



MELTON BOROUGH COUNCIL

PLAYING PITCH STRATEGY ASSESSMENT REPORT

SEPTEMBER 2014

Integrity, Innovation, Inspiration

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CONTENTS

PART 1: INTRODUCTION AND METHODOLOGY	4
PART 2: FOOTBALL PITCHES	13
PART 3: CRICKET PITCHES	31
PART 4: RUGBY UNION PITCHES	41
PART 5: ARTIFICIAL GRASS PITCHES (AGPS).....	51
PART 6: TENNIS COURTS.....	61
PART 7: BOWLING GREENS.....	65
PART 8: GOLF COURSES	70
APPENDIX 1: CONSULTEE LIST	74
APPENDIX 2: SPORTING CONTEXT	77
APPENDIX 3: LOCAL CONTEXT	83

PART 1: INTRODUCTION AND METHODOLOGY

This is the Playing Pitch Assessment Report prepared by Knight Kavanagh & Page (KKP) for Melton Borough Council (MBC). It forms part of a suite of reports that together make up the Open Space, Sport and Recreation Study:

- ▶ Playing pitches and outdoor sports
- ▶ Open spaces
- ▶ Indoor built sports facilities

The report presents a supply and demand assessment of playing pitch facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. It has been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches and other outdoor sports.

The guidance details a stepped approach to developing a Playing Pitch Strategy (PPS). These steps are separated into five distinct sections:

- ▶ Stage A: Prepare and tailor the approach
- ▶ Stage B: Gather information and views on the supply of and demand for provision
- ▶ Stage C: Assess the supply and demand information and views
- ▶ Stage D: Develop the strategy
- ▶ Stage E: Deliver the strategy and keep it robust and up to date

Stages A-C are covered in this report.

The methodology that has been used for non-pitch sports broadly follows the same format as the 'Developing a Playing Pitch Strategy' guidance. However, there is currently no prescribed methodology for non-pitch sports. The report draws conclusions for non-pitch sports based on a supply and demand comparison.

Stage A: Prepare and tailor the approach

Why the PPS is being developed

The updated PPS will offer a strategic approach to the provision and protection of sports facilities. It will, through the protection of existing open space, sports and recreational land, protect existing sites from development unless an assessment has been undertaken which has clearly shown them to be surplus to requirements. It includes a playing pitch analysis, which will guide the future provision and management of new and existing sports pitches in the Melton area in the context of national policy and local sports development criteria.

The PPS will form part of a key evidence base for the new Melton Local Plan. From the Councils perspective there is likely to be substantial amount of residential and employment development in the Borough. Significant supporting infrastructure such as community facilities, a school and highway investments with improved connectivity are expected as part of the vision for growth.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The new Melton Local Plan will ensure that the residential development envisaged provides sufficient open space, sport and recreation facilities to meet the requirements of Melton residents. The PPS will therefore inform the new Melton Local Plan and form part of its evidence base. It may help inform master planning work for large scale developments that may be undertaken at a later date.

Agreed scope

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

- ◀ Football pitches
- ◀ Cricket pitches
- ◀ Rugby union pitches
- ◀ Hockey/ Artificial Grass Pitches (AGPs)
- ◀ Tennis courts
- ◀ Bowling greens
- ◀ Golf courses

Management arrangements

The project team (KKP) is responsible for the day to day development of the PPS and ensuring tasks are completed in line with the project plan. In order to ensure effective and continued PPS management, it has been supported by the abovementioned Steering Group comprising representatives from the Council, NGBs and Sport England. This is responsible for the vision and direction of the PPS from a strategic perspective and supporting, checking and challenging the work of the project team.

It will be important for the Steering Group to continue once the PPS has been developed for several reasons, including:

- ◀ To be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
- ◀ To ensure implementation of the PPS's recommendations and action plan.
- ◀ To monitor and evaluate the outcomes of the PPS.
- ◀ To ensure that the PPS is kept up to date and refreshed.
- ◀ To review, at least annually, changes in supply and demand in line with available budgetary resources.

Assessment data was identified and collated for football and rugby union during April 2014 followed by cricket during May 2014.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Study area and sub areas

For mapping purposes and audit analysis, Melton is divided into four analysis areas (reflecting the geographical and demographical nature of the area).

These allow more localised assessment of provision in addition to examination of supply and demand issues at a more local level. Use of analysis areas also allows local circumstances and issues to be taken into account. Melton is therefore, broken down as follows:

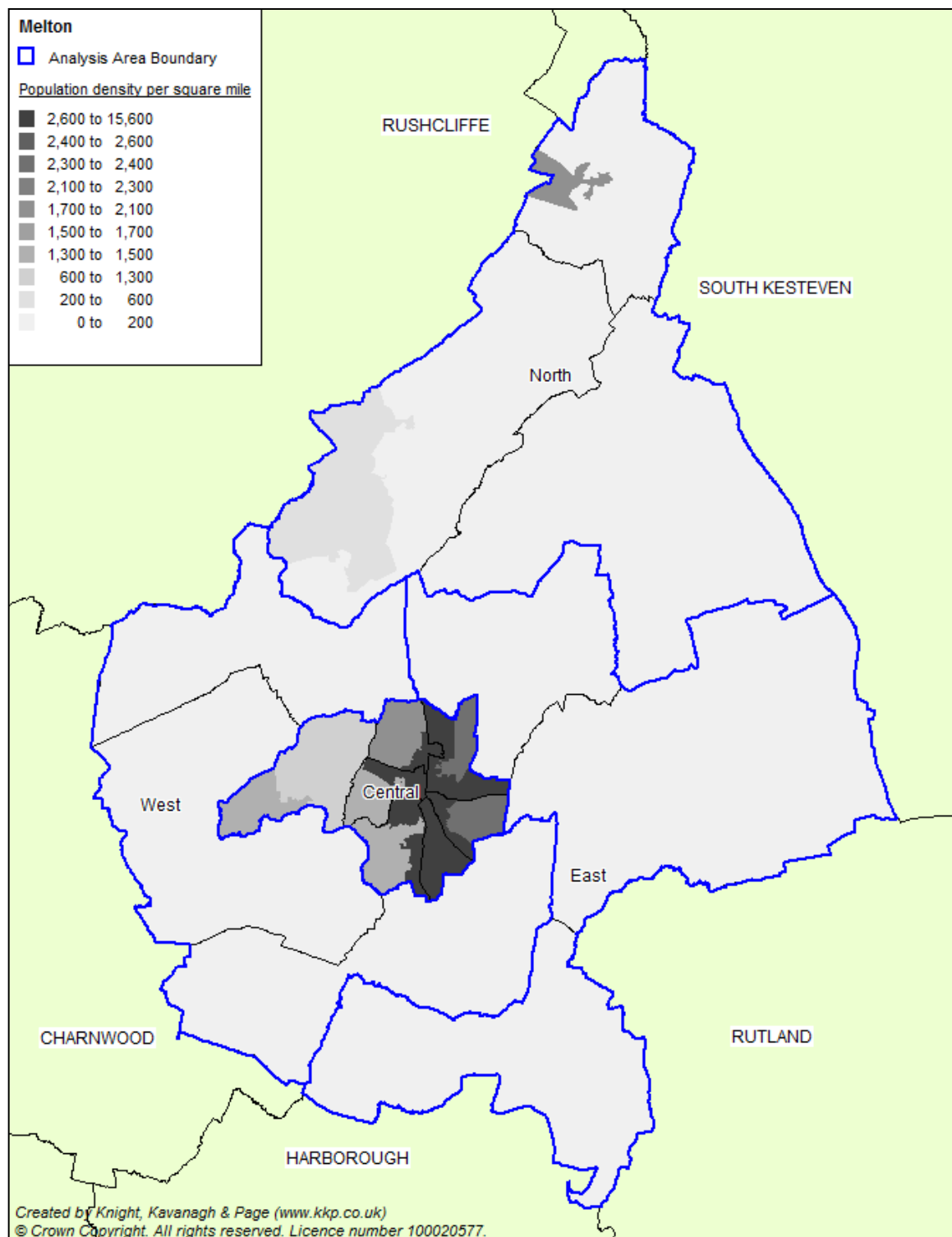
Table 2.1: Population by analysis area

Analysis area	Population (2011)¹
Central Melton	30,444
East Melton	4,859
North Melton	9,616
West Melton	5,457
MELTON	50,376

¹ Source: ONS Interim 2011 based population projections

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 1.1 Map of analysis areas



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

It is essential that a PPS is based on the best and most accurate and up-to-date information available about the supply of and demand for playing pitches. This section provides detail about how this information has been gathered in Melton.

Gather supply information and views

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2010 '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 which encompasses at least one playing pitch of 0.2 ha or more.

This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply (including pitches of less than 0.2 hectares in order to count 5v5 size pitches). The definition of a playing pitch also includes AGPs.

Quantity

All playing pitches are included irrespective of ownership, management and use. Playing pitch sites were initially identified using Sport England's Active Places web based database. The Council and NGBs supported the process by checking and updating this initial data. This was also verified against club information. For each site the following detail is recorded in the project database. (It is supplied as an electronic file):

- ▶ Site name, address (including postcode) and location
- ▶ Ownership and management type
- ▶ Security of tenure
- ▶ Total number, type and quality of pitches
- ▶ A description and the quality of the ancillary facilities

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

Accessibility

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

Available for community use and used - Pitches in any ownership which are available for hire by, or leased to the community (e.g. leased to a sports club) and currently in use by community teams, for example:

- i. For educational pitches, community use relates to pitches used by the community over and above the educational establishments own use (i.e. over and above a school's curricular and extracurricular use).
- ii. For company sports grounds, sports & social clubs or third sector sports organisations community use relates to pitches where there are no restrictions on its use i.e. not having to be an employee, or related to an employee of the company to access provision.

Available for community use but unused - Pitches that are available for hire to the community but are not currently used by community teams; this may apply to some school sites and sites which are available but unused as they are expensive to hire.

Not available for community use - Pitches which as matters of policy or practice are not available for use by community teams. This should include professional club pitches and some semi - professional club pitches where play is restricted to the first or second team.

Not available as disused - Any sites where pitches were once, but are no longer, marked out and remain undeveloped.

Quality

The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by their quality and location. Teams, especially youth teams, are only prepared to travel within the local vicinity.

There are a maximum number of games acceptable before a playing surface deteriorates and this is exacerbated by training on pitches. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of a sport. In extreme circumstances it can result in a pitch being unable to cater for all or certain types of play during peak and off peak times.

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

The quality of all pitches identified in the audit and the ancillary facilities supporting them is assessed regardless of ownership, management or availability. Along with capturing any details specific to the individual pitches and sites, a quality rating is recorded within the audit for each pitch.

The ratings are used to help estimate the capacity of each pitch to accommodate competitive and other play within the supply and demand assessment.

MELTON BOROUGH COUNCIL PLAYING PITCH 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 with regard to quality and in some instances the quality rating adjusted to reflect this.

Developing a picture of demand

Current demand

Presenting an accurate picture of current demand for playing pitches (i.e. recording how and when pitches are used) is important in order to carry out the full supply and demand assessment. Demand for playing pitches in Melton tends to fall within the categories:

- ✦ Organised competitive play
- ✦ Organised training

In addition, unmet and displaced demand for provision is also identified on a sport by sport basis. Unmet demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches (and ancillary facilities) was available. Displaced demand refers to teams that are generated from residents of the area but due to any number of factors do not currently play within the area.

A variety of consultation methods are used to collate demand information. Face to face consultation was carried out with key clubs from each sport. This allowed for collection of detailed demand information and exploration of key issues to be interrogated and more accurately assessed.

For data analysis purposes a survey was utilised. This was sent to all clubs not covered by face to face consultation.

Consultation response rates

Sport	No. of clubs	No. of responses	Response rate	Methods of consultation
Football clubs ^[1]	20	15	75%	Survey, face to face and telephone
Football teams	90	64	71%	
Cricket clubs	15	10	67%	Survey, face to face and telephone
Rugby union clubs	1	1	100%	Face to face
Hockey clubs	1	1	100%	Face to face/ telephone
Tennis clubs	2	2	100%	Face to face and survey
Bowls clubs	5	3	60%	Survey and telephone
Golf	4	3	75%	Face to face and survey
Secondary schools	3	3	100%	Face to face
Primary schools	25	16	64%	Survey and telephone

^[1] KKP contacted outstanding clubs on a minimum of three occasions to attempt to improve the response rate.

Future demand

Alongside current demand it is important for a PPS to assess whether the future demand for playing pitches can be met. Using population projections, an estimate can be made of the likely future demand for playing pitches in Melton.

The resident population in Melton is 50,376. By 2021, the population is projected to increase to 53,607 an increase of 3,231 (or equivalent to a percentage increase of 6.4%).

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 in the study area (and any sub areas).

Future demand for pitches is calculated by adding a blanket increase across the age groups of 6.4% (to account for ONS population increases). It is presented on a sport by sport basis within the relevant sections of this report.

Stage C: Assess the supply and demand information and views

Supply and demand information gathered within Section B was used to assess the adequacy of playing pitch provision in Melton. It focused on looking at how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

Understanding 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	

Develop the current and future pictures 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 at 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.

Scenario testing

Modelling scenarios to assess whether existing provision can cater for unmet, displaced 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 were these sites to be decommissioned in the future.

Stage D: Developing the strategy

By completing Sections A, B and C it is possible to identify several findings and issues relating to the supply, demand and adequacy of playing pitch provision in Melton. This report seeks to identify and present the key findings and issues, which should now be checked, challenged and agreed by the Steering Group prior to development of the Strategy (Section E).

PART 2: FOOTBALL PITCHES

2.1: Introduction

Leicestershire FA is the primary organisation responsible for development (and some elements of administration) of football in Melton. It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

This section of the report focuses on the supply and demand for grass football pitches. Part 6: Artificial Grass Pitches captures supply and demand for artificial pitches servicing football. Although in the future it is anticipated that there will be a growing demand for the use of AGPs for competitive football fixtures to accommodate youth football, AGPs in Melton are currently used most for football training. In addition, there is not currently thought to be a direct relationship between demand for AGPs and demand for grass pitches.

Consultation

In addition to face to face consultation with key clubs and leagues, an electronic survey was sent to all other football clubs playing in Melton. Consultation responses were gained from a total of 15 clubs an equivalent to 64 teams (equating to a response rate of 75% for clubs and 71% for teams). The results are used to inform key issues within this section of the report.

FA Youth Development Review

The FA has consulted widely and has been encouraged to produce national pitch sizes for mini soccer (5v5 and 7v7), Youth football (9v9 and 11v11) and over 18 senior football (11v11). This will see an increased use of small-sided games for all age groups up to U12s. This will allow children to progress gradually through age-appropriate formats. The entry point for U7s and U8s is the 5v5 game. U9s and U10s will then step up to 7v7, followed by 9v9 level for U11s and U12s.

Table 2.1: Summary of each step and the appropriate pitch and goal sizes

Age	Format	Pitch size without runoff (Length x width metres)	Pitch size including runoff ³ (Length x width metres)	Recommended size of goal posts (Height x width metres)
Mini soccer U7/U8	5 v 5	37 x 27	43 x 33	1.83 x 3.66
Mini soccer U9/U10	7 v 7	55 x 37	61 x 43	1.83 x 3.66
Youth 11/12	9 v 9	73 x 46	79 x 52	2.13 x 4.88
Youth 13/14	11 v 11	82 x 50	88 x 56	2.13 x 6.40
Youth 15/16	11 v 11	91 x 55	97 x 61	2.44 x 7.32
Youth 17/18	11 v 11	100 x 64	106 x 70	2.44 x 7.32
Over 18 (senior ages)	11 v 11	100 x 64	106 x 70	2.44 x 7.32

³ Including runoff (safety area around the pitch)

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Playing smaller-sided games has been proved to give children an increased number of touches of the ball, while providing more goals and scoring attempts, more one-v-one encounters and more chance to attempt dribbling skills. It is this increased contact time with the ball that the FA believe will help children enjoy the game more while providing them with better preparation for the 11-a-side a game.

The introduction of 9v9 football, by the FA, is designed to help bridge the gap between mini soccer at U10s and 11-a-side at U11s and will see the introduction of a new intermediate sized pitch. The FA suggests that where there is limited space, there is the ability to mark out 9v9 pitches across a full size pitch.

Marking out 9v9 pitches on senior pitches may help to meet the shortfall of junior pitches identified at peak times. However, specific 9v9 goals (recommended size 7 x 16ft) would be required.

The new format of the 9v9 game became mandatory from the 2013/14 season for U11s and from the 2014/15 season for U11s and U12.

2.2: Supply

The audit identifies a total of 36 football pitches in Melton. Nearly all of these (35) are available, at some level, for community use.

Table 2.3: Summary of pitches available for community use

Analysis area	Available for community use		
	Senior	Youth	Mini
North Melton	6	5	-
Central Melton	10	5	3
East Melton	3	1	2
West Melton	-	-	-
MELTON	19	11	5

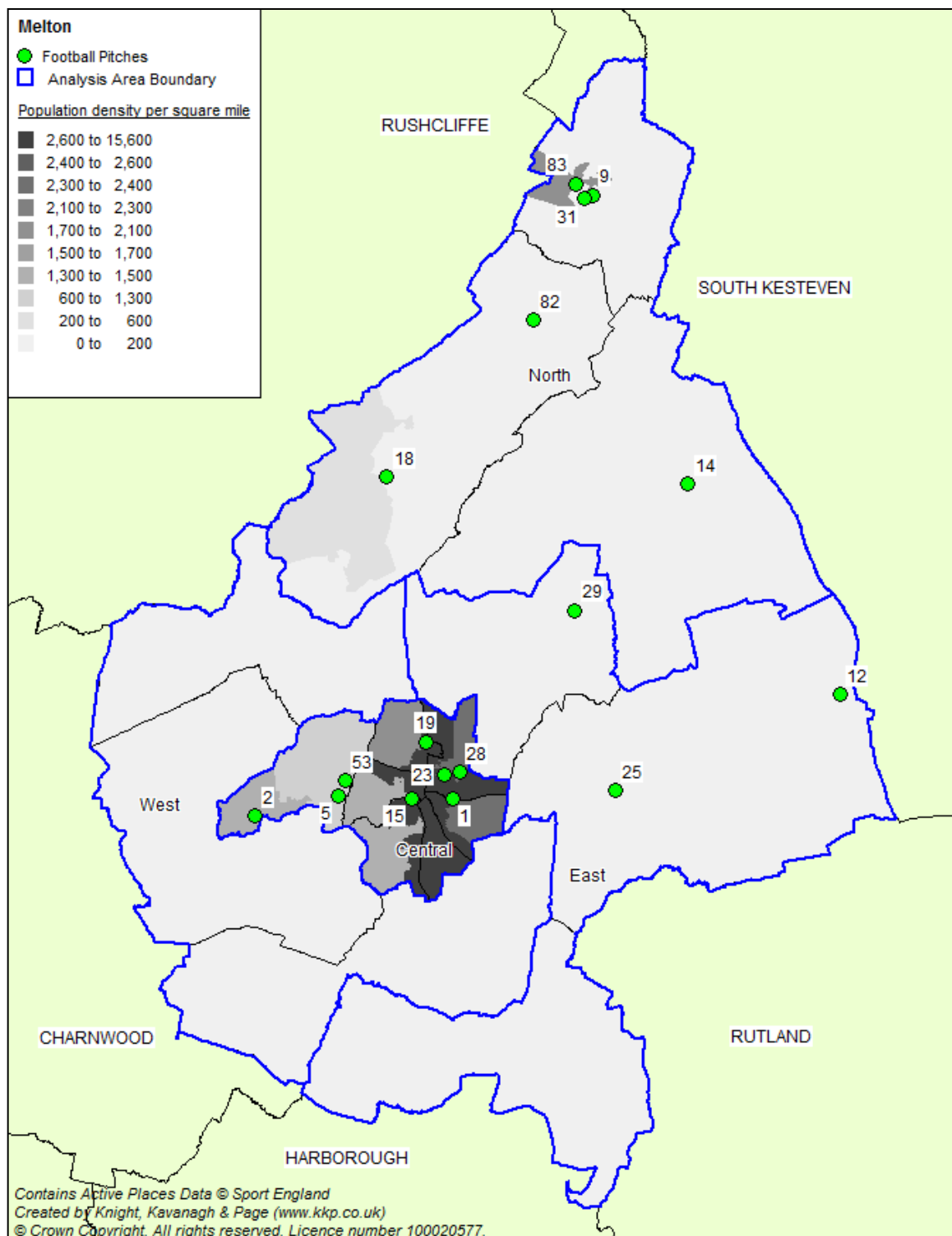
The methodology defines the minimum size of a senior football pitch as being 90m x 46m. The minimum size of a youth pitch is 70m x 42m and a mini pitch 46m x 27m.

More detailed pitch guidance can be accessed at:

http://www.thefa.com/GetIntoFootball/Facilities/Goalpost_and_Pitch_Sizes.aspx

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 2.1: Location and level of use of football pitches in Melton



Please refer to Table 2.8 which includes a key to the map.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Three sites in Melton are currently not identified as being used. Two are parish council owned sites and the other is a secondary school. None of the sites are reportedly in use due to a lack of demand for them:

- ✦ Buckminster Playing Field (Site ID: 12)
- ✦ Waltham Playing Fields (Site ID: 29)
- ✦ Belvoir Academy (Site ID: 31)

Buckminster Playing Field was previously used by Buckminster FC. However, the Club folded before the start of the 2013 season due to a lack of players.

The 9v9 football pitch at John Ferneley College is the only site/pitch not available for community use. The school cites this is due to quality issues. Ongoing refurbishment of the school playing field is due to be complete late 2014. This may provide an additional two adult football pitches with a possibility for them to be made available for community use.

Ownership/management

Just over half of clubs (52%) rent the pitch that they play on. Most of these are rented from either Melton Borough Council or a parish council. The remaining pitches are rented or leased from other private land owners. For example, Melton Mowbray Town Estates (MMTE) is a significant provider of pitches in the area. It is responsible for the pitches at Egerton Park, All England Sports Ground and more recently the Asfordby Sports Ground. The latter has only recently been acquired by MMTE. The arrangement is understood to be that MMTE will own the site which will be available to hire for clubs such as Asfordby FC.

Pitch quality

The quality of football pitches in Melton has 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

The assessment of quality at each site shows that the vast majority (74%) of football pitches in Melton are of standard quality. A relatively low number of pitches are of good quality (14%) and an even lower number are of poor quality (11%).

Table 2.4: Pitch quality assessments (community use pitches)

Senior pitches			Youth pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
2	13	4	3	8	0	0	5	0

There are a high proportion of pitches in Melton that are of standard quality. The overall pitch quality rating is an average taken from non technical site assessments carried out by KKP, the perceived quality by users (clubs and leagues) and the maintenance programmes in place for the pitches.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The four poor quality pitches in Melton are spread across three sites; Croxton Kerrial Sport Club, Melton Country Park (two pitches) and Thorpe Road Recreation Ground. The evenness of the pitches at all three sites is assessed as poor. In addition, evidence of dog fouling and litter were observed. The length of the grass at Thorpe Road and Melton Country Park were also noted as being longer than compared to other sites.

Unofficial use of pitches is also highlighted but not deemed an issue at sites such as Egerton Park and Waltham Playing Fields. However, Melton Rangers FC cites that dog foul is an issue at their Asfordby Hill site.

Consultation with clubs, suggests in general, the quality of pitches across Melton has remained the same in the last year.

Ancillary facilities

Changing facilities are available at both the MBC sites; Melton Country Park and Thorpe Road Recreation Ground. Both facilities are assessed as poor for overall quality. This is supported by clubs such as Melton Mowbray FC and local leagues such as the Melton and District Sunday League.

Melton Mowbray FC currently plays its home matches at Asfordby Sports Ground. The Club has to play its matches at the site as it is the only one to meet the standards required for the League it plays in (Leicestershire Senior League Premier). Furthermore, promotion to the next football league tier will require further ancillary facilities such as covered seating (which is currently not present). The Club has aspirations to build a new stadium in the town in order to meet its long term requirements.

Bottesford FC also identifies plans for development of its ancillary facilities. The Club plans to build a new clubhouse next year at its current site off Nottingham Road in Bottesford. Currently no water or electricity is available on the site meaning adult matches cannot take place. Instead adult teams currently play at the Belvoir Road Village Hall site. Once the clubhouse has been built, it plans to have all teams playing from the same site. This will release capacity at the Belvoir Road Village Hall site for other users in the future.

Other clubs such as Melton Mowbray Rangers FC and CK Dons also identify plans for general improvements to their respective clubhouse/changing accommodation facilities. Neither club reports that funding is secured for these aspirations.

Generally sites and therefore clubs in Melton do have access to changing facilities. Even sites in more rural areas, such as Waltham Playing Fields and Buckminster Playing Field, have access to some form of changing facility. Some clubs (15%) say that if more/better ancillary facilities were available then they would be able to produce more teams. For example, Mowbray Rangers FC could field girls' teams if appropriate ancillary facilities were available.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

2.3: Demand

KKP identifies there are 19 affiliated clubs playing in Melton producing 90 teams in the 2013/14 season.

Table 2.5: Summary of teams playing in Melton

Analysis area	Adult teams		Youth teams		Mini teams
	Senior men	Senior women	Boys	Girls	Mini soccer ⁴
North Melton	7	-	7	-	8
Central Melton	13	3	15	6	12
East Melton	-	-	9	-	8
West Melton	-	-	-	-	-
MELTON	20	3	31	6	28

The Leicestershire County FA Participation Report (2013/14) identifies a total of 22 affiliated clubs with a total of 95 football teams playing their home games on pitches within Melton. This is in keeping with the 19 clubs and 88 teams identified above, as within the last 12 months three senior men's teams are identified as having folded; Hamilton Reserves, Buckminster United FC and Edgerton Park FC.

Central Melton Analysis Area accommodates the largest number of teams (49 in total). Furthermore, no teams are identified in the West Melton Analysis Area. This is reflective of where pitches are distributed as no pitches are located in West Melton.

The number of competitive teams playing in Melton compared to the last study (2010/11) has slightly decreased for senior men's teams from 31 in 2010/11 to 20 at the moment. For senior women's, junior boys and junior girls the number of teams has remained roughly the same. However, compared to the previous study there has been an increase of five mini soccer teams.

Overall the number of adult teams in Melton has slightly decreased since the last study. The consultation process highlights three senior men's teams that have folded in the last 12 months; Hamilton Reserves, Buckminster United FC and Edgerton Park FC. All three teams folded due to a lack of players. Despite this, of the clubs with adult teams, 72% report that the number of adult teams has stayed the same over the previous three years. In addition, 11% report an increase.

The number of teams playing at youth and mini level over the last three years has predominantly stayed the same. However, some clubs report that the number of youth and mini teams has increased. Both Asfordby Amateur Ladies and Bottesford FC cite an increase in both youth and mini teams. There are no clubs that report that the number of youth or mini teams has decreased within the previous three years.

The majority (70%) of clubs say that they have no plans to increase the number of teams. However, of the clubs that do expect an increase (20%) in team numbers; youth teams could increase the most (by five teams) followed by mini soccer (by one team).

⁴ Girls and boys play alongside each other in mini soccer at U7s – U10s i.e. ages 6-9 years old.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Leagues

There are a total of 18 leagues that service Melton; most of these tend to each contain a handful of teams. The Melton and District Sunday League is the main league for senior football. It has a total of nine teams from the Melton area. The League reports that there has been a slight decrease in the number of teams. Reasons for the decrease are cited as inadequate changing facilities and a lack of interest.

The Leicester and District Sunday Junior League is the main league for youth football. A total of seven teams participate in the league. However, these are from only two clubs; Melton Mowbray Rangers FC and Melton Foxes.

For mini soccer the Leicester and District Mutual Football League contains the most teams with 13.

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. There is no unmet demand expressed by the leagues (i.e. no waiting lists). Furthermore, no clubs identify any unmet demand.

Latent demand

Clubs were asked that if more pitches were available, at the club or in the local area, could they develop more teams in the future (latent demand). The table below highlights latent demand expressed by clubs, and the additional teams that could *potentially* be fielded if more pitches were available.

Table 2.6: Summary of latent demand expressed by clubs

Club	Latent demand	Analysis area	Pitch requirement	
			Number ⁵	Type
Bottesford FC	2 x youth	North Melton	1	Youth
CK Dons FC	1 x adult mens 2 x youth	North Melton	0.5 1	Adult Youth
Totals			-	Mini
			2	Youth
			0.5	Adult

There is latent demand expressed for five teams that could potentially play if more pitches were available. This equates to half an adult and two youth pitches. Latent demand is only expressed in North Melton.

⁵ Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can be seen in the table where there is latent demand for one team.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In addition to latent demand identified by clubs, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in football but are not currently doing so'. The tool identifies latent demand of 495 people. A total of 25.9% of the population that would like to participate in football is the segment 'Ben - competitive male urbanites'. Of the 495 people, 40 (8.1%) are females; the largest segment of which is 'Chloe - fitness class friends'.

Displaced demand

Displaced demand refers to Melton registered teams that are currently unable to access pitches at their preferred location, for example outside of the Borough for their home fixtures. Usually this is because their pitch requirements cannot be met due to pitch supply or quality issues.

The 1st team for Croxton Kerrial FC plays outside of Melton on a pitch in Skillington. This is due to a requirement of the league that shower provision for officials must be provided. The Club highlights that the pitch was not good quality so it may look to move for the 2014/15 season.

A similar issue is highlighted by Melton Mowbray FC. However, the Club is still playing within Melton at the Asfordby Sports Ground. The Club requires a site with appropriate ancillary facilities (including covered seating) in order to meet league guidelines. As a result the Club is seeking to build a new stadium.

Future demand

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 and housing growth⁶.

Table 2.7: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (16-45)	8,895	20	1:445	9,464	21.3	1.3
Senior Women (16-45)	9,020	3	1:3007	9,597	3.2	0.2
Youth Boys (10-15)	1,833	31	1:59	1,951	33.0	2.0
Youth Girls (10-15)	1,770	6	1:295	1,883	6.4	0.4
Mini-Soccer Mixed (6-9)	2,176	28	1:78	2,623	33.8	5.8

The additional future demand would equate to the need for 0.5 adult, 1 youth and 3 mini pitches to be provided at peak time. There is most demand for these pitches in Central Melton.

⁶ Source: Office for National Statistics 2011 Census and 2011 Based Population Projections until 2021

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In addition to population growth, a few of clubs report plans to increase the number of teams they provide.

Club	Demand	Analysis area	Pitch requirement	
			Number ⁷	Type
Melton Mowbray Rangers FC	1 x Mini	Central Melton	0.5	Mini
Bottesford FC	2 x Youth	North Melton	1	Youth
Asfordby Amateurs Ladies/Girls	1 x Mini 1 x Youth	Central Melton	0.5 0.5	Mini Youth
Croxton Kerrial	1 x Youth	North Melton	0.5	Youth
Totals			-	Adult
			2	Youth
			1	Mini

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 of playing football. In extreme circumstances it can result in the inability of the 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 adversely affecting its current quality (pitch capacity). Taking into consideration the guidelines on capacity the following was concluded in Melton:

Senior 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 2.8 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

⁷ 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.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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 based use. However, no community use of school pitches by clubs is identified.

Where local information is available from a school and/or users, an informed judgement has been made to adjust the pitch capacity to one which reflects the carrying capacity for community use.

The following capacity table has been used to identify the carrying capacity of pitches at education sites where there is no information available on school usage and the ability of pitches to carry additional community use:

Adult pitches		Youth pitches		Mini pitches	
Pitch quality	Matches per week	Pitch quality	Matches per week	Pitch quality	Matches per week
Good	2	Good	3	Good	5
Standard	1	Standard	1	Standard	3
Poor	0	Poor	0	Poor	1

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.8: Football pitch capacity analysis

Site ID	Site name	Management	Community use	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Actual match equivalent sessions (per week)	Recommended Site capacity (sessions per week)	Capacity rating
1	All England Ground	MMTE	Yes	Central Melton	Adult		Standard	1	1	2	-1
2	Asfordby Sports Ground	MMTE	Yes	Central Melton	Adult		Standard	3	3	6	0
2	Asfordby Sports Ground	MMTE	Yes	Central Melton	Mini	(5v5)	Standard	1	1.5	4	-2.5
2	Asfordby Sports Ground	MMTE	Yes	Central Melton	Youth	(7v7)	Standard	1	1	2	-1
2	Asfordby Sports Ground	MMTE	Yes	Central Melton	Youth	(9v9)	Standard	1	1	2	-1
5	Asfordby Hill	Club	Yes	Central Melton	Mini	(5v5)	Standard	1	1	4	-3
5	Asfordby Hill	Club	Yes	Central Melton	Mini	(7v7)	Standard	1	1.5	4	-2.5
5	Asfordby Hill	Club	Yes	Central Melton	Youth	(11v11)	Standard	2	2.5	4	-1.5
5	Asfordby Hill	Club	Yes	Central Melton	Youth	(9v9)	Standard	1	0.5	4	-1.5
9	Belvoir Road	Parish Council	Yes	North Melton	Adult		Standard	1	1.5	2	-0.5
14	Croxton Kerrial Sports Ground	Parish Council	Yes	North Melton	Adult		Poor	1	1	1	0
15	Egerton Park Sports Ground	MMTE	Yes	Central Melton	Adult		Standard	2	1	4	-3.0
18	Hose Village Hall Sports Field	Trust	Yes	North Melton	Adult		Standard	1	0.5	2	-1.5
23	Melton Country Park	Council	Yes	Central Melton	Adult		Poor	2	4	4	0
25	Saxby Road	Club	Yes	East Melton	Adult		Standard	1	2.5	2	0.5
25	Saxby Road	Club	Yes	East Melton	Mini	(5v5)	Standard	2	2	8	-6
25	Saxby Road	Club	Yes	East Melton	Youth	(9v9)	Standard	1	4	2	2
28	Thorpe Road Recreation Ground	Council	Yes	Central Melton	Adult		Poor	1	1	1	0
53	Howell Sports Ground	Club	Yes	Central Melton	Adult		Good	1	1.5	3	-1.5
82	Barkestone Le Vale Playing Field	Parish Council	Yes	North Melton	Adult		Standard	1	0.5	2	-1.5
83	Bottesford FC ⁸	Club	Yes	North Melton	Adult		Good	1	0	3	-3
83	Bottesford FC	Club	Yes	North Melton	Youth	(11v11)	Good	1	2	4	-2
83	Bottesford FC	Club	Yes	North Melton	Mini	(7v7)	Good	1	0.5	6	-5.5
83	Bottesford FC	Club	Yes	North Melton	Youth	(9v9)	Good	1	0.5	4	-3.5

⁸ Adult pitch is due to come online summer 2014

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The following table details sites which are available for community use but which we have not identified community usage:

Site ID	Site name	Community use	Analysis area	Pitch type	Pitch Size	Agreed quality rating	No. of pitches	Recommended Site capacity (sessions per week)	Capacity rating
12	Buckminster Playing Field	Yes	East Melton	Adult		Standard	1	2	-2
29	Waltham Playing Fields	Yes	East Melton	Adult		Standard	1	2	-2
31	Belvoir High School	Yes	North Melton	Adult		Standard	1	2	-1
31	Belvoir High School	Yes	North Melton	Youth	(9v9)	Standard	2	4	-4

The following table details sites that are not available for community use:

Site ID	Site name	Community use	Analysis area	Pitch type	Pitch Size	Agreed quality rating	No. of pitches	Recommended Site capacity (sessions per week)	Capacity rating
19	John Ferneley College	No	Central Melton	Adult	(9v9)	Good	1	4	-4

2.5: Supply and demand analysis

Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed '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 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.

Notwithstanding pitches that are unused (and therefore available in the peak period), there are 22 pitches across 18 sites that express potential spare capacity. The extent of whether this is within the stated peak time is quantified below.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.9: Actual spare capacity

Site ID	Site name	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Capacity rating	Pitches available in peak period	Comment
1	All England Ground	Central Melton	Adult	Standard	1	-1	1	Spare capacity identified
2	Asfordby Sports Ground	Central Melton	Mini (5v5)	Standard	1	-2.5	1	Minimal spare capacity identified
2	Asfordby Sports Ground	Central Melton	Youth (7v7)	Standard	1	-1	1	Minimal spare capacity identified
2	Asfordby Sports Ground	Central Melton	Youth (9v9)	Standard	1	-1	1	Minimal spare capacity identified
5	Asfordby Hill	Central Melton	Mini (5v5)	Standard	1	-3	0	No spare capacity at peak period
5	Asfordby Hill	Central Melton	Mini (7v7)	Standard	1	-2.5	0	No spare capacity at peak period
5	Asfordby Hill	Central Melton	Youth (11v11)	Standard	2	-1.5	2	Minimal spare capacity identified
5	Asfordby Hill	Central Melton	Youth (9v9)	Standard	1	-1.5	0.5	Minimal spare capacity identified
9	Belvoir Road	North Melton	Adult	Standard	1	-0.5	1	Spare capacity identified. May become unused in future if Bottesford FC moves play to preferred site
12	Buckminster Playing Field	East Melton	Adult	Standard	1	-2	1	Spare capacity identified
15	Egerton Park Sports Ground	Central Melton	Adult	Standard	2	-3.0	1.5	Spare capacity identified
18	Hose Village Hall Sports Field	North Melton	Adult	Standard	1	-1.5	0.5	Minimal spare capacity identified

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Capacity rating	Pitches available in peak period	Comment
25	Saxby Road	East Melton	Mini (5v5)	Standard	2	-6	0	No spare capacity at peak period
29	Waltham Playing Field	East Melton	Adult	Standard	1	-2	1	Spare capacity identified
31	Belvoir High School	North Melton	Adult	Standard	1	-1	1	Spare capacity identified
31	Belvoir High School	North Melton	Youth (9v9)	Standard	2	-4	2	Spare capacity identified
53	Howell Sports Ground	Central Melton	Adult	Good	1	-1.5	1	Minimal spare capacity identified
82	Barkestone Le Vale Playing Field	North Melton	Adult	Standard	1	-1.5	0.5	Minimal spare capacity identified
83	Bottesford FC	North Melton	Youth (11v11)	Good	1	-2	0	No spare capacity at peak period
83	Bottesford FC	North Melton	Mini (7v7)	Good	1	-5.5	1	Spare capacity identified
83	Bottesford FC	North Melton	Youth (9v9)	Good	1	-3.5	1	Spare capacity identified

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Actual spare capacity has been aggregated up by area and by pitch type in the table below.

Table 2.10: Actual spare capacity summary

Analysis area	Match equivalent sessions available in peak period		
	Adult	Youth	Mini
North Melton	2	3	1
Central Melton	2.5	-	-
East Melton	2	-	-
West Melton	-	-	-
MELTON	6.5	3	1

Most actual spare capacity in Melton is a result of a lack of demand for certain sites. As highlighted earlier poor quality ancillary facilities is also a reason for a pitches lack of use. In addition, there is a significant amount of actual spare capacity expressed on school sites (accounting for three pitches), where there is no play recorded. Club consultation suggests the cost of hire for such provision is high and therefore not appealing.

Overplay

Overplay occurs when there is more play accommodated than the site is able to sustain (which is often dependent upon pitch quality).

In summary, two pitches are overplayed in Melton. Overplay is thought to be impacting on the quality of pitches (currently assessed as standard).

Table 2.11: Overplay summary

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating
25	Saxby Road	East Melton	Adult	1	0.5
25	Saxby Road	East Melton	Youth (9v9)	1	2

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

To what extent can current provision accommodate current and future demand?

The tables below identify the overall spare capacity in each of the analysis areas for the different pitch types, based on match equivalent sessions.

Summary of current and future provision of adult pitches

Analysis area	Actual spare capacity ⁹ (pitches)	Demand (pitches)					
		Overplay	Latent demand	Unmet demand	Total (current)	Future demand ¹⁰	Total (future)
North Melton	2	-	0.5	0.5	1	-	1
Central Melton	2.5	-	-	-	2.5	-	2.5
East Melton	2	1	-	-	1	-	1
West Melton	-	-	-	-	-	-	-
MELTON	6.5	1	0.5	0.5	4.5	1	3.5

The table highlights that overall in Melton there are sufficient adult pitches available to meet current and future demand. All future demand in analysis areas with existing provision can be met.

Summary of current and future provision of youth pitches

Analysis area	Actual spare capacity (pitches)	Demand (pitches)					
		Overplay	Latent demand	Unmet demand	Total (current)	Future demand	Total (future)
North Melton	3	-	2	-	1	-	1
Central Melton	-	-	-	-	-	-	-
East Melton	-	1	-	-	-1	-	-1
West Melton	-	-	-	-	-	-	-
MELTON	3	1	2	-	0	1	-1

The table highlights that overall in Melton the current demand for youth pitches can be met. The exception is in East Melton. However, there is a shortfall of youth pitches available to meet future demand. This is due to the amount of latent demand expressed by clubs in North Melton, the overplay occurring in East Melton as well as the future demand for one youth pitch across the whole of Melton.

⁹ In match equivalent sessions

¹⁰ Includes ONS population. Aggregate demand across all of Melton for 1 adult pitch

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Summary of current and future provision of mini pitches

Analysis area	Actual spare capacity (pitches)	Demand (pitches)					
		Overplay	Latent demand	Unmet demand	Total (current)	Future demand	Total (future)
North Melton	1	-	-	-	1	-	1
Central Melton	-	-	-	-	-	-	-
East Melton	-	-	-	-	-	-	-
West Melton	-	-	-	-	-	-	-
MELTON	1	-	-	-	1	3	-2

The table highlights that overall in Melton there are sufficient mini pitches available to service current demand. However, there are insufficient mini pitches to meet future demand. There is a need for an additional 2 pitches to meet future demand (based on playing home and away).

Football – grass pitch summary

- ◆ The audit identifies a total of 36 football pitches in Melton. Of these, 35 are available, at some level, for community use.
- ◆ The assessment of quality at each site shows that the vast majority (74%) of football pitches in Melton are of standard quality. A relatively low number of pitches are of good quality (14%) and an even lower number are of poor quality (11%).
- ◆ KKP identifies there are 19 affiliated clubs playing in Melton producing 88 teams in the 2013/14 season.
- ◆ There is latent demand expressed for five teams that could potentially play if more pitches were available. This equates to half an adult and two youth pitches. Latent demand is only expressed in North Melton.
- ◆ Overall in Melton there is a need for 0.5 a senior, 1 youth and 3 mini pitches to meet future demand.
- ◆ There is actual spare capacity expressed of 6.5 adult, 3 youth and 1 mini sessions per week in Melton. Most actual spare capacity in Melton is a result of a lack of demand for certain sites and/or lack of appropriate ancillary facilities.
- ◆ One site is overplayed in Melton. Overplay is recorded on an adult pitch (0.5 sessions per week) and a youth pitch (2 sessions per week) at Saxby Road.
- ◆ Overall in Melton there are sufficient adult pitches available to meet current and future demand.
- ◆ In most areas (except in East Melton) there is sufficient of youth pitches to service current demand. However, overall there is a slight shortfall of provision to meet future demand.
- ◆ Overall in Melton there are sufficient mini pitches available to service current but not future demand. There is a need for an additional 2 mini pitches to meet future demand.

PART 3: CRICKET PITCHES

3.1: Introduction

Leicestershire & Rutland Cricket (LRC) is the governing and representative body of cricket within the County, including Melton. The Board's aim is to promote the game of cricket at all levels through partnerships with the professional and recreational cricketing clubs, and other appropriate agencies within the County. There is a Cricket Development Manager for the County which works with clubs in Melton.

Consultation

In addition to face to face consultation with key cricket clubs, an electronic survey was also distributed by email to the remaining clubs. Responses were gained from 10 of the 15 clubs that are based in Melton (67%). The results of the consultation are used to inform key issues within this section of the report.

3.2: Supply

In total, there are 18 cricket pitches in Melton located across 17 sites. Of the 18 pitches, 13 are available for community use and used. Although a further four are available for community use, no play is recorded at these sites. The remaining pitch is located at Long Field Academy and is unavailable for community use.

Table 3.1: Summary of pitches available for community use

Analysis area	No. of pitches
North Melton	6
Central Melton	3
East Melton	4
West Melton	5
MELTON	18

In addition, there is also a cricket pitch located outside of Melton in Upper Broughton.

The four pitches available for community use but identified as not being used, are mostly standalone grass wickets. Three pitches at Knossington Cricket Club (Site ID: 21), Waltham Playing Fields (Site ID: 29) and Wartnarby Cricket Ground (Site ID: 52) contain only grass wickets and have no play recorded. The fourth pitch is at Belvoir High School which contains a non-turf wicket with no play noted.

Consultation with Thorpe Arnold Cricket Club highlights that the Club has recently extended its outfield area by repositioning a local brook. Following this, the Club is now looking to provide an additional wicket and roll on practice nets on the site.

Belvoir Cricket Club identifies it is currently looking to extend the outfield area of its second square to a full size pitch in 2014.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Please refer to Table 3.7 for a key to the map.

Pitch quality

The audit of cricket pitches in Melton found 12 pitches to be average quality. A total of three pitches were assessed as good quality and a further three pitches were assessed as poor quality. The table below summarises the pitch quality following non-technical site assessments.

Table 3.3: Summary of pitch quality

Good	Average	Poor
3	12	3

Two of the three sites assessed as poor are identified as not being in use; Waltham Playing Fields and Wartnaby Cricket Ground. Neither site showed any signs of match preparation such as rolling or line marking.

Further to the site assessments, eight clubs responding to the survey rate the quality of their home cricket pitch as good quality and two clubs, Long Clawson Cricket Club and Buckminster Cricket Club, regard the overall quality of their cricket pitches to be average. Buckminster highlights that the quality of their designated square has got slightly worse due to ageing mower equipment. No clubs responding to the survey rate the overall quality of their cricket pitch as 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. To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether the pitch meets the Performance Quality Standards that are benchmarked by the Institute of Groundsmanship. For further guidance on this, please contact the County Pitch Advisor.

Ancillary facilities

All of the clubs surveyed report that they have access to changing facilities. Clubs quality ratings of changing facilities are generally positive with six clubs rating changing facilities as good and four clubs rating changing facilities as average. No club rates the changing accommodation it accesses as poor.

Both Great Dalby Cricket Club and more recently Egerton Cricket Club have undertaken improvements to their respective changing facilities. Great Dalby has over the last few years provided a new build pavilion, whilst Egerton Cricket Club has in 2014 invested in refurbishing its pavilion.

Belvoir CC, Frisby, Hoby and Rotherby CC and Bottesford CC all indicate, through consultation, aspirations for upgrading or improving changing facilities. However, no funding has been secured.

Bottesford CC and Frisby, Hoby and Rotherby CC indicate that if better ancillary facilities were available they would be able to field more teams.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Club	Aspiration
Belvoir CC	Need additional changing facilities during instances where two games are scheduled. Medium term plans for a new clubhouse.
Frisby, Hoby and Rotherby CC	Improvements to better changing facilities (i.e. showers)
Bottesford CC	Plan to refurbish a store room into girls changing room.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. That said, there appears to be little demand for additional cricket training facilities across Melton with only two clubs suggesting any plans for facilities specifically.

Table 3.4: Expressed demand for cricket training facilities

Club	Demand expressed
Frisby, Hoby and Rotherby CC	Non-turf outdoor training nets
Thorpe Arnold CC	Roll on nets and replacement of netting on existing fixed nets

Indoor facilities

Consultation suggests that four clubs access indoor training facilities for winter training. Both Thorpe Arnold CC and Bottesford CC access the Indoor Cricket Hall at Trent Bridge in Nottingham. Bottesford also identifies that its juniors access Kings School in Grantham. Indoor provision in Grantham is also used by Buckminster CC which accesses Grantham College. Sholay CC is the only club to cite that it uses net provision at Long Field Academy during the winter months.

Longfield Academy provides four cricket nets. However, consultation suggests the costs of hiring the facilities are expensive. This has led to the facility being deemed to have 'priced out' clubs and inhibits usage by other clubs which now travel further to access provision.

3.3: Demand

According to the LRC, there are currently five clubs (Thorpe Arnold, Egerton Park, Old Dalby, Bottesford and Belvoir) based within Melton that have achieved 'Clubmark' accreditation with the ECB. These are key partners for development and youth cricket.

In addition, a further one club (Melton Mowbray CC) is working towards 'Clubmark' accreditation.

There are eight clubs in Melton that field both senior and junior teams. The biggest club in Melton, in terms of number of teams, is Thorpe Arnold Cricket Club with five senior teams and six junior teams. There are no clubs with specific ladies teams and only one club that reports specific junior girls' teams in Melton, albeit that girls are also able to participate in mixed junior teams.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.5: Summary of teams by analysis area

Analysis area	No. of competitive teams		
	Senior men	Senior women	Junior
North Melton	10	-	6
Central Melton	11	-	8
East Melton	8	-	5
West Melton	9	-	7
MELTON	38	-	26

There is national recognition that cricket is currently experiencing a reduction in participation numbers. As such, it is perhaps unsurprising that only one club reports an increase in the number of senior teams within recent years. This is Frisby, Hoby and Rotherby CC which has seen an increase from one to two senior teams.

Four clubs report a decrease in the number of senior teams in the last few years; Belvoir CC, Thorpe Arnold CC, Buckminster CC and Egerton Park CC. The latter is the only club to give a reason for the change; citing a shift in club focus to the junior form of the game. All others clubs to respond to the consultation identify that senior membership has remained the same.

There have, however, been fluctuations to junior membership numbers and many clubs report positive increases in both membership and team numbers.

There are four clubs in Melton that signal the number of junior teams as increasing; Great Dalby CC, Frisby, Hoby and Rotherby CC, Egerton Park CC and Bottesford CC. Both Great Dalby CC and Bottesford CC cite this is due to increased social midweek forms of cricket and coaching leading to greater team numbers.

Consultation with clubs confirmed that there is currently very little unmet demand within Melton. However, Frisby, Hoby and Rotherby CC cite that its existing teams could play more matches if an additional pitch was available.

As discussed, most clubs report that senior membership has either remained static or decreased in recent years. No responding clubs report that the supply of pitches within Melton is a significant factor in either the loss of teams or contributing to a growth of teams at either senior or junior level. The main deterrent factor is often availability of volunteers to support the club.

Latent/unmet demand

Although consultation with clubs failed to identify any latent/unmet demand within Melton, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in cricket but are not currently doing so'. The tool identifies latent demand of 203 people. A total of 24.6% of the population that would like to participate in cricket is the segment 'Jamie - sports team lads'. Of the 203 people, 9 (4.4%) are females; the largest segment of which is 'Chloe – fitness class friend'.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Peak time demand

An analysis of match play identifies that peak time demand for cricket pitches is midweek, mostly due to the amount of juniors playing in Melton. Demand for pitches on Saturday and Sunday is also high due to adult fixtures.

Women's and girls' cricket

Women's and girls' cricket is a national priority for ECB and there is a target to establish two girls' and one women's team in every local authority over the next five years. LRC has tried previously setting up a women's team at Thorpe Arnold CC through running sessions. However, this did not take off and has since stopped.

There are three girls' teams identified as currently playing at Bottesford CC in Melton. However, there are thought to be a number of clubs that have girls playing within their junior teams at various age groups.

Consultation with LRC suggests that women's and girls' cricket remains a target. It suggests the best way forward is likely to be through cricket at schools with potential for transition to clubs.

Last Man Stands (LMS)

There is currently no Last Man Stands (LMS) League in operation within Melton. The nearest LMS is believed to be at the Stoughton Road site at Leicester University.

Currently the shorter sided format of the game is likely to be served by the Belvoir League and Burrough League that both currently exist in Melton.

Future demand

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

Table 3.6: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (18-55)	12,150	38	1:320	12,928	40.4	2.4
Senior Womens (18-55)	12,332	-	-	13,121	-	-
Junior Boys (7-17)	3,275	23	1:142	3,484	24.5	1.5
Junior Girls (7-17)	3,187	3	1:1062	3,391	3.2	0.2

A predicted increase in all age categories in Melton by 2021 is noted. However, there is not likely to be a significant increase in demand for cricket pitches driven by population. Notwithstanding this it does result in the need for one additional pitch overall to service both juniors and adults.

3.4: Provision of cricket pitch sites assessed by quality and capacity

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

Capacity analysis for cricket is measured over a season as opposed to a weekly basis. This is due to playability as only one match is generally played per pitch per day at the weekend or evening during the week. Wickets are rotated throughout the season to reduce wear and allow sufficient repair. It is, therefore, more accurate to assess capacity over the season rather than on a weekly basis. The capacity of a pitch to accommodate match sessions is driven by the number and quality of wickets.

This section presents the current pitch stock available for cricket in Melton. It illustrates,

- ◀ The number of grass and artificial cricket wickets per pitch
- ◀ The number of competitive matches per season per pitch

As a guide, the ECB suggests that a good quality wicket should be able to take:

- ◀ 5 matches per season per grass wicket
- ◀ 60 matches per season per synthetic wicket

This information 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

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.7: Cricket pitch capacity (available pitches)

Site ID	Site name	Community use category	Analysis area	Pitch quality ¹¹	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating	Comments
					No. of grass wickets ¹²	No. of non turf wickets				
1	All England Ground	Yes	Central Melton	Standard	12	-	79	60	19	Used by Melton Mowbray CC. Overplayed by 19 matches per season
6	Park Field, Ashby Folville	Yes	West Melton	Standard	6	-	24	30	-6	Unused on Saturdays. However, minimal spare capacity on Sunday.
7	Belvoir Cricket Club	Yes	North Melton	Standard	12	-	56	100	-44	Spare capacity of one pitch on Sunday.
7	Belvoir Cricket Club	Yes	North Melton	Good	8	-				
11	Buckminster Cricket Club	Yes	East Melton	Standard	10	-	24	50	-26	Unused on Saturdays. Spare capacity of one pitch.
13	Corner Field	Yes	West Melton	Standard	7	-	41	35	6	Used by Great Dalby CC. Overplayed by 6 matches per season
14	Croxton Kerrial Sports Club	Yes	North Melton	Poor	8	-	12	40	-28	Unused on Saturdays. However, due to poor quality no actual spare capacity.
15	Egerton Park Sports Ground	Yes	Central Melton	Standard	15	1	106	135	-29	No spare capacity
17	Frisby, Hoby and Rotherby Cricket Club	Yes	West Melton	Standard	8	-	46	40	6	Overplayed by 6 matches per season
21	Knossington Cricket Club	Yes - unused	East Melton	Standard	10	-	0	50	-50	Actual spare capacity
27	Thorpe Arnold Cricket Club	Yes	East Melton	Good	16	-	98	80	18	Overplayed by 18 matches per season
29	Waltham Playing Fields	Yes - unused	East Melton	Poor	3	-	0	15	-15	No actual spare capacity due to poor quality.
31	Belvoir High School	Yes - unused	North Melton	Standard	-	1	0	60	-60	Actual spare capacity
52	Wartnaby Cricket Ground	Yes - unused	West Melton	Poor	8	-	0	40	-40	No actual spare capacity due to poor quality
59	Bottesford Cricket Club	Yes	North Melton	Good	11	-	47	55	-8	Minimal spare capacity on Sunday
60	Old Dalby Cricket Club	Yes	West Melton	Standard	8	-	42	40	2	Overplayed by 2 matches per season
69	Long Clawson Cricket Club	Yes	North Melton	Standard	10	-	7	50	-43	Not used at weekend. Spare capacity of one pitch.
81	Long Field Academy	Yes - unused	Central Melton	Standard	-	1	0	60	-60	Actual spare capacity

¹¹ From non-technical assessments completed in May 2014

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

3.5 Supply and demand analysis

Actual spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed '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 regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site.

There are 12 sites initially identified that have potential spare capacity on grass pitches in Melton. However, only seven have actual spare capacity, equating to a total of six pitches:

- ◆ Belvoir Cricket Club (1 pitch)
- ◆ Buckminster Cricket Club (1 pitch)
- ◆ Knossington Cricket Club (1 pitch – currently unused)
- ◆ Belvoir High School (1 pitch – currently unused)
- ◆ Long Field Academy (1 pitch – currently unused)
- ◆ Long Clawson Cricket Club (1 pitch)

There is minimal actual spare capacity expressed in West Melton.

Overplay

There are five sites overplayed by a total of 51 match sessions per season and have no capacity to accommodate further play. Most of this is at the All England Sports Ground (19 matches) and Thorpe Arnold Cricket Club (18 matches). For the purposes of supply and demand analysis, three pitches are required to meet demand expressed from overplay (as overplay at sites such as Old Dalby Cricket Club is minimal).

To what extent can current provision accommodate current and future demand?

The table below seeks to summarise actual spare capacity on grass pitches in Melton against expressed demand i.e. overplay, latent and future to assess the extent to which current provision can accommodate current and future demand.

Table 3.8: Capacity of cricket grounds

Analysis area	Actual spare capacity (grounds)	Demand (grounds)			
		Overplay	Latent & unmet demand	Future demand	Total
North Melton	3	-	-	-	-3
Central Melton	1	1	-	-	0
East Melton	2	1	-	-	-1
West Melton	-	1	1	-	2
MELTON	6	3	1	1	-1

Although there is a shortfall of two pitches to meet future demand in West Melton, spare capacity in North Melton and East Melton suggests that overall in Melton there are enough grass pitches to service current and future demand.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In addition to above, of the non turf wickets available for community use, only one site, Belvoir High School is likely to have actual spare capacity for 60 matches per season.

Of the non turf wickets unavailable for community use, Longfield Academy has potential spare capacity (standard quality).

Cricket summary

- ◆ There are 18 cricket pitches in Melton; 13 of which are currently being used. There are four pitches available for community use but which are unused and only one pitch that is not available for community use (a school site).
- ◆ There are three good quality and three poor quality pitches but most are of standard quality. Two of the three poor quality pitches are identified as not being in use.
- ◆ All pitches have access to changing facilities. However, three clubs identify aspirations for upgrading or improving existing provision.
- ◆ Only one club (Frisby, Hoby and Rotherby CC) reports an increase in the number of senior men's teams within the last three years. Furthermore, four clubs identified a decrease in the number of men's teams.
- ◆ However, four clubs report an increase in the number of junior teams in the previous three years with no club highlighting that junior membership had decreased.
- ◆ 11 sites have potential spare capacity on grass pitches in Melton. However, only five have actual spare capacity, equating to a total of four pitches.
- ◆ There is no actual spare capacity expressed in Central or West Melton.
- ◆ Five sites are overplayed by a total of 51 match sessions per season and have no capacity to accommodate further play. Most of this is due to overplay at the All England Sports Ground (19 matches) and Thorpe Arnold Cricket Club (18 matches).
- ◆ Although there is a shortfall of one pitch to meet future demand in Central Melton and two pitches in West Melton, spare capacity in North Melton and South Melton suggests that overall in Melton there are enough grass pitches to service current and future demand.

PART 4: RUGBY UNION PITCHES

4.1: Introduction

The Rugby Football Union (RFU) is the national governing body responsible for grassroots and elite rugby in England. Leicestershire RFU administers the sport across the sub-region. The rugby union playing season operates from September to April.

Consultation

Face to face consultation was completed with Melton RFC, the only club located within Melton. The findings from such consultation are used to inform key issues within this section of the report.

4.2: Supply

The audit identifies a total of thirteen grass rugby union pitches located across three sites. Of the thirteen pitches, eight are senior sized and five are mini/midi sized. Although all pitches are available for community use, four have no play recorded and are all located at educational sites.

Table 4.1: Summary of pitches available for community use

Analysis area	No. of available pitches
North Melton	1
Central Melton	12
East Melton	-
West Melton	-
MELTON	13

Please note that the audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to the RFU guidelines; 'Grass Pitches for Rugby' at www.rfu.com

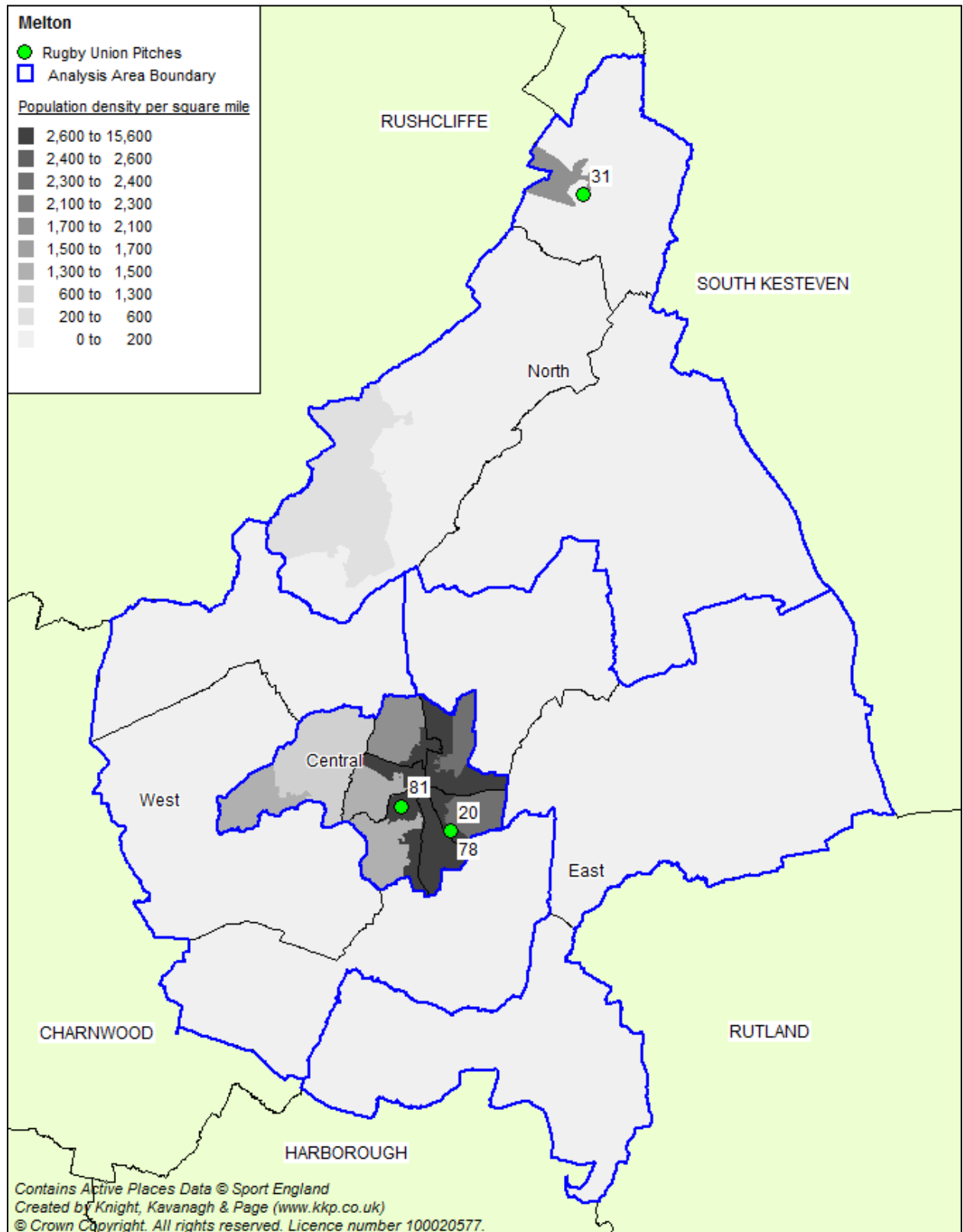
Accessibility

Consultation with Melton RFC suggests that most players will travel between five and ten miles to play home fixtures at King Edward VII Sports Centre. Players which travel over five miles generally participate in leagues which are of a high standard and, therefore, players are willing to travel further to play a good standard of competitive rugby.

The Club also indicates that it a large youth section, with approximately 90% coming from the Melton area. It reports a successful junior section due to various school programmes through support of the RFU and links with Leicester Tigers RFC. The Club's link with Leicester Tigers involves a joint approach to increasing participation within schools as well as rugby camps where juniors are coached by coaches from Leicester Tigers.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 4.1: Location of rugby pitches in Melton



MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.2: Key to map

Site ID	Site name	Analysis area	Community use?	No. of pitches
20	King Edward VII Community Sports Centre	Central Melton	Yes	8
31	Belvoir High School	North Melton	Yes - unused	1
78	King Edward VII School Rugby Training Floodlit pitch	Central Melton	Yes	1
81	Long Field Academy	Central Melton	Yes - unused	3

Security of tenure

Melton RFC is based at the King Edward VII Community Sports Centre in Central Melton. The Club lease all pitches, including the training pitch (Site ID: 78), changing facilities and the clubhouse from Leicestershire County Council. The 50 year lease, which has approximately 34 years remaining, is in the region of £5,000 per annum.

Pitch quality

The methodology for assessing rugby pitch quality looks at two key elements; the maintenance programme and level of drainage. Each is scored and classified in one of three categories. These represent actions required to improve site quality. A breakdown for each of the two scoring elements and three respective categories is provided below.

Table 4.3: Definition of maintenance categories

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

Table 4.4: Definition of drainage categories

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

Table 4.5: Pitch assessments following site visits

Rugby pitches	D0	D1	D2
M0	-	2	-
M1	-	-	-
M2	1	10	-

As indicated in Table 4.5, two pitches (Site ID: 31 and Site ID: 78) are classified as M0/D1 category (i.e. requiring significant improvements to maintenance and improvements to drainage via slit drainage).

One pitch located at the Club site is classified as M2/D0 (i.e. requiring no improvements to maintenance and improvements to drainage via pipe drainage system). Nevertheless,

the Club report that they are able to manage usage of the pitch to enable adequate recovery.

All remaining pitches located at the Club site, as well as the three pitches located at Long Field Academy, are classified as M2/D1 (i.e. requiring no improvements to maintenance and improvements to drainage via slit drainage). All pitches at the Club site are maintained by the Club with total expenditure on pitch maintenance approximate £4,000 per annum.

Ancillary facilities

As part of the lease with Leicestershire County Council, the Club has access to changing facilities within King Edward VII Community Sports Centre. The facilities, owned by the Council, include six changing rooms and one officials changing room. All changing rooms include shower provision with communal toilets available within the sports centre. The Club report that changing facilities are standard quality and adequate to meet the needs of the Club.

The Club also has access to the clubhouse located at the back of the sports centre. Although the clubhouse is part of the Club's lease, the Club invested £130,000, in addition to a £20,000 grant, to upgrade and expand the bar/clubhouse area in 2009.

There is also accessible changing provision at both education sites with pitches available for community use. As such, changing rooms at Belvoir High School are assessed as standard quality and changing rooms at Long Field Academy are assessed as good quality.

4.3: Demand

Demand for rugby pitches in Melton falls within the categories of organised competitive play and organised training.

Competitive play

Melton RFC fields four open age men's teams playing regular league fixtures and one Vets team playing cup and occasional friendly fixtures. All men's adult teams play competitive fixtures on Saturday afternoons. The Club report a decrease in the number of men's teams this year due to a lack of players available. Nevertheless, the Club is confident the number of men's teams will increase by one as of next season.

The Club also has a large junior section fielding one team at each age group from U7s through to U16s. All junior teams play organised friendly matches on Sunday mornings or Sunday afternoons, depending on pitch availability.

Girls' rugby

In addition, the Club has two girls' teams, one at U15s and one at U18s. Both teams play competitive league fixtures on Sunday afternoons. Whilst there are no additional dedicated junior girls' teams, the Club report that there is a large number of girls that play alongside boys as part of a mixed team up until the age of 12 (mini rugby).

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.6: Summary of competitive teams playing in Melton

Analysis area	No. of competitive teams			
	Senior men	Senior women	Juniors	Mini rugby
North Melton	-	-	-	-
Central Melton	5	-	6	6
East Melton	-	-	-	-
West Melton	-	-	-	-
Melton	5	-	6	6

Training

Melton RFC report that no training takes place on any of the pitches used for competitive fixtures. The Club, as part of its lease, has access to the designated grass training pitch located at the sports centre (Side ID: 78). The pitch is floodlit following a £30,000 investment from the Club a number of years ago to install floodlights. All training therefore takes place on the designated training pitch with five teams using the pitch each night (Monday to Thursday). As a result of such heavy usage, the Club has significant concerns with regard to overuse which impacts on the quality of the pitch.

As rugby union training can be accommodated on 3G AGPs, providing the pitch is IRB compliant, the Club has aspirations to build such a facility on the site of the current training pitch. This will allow all teams to continue training but eliminate concerns with regard to overuse and quality. Nevertheless, due to the significant uncertainty with regard to the future of the site, in particular the area in which the training pitch is located, the Club is reluctant to invest in training facilities and funding is unlikely to be available.

The Club report that it previously had use of an additional senior pitch that was located adjacent to the training pitch. Nevertheless, following the closure of the school, the land was subsequently sold by Leicestershire County Council to property developers. It is the sale of such land that has generated uncertainty with regard to the training pitch and the Club are mindful that the training pitch may also be sold in the near future. Any loss of the training pitch would result in the current training pitch usage being displaced on to match play pitches.

Unmet/latent demand

Although consultation with the Club failed to identify any specific unmet/latent demand within Melton, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in rugby union but are not currently doing so'. The tool identifies latent demand of 145 people. 30.3% of the population that would like to participate in rugby union is the segment 'Ben - competitive male urbanites'. Of the 145 people, 10 (6.9%) are females; the largest segment of which is 'Leanne - supportive singles'.

MELTON BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Future demand

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.

Table 4.7: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	7,949	5	1:1590	8,458	5.3	0.3
Senior Women (19-45)	8,126	0	0	8,646	0.0	0.0
Junior Boys (13-18)	1,869	4	1:467	1,988	4.3	0.3
Junior Girls (13-18)	1,781	2	1:890	1,895	2.1	0.1
Mini rugby mixed (7-12)	3,426	6	1:571	3,864	6.8	0.8

Population growth (by 2021) alone in Melton does not create the need for additional rugby pitches to be provided. However, consultation with the Club suggests that an additional mens team will be formed at the start of next season. The team, which will be formed due to a strong colts section this year, will also play competitive fixtures at King Edward VII Community Sports Centre.

4.4: 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. At 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 the 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.
- ◆ All competitive play is on senior sized pitches (with the exception of where mini pitches are provided).
- ◆ From U13 upwards, teams play 15 a-side rugby and use a full pitch.
- ◆ Mini teams (U7-12) play across half one adult team i.e. two teams per senior pitch.
- ◆ For senior and junior 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, 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 one adult team.
- ◆ All male adult club rugby takes place on a Saturday afternoon.
- ◆ All U13-18 rugby takes place on a Sunday morning.
- ◆ Training that takes place on club pitches is reflected by addition of team equivalents.
- ◆ Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate. Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and the club survey as follows:

		Maintenance		
		Poor (M0)	Standard (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	1	2	3
	Natural Adequate or Pipe Drained (D1)	2	3	4
	Pipe and Slit Drained (D2)	2.5	3.5	5

This guide should only be used as very general measure of potential pitch capacity and does not account for specific circumstances at time of use and assumes average rainfall and an appropriate end of season rest and renovation programme.

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 completed in the last 5 years.

These quality scores have been translated into the following overall pitch quality ratings:

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

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.8: Rugby union quality and capacity summary for sites available for community use

Site ID	Site name	Community use category	Analysis area	Pitch type	Quality rating	No. of pitches	Current play (matches/ week)	Match equivalent sessions (per week) ¹³	Capacity rating
20	King Edward VII Community Sports Centre	Yes	Central Melton	Senior	M2/D1 (Good)	3	5.5	11	-5.5
20	King Edward VII Community Sports Centre	Yes	Central Melton	Mini/midi	M2/D1 (Good)	5	3	20	-17
31	Belvoir High School	Yes - unused	North Melton	Senior	MO/D1 (Poor)	1	0	2	-2
78	King Edward VII School Rugby Training Floodlit pitch	Yes	Central Melton	Senior	MO/D1 (Poor)	1	17	2	15
81	Long Field Academy	Yes - unused	Central Melton	Senior	M2/D1 (Good)	3	0	12	-12

¹³ All training on pitches has been factored in based on information provided by the clubs and the RFU.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Peak period

In order to fully establish actual spare capacity, the peak period needs to be established. As detailed earlier, peak time access to senior rugby union pitches in Melton is Saturday afternoons and for junior rugby is Sundays.

4.5 Supply and demand analysis

Spare capacity

Spare capacity is identified at King Edward VII Community Sports Centre (Site ID: 20) for both senior and mini pitches. Although the senior pitches at King Edward have the capacity to accommodate an additional 5.5 matches per week, minimal spare capacity is identified as only 0.5 pitches are available in the peak period. The mini pitches at King Edward are able to accommodate an additional 17 matches per week, although only two pitches are available in the peak period.

Spare capacity is also identified at both educational sites where no play is recorded.

Table 4.9: Actual spare capacity

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating	Pitches available in peak period	Comments
20	King Edward VII Community Sports Centre	Central Melton	Senior	3	-5.5	0.5	Minimal spare capacity identified in peak period
20	King Edward VII Community Sports Centre	Central Melton	Mini/ midi	5	-17	2	Spare capacity identified
31	Belvoir High School	North Melton	Senior	1	-2	1	Spare capacity identified
81	Long Field Academy	Central Melton	Senior	3	-12	3	Spare capacity identified

Overplay

The dedicated training pitch at King Edward is overplayed by fifteen matches per week. This equates to the need for three additional pitches based on a good quality pitch accommodating five matches per week.

Conclusions

Overall in Central Melton, there is an oversupply of 3.5 senior pitches to meet current demand. Nevertheless, the actual spare capacity at educational sites and at King Edward VII Community Sports Centre is not suitable to meet the needs of Melton RFC. Significant overplay occurs on the designated training pitch as the demand is for floodlit training facilities.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Rugby union summary

- ▶ The audit identifies a total of thirteen grass rugby union pitches located across three sites. Of the thirteen pitches, eight are senior pitches and five are mini pitches.
- ▶ In total, Melton Rugby Club has 17 teams; five senior teams, six junior teams and six mini teams.
- ▶ The designated training pitch at King Edward is overplayed by 15 match equivalent sessions per week due to all teams using the floodlit pitch for training.
- ▶ Although there is an oversupply of 3.5 pitches within Central Melton, the available spare capacity is not suitable to meet the needs of Melton RFC.

PART 5: ARTIFICIAL GRASS PITCHES (AGPS)

5.1 Introduction

There are several surface types that fall into the category of artificial grass pitch (AGP). The three main groups are rubber crumb (third generation turf 3G), sand (filled or dressed) and water based.

Competitive football can take place on 3G surfaces and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. Only competition up to (but not including) regional standard can take place on a 40mm pile. Football training can take place on sand and water based surfaces but is not the preferred option.

Hockey is played predominantly on sand based/filled AGPs. Although competitive play cannot take place on 3G pitches, 40mm pitches may be suitable, in some instances, for beginner training and are preferred to poor grass or tarmac surfaces.

The International Rugby Board (IRB) 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 (this is also adopted by rugby league). The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling and lineouts can take place.

Table 5.1: AGP type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (65mm with shock pad)	Rugby surface – must comply with IRB type 22 Football surface
Rubber crumb	Long Pile 3G (55-60mm)	Preferred football surface
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football
Sand	Sand filled	Competitive hockey and football training
Sand	Sand dressed	Preferred hockey surface and suitable for football training
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

5.2 Current provision

The table below provides a list of the current supply of AGPs identified in Melton.

Table 5.2: AGPs in Melton

Site ID	Site name	Community use	Analysis area	Size	Surface type	Floodlit
20	King Edward VII Community Sports Centre	Yes	Central Melton	Full Size	Sand Filled	Yes

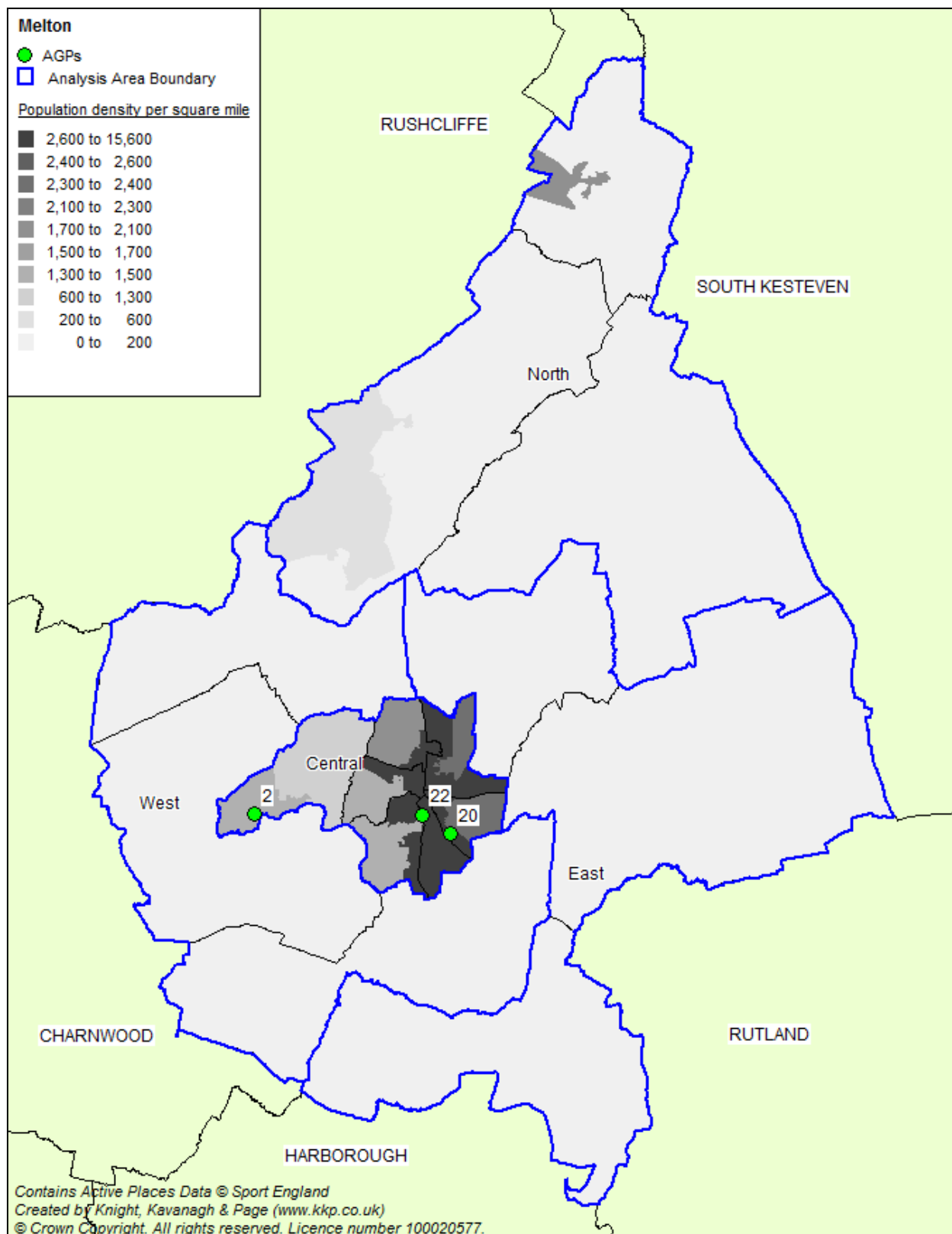
In addition to the above, there are an additional two AGPs within Melton located at Asfordby Sports & Social Club (Site ID: 2) and Leicester Road Sports Ground (Site ID: 22). Both AGPs are referenced in Sport England's Facilities Planning Model (National Run 2014) but are excluded from the audit as they are deemed to be either for private use or too small.

Table 5.3: AGPs excluded from the audit

Site ID	Site name	Analysis area	Size	Surface type	Floodlit
2	Asfordby Sports & Social Club	Central Melton	40m x 32m	Rubber Crumb Pile (3G)	Yes
22	Leicester Road Sports Ground	Central Melton	34m x 17m	Rubber Crumb Pile (3G)	Yes

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 5.1: Location of current full size AGPs in Melton



Proposals for new provision/conversion

Melton RFC has aspirations to build an International Rugby Board (IRB) compliant 3G AGP on the site of the current training pitch at King Edward VII Sports Centre. This will allow all teams to continue training but eliminate concerns with regard to overuse and quality. Nevertheless, the Club report that due to the significant uncertainty with regard to the future of the site, in particular the area in which the training pitch is located, the Club is reluctant to invest in training facilities and suggest funding is unlikely to be available.

Consultation with Brooksby Melton College confirmed that a new full size 3G AGP will be built by January 2015. Following completion, the site will be available for community use. The college identifies that the site may possibly become a future base for Asfordby Amateurs Football Club.

Bottesford FC also highlights plans for a small sand based AGP. This is part of the clubs ongoing development plans for its site. The focus of which for the next 12 months is upgrading its clubhouse facilities. The AGP is likely to be small in size and used for training.

5.4 Availability

Table 5.4 summarises the availability of the AGP at King Edward VII Community Sports Centre for community use. In addition, it records the availability of provision within the peak period based on information given by the organisation during consultation. Sport England recommends an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00). This has been applied in conjunction with findings from consultation to provide a total number of hours available for community use per week during peak periods.

Table 5.4: AGP availability

Site ID	Site name	Analysis area	Availability for community use	Availability for community use in the peak period
20	King Edward VII Community Sports Centre	Central Melton	Mon-Fri 7am-10pm Sat 9am-6pm Sun 10am-6pm	33

Peak time demand for competitive hockey fixtures is Saturday. A floodlit pitch can accommodate four matches.

Peak time demand for football particularly training is during evenings Monday to Thursday.

5.5 Quality

The AGP located at the King Edward VII Sports Centre (Site ID: 20) is assessed as standard quality.

The carpet of an AGP usually lasts for approximately 10 years. As the AGP was refurbished in 2007 (originally built in 1991), it is likely that the carpet will need replacing in the near future.

Table 5.5: Summary of quality

Site ID	Site name	Surface type	Floodlit?	Quality	Comments
20	King Edward VII Community Sports Centre	Sand Filled	Yes	Standard	The pitch is of standard quality and will require refurbishment in the near future.

5.6 Demand

Football demand

Sport England Facilities Planning Model (National Run 2014)

The Facilities Planning Model (FPM) is a computer model which helps to assess supply and demand in relation to Artificial Grass Pitches (AGPs). The FPM estimates how much demand for a facility there is within an area, calculates how much supply of that facility there is within that area, and then puts these two elements together to show how much demand is met, not met, and how much supply is used and not used, taking into account how far people are prepared to travel to a facility. It is important to recognise that the model can only provide estimates of supply and demand, and that the outputs should be used in conjunction with local information on actual usage and programming to assess the provision of AGPs.

The outputs that follow are based on National Runs of the FPM and represent the position as at January 2014. The outputs relate only to full size 3G and sand filled / dressed AGPs.

Demand for AGPs

The population of Melton creates a demand for around 1.4 pitches in total (1.1 football).

Just under 15% of Melton residents do not have access to a car this is around the county figure and reflects the rural nature of the borough.

Supply & Demand Balance

When looking at a very simplistic picture of the overall supply and demand across Melton, the resident population is estimated to generate a demand for a minimum of 1.4 AGP (1.1 AGP for football). This compares to a current available supply of 0.98 pitches (0.73 AGP for football), giving a supply/demand balance of -0.42 AGP.

Satisfied Demand

The level of demand met by AGPs in Melton by local residents is just below the county figure but better than the national average.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Only 5.4% of the demand which is met by residents who walk and just under 3% by those residents using public transport. Not surprising given the rural nature of the borough.

Around 65% of demand which is satisfied, is retained in the borough and around 34% of the demand which is satisfied is met outside Melton.

Unmet Demand – demand from Melton residents not currently being met

The model estimates that only 86 visits are not being met at the peak times, this translates to an unmet demand of 0.12 of a pitch (0.09 of a pitch relates to football).

The unmet demand is due to both a lack of capacity at 49%.

The unmet demand is spread across the whole of Melton in the areas which contain an element of population.

Used capacity – how well used are facilities

Around 90% of overall capacity in Melton is being used, this compares with a county average of around 95%.

Around 6% of the capacity used is imported from outside Melton and around 94% of capacity is retained in the borough.

The FA model

The FA considers high quality third generation artificial grass pitches as an essential tool in promoting coach and player development. The FA can support intensive use and as such are great assets for both playing and training. Primarily such facilities have been installed for community use and training, however, are increasingly used for competition which The FA wholly supports.

The FA's long term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA Standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch type per hour from 5pm-10pm Mon-Fri and 9am-5pm Saturday & Sundays. It is estimated that one full size AGP can service 60 teams.

On the basis, as there are 90 teams playing competitive football in Melton, there is a recommended need for 1.5 full size 3G pitches, currently there is no full size 3G facility.

Local issues

Melton Rangers FC is the only club to highlight a lack of AGP facilities as an issue. It identifies that access to the AGP at King Edward Sports Centre can be restricting at times for training purposes during the winter months when demand is greater.

Only one club, CK Dons FC, identifies that it accesses AGP provision outside of Melton. The Club cites using the Mere's Leisure Centre in Grantham for training.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Hockey demand

Melton Hockey Club is the only club located in Melton and is based at the King Edward VII Community Sports Centre.

Table 5.6: Summary of demand

Name of club	No. of competitive teams			Membership trends over previous three years
	Senior men	Senior women	Juniors	
Melton Hockey Club	4	1	Junior Section (40-50 members)	The Club report that senior membership has decreased in recent years and, as a result, the Club has lost two senior teams (one mens team and one ladies team). Although some members are from Oakham and Leicester, the Club report that some previous members and people located in the North of Melton are members of clubs based in Nottingham.
Total number of teams	4	1	-	-

Local demand

Melton Hockey Club uses the AGP for all competitive fixtures and training. All training takes place on a Wednesday evening, 6-7pm for juniors and 7-8.30pm for seniors. The Club has demand for 2.5 slots/match equivalents on Saturdays (based on five senior teams playing home and away) and hires the pitch every Saturday 10-4pm.

There is no imported or exported demand identified in Melton.

Local issues

Consultation with Melton Hockey Club indicates a lack of changing facilities at King Edward VII Community Sports Centre. The Club report that it currently shares ancillary facilities with Melton Rugby Club (also based at King Edward VII Community Sports Centre). Although this is, on the whole, not an issue, the Club can sometimes have a lack of changing provision due to sharing facilities.

Maintenance of the AGP is currently the responsibility of Leicestershire County Council. The Club report that requests for additional maintenance can be slow and assesses maintenance as standard.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.7: Supply and demand analysis table

ID	Site name	Analysis area	Surface type	Floodlit	Quality	Hours available in peak period	Capacity rating	Comments
20	King Edward VII Community Sports Centre	Central Melton	Sand Filled	Yes	Standard	33		<p>In addition to Melton Hockey Club use, the pitch is also used for football, predominately training. The AGP is available for community use for 33 hours during peak period and is used for 23 hours during this time. As such, the AGP has 30% spare capacity during the peak period.</p> <p>No spare capacity is identified during the peak period on a Tuesday or Wednesday but spare capacity is available on Mondays 5-7pm, Thursdays 5-6pm and Fridays 5-6pm. Significant spare capacity is available on Sundays and should the Hockey Club expand in the future, there is sufficient spare capacity available on a Saturday to accommodate an additional match (the Club currently hires the pitch 10-4pm, the equivalent to three matches).</p>

5.7 Supply and demand analysis

Sport England's Facilities Planning Model (FPM) – National Facilities Audit Dataset (January 2013)

The FPM is a model used as a starting point to help assess the strategic provision of sports facilities, including AGPs. The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. It does, however, prescribe an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies. It is not a substitute for considering local club needs and should be used alongside any local assessment.

The bullet points below outline the conclusions drawn from the Sport England FPM run in Melton. The model is based on one full size AGP at King Edward VII Community Sports Centre.

- ◀ The model estimates that only 86 visits are not being met at the peak times. This translates to an unmet demand of 0.12 of one pitch (0.09 of one pitch relates to football).
- ◀ The unmet demand of 0.12 of one pitch is low and indicates a good overall provision. The unmet demand is relatively small and due to both a lack of capacity and also catchment
- ◀ The model indicates that the facility is operating at or near capacity. Nevertheless, consultation suggests that spare capacity is available (30% during peak period).
- ◀ The facility is designed primarily for hockey but has a significant football use
- ◀ Over 30% of the demand is satisfied outside of the Borough.

Conclusions

Hockey

Although there is only one AGP in Melton, there is sufficient provision to cater for current and future hockey demand.

Football

The FA model suggests that there is a need for 1.5 3G AGPs to accommodate training needs in Melton. Currently there is no full size facility, although there are two smaller sized facilities with 3G surfaces.

However, there are two smaller facilities which have not been modelled which may have an impact on the facilities in the Borough. In addition, new planned facilities such as the 3G AGP at Brooksby College (depending on the level of community use) may impact on future levels of provision.

AGP summary

- ◀ There is one full sized sand filled AGP in Melton that is assessed as standard quality.
- ◀ The carpet of an AGP usually lasts for approximately 10 years so the carpet at King Edward VII Community Sports Centre will require replacing in the near future (previously refurbished in 2007).
- ◀ Melton Hockey Club is based at the King Edward VII Community Sports Centre Club and uses the AGP for all competitive fixtures and training.
- ◀ It is able to cater for all current and future hockey demand expressed by Melton Hockey Club.
- ◀ The AGP is available for community use for 33 hours during peak period and is used for 23 hours during this time. As such, the AGP has 30% spare capacity during the peak period.
- ◀ The FPM estimates an unmet demand of 0.12 of one pitch in Melton indicating a good overall provision.
- ◀ FA modelling suggests the need for 1.5 3G AGPs to accommodate training. Currently there is no full size 3G AGP.
- ◀ Brooksby College is due to build a full size 3G AGP in January 2015. The extent of its current use is unclear at this stage.

PART 6: TENNIS COURTS

6.1: Introduction

Governance of the sport is nationally administered by the Lawn Tennis Association (LTA). Tennis Leicestershire administers, and is responsible for, the development of tennis across the Region, employing a Tennis Development Manager, which operates across Melton.

There are a number of senior leagues servicing the County, including Melton. These include the Leicestershire Veteran Men/Women Doubles, Veterans Summer, Summer Doubles and the AEGON TeamTennis Leicestershire Open. Junior players compete in the national AEGON or the Leicestershire Winter Doubles leagues.

Consultation

The two clubs in Melton, Hamilton Tennis Club and Belvoir Tennis Club, have both been consulted to formulate this report.

6.2 Supply

There are 29 tennis courts identified in Melton, situated across nine sites. The majority of these are located in Central Analysis Area, i.e. Melton Mowbray and Asfordby. There are no courts in West Analysis Area and just one in East Analysis Area. These are less densely populated areas of Melton. There are two tennis clubs located in the Borough; Hamilton and Belvoir Vale.

Table 6.1: Summary of courts across analysis areas

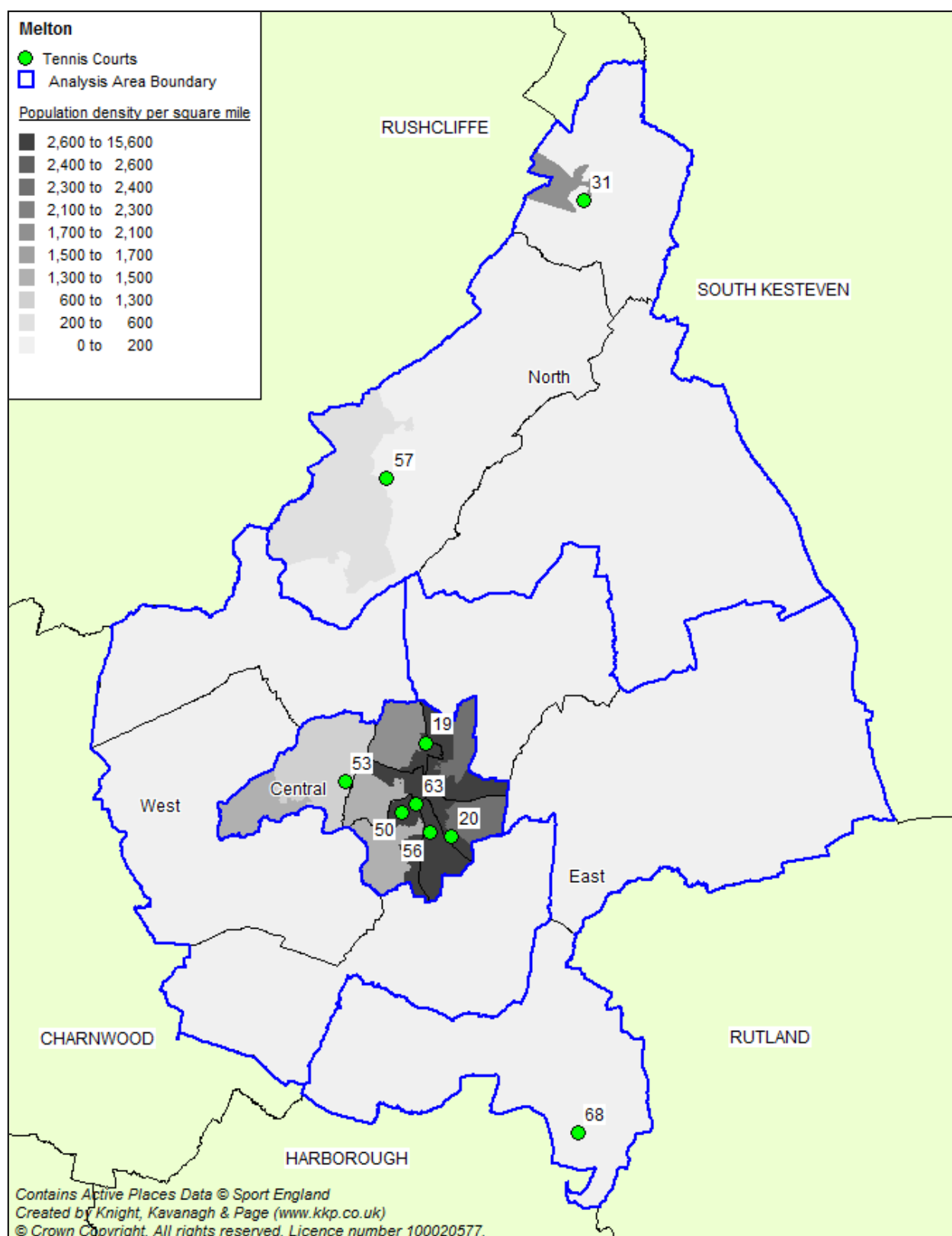
Analysis area	Tennis courts
Central	22
East	1
North	6
West	0
MELTON	29

Three of the facilities are located on education sites, i.e. schools. The facilities at King Edward VII School site are now managed by the Leisure Centre. Wilton Park is a Melton Mowbray Town Estate managed and owned facility. Hamilton Tennis Club is a private members club. Belvoir Vale Tennis Club owns the clubhouse and rent the ground from Hose Parish Council. Knessington Tennis Court is owned by the Parish Council.

There are three acrylic courts and three artificial turf courts at Hamilton Lawn Tennis Club. Belvoir Tennis Club has three acrylic courts. The other courts are all tarmac.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 6.1: Tennis courts in Melton



MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Generally there is a good spread of tennis court provision within areas of population density. There are no courts in the East of the authority; however, the population density is much lower here.

Table 6.2: Tennis courts in Melton

Site ID	Site name	Analysis area	No. of courts	Quality
19	John Ferneley High School	Central	3	Good
20	King Edward VII School	Central	4	Poor
50	The Longfield High School	Central	4	Good
53	Howell Sports Ground	Central	3	Poor
56	Hamilton Lawn Tennis Club	Central	6	Good
63	Wilton Park	Central	2	Good
68	Knossington Tennis Court	East	1	Poor
31	Belvoir High School	North	3	Good
57	Belvoir Vale Tennis Club	North	3	Good

6.3: Development

High Performance Centres

Throughout England there is a network of circa 93 independent High Performance Centres (HPC's). These centres are designed to meet the needs of performance juniors providing high level coaching and fitness programmes and access to top facilities. The County has a Performance Centre located at Loughborough University, which is located outside of the assessment area.

Hamilton Tennis Club and Belvoir Vale Tennis Club hold LTA ClubMark accreditation. This means the Clubs are recognised by the LTA as having a particular focus on development for players of a younger age.

6.4 Quality

Quality ratings for tennis courts were derived from a non-technical site assessment and take into account surface quality, floodlights, nets and line marking. A percentage score was then converted into a quality rating of good, standard or poor. In addition, the views of clubs were also taken into account.

Of the courts identified, eight are assessed as being poor. These are at the Holwell Sports Club, King Edward VII School and Knossington Tennis Court, where the courts appeared unused. The other courts in the Borough are all rated as good quality.

6.5 Demand

Following consultation with both clubs, there are currently 27 senior teams in total, nine ladies, nine men's, five mixed and four vets. In addition Hamilton Tennis Club runs junior teams at U18, U16, U14, U12, U10 and U8.

Both clubs report a slight decrease in membership numbers in the past three years, and have plans to increase membership again in both their junior and senior sections. Hamilton Tennis Club is Clubmark accredited and has a written sports development plan. Belvoir Vale

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Tennis Club has LTA accreditation; its development plan is out of date. Neither club report facilities as a factor in limiting numbers.

Although no latent demand is report by clubs, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in tennis but are not currently doing so'. The tool identifies latent demand of 980 people. 13.8% of the population that would like to participate in tennis is the segment 'Tim - settling down males'. Of the 980 people, 487 (49.7%) are females; the largest segment of which is 'Chloe - fitness class friends'

Following events such as Wimbledon, demand increases for pay and play. The LTA reports that it is difficult to measure casual use as some courts are available for free, but highlights that courts in general are busy throughout the summer months. Comprehensive research in the eight LTA pilot areas nationally has shown that 53% of people playing tennis once per week do so at public court facilities (pay and play). As shown in the Active People Survey, participation in tennis has a seasonal peak in the summer, which is particularly pronounced amongst non-club and occasional players.

Further research carried out by the LTA suggests that many more people would play tennis if they knew where courts, particularly council courts, were located. The LTA believe that better promotion would not only increase demand for courts, but also participation.

Tennis summary

- ◆ In total there are 29 tennis courts across nine sites identified in Melton
- ◆ The majority, 22, are located in the north of the authority area
- ◆ Eight are rated as poor, the other 21 are good.
- ◆ Nine of the good courts are located on tennis club sites.
- ◆ Both clubs in Melton report a slight decrease in membership numbers in the past three years.
- ◆ Both clubs have plans to increase membership
- ◆ Existing facilities would be able to accommodate planned increases.
- ◆ Other facilities in Melton without a club based at them are a mixture in quality.
- ◆ There is reported play and play activity on some of the courts, Knossington Tennis Court appears unused.
- ◆ There is increased pay and play activity in summer months which can be comfortably accommodated with the existing courts that are available for this.

PART 7: BOWLING GREENS

7.1: Introduction

There are both crown green bowls and flat green bowls greens in Melton. Bowls England is the governing body with overall responsibility for ensuring effective governance of flat green bowls. The bowling season runs from May to September.

Consultation

There are five clubs using bowling greens in Melton. Of these, three responded to consultation, equating to a response rate of 60%.

7.2: Supply

There are five flat bowling greens on four sites in Melton, and one crown green bowls green on a separate site.

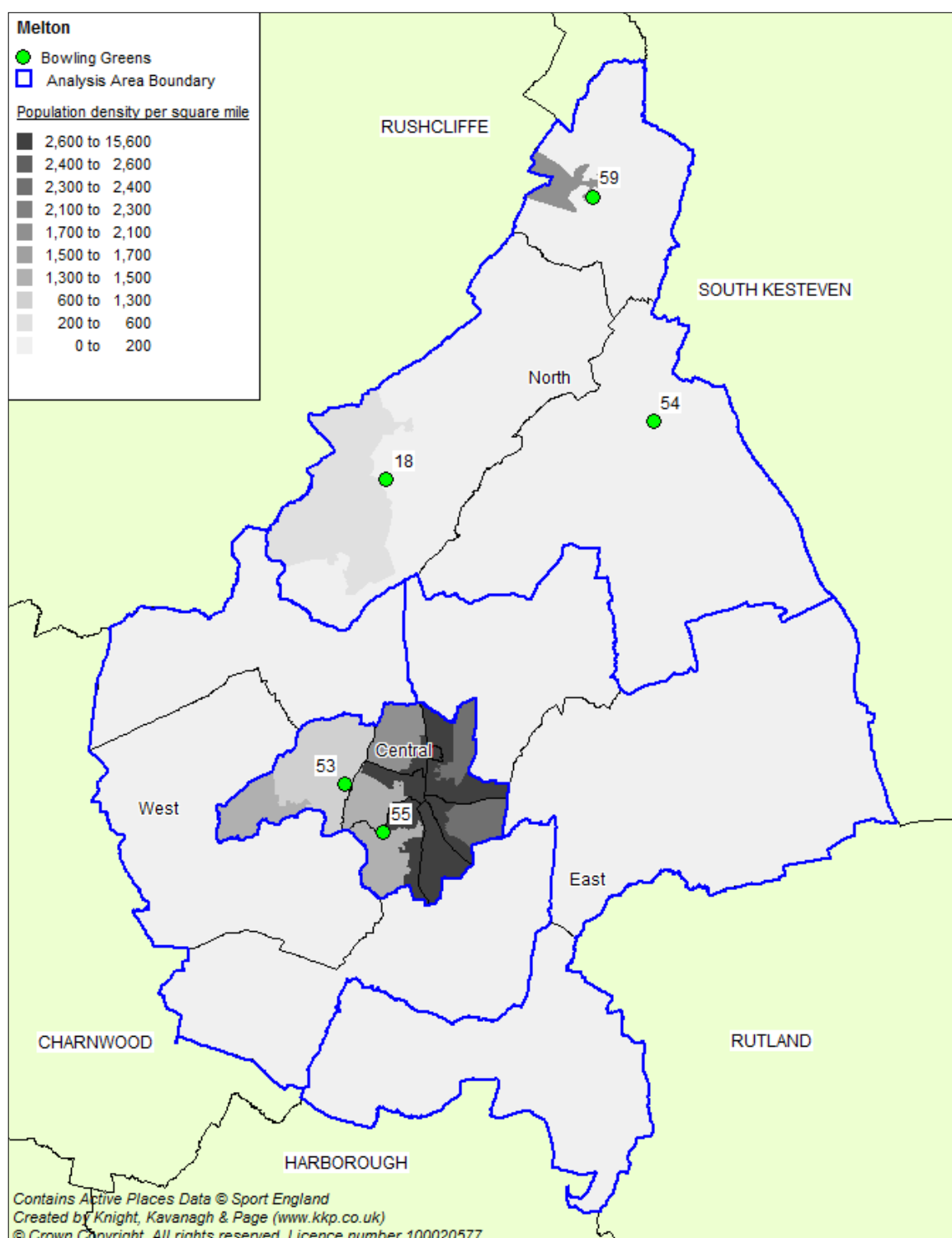
Table 7.1: Summary of the number of greens by analysis area

Site	Type of facility	Number of greens
Bottesford Cricket and Social Club	Crown green	1
Hose Village Hall Sports Hall	Flat green	1
Holwell Sports Ground	Flat green	1
Knipton Bowls Centre	Flat green	1
Melton Mowbray Town Bowls Club	Flat green	2
Total		6

Mapping identifies the East and West analysis areas do not contain bowling green provision. However, these analysis areas have low population density. Melton Mowbray Town Bowls Club provides two bowling greens and an indoor rink comprising of eight rinks.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 7.1: Distribution of bowling greens across Melton



MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 7.2: Key to map

Site ID	Site name	Analysis area
53	Howell Sports Ground	Central
55	Melton Mowbray Town Bowls Club	Central
18	Hose Village Hall Sports Field	North
54	Knipton Bowls Club	North
59	Bottesford Cricket and Social Club	North

Management and maintenance

Belvoir Club rent the green from Hose Village Trust and also maintain it. Knipton Bowls Club leases its facility from the Belvoir Estate and also maintains the green. The Club is one year into a five year lease on the facility.

Bottesford Bowls Club lease the facility from Bottesford Parish Council, it has a 25 year lease which ends in 2020. The Club is responsible for the maintenance of the green.

Availability

Pay and play opportunities are available at Knipton Bowls Club. Belvoir Vale Bowls Club and Bottesford Bowls Club do not offer pay and play at their greens. Melton Mowbray Town Bowls Club and Holwell Sports Bowls Club do not advertise that pay and play is available.

Quality

Bowling greens in Melton are all rated as good quality. Knipton and Belvoir Vale both indicate that the quality of its greens have improved in the past 12 months due to work being carried out. Bottesford has a good quality green as it has a dedicated green keeper to maintain the condition.

7.3: Demand

There are five clubs using bowling greens in Melton, one at each site available. Of the three clubs that responded to the consultation, the following can be summarised:

- ◆ All report membership figures have stayed the same in the past twelve months.
- ◆ All clubs have between 30-40 playing members.
- ◆ There are no playing junior members at the clubs.
- ◆ Bottesford Bowls Club plan to increase the number of members and Knipton Bowls Club would like to.
- ◆ None of the clubs indicate that they would have more members if there were more facilities available (latent demand).

The majority of clubs suggest that an additional bowling green at their home green or in the area would not lead to an increase in club membership. There are no waiting lists and membership numbers are low.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Latent demand

Although no clubs specifically identify latent demand, Sport England's Segmentation Tool 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 96 people. 19.8% of the population that would like to participate in bowls is the segment 'Roger & Joy - early retirement couples'. In addition, however, the segments 'Frank - twilight year gents' (17.7%) and Ralph & Phyllis - comfortable retired couples' (15.6%) would also like to participate in bowls.

7.4: Capacity analysis

Capacity is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon/evening when a popular league is operating but may be empty for the rest of the week.

Generally, through consultation, it is considered that there is some spare capacity on the bowling greens in Melton, even at peak times (when leagues are operating). Unlike some local authorities, that tend to have more than one club playing on one green, Melton greens tend to be home to only one club.

The national governing body indicates that approximately 60 members are needed to sustain one green. Using this as a guide the table below (Table 8.3) looks at the capacity of bowling greens in Melton based upon club membership. A green with 60 members is considered to be at capacity.¹⁴

Under capacity	Membership is below the level the site could sustain
At capacity	Membership matches the level the site can sustain
Over capacity	Membership exceeds the level the site can sustain

Table 7.3: Capacity analysis in Melton

Site ID	Site name	No. of greens	Quality	No. of members	Capacity (members)	Capacity rating
59	Bottesford Cricket and Social Club	1	Good	38	60	
18	Hose Village Hall Sports Hall	1	Good	36	60	
53	Holwell Sports Ground	1	Good	Unknown	60	
54	Knpton Bowls Centre	1	Good	30	60	
55	Melton Mowbray Town Bowls Club	2	Good	Unknown	120	

¹⁴ It should be noted that some greens may be at capacity with fewer than 60 members but also that some greens will be able to sustain more than 60 members.

7.5: Supply and demand analysis

The total estimated senior membership for bowls clubs in Melton is difficult to assess due to lack of information from two clubs. There are 104 playing members from the three clubs that did respond.

It is estimated from the capacity table above that there is spare capacity for additional members on most greens in Melton. The table shows that there is aggregated spare capacity for approximately 76 additional members at greens/clubs that did respond. This is due to the lower level of membership identified at all three clubs. That said it is not necessarily feasible (due to the rural nature of Melton and the spread of greens) to expect clubs to consolidate onto less greens. Moreover clubs should focus on maximising use by increasing membership and attracting younger people through hosting events such as family days as well as establishing links with local primary schools and girl guides.

Two clubs do indicate plans to increase membership levels. However, this demand can be accommodated on existing provision.

Bowls summary

- ◆ There are five flat bowling greens on four sites in Melton, and one crown green bowls green on a separate site.
- ◆ All greens are assessed as good quality
- ◆ Knipton and Belvoir Vale both indicate that the quality of its greens have improved in the past 12 months due to work being carried out.
- ◆ Each site has a club based there. Of the clubs that responded, membership is between 30-40 members
- ◆ No clubs report having any junior members.
- ◆ All clubs that responded suggested that an additional bowling green at their home green or in the area would not lead to an increase in club membership.
- ◆ It is estimated that there is spare capacity for additional members on most greens in Melton. That said it is not necessarily feasible (due to the rural nature of Melton and the spread of greens) to expect clubs to consolidate onto less greens.
- ◆ Clubs should focus on maximising use by increasing membership and attracting younger people through hosting events such as family days as well as establishing links with local primary schools and girl guides.
- ◆ Two clubs do indicate plans to increase membership levels. However, this demand can be accommodated on existing provision.

PART 8: GOLF COURSES

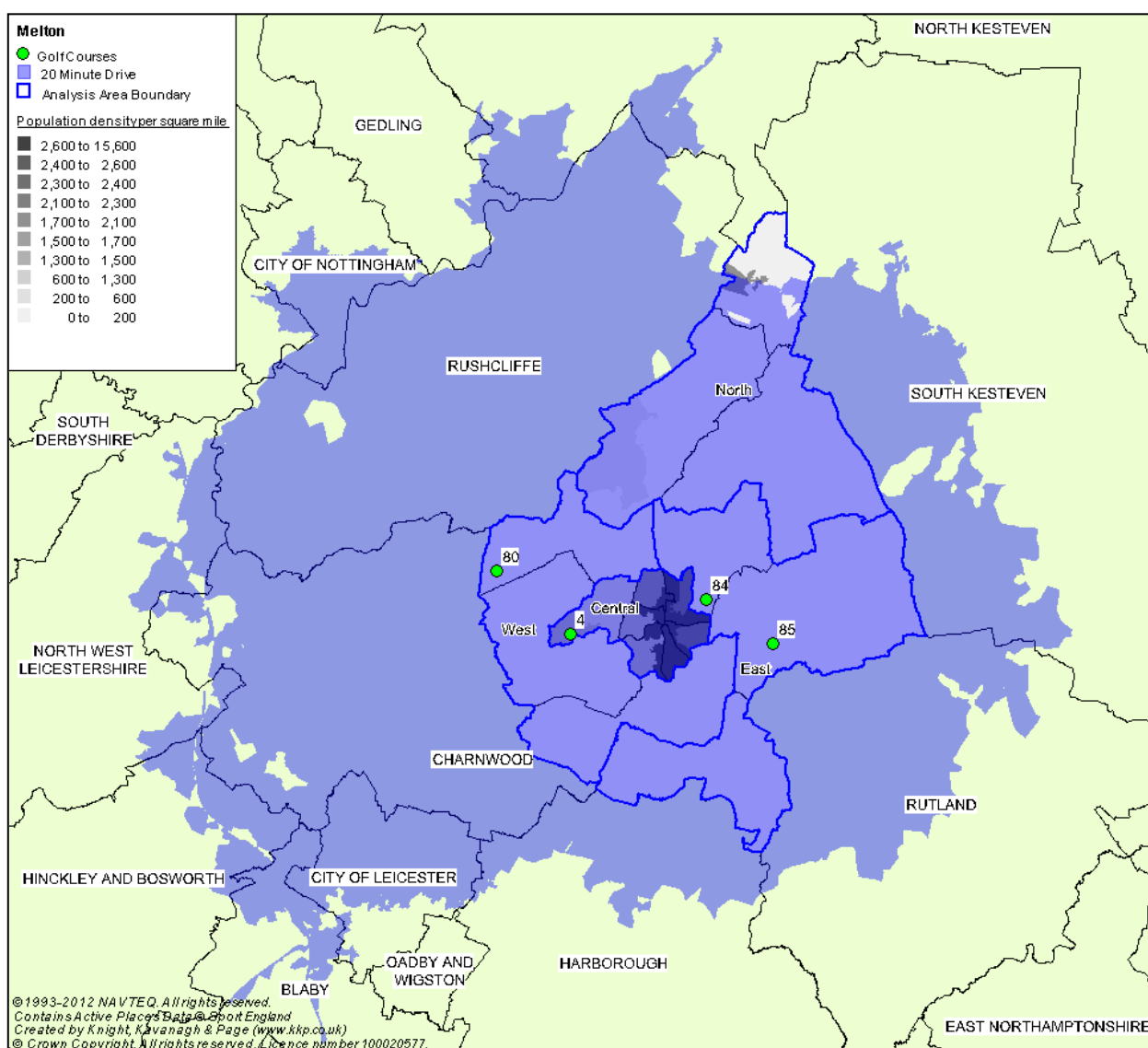
8.1: Introduction

There are four golf courses in Melton, two of which are private member clubs. The remaining two courses, Sysonby Acres Leisure Park (Asfordby Road) and Six Hills Golf Course, are municipal golf courses and are available for pay and play.

Sport England recommends that the drive-time catchment for golf courses be set at 20 minutes. In addition, consultation reports this is considered by clubs to be an appropriate distance to travel to access provision and, as such, has been used in mapping to help identify and shortfalls.

Figure 8.1 indicates that the current level of supply within Melton is sufficient for the majority of residents. There are, however, a small number of residents located in North Melton that are in excess of the 20 minute drive-time catchment as recommended by Sport England.

Figure 8.1: Location and accessibility of golf clubs in Melton



MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 8.1: Key to golf map

Site ID	Site	Analysis area	Ownership	Holes	Practice facilities
4	Sysonby Acres Leisure Park	Central Melton	Municipal	18	-
80	Melton Mowbray Golf Club	East Melton	Private	18	Driving range and practice area including bunkers and putting green.
84	Stapleford Park Golf Club	East Melton	Private	18	Driving range and practice area including bunkers and putting green.
85	Six Hills Golf Course	West Melton	Municipal	18	Driving range and putting green.

Melton Mowbray Golf Club report that only two members are from outside of the Melton Borough Area, although the majority of members will travel between five and ten miles to access the facility. Consultation with Stapleford Park Golf Club indicates that 11-25% of members live outside of the Melton Borough and similar to Melton Mowbray Golf Club, the majority of members will travel between five and ten miles to access the facility.

Stapleford Park Golf Club

Stapleford Park Golf Club is located at the Stapleford Park Country House Hotel and Sporting Estate. A previous exclusive Country membership, the owners of the hotel decided in 2013 that the full size Championship course would become a private members golf club.

8.2 Key issues for golf

Demand

Melton Mowbray Golf Club reports a decrease in all membership categories in the previous three years. In particular, the Club indicates a 3% reduction in membership during 2013 with course quality, cost and the over provision of courses in the area all cited as contributors. In addition, more members are said to be paying their subscription via monthly direct debit than ever before. Stapleford Park Golf Club reports an increase in membership following the change to private members club in 2013.

Although both clubs plan to increase membership, Melton Mowbray Golf Club reports a focus upon increasing female and junior membership in the near future. The Club reports a decrease in junior membership and the Club now has only 30 junior members, the lowest number in recent years. There are now ten junior members at Stapleford Park, all of whom have joined in the previous year.

Both clubs indicated that there is no current waiting list for membership but Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in golf but are not currently doing so'. The tool identifies latent demand of 660 people. 27.0% of the population that would like to participate in golf is the segment 'Philip - comfortable mid-life males'. Of the 660 people, 56 (8.5%) are females; the largest segment of which is 'Elaine - empty nest career ladies'.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Membership and pricing

Sysonby Acres Leisure Park and Six Hills Golf Course are both municipal courses and, as such, have no membership data available.

Although Melton Mowbray Golf Club and Stapleford Park Golf Club are private member clubs, they are both available to visitors at various times throughout the week.

Table 8.2: Summary of club membership (where known)

Club	Membership	Comments
Sysonby Acres Leisure Park	N/A	-
Melton Mowbray Golf Club	386	3% reduction in membership during 2013.
Stapleford Park Golf Club	150	Limited junior membership (ten) but an increase of 50 senior members since January 2014.
Six Hills Golf Course	N/A	-

Table 8.3: Summary of pricing

Club	Senior Membership	Pay and Play
Sysonby Acres Leisure Park	-	£7.00
Melton Mowbray Golf Club	£750 per annum	£29.00 / £17.50
Stapleford Park	£675 per annum	£60
Six Hills Golf Course	-	£16.00

Quality

Melton Mowbray Golf Club is assessed as good quality. The Club employ one full time head green keeper and two part time green staff. The Club report an annual maintenance programme of approximately £40,000 to include equipment and all materials. Although drainage work was completed around eight years ago, improvements are now required as the course is often closed during wet weather. As discussed, course quality is said to be one of the reasons as to why club membership has decreased in recent years.

Stapleford Park Golf Club is full size Championship golf course that is assessed as excellent quality. The course hosted the ISPS Handa Senior Masters in 2010 and again in June 2011 becoming the East Midlands' first European Senior Tour venue. The Club employ six full time green staff who undertake an extensive maintenance programme throughout the year. As the course is only 12 years old, ongoing improvements to the course are still being completed. Nevertheless, excellent drainage (clay base) and course design including raised greens means the course is available to play all year around.

Six Hills Golf Course and Sysonby Acres Leisure Park are both assessed as standard quality.

Ancillary facilities

The ancillary facilities at Melton Mowbray Golf Club are assessed as standard quality. Members and visitors have access to changing rooms, including showers and toilets, with refreshments available from the bar in the clubhouse.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The ancillary facilities at Stapleford Park Golf Club are assessed as excellent quality. Changing provision includes showers and toilets for both members and visitors. Dining is available within the golf pavilion or the main hotel restaurant.

No changing provision is available at Six Hills Golf Course.

Golf summary

- ◀ There are four golf courses in Melton, two of which are private member clubs
- ◀ The current level of supply within Melton is sufficient for the majority of residents.
- ◀ Melton Mowbray Golf Club reports a decrease in all membership categories in the previous three years. In particular, however, the Club indicated a 3% reduction in membership during 2013.
- ◀ Stapleford Park Golf Club reports an increase in membership following the change to private members club in 2013.
- ◀ The quality of private courses is reported to be excellent or good, whereas the municipal courses are rated as standard quality.
- ◀ Ancillary facilities are available at both private clubs but no changing provision is available at the Six Hills municipal course.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX 1: CONSULTEE LIST

Organisation	Name	Designation
MBC	Harry Rai	Head of Communities and Neighbourhoods
MBC	Ronan Browne	People Manager
MBC	Steven Taylor	Leisure and Culture Officer
MBC	Ramon Salvon	Waster & Environment Maintenance
ECB	John Huband	Facilities and Investment Manager
FA	Matt Bartle	Regional Facilities Manager
England Hockey	Simon Dowdy	Relationship Manager
RFU	Pete Shaw	Area Facilities Manager
Melton Mowbray Town Estates	Andrew Cooper	CEO
Frisby Village Hall	Dianne Widdowson	Chair
Holwell Sports Club	Martin Rooney	Secretary
Hose Village Hall	Ian Smith	Treasurer
Leicestershire FA	Adam Holyoake	Head of Football
Leicestershire & Rutland Cricket	Ged McDougal	Cricket Development Director
Ab Kettleby Parish Council	Mrs Judith Putnam	Clerk
Nether Broughton & Old Dalby Parish Council	Mrs Judith Putnam	Clerk
Barkestone, Plungar & Redmile Parish Council	Ms Sharon Pyke	Clerk
Belvoir Parish Council	Ms Diana Marshall	Clerk
Bottesford Parish Council	Dermot Daly	Clerk
Buckminster Parish Council	Mr Alan Noble	Clerk
Burton & Dalby Parish Council	Mr Stephen C Johnson	Clerk
Clawson, Hose & Harby Parish Council	Mrs Liz Crowther	Clerk
Freeby Parish Council	Mrs Frances E Waberski	Clerk
Frisby-on-the-Wreake Parish Council	Mrs Sue Booth	Clerk
Kirby Bellars Parish Council	Mrs Sue Booth	Clerk
Gaddesby Parish Council	Mrs TrudyToon	Clerk
Garthorpe Parish Council	Sue McGrath	Clerk
Hoby with Rotherby Parish Council	Mr Vic Allsop	Clerk
Knossington & Cold Overton Parish Council	Mrs Alice Cox	Clerk
Scafford Parish Council	Mrs Sue Watford	Clerk
Sproxtton Parish Council	Penny Ringrose	Clerk

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Organisation	Name	Designation
Stathern Parish Council	Mrs Sheryl Smart	Clerk
Twyford & Thorpe Satchville Parish Council	Mr Philip Challoner	Clerk
Waltham on the Wolds & Thorpe Arnold Parish Council	Mr Alan Noble	Clerk
Bowls		
Belvoir Vale Bowls Club	Chris Gorman	Secretary
Bottesford Bowls Club	Pauline Palmer	Secretary
Knipton Bowls Club	Peter Sheardown	Treasurer
Cricket		
Bottesford Cricket & Social Club	Lynne Bradshaw	Secretary
Egerton Park Cricket Club	Geoff Goodson	Chairman
Frisby, Hoby & Rotherby Cricket Club	Ronan Browne	Secretary
Great Dalby Cricket Club	John Mace	Secretary
Thorpe Arnold Cricket Club	Di McQuillan	Secretary
Belvoir Colts Cricket	Peter James	Chair
Buckminster Cricket Club	Tim Gadsby	Chair
Pickwell, Leesthorpe & Somerby Cricket Club	Chris Waldron Tom Smith	Secretary
Sholay Cricket Club	Jeet Patel	Captain
Long Clawson Cricket Club	Mark Stoddard	Secretary
Football		
Asfordby Amateurs Ladies and Girls FC	Andrew Bubb	Secretary
Bottesford FC	Andrew Allcock Tony Reeve	Secretary
Buckminster United	Keith Hollingshead	Secretary
CK Dons	Jeremy Hill	Secretary
Cutting Room FC	Through league	Secretary
Edgerton Park FC	Gary Kitchen	Secretary
Gimbles FC	Through league	Secretary
Half Moon FC	Through league	Secretary
Hamilton FC	Through league	Secretary
Holwell Sports FC	Martin Rooney	Secretary
Kings Head FC	Through league	Secretary
Melton Mowbray FC	Sam Ellis	Secretary
Nags Head FC	Through league	Secretary
Real Ale Madrid	Through league	Secretary
Waltham Athletic Junior FC	Malcolm Mills	Secretary
Wrighty's XI	Through league	Secretary
Wymondham FC	Through league	Secretary
KCS Mini Kickers	Karen Hebb	Secretary

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Organisation	Name	Designation
Melton & District Sunday League	Sam Ellis	Secretary
Leicester & District Mutual Football League	Sue Fraser	Secretary
Golf		
Melton Mowbray Golf Club	Simon Bailey	Secretary
Six Hills Golf Club	Jeanette Showler	Secretary
Hockey		
Melton Hockey Club	Haydn Snow	Chair
Rugby		
Melton RFC	Richard Taylor	Hon Sec
Tennis		
Belvoir Vale Tennis Club	Rosemary Parry	Secretary
Hamilton Lawn Tennis Club	Jim Schofield Helen Skerritt	Secretary Club Manager
Education		
Belvoir High School	Paul Ainsworth	Head teacher
John Ferneley College	Chris Robinson Jeff Challis	Principal Estates Manager
King Edward VII Community Sports Centre	Abby Chamberlain	Manager
Longfield High School	Chris Hoult	Director for PE
Ab Kettleby Community Primary School	Alison Bailey	Head teacher
Bottesford Church of England Primary School	Louise McGrory	Head teacher
Buckminster Primary School	Jonathan Brown	Head teacher
Croxton Kerrial Church of England Primary School	Anne Harvey	Head teacher
Frisby Church of England Primary School	Stuart Northedge	Head teacher
Gaddesby Primary School	Gareth Nemes	Head teacher
Great Dalby School	Andrew Raistrick	Head teacher
Hose Church of England Primary School	Margaret Cox	Head teacher
Long Clawson Church of England Primary School	Catherine Sinclair	Head teacher
Scalford Church of England Primary School	Kerry Hill	Head teacher
St Mary's Church of England Primary	Sharon Deackes	Head teacher
Stathern Primary School	Troy Jenkinson	Head teacher
Swallowdale Primary School & Community Centre	Deborah Vials	Head teacher
The Grove Primary School	Mike Owen	Head teacher

APPENDIX 2: 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.

Sport England: A Sporting Habit for Life (2012-2017)

In 2017, five years after the Olympic Games, Sport England aspires to transforming sport in England so that it is a habit for life for more people and a regular choice for the majority. Launched in January 2012 the strategy sets out how Sport England will invest over one billion pounds of National Lottery and Exchequer funding during the five year plan period. The investment will be used to create a lasting community sport legacy by growing sports participation at the grassroots level following the 2012 London Olympics. The strategy will:

- ◀ See more people starting and keeping a sporting habit for life
- ◀ Create more opportunities for young people
- ◀ Nurture and develop talent
- ◀ Provide the right facilities in the right places
- ◀ Support local authorities and unlock local funding
- ◀ Ensure real opportunities for communities

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- ◀ Maximise value from current NGB investment
- ◀ Places, People, Play
- ◀ Strategic direction and market intelligence
- ◀ Set criteria and support system for NGB 2013-17 investment
- ◀ Market development

The aim by 2017 is to ensure that playing sport is a lifelong habit for more people and a regular choice for the majority. A specific target is to increase the number of 14 to 25 year olds playing sport. To accomplish these aims the strategy sets out a number of outcomes:

- ◀ 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the clubs in a school's area.
- ◀ County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- ◀ All secondary schools that wish to do so, will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- ◀ At least 150 further educational colleagues will benefit from a full time sports professional who will act as a College Sport Maker.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ▶ Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- ▶ A thousand of our most disadvantaged local communities will get a Door Step Club.
- ▶ Two thousand young people on the margins of society will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.
- ▶ Building on the success of the Places People Play, a further £100 million will be invested in facilities for the most popular sports.
- ▶ A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfil their potential.

National Planning Policy Framework

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.

Under paragraph 73 of the NPPF, it is set out 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 and qualitative deficiencies and 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 paragraph 74 of the NPPF states existing open space, sports and recreation sites, 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 (2011 – 2015)

The Football Association's (FA) National Game Strategy provides a strategic framework that sets out key priorities, expenditure proposals and targets for the national game (i.e., football) over a four year period. The main issues facing grassroots football are identified as:

- ▶ Growth and retention (young and adult players)
- ▶ Raising standards and behaviour

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ✦ Better players
- ✦ Running the game
- ✦ Workforce
- ✦ Facilities

'The National Game Strategy' reinforces the urgent need to provide affordable, new and improved facilities in schools, clubs and on local authority sites. Over 75% of football is played on public sector facilities. The leisure budgets of most local authorities have been reduced over recent years, resulting in decaying facilities that do not serve the community and act as a disincentive to play football. The loss of playing fields has also been well documented and adds to the pressure on the remaining facilities to cope with the demand, especially in inner city and urban areas.

The growth of the commercial sector in developing custom built five-a-side facilities has changed the overall environment. High quality, modern facilities provided by Powerleague, Goals and playfootball.net for example, have added new opportunities to participate and prompted a significant growth in the number of five-a-side teams in recent years.

The FA National Facilities Strategy (2013 – 2015)

The recently launched National Facilities Strategy sets out the FA's long term vision for development of facilities to support the National Game. It aims to address and reflect the facility needs of football within the National Game. The National Game is defined as all non-professional football from Steps 1-7 of the National League System down to recreational football played on open public space. The role of facilities will be crucial in developing the game in England. One of the biggest issues raised from 'the Big Grassroots Football Survey' by that of 84% respondents, was 'poor facilities'.

The FA's vision for the future of facilities in England is to build, protect and enhance sustainable football facilities to improve the experience of the nation's favourite game. It aims to do this by:

- ✦ Building - Provide new facilities and pitches in key locations to FA standards in order to sustain existing participation and support new participation.
- ✦ Protecting - Ensure that playing pitches and facilities are protected for the benefit of current and future participants.
- ✦ Enhancing - Invest in existing facilities and pitches, ensuring that participation in the game is sustained as well as expanded.

The Strategy commits to delivering in excess of £150m (through Football Foundation) into facility improvements across the National Game in line with identified priorities:

- ✦ Natural grass pitches improved – target: 100
- ✦ A network of new AGPs built – target 100
- ✦ A network of refurbished AGPs – target 150
- ✦ On selected sites, new and improved changing facilities and toilets
- ✦ Continue a small grants programme designed to address modest facility needs of clubs
- ✦ Ongoing support with the purchase and replacement of goalposts

It also commits to:

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ Direct other sources of investment into FA facility priorities
- ◀ Communicate priorities for investment across the grassroots game on a regular basis
- ◀ Work closely with Sport England, the Premier League and other partners to ensure that investment is co-ordinated and targeted

Grounds to Play – England and Wales Cricket Board (ECB) Strategic Plan (2010 – 2013)

‘Grounds to Play’ continues to focus on the four pillars, as identified in the ECB’s previous strategy: Building Partnerships. The pillars are:

- ◀ Energising people and partnerships to deliver national goals at local level:
 - ◀ Having streamlined the management of ECB and established County Cricket Boards, where feasible, services currently provided from the centre will be transferred to County Boards;
 - ◀ Enhance asset growth through continuing interest free loans to community clubs, expanding NatWest Cricket Force, seeking to support corporate or public sector cricket grounds under threat of closure through the England and Wales Cricket Trust, and seeking to expand partnerships for Indoor Cricket.
- ◀ Vibrant domestic game.
- ◀ Enhancing facilities, environments and participation:
 - ◀ The focus of this plan is on providing facilities to sustain participation levels rather than increasing participation;
 - ◀ The Cricket Foundation’s ‘Chance to Shine’ programme has been an outstanding success in reintroducing cricket into state schools. ECB will prioritise investment in the programme;
 - ◀ To further expand club/ school links and position a cricket club at the heart of a community, ECB will provide £1.5 million per annum capital improvement grants to local clubs that make their club facilities available to its local community and to local schools.
- ◀ Successful England teams.

The following actions executed during the duration of Building Partnerships provide a strong base for this plan. Actions include:

- ◀ Streamlining ECB governance
- ◀ Building participation by more than 20% per annum (as measured through ECB focus clubs and County Cricket Boards)
- ◀ Developing women’s cricket
- ◀ Attracting volunteers
- ◀ Expanding cricket’s spectator base
- ◀ Introducing grants and loans to clubs
- ◀ Developing disabilities cricket

This plan therefore influences ‘Grounds to Play’ in the areas of facilities and coaches, which is where ECB investment will be focussed. Partnership funding and support will play a key role in the delivery of actions and maintaining the strength of the pillars.

The Rugby Football Union National Facilities Strategy (2013-2017)

The recently launched 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. It identifies that with 470 grass root clubs and 1500 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 remain 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)

'The right pitches in the right places'¹⁵

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 places to support the delivery.

¹⁵

<http://englandhockey.co.uk/page.asp?section=1143§ionTitle=The+Right+Pitches+in+the+Right+Places>

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ 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.

APPENDIX 3: LOCAL CONTEXT

Tailoring the approach

In tailoring the approach to the study area, KKP has sought to consider how the characteristics of the area impacts upon playing pitch provision, including:

Participation in sport and physical activity

In order to help establish how active the local population is, what sports are played and how likely they are to participate in pitch sports, Sport England's participation analysis tool (i.e., the Local Sport Profile tool) is used. It provides a detailed understanding of key participation trends between different groups in the City's population.

The Active People Survey (APS) is the largest ever survey of sport and active recreation to be undertaken in Europe. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It has now become a continuous process, with APS3 completed in Oct 2009, APS4 in October 2010, APS5 in October 2011, AP6 in October 2012 and APS7 was completed in October 2013.

Each survey gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Activity levels in the local population

Table 1.1 shows APS 3, 4, 5, 6 and 7 results for Melton in comparison to the national and the Sport England Regional figures. Data for the nearest neighbours are also presented.

Table 1: Active People survey results for all adults – Melton and nearest neighbours

KPI			National %	East Midlands %	Melton %	Nearest neighbours		
						Babergh %	Forest of Dean %	Mid Devon %
KPI 2 - At least 1 hour per week volunteering to support sport.	2008/09	%	4.7	5.0	4.7	5.9	3.5	5.6
	2009/10		4.5	4.8	6.0	6.6	5.7	7.8
	2010/11		7.3	7.6	7.1	8.5	12.0	9.0
	2011/12		7.6	8.2	9.6	8.0	11.5	10.9
	2012/13		6.0	7.0	5.6	7.1	8.4	8.1
KPI 3 - Club membership in the last 4 weeks.	2008/09	%	24.1	23.0	21.3	28.2	25.2	24.0
	2009/10		23.9	23.0	26.0	20.6	20.1	17.5
	2010/11		23.3	22.3	24.8	20.3	27.8	21.3
	2011/12		22.8	23.3	19.6	30.6	20.5	18.9
	2012/13		21.0	20.3	17.8	17.2	24.8	22.3
KPI 4 - Received tuition /	2008/09	%	17.5	17.2	15.4	17.5	15.4	21.0
	2009/10		17.5	16.5	15.8	14.5	17.1	13.5
	2010/11		16.2	15.3	20.3	14.8	16.9	14.3

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

KPI			National %	East Midlands %	Melton %	Nearest neighbours		
						Babergh %	Forest of Dean %	Mid Devon %
coaching in last 12 months.	2011/12		16.8	15.7	12.8	24.7	15.4	18.5
	2012/13		15.8	14.8	16.2	16.7	16.4	23.5
KPI 5 - Taken part in organised competitive sport in last 12 months.	2008/09	%	14.4	14.3	14.4	15.1	10.5	18.0
	2009/10		14.4	15.0	17.3	12.6	18.0	11.5
	2010/11		14.3	13.9	17.5	16.5	17.0	13.6
	2011/12		14.4	14.9	15.8	17.9	14.3	17.8
	2012/13		11.2	12.4	11.9	9.3	14.0	21.5
1x30 Indicator Participation in 30 minutes moderate intensity sport per week.	2008/09	%	35.7	35.7	32.8	35.0	34.3	36.7
	2009/10		35.3	34.4	35.7	33.7	31.6	29.5
	2010/11		34.8	33.5	32.7	34.7	32.2	29.6
	2011/12		36.0	35.3	36.9	36.3	34.1	35.0
	2012/13		35.7	33.9	32.7	33.4	33.6	28.4

Nearest neighbours are not geographic but those which are the closest to Melton in terms of socio-demographics. This type of comparison has been developed to aid local authorities to compare and benchmark. The models apply a range of socio-economic indicators upon which the specific family group (nearest neighbours) is calculated.

The table indicates that, in 2012/2013, the percentage of adults participating in at least 1 x 30 minutes moderate intensity sport per week was lower in Melton (32.7%) than both the national average (35.7%) and the regional average (33.9%). This figure was also lower than that of its nearest neighbours Babergh (33.4%) and Forest of Dean (33.6%).

The table also indicates that, in 2012/2013, the percentage of people who had taken part in organised competitive sport in the previous 12 months (KPI 5) was higher in Melton (11.9%) than the national average (11.2%). In addition, the number of people who received tuition / coaching (KPI 4) during 2012/2013 was higher in Melton (16.2%) than both the national (15.8%) and regional (14.8%) averages.

Nevertheless, in 2012/2013, the number of people who gave at least one hour per week volunteering to support sport (KPI 2) and the number of people who obtained club membership (KPI 3) in Melton was lower than both the national and regional averages.

Market segmentation

To help better understand attitudes, motivations and perceived barriers to participation Sport England has developed a segmentation model with 19 'sporting' segments. Each has a distinct sporting behaviour and attitude. An overview is provided below:

Table 2: Sport England market segmentation summaries

Name	Title	Description	Top three participating sports nationally
Ben	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.	Football (33%) Keep fit/gym (24%) Cycling (18%)

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name	Title	Description	Top three participating sports nationally
Jamie	Sports Team Drinkers	Young blokes (aged 18-25) enjoying football, pints and pool.	Football (28%) Keep fit/gym (22%) Athletics (12%)
Chloe	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym (28%) Swimming (24%) Athletics (14%)
Leanne	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym (23%) Swimming (18%) Athletics (9%)
Helena	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym (26%) Swimming (23%) Cycling (11%)
Tim	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling (21%) Keep fit/gym (20%) Swimming (15%)
Alison	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym (27%) Swimming (25%) Cycling (12%)
Jackie	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym (27%) Swimming (20%) Cycling (9%)
Kev	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym (14%) Football (12%) Cycling (11%)
Paula	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym (18%) Swimming (17%) Cycling (5%)
Philip	Comfortable Mid-Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling (16%) Keep fit/gym (15%) Swimming (12%)
Elaine	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym (21%) Swimming (18%) Cycling (7%)
Roger & Joy	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym (13%) Swimming (13%) Cycling (8%)
Brenda	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym (15%) Swimming (13%) Cycling (4%)
Terry	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision for retirement.	Keep fit/gym (8%) Swimming (6%) Cycling (5%)
Norma	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym (12%) Swimming (10%) Cycling (2%)

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name	Title	Description	Top three participating sports nationally
Ralph & Phyllis	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym (10%) Swimming (9%) Golf (7%)
Frank	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf (7%) Keep fit/gym (6%) Bowls (6%)
Elsie & Arnold	Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym (10%) Swimming (7%) Bowls (3%)

Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful for Melton Borough Council to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

Dominant market segmentation in Melton by population

Table 3: Melton: Sport England market segments

Source: Sport England, 2014, Measure: Sport Market Segmentation

Code	Name	Description	Number	Rate
C11	Philip	Comfortable Mid-Life Males	4,494	11.4%
B06	Tim	Settling Down Males	4,169	10.6%
C13	Roger & Joy	Early Retirement Couples	3,669	9.3%
C12	Elaine	Empty Nest Career Ladies	2,933	7.5%
D19	Elsie & Arnold	Retirement Home Singles	2,818	7.2%
B08	Jackie	Middle England Mums	2,446	6.2%
B07	Alison	Stay at Home Mums	2,355	6.0%
D17	Ralph & Phyllis	Comfortable Retired Couples	2,198	5.6%
A03	Chloe	Fitness Class Friends	2,144	5.5%
A01	Ben	Competitive Male Urbanites	2,129	5.4%
B05	Helena	Career Focused Females	1,681	4.3%
D18	Frank	Twilight Year Gents	1,630	4.1%
C14	Brenda	Older Working Women	1,355	3.4%
B09	Kev	Pub League Team Mates	1,272	3.2%
A04	Leanne	Supportive Singles	1,082	2.8%
A02	Jamie	Sports Team Drinkers	1,056	2.7%
C15	Terry	Local 'Old Boys'	893	2.3%
B10	Paula	Stretched Single Mums	634	1.6%
C16	Norma	Later Life Ladies	377	1.0%
Total			39,335	100.1%

Table 1.2 illustrates that 'Philip' (comfortable mid-life males) is the market segment with the greatest coverage in Melton, accounting for 11.4% of the population. This means that,

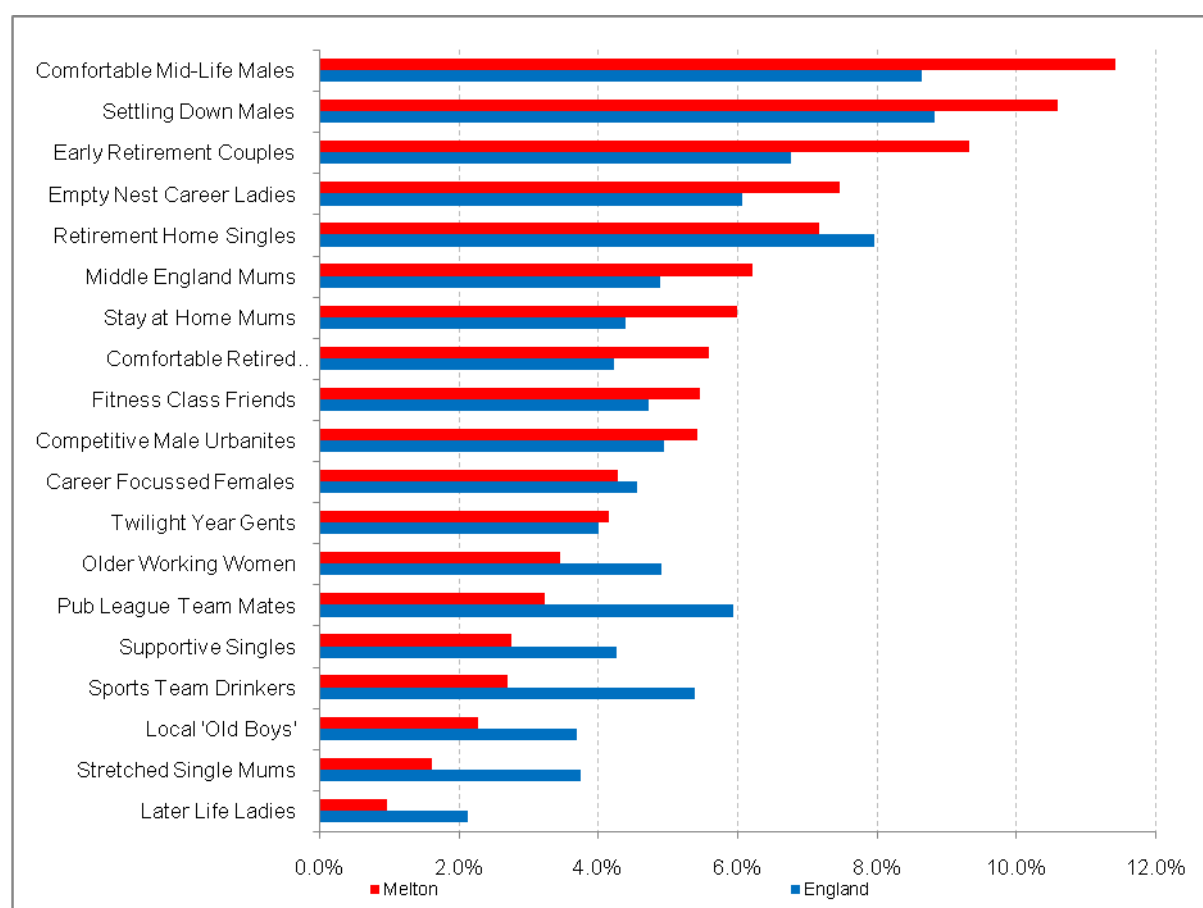
MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

of the 19 segments, the greatest proportion would benefit from initiatives that appeal to 'Philips'; sports such as cycling, keep fit/gym and swimming.

'Tim' (settling down males) (10.6%) and 'Roger & Joy' (early retirement couples) (9.3%) are the second and third largest market segments of the population in Melton. Typically, 'Tims' participate in sports such as cycling, keep fit/gym and swimming, while 'Roger & Joy' participate in keep fit/gym, swimming and cycling.

Dominant market segments in Melton are also identified in Figure 1.3. In addition, the dominant market segments nationally are also displayed as a means of comparison. For example, the segmentation profile for Melton indicates 'comfortable mid-life males' to be the largest segment of the adult population at 11.4% compared to a national average of 8.7%.

Figure 1.3: Dominant market segments in Melton compared to England (March 2014)



What does market segmentation mean for pitch sports?

Of the three largest market segments, none identify football, or any other pitch sport, as an activity they particularly enjoy participating in. It is perhaps unsurprising, therefore, that of the five most popular sports played by adults in Melton, no pitch sport is identified.

MELTON BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Which are the most popular sports played by adults in the area?

Sport	Melton		East Midlands		England	
	Number (000s)	Rate (%)	Number (000s)	Rate (%)	Number (000s)	Rate (%)
Cycling	4.2	10.4%	3.4	8.5%	3,458.9	8.1%
Swimming	3.4	8.6%	4.3	10.8%	4,896.9	11.5%
Gym	2.9	7.3%	4.0	10.0%	4,622.7	10.9%
Athletics	2.9	7.3%	2.2	5.4%	2,778.8	6.5%
Fitness & Conditioning	2.1	5.3%	2.4	6.1%	2,854.7	6.7%

Analysis identifies that of the top five sports within Melton, cycling (10.4%) is the most popular activity. Other activities such as swimming (8.6%), gym (7.3%), athletics (7.3%) and fitness & conditioning (5.32%) are also popular within Melton.