakins Farm Community Centre
- ◀ Mayflower High School
- ◀ The Basildon Lower Academy

Ancillary provision

The Basildon & District Netball Association reports that the number of changing rooms at Basildon Sporting Village is insufficient for the number of teams that require access at one time, especially considering they are also used for other provision such as the onsite AGP and the indoor sports hall. Moreover, the Association also states that car parking is problematic due to a lack of spaces during midweek evenings.

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

The ancillary provision servicing all remaining courts is also considered to be an issue. Some sites offer changing facilities but are of a poor quality, whilst other sites either do not provide changing facilities or provide them too far away from courts to be used. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to netball court users.

11.3: Demand

There is high demand for outdoor netball courts in Basildon when compared nationally. The majority of this demand is through the Basildon & District Netball Association and the leagues that it runs, although additional demand also exists through Play Netball, Powerplay Netball and school activity.

Basildon & District Netball Association

The Association runs a winter league on a home and away basis, commencing in September and running through to the end of March, whilst a summer league also takes place but is considered to be more relaxed with players rotating positions. All teams and players must be affiliated through England Netball.

The Winter League currently hosts 105 teams across ten divisions, with matches played Monday to Friday from 19:30 until 22:00. The Association publishes weekly fixtures, with the home teams then arranging a time and a date for matches to be played. To play in the league, teams must be within a 10-minute drive time of Basildon meaning the large majority of demand comes from within the Borough.

Most matches are played at Basildon Sporting Village, with only sporadic demand existing at other facilities. Anecdotal evidence suggests that approximately 70% of the usage of the courts at Basildon Sporting Village is from the Basildon & District Netball Association, with the remaining 30% used by the larger clubs in the league, such as Galaxy Netball Club, for training and social purposes.

The Summer League generally accommodates around 50 teams, with all matches played weekly at Basildon Sporting Village. These fixtures are arranged in full by the Basildon & District Netball Association rather than being played on a home and away basis.

Play Netball

Play Netball provides a pay and play netball league that is designed for more casual, social players and teams. It requires no affiliation to England Netball and enables participants to join as individuals, with Play Netball then assigning them to a team. All leagues are held on outdoor courts, with a new season beginning as soon as the previous season ends (meaning activity takes place all year round).

There was previously one league in Basildon, hosted at Basildon Sporting Village with matches taking place every Thursday evening (7pm until 9pm). It catered for six teams but has recently been cancelled due to a lack of umpires.

Powerplay Netball

Powerplay is a commercial company operating football, cricket, basketball and netball leagues throughout the UK, available for all to join.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

As part of this, it has recently started a 7-a-side netball league at Basildon Sporting Village that takes place every Monday evening from 19:00 until 22:00, with matches lasting 36 minutes. To join, teams simply register with the League and pay £35 for every game played. It currently has eight teams participating.

Back to Netball

Back to Netball sessions are running across England and provide women of all ages a gentle re-introduction to the sport. Sessions cover the basics of the game including passing, footwork and shooting and finish with a friendly game. Since its creation in 2010, over 60,000 women have taken part.

In Basildon, Back to Netball sessions are ran by Everyone Active at Basildon Sporting Village; however, this activity takes place within the sports hall rather than on the outdoor netball courts.

Walking netball

Walking netball has evolved from a growing demand for walking sports. It is a slower version of the game and has been designed so that anyone can play, regardless of age and fitness levels.

In Basildon, walking netball sessions are held every Thursday at Basildon Sporting Village in addition to other netball sessions such as Netball 4 Confidence. As with Back to Netball, however, this activity takes place in the sports hall. It is felt by Everyone Active that demand would be much lower if the activity took place outdoors due to participants being put off by adverse weather conditions.

High 5

High 5 is a version of netball that has five players instead of the usual seven, eliminating the positions of wing attack and defence. It is designed specifically for children aged 9-11, using fun and variety to get them into the game, polish skills and aid fitness. A key part of High 5 is players rotating around positions as this allows all participants to experience every position. No High 5 activity is identified within in Basildon.

Latent demand

Sport England's Market Segmentation Tool²⁷ enables an analysis of 'the percentage of adults that would like to participate in netball within Basildon but are not currently doing so'. The tool identifies latent demand of 513 people, 101 (20%) of which are within the segment 'Chloe – fitness class friends'.

No latent demand is reported by the Basildon & District Netball Association, whilst all netball initiatives ongoing within Basildon are believed to have the required provision to enable growth. As such, it is considered that any demand from people not currently playing netball could be accommodated within pre-existing activity.

²⁷ See Appendix 2

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future demand

The Basildon & District Netball Association reports that it previously catered for 115 teams (as opposed to 105 currently). It has an aspiration to achieve this demand again, stating that interest is growing following the implementation of Back to Netball sessions at Basildon Sporting Village.

The Association states that growth can be accommodated on the current supply of courts.

11.4: Supply and demand analysis

There is currently substantial community demand for outdoor netball provision in Basildon, most of which is identified at Basildon Sporting Village. Given that the current supply of courts is considered sufficient to meet current and future community demand, priority should be placed on sustaining court quality at this site in order to help sustain and increase participation levels.

Notwithstanding the above, consideration should also be given to improving court quality at school sites, where possible, in order to better accommodate curricular and extra-curricular activity. This can be carried out in conjunction with improving tennis court quality at the same sites.

Netball summary

- ◀ There are 48 outdoor netball courts in Basildon across 14 sites, of which, 32 are available for community use across seven sites.
- ◀ All outdoor netball courts in Basildon have a macadam surface.
- ◀ Following site assessments, 12 courts are assessed as good quality, 26 as standard quality and nine as poor quality.
- ◀ There is high demand for outdoor courts in Basildon when compared nationally.
- ◀ The Winter League currently hosts 105 teams across ten divisions, with matches mostly played at Basildon Sporting Village.
- ◀ Powerplay Netball provides a pay and play netball league at Basildon Sporting Village that currently caters for eight teams.
- ◀ Walking netball and Back to Netball sessions are also available in Basildon; however, this activity takes place on indoor courts.
- ◀ Priority should be placed on sustaining court quality at Basildon Sporting Village in order to sustain and increase participation levels.
- ◀ Consideration should also be given to improving court quality at school sites, where possible, in order to better accommodate curricular and extra-curricular activity.

PART 12: ATHLETICS

12.1: Introduction

Athletics is administered across the United Kingdom by UK Athletics, including responsibility for developing and implementing the rules and regulations of the sport, anti-doping protocol, health and safety, facilities and, training and coach education and permitting and licensing.

Locally, the sport is currently governed through England Athletics via a team consisting of an area manager and coach/club support officers. However, England Athletics is due to re-structure in the near future and will no longer have area managers or club coach co-ordinators. Instead, it will have one Club Support Manager for various areas, with 12 existing across the Country.

Consultation

There is currently one athletics club within Basildon; Basildon Athletics Club. The Club responded to consultation via an online survey.

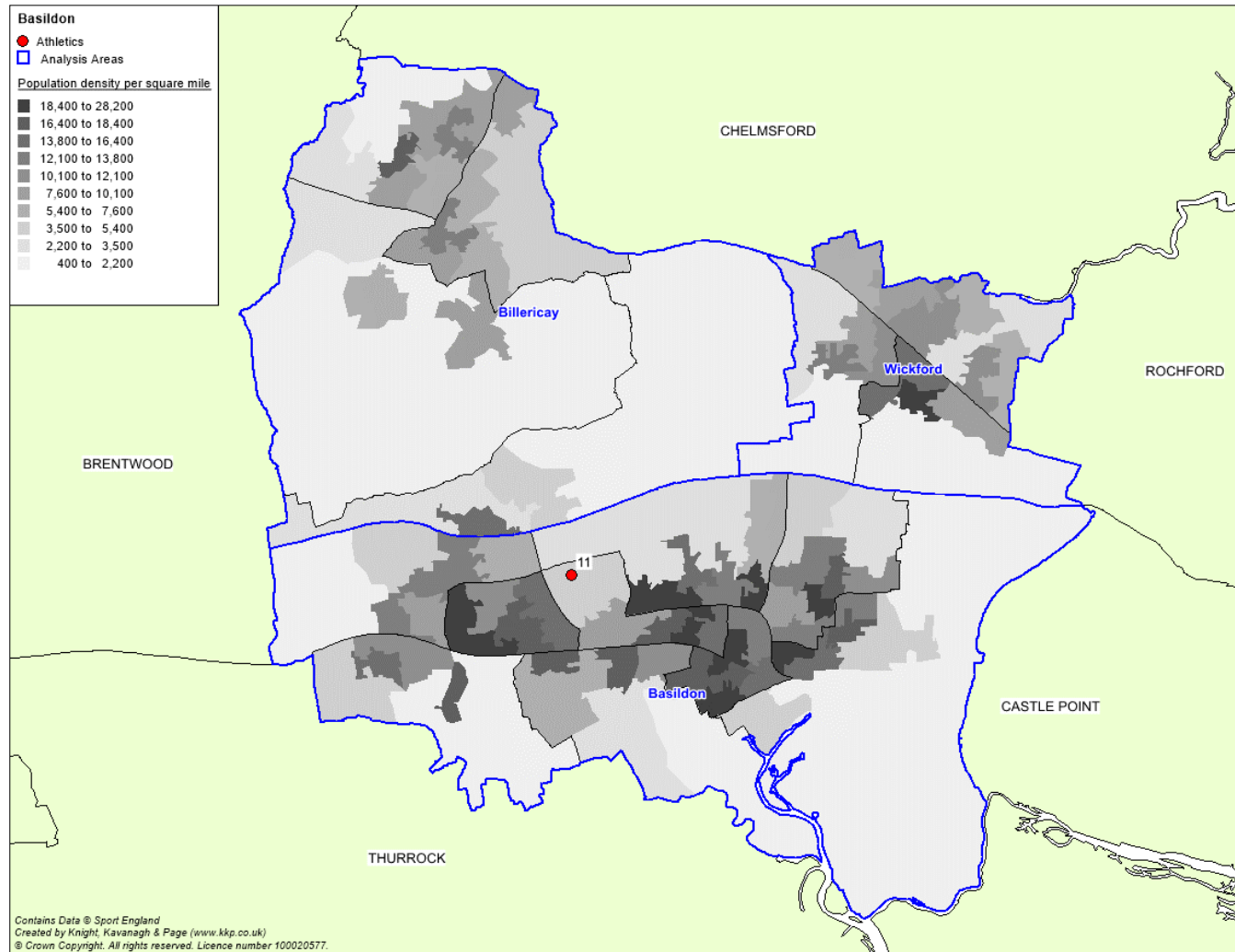
12.2: Supply

There is currently one athletics track in Basildon, located at Basildon Sporting Village. The track is an eight lane, 400 metre synthetic track that is fully floodlit.

As well as track disciplines, the facility also caters for all field events including throwing events and jumping events, with a throwing cage, a dedicated shot putt area, a dedicated high jump area and five sand pits provided. A 750-seater stand accompanies the provision, situated parallel to the finishing straight.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 12.1: Location of athletics tracks in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ownership/management

Basildon Sporting Village is owned by the Council but managed by Everyone Active as part of a lease arrangement.

Quality

The track at Basildon Sporting Village is assessed as poor quality. Whilst the track has visible lane markings and adequate fencing; there is evidence of wear and tear through general use. This is; however, unsurprising given that the last complete track resurface was in 1996. As it stands, based on UK Athletics track certification, the track can only host up to permit level two.

Basildon AC reports that the track is in need of a resurface. The Council is aware of this and it is due to be done imminently.

No issues were evident at time of assessment in relation to ancillary provision including the changing rooms, car parking and floodlighting. This being said, the Club has highlighted a desire to have its own clubhouse separate from the sports centre. It did peruse this aspiration by applying for funding; however, it was unsuccessful.

12.3: Demand

Basildon has one athletics club; Basildon Athletics Club. The Club currently has 688 members. When broken down this equates to 211 adult male, 179 adult female and 298 junior members. In addition to this, there are currently 55 individuals on the clubs waiting list. Whilst junior membership has stayed steady of the last few years, the Club reports increases in adult members.

In addition, there are two prominent running clubs; Phoenix Striders and Pitsea Running Club, within the Borough, as well as recreational running through Parkrun and 'pay and play' sessions at the track.

Basildon Athletics Club

The Club uses the track at Basildon Sporting Village every Monday and Wednesday evening from 18:00 until 21:00. In order to secure use, it pays an annual rent charge. It also uses the track on Thursday evenings as an additional session through the summer months.

Running 4 Confidence

Sport for Confidence delivers Running 4 Confidence sessions at the track on a Monday 16:30 until 17:30.

Running clubs

Phoenix Striders is a running and walking club that meets three times a week for structured training sessions. It currently caters for over 150 members and generally operates out of either Langdon Hall or Laindon Community Centre.

Pitsea Running Club is also a running and walking club, which has various sessions throughout the week. One of these sessions takes place at Basildon Sports Village on a Tuesday evening.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Parkrun

Parkrun is a series of weekly five kilometre (k) runs held on Saturday mornings in areas of parks and open space across 850 locations in 12 countries including the UK. They are open to all, free, and are safe and easy to take part in. Parkrun events are all ability runs open to all aged 14 years and older, whilst there are shorter 2k Junior Parkrun events available on Sunday mornings for runners aged four to fourteen years old. In order to take part, runners must first register online in order to receive a printed barcode which gives them access to all Parkrun events.

Parkrun actively promotes local clubs as part of its weekly events in order to advertise them to runners who may potentially be interested in joining a club, whilst approximately 10% of current Parkrun participants are already associated to running clubs. It is common for local clubs to also support Parkrun events through volunteering.

At present, there are two Parkrun events in Basildon every week, which is testament to its popularity within the Borough given that the majority of other local authorities only host one at most. The first of the two is held at Northlands Park, with 4,264 different runners taking part since its inception in 2014. On average, 146 people attend each event, with the record standing at 265 attendees.

The other Parkrun event is held at Lake Meadows Park and is proving to be the most popular with an average attendance of 191 runners and a record attendance of 332 runners. This location only started being used in 2017 but has so far attracted 1,951 different people.

There are no Junior Parkrun events in Basildon. In order to access a Junior Parkrun, Basildon residents would likely have to travel to Rochford (Clements Hall Recreation Ground), Chelmsford (Central Park) or Brentwood (Weald Country Park).

Great Run Local

Great Run Local is a network of running events which operate very much like Parkrun in that they too are free, weekly and volunteer driven. It differs, however, in that distances offered are flexible, but generally include two routes at 2k and 5k in order to encourage participation of all abilities.

There are no Great Run Local events currently hosted in Basildon, with the nearest found in the London Borough of Newham.

Race for Life

Race for Life is an initiative by Cancer Research UK to provide a series of women only events to raise money for research into various cancers. As part of this, a 5k run is hosted at Basildon Sporting Village every June, utilising the grass area rather than the athletics track.

Couch to 5k

Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners get into running as part of establishing and maintaining an active and healthy lifestyle including regular exercise.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion. It starts with a mix of running and walking, to gradually build up fitness and stamina, in order to create realistic expectations and a sense of achievability to encourage participants to stick with it. The end goal of the plan is for the participant to be able to run 5k.

Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge setting, which can help boost confidence and self-belief. Furthermore, running regularly has been linked to combating depression.

It is believed that an increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect leading to increased demand at running groups and clubs as people may wish to continue develop their running further.

RunTogether

RunTogether is an official England Athletics recreational running project which aims to get the whole nation running. The role of RunTogether is to provide enjoyable, supportive and inclusive running opportunities across England in the form of set routes, running groups and access to programmes such as Find a Guide and Mental Health Ambassadors.

There are currently no RunTogether groups within Basildon; however, there are groups in neighbouring Castle Point and Chelmsford.

Other activity

There are a number of other user groups or clubs which are likely to participate in regular organised athletics activity, including triathlon clubs and adaptive or all ability groups. For example, it is known that the Basildon Aquathlon utilises the athletics track for the running part of its event every year in conjunction with other facilities at and nearby to Basildon Sporting Village.

Future demand

England Athletics reports that there is generally a current growth being experienced in relation to athletics and running.

It is to be expected that the popularity of the Parkrun events and Race for Life event, as well as demand for RunTogether groups, will increase in the future following national trends.

Sport England's Market Segmentation Tool²⁸ enables an analysis of 'the percentage of adults that would like to participate in athletics within Basildon but are not currently doing so'. The tool identifies demand of 3,637 people, 502 (14%) of which are within the segment 'Tim – settling down males'.

²⁸ See Appendix 2

12.4: Supply and demand analysis

It is thought that in order for an athletics track to be sustainable, a club membership of 200 is required; however, a number of other factors should also be considered and a feasibility study should take place before determining whether a facility could be lost. Nevertheless, given that Basildon AC currently has 688 members, with a further 55 people on the waiting list, the athletics track at Basildon Sports Village is considered to be sustainable.

Consultation with the Club suggests that there is capacity for more use of the track during both peak and off peak times. Due to issues around track quality and the impact this is having on the track hosting certain events, resurfacing of the track should be a priority.

In the meantime, precedence should be placed on sustaining and increasing the popularity of the numerous running events taking place within Basildon as well as exploring the implementation of initiatives not currently serviced. For example, the creation of RunTogether groups.

Athletics summary

- ◀ There is currently one athletics tracks in Basildon located at Basildon Sporting Village.
- ◀ The track is rated as poor quality and is in need of a resurface.
- ◀ Basildon has one athletics club; Basildon Athletics Club. The Club currently has 688 members.
- ◀ Furthermore, Basildon is home to Phoenix Striders and Pitsea Running Club. Both are running and walking clubs, with the latter catering for over 150 members.
- ◀ There are two Parkrun events operating in Basildon every Saturday; Northlands Park and Lake Meadows Park.
- ◀ In addition, there is a 5k Race for Life event held every year at Basildon Sporting Village.
- ◀ There are no RunTogether groups in existence.
- ◀ Given that Basildon AC currently has 688 members, with a further 55 people on the waiting list, the athletics track at Basildon Sports Village is considered to be sustainable.
- ◀ Due to issues around track quality and the impact this is having on the track hosting certain events, resurfacing of the track should be a priority.
- ◀ Precedence should also be placed on sustaining and increasing the popularity of the numerous running events taking place within Basildon as well as exploring the implementation of initiatives not currently serviced.

PART 13: CYCLING

13.1: Introduction

British Cycling is the national governing body for all forms of cycling. It oversees six sporting disciplines, with each having a dedicated facility type:

- ◀ Track cycling – Velodrome
- ◀ Road cycling – Closed Road Circuits
- ◀ Mountain Bike – Trails
- ◀ BMX – Race/Pump tracks
- ◀ Cycle Speedway – Cycle speedway tracks
- ◀ Cyclocross – non-dedicated, non-permanent venues

The NGB aids in the development of all six formats, helping to safeguard those that wish to participate in a competitive and compelling environment. The popularity of cycling has increased since elite sporting success in the Olympics, Paralympics and major championships, with more than two million people now cycling at least once a week across the country.

Consultation

British Cycling were contacted numerous times to inform this section of the report; however, the NGB was unresponsive and therefore did not engage. Instead, Active Essex were the primary consultee.

13.2: Supply

An area of Gloucester Park is used for BMX activity; however, there are no purpose built facilities within Basildon. The nearest dedicated facility is located approximate six miles away, at Hadleigh Park in neighbouring authority Castle Point.

There are no velodrome facilities in Basildon, with only five provided nationally. There are also no closed road circuits or cycle speedway tracks, although these are considered to be more feasible in the future should enough demand exist.

13.3: Demand

Sport England Market Segmentation²⁹ makes it possible to identify that there are currently 12,235 people in Basildon which are participating in regular cycling activity. The majority of this is likely to be for recreational, health and fitness purposes, although formal demand is accounted for by three clubs that are each briefly summarised below.

Basildon Cycling Club

Basildon Cycling Club is a small club with a current membership of 25. It is a racing club and focus mostly on cyclo-cross, time trials and road racing. It has no known home base.

²⁹ See Appendix 2

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ford Cycling Club

The Club caters for 72 members making it the second most popular cycling club operating in Basildon. The majority of its activity takes place on public roads, with regular rides taking place amongst its members.

Essex Road Cycling Club

The Club is the largest in Basildon as it provides 253 members and has accreditation to HSBC UK Go-Ride. It organises sessions for riders of all abilities and ages including club rides, cyclo-cross, road races and time trials.

HSBC UK Go-Ride

HSBC UK Go-Ride is a British Cycling's development programme for young people. It offers a fun and safe way to introduce young people to the sport and provides a platform to improve cycling skills. People can get involved through holiday coaching programmes or through their local accredited club which allows them to sample the various disciplines of the sport.

Progression is obtainable with Go-Ride Racing, offering competition for riders to transition from school or club coaching to inter club and open regional competitions.

Latent demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in cycling but are not currently doing so'. The tool identifies latent demand of 7,260 people who would like to participate in the sport within Basildon. The most dominant segment is 'Tim' – Settling down males (18.5%).

As seen in the table below, this is the second highest amount of latent demand for the sport when compared to Basildon's neighbouring local authorities.

Table 13.1: Comparison of neighbouring Local Authorities latent demand

Neighboring local authorities	Latent demand of adults like to participate in cycling but are not currently doing so
Brentwood	3, 340
Rochford	3, 744
Castle Point	3, 945
Thurrock	6, 701
Basildon	7, 260
Chelmsford	7, 743

13.4: Supply and demand analysis

High demand for cycling is identified within Basildon; however, it is considered that the majority of this demand does not require dedicated facilities as the majority of participants will utilise roads. As such, there is no clear evidence to suggest that cycling provision is required within Basildon, especially considering the close proximity of Hadleigh Park.

Cycling summary

- ◀ An area of Gloucester Park is used for BMX activity; however, there are no purpose built facilities within Basildon.
- ◀ Sport England Market Segmentation makes it possible to identify that there are currently 12,235 people in Basildon which are participating in cycling.
- ◀ Formal demand is accounted for by three clubs; Basildon, Ford and Essex Roads cycling clubs.
- ◀ Sport England's Segmentation Tool identifies latent demand of 7,260 people who would like to participate in the sport within Basildon.
- ◀ There is no clear evidence to suggest that cycling provision is required within Basildon, especially considering the close proximity of Hadleigh Park.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 14: MULTI USE GAMES AREAS

14.1: Introduction

Multi use games areas (MUGAs) are a reference to any sport or games areas which are often used for social and recreational sport in the community and are generally categorised into typologies, as seen in the table below. To qualify as a MUGA, a facility should be minimum of a five-a-side football pitch (two tennis courts) in size and be marked out for at least three sports.

Table 14.1: Types of MUGAs

Type	Surface	Characteristics	Preferred sports
Type One	Open textured porous macadam	Used for ball rebound sports. Suitable for wheelchair sports.	Tennis and netball.
Type Two			
Type Three	Polymeric surface over macadam		
Type Four	Polymeric surface over macadam base	Due to their greater shock absorbency and lower surface friction, these areas are not recommended for tennis or netball.	Football, basketball and recreational activity
Type Five	Sand based or third generation turf (3G)	Shockpad and either heavily doused with water before play or filled or dressed with sand or rubber crumb	Formalised sports including hockey, football, American football, lacrosse and rugby.

Please note that type five MUGA's are not included within this section of the report but are instead included within the 3G (Part 3) and hockey (Part 7) sections.

14.2: Supply

There are 14 sites identified as providing MUGAs in Basildon. The majority are concentrated within the Basildon Analysis Area, with only two provided in the Billericay Analysis Area and only one provided within the Wickford Analysis Area.

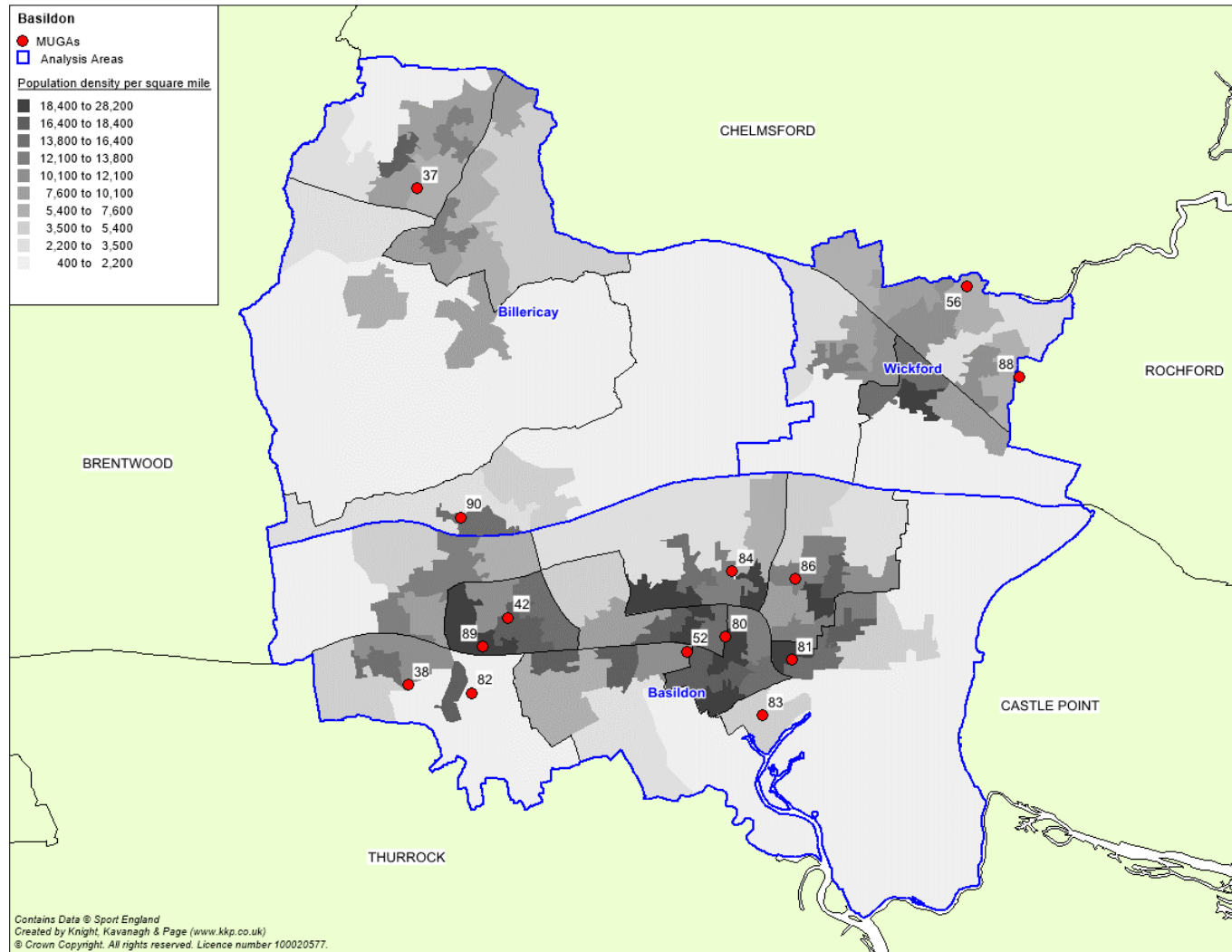
Table 14.2: Summary of MUGAs in Basildon

Analysis area	Number of MUGA sites
Basildon	11
Billericay	2
Wickford	1
Total	14

For the location of the MUGAs, see Figure 14.1 overleaf.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 14.1: Location of MUGAs in Basildon



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 14.3: Key to map

Site ID	Site	Analysis area	Type	Ownership
37	Lake Meadows Park	Billericay	Type One / Two	Council
38	Langdon Hills Recreation Ground	Basildon	Type One / Two	Council
42	Markhams Chase	Basildon	Type One / Two	Council
52	Swan Mead Park	Basildon	Type One / Two	Council
56	Wickford Memorial Park	Basildon	Type One / Two	Council
80	Barstable Open Space	Basildon	Type One / Two	Council
81	Elm Green	Basildon	Type One / Two	Council
82	Delmores Play Area	Basildon	Type One / Two	Council
83	Freshwater Drive	Basildon	Type One / Two	Council
84	Fryerns Open Space	Basildon	Type One / Two	Council
86	Northlands Park	Basildon	Type One / Two	Council
88	Shotgate Park	Wickford	Type One / Two	Council
89	Somercotes, Elizabeth Way	Basildon	Type One / Two	Council
90	Steepleview Open Space	Billericay	Type One / Two	Council

Management

As seen in the table above, all MUGAs across Basildon are owned by the Council. As such, each MUGA is available for open access.

Quality

Following non-technical assessments, eight MUGAs are assessed as standard quality with the remaining six evaluated as poor quality. None are considered to be good quality.

Table 14.4: Summary of MUGA quality in Basildon

Site ID	Site	Analysis Area	Quality Rating
37	Lake Meadows Park	Billericay	Standard
38	Langdon Hills Recreation Ground	Basildon	Poor
42	Markhams Chase	Basildon	Poor
52	Swan Mead Park	Basildon	Standard
56	Wickford Memorial Park	Basildon	Standard
80	Barstable Open Space	Basildon	Poor
81	Elm Green	Basildon	Poor
82	Delmores Play Area	Basildon	Standard
83	Freshwater Drive	Basildon	Standard
84	Fryerns Open Space	Basildon	Standard
86	Northlands Park	Basildon	Poor
88	Shotgate Park	Wickford	Standard
89	Somercotes, Elizabeth Way	Basildon	Standard
90	Steepleview Open Space	Billericay	Poor

BASILDON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

The majority MUGAs are deemed to have poor grip underfoot, loose gravel and evidence of litter, glass and moss. The maintenance of such provision is also considered to be basic and infrequent.

Floodlighting

Only one of the MUGAs is accompanied by floodlighting, Fryerns Open Space. The presence of floodlighting is considered to encourage more demand as it enables evening use all year round. That being said, it is also acknowledged that it encourages higher levels unofficial use resulting in increased anti-social behaviour, vandalism and littering.

14.3: Demand

Given the open access nature of the MUGAs provided within Basildon, no usage is recorded, meaning demand for access is therefore unknown.

14.4: Supply and demand analysis

Although demand for access to MUGAs in Basildon is unclear, it is considered likely that there is an under provision in the Billericay and Wickford analysis areas given that only two and one are provided, respectively. Furthermore, despite there being numerous MUGAs in the Basildon Analysis Area, usage is likely to be limited given that only one is floodlit.

Given the concentration of MUGAs within the Basildon Analysis Area, and given the quality issues that exist in regards to a lot of the provision, a case could be made for the rationalisation of the facilities. This would then enable a focus on the investment of a smaller number of MUGAs that are most in demand and in the most strategic locations, with emphasis on quality improvements, floodlighting, fencing and continued maintenance.

MUGA Summary

- ◀ In total there are 14 sites identified as providing MUGAs in Basildon.
- ◀ The Basildon Analysis Area supplies 11, the Billericay Analysis Area provides two and the Wickford Analysis Area provides one.
- ◀ All MUGAs are owned by the Council, meaning all provision is open access.
- ◀ Eight of the MUGAs are assessed as standard quality and three as poor quality; none are considered to be good quality.
- ◀ Only one of the MUGAs is accompanied by floodlighting, Fryerns Open Space.
- ◀ Given the open access nature of the MUGAs, no usage is recorded.
- ◀ Although demand is unclear, it is likely that there is an under provision in the Billericay and Wickford analysis areas.
- ◀ Furthermore, despite there being numerous MUGAs in the Basildon Analysis Area, usage is likely to be limited given that only one is floodlit.
- ◀ Given the concentration of MUGAs within the Basildon Analysis Area, and given the quality issues that exist in regards to a lot of the provision, a case could be made for the rationalisation of the facilities.

APPENDIX 1: SPORTING CONTEXT

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

National context

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

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

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

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

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

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

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

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

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

National Planning Policy Framework (2018)

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

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

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

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

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

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

The FA: National Game Strategy (2018-2021)

The FA launched its new National Game Strategy in July 2018 which aims to inspire a life-long journey in football for all. To achieve this, the strategy will focus on five key aspects of the game:

- ◀ A high quality introduction to football
- ◀ Developing clubs and leagues
- ◀ Embrace all formats of football and engage all participants
- ◀ Recruit, develop and support the workforce
- ◀ Develop sustainable facilities

Through these five pillars, The FA's objectives are to:

- ◀ Increase the number of male affiliated and recreational players by 10%.
- ◀ Double the number of female affiliated and recreational players via a growth of 75%.
- ◀ Increase the number of disability affiliated and recreational players by 30%.
- ◀ Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy (NFFS) investment priorities.

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

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

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

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

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

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

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

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

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

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

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

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

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

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

- ◀ Grow our Participation
- ◀ Deliver International Success
- ◀ Increase our Visibility
- ◀ Enhance our Infrastructure

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ Be a strong and respected Governing Body

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

‘The right pitches in the right places’³⁰

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

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

England Hockey Strategy

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

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

British Tennis (LTA) - Place to Play Strategy

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

³⁰

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

The strategy sets out:

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

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

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

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

Bowls England: Strategic Plan 2014-2017

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

The overall vision of Bowls England is to:

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

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

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

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ Commercial income to increase by 20%.

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

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

England Athletics: Strategic Plan for 2017 and beyond

The England Athletics plan has a mission to grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

The vision of the strategic plan is:

“Athletics and running will be the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body”.

To enable this, the following strategic priorities are set out:

- ◀ To expand the capacity of the sport by supporting and developing its volunteers and other workforce
- ◀ To sustain and increase participation and performance levels in our sport.
- ◀ To influence participation in the wider athletics market.

UK Athletics Facilities Strategy (2014-2019)

Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.

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

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

UKA's 2014-19 Facilities Strategy key outcomes:

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

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

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

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

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

Growing the Game of Golf in England (2017-2021)

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”.

The 2014 strategy helped achieve the following:

- ◀ 427,111 people being introduced to golf for the first time.
- ◀ 31,913 new members for England's golf clubs from national initiatives.
- ◀ Over £25 million generated for golf clubs through new members.
- ◀ Four counties to merge their men's and women's unions associations.
- ◀ Support for 15,200 national, regional and county squad players.
- ◀ Over 150 championships and events organised across the country.





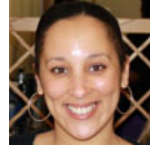





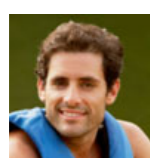



BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Following the above strategy, England Golf is now setting out to “grow the game” of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all.



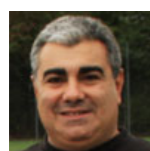



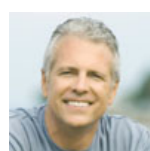



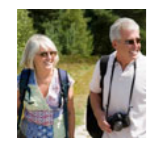

The objectives are:

- ◀ Being customer focussed
- ◀ Stronger counties and club
- ◀ Excellent governance
- ◀ Improve image
- ◀ More members and players
- ◀ Outstanding championships, competitions and events
- ◀ Winning golfers







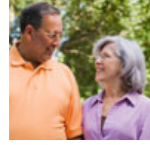



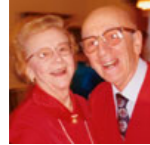

APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					

**BASILDON BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).

**BASILDON BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
				8%					
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
				9%					
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
				6%					
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX 3: CONSULTEE LIST

Consultee	Designation	Organisation
Claire Montano/ Jenny Pearce	Chairman / Secretary	Basildon HC
David Ayers	Secretary	Basildon & Pitsea CC
Graham Street	Secretary	St Andrews CC
Alan Moss	Secretary	Wickford CC
Dave Randall	Secretary	Billericay CC
Steve Mitchell	Chair	Parkour Board
Dave Hare	Secretary	Basildon RFC
Steve Winford	Secretary	Billericay RFC (Chelmsford)
Brian Vanson	Chairman	Basildon Lawn Bowls Association
Mrs. P Moore	Secretary	Wickford BC
Laura Raj	Secretary	Basildon LTC
Wendy Scales	Coach	Stock Brook Country Club (Tennis)
Stewart Clark	Secretary	Wickford LTC
Deborah Tonkiss	Secretary	Billericay Town Council
Christine Barlow	Secretary	Bowers Grifford and North Benfleet Parish Council
Christine Barlow	Secretary	Little Burstead Parish Council
Susan	Secretary	Basildon Boys FC
John Smith	Secretary	Basildon Soccability Academy FC
Richard Mann	Secretary	Basildon United FC
Madeline Northwood	Secretary	Basildon United Youth FC
Ian Ansell	Secretary	Billericay Town FC
Tom	Secretary	Billericay Town Colts Youth FC
Joanne Barrett	Secretary	Billericay Town Girls FC
Kim Coster	Secretary	Billericay Town Ladies FC
Alfie Barnes	Secretary	Bostocke Casuals FC
Lee Stevens	Secretary	Bowers & Pitsea FC
Nicholas Brand	Secretary	Bowers & Pitsea Youth FC
Unknown	Secretary	C & K Basildon Girls FC
Charlie Whalley	Secretary	Castlemayne FC
Johnny	Secretary	Cisk Sports FC
Larry Mckechnie	Secretary	Essex Royals FC
Andrew Jackson	Secretary	Eversley Sports FC
Darren Crowley	Secretary	Forest Glade FC
Unknown	Vice Chairman	Forest Glade Youth FC
Louisa Gleed	Secretary	Fryerns Boys FC
Unknown	Secretary	Fryerns Bunch FC
Dianne Haigh	Secretary	Hannakins Farm Youth FC
Bryan Matthews	Secretary	Hannakins Farm Youth FC
Mark Rowlands	Secretary	Intersports FC
John McCarthy	Secretary	Kingswood Athletic FC

BASILDON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Consultee	Designation	Organisation
Unknown	Secretary	Laindon Athletic Veterans FC
Neil Blackburn	Secretary	Laindon Orient FC
Tony Bush	Secretary	Landsdowne 91 FC
Unknown	Secretary	Langdon United FC
Dan Twine	Secretary	Mustard Worms FC
Paul Freeman	Secretary	Pavilion United FC
Unknown	Secretary	Pitsea Athletic FC
Darren Wilson	Manager	Shotgate United FC
Michael Spooner	Secretary	Tag United FC
John Robinson	Secretary	Thurrock District Mencap FC
Sharon Cook	Secretary	Trinity United FC
Antony Clift	Secretary	Vange United FC
Unknown	Secretary	Vincitori FC
Paul Brown	Secretary	Wickford Town FC
Steve Whittle	Secretary	Woodham Wanderers FC
Miss Elizabeth Keeble	Headteacher	Vange Primary School and Nursery
Jean Clark	Headteacher	Ghyllgrove Community Infant School
Mrs Katherine Parker	Headteacher	St Peter's Catholic Primary School
Mrs Suzanne Haskins	Headteacher	Buttsbury Infant School
Mrs Sue Jackson	Headteacher	Lee Chapel Primary School
Unknown	-	St John's School
Unknown	-	Castledon School
Unknown	-	De La Salle School and Language College
Unknown	-	Mayflower High school
Unknown	-	The James Hornsby School
Unknown	-	The Bromfords School and Sixth Form
Unknown	-	Woodlands School
Dianne Haigh	Secretary	Queens Park FC