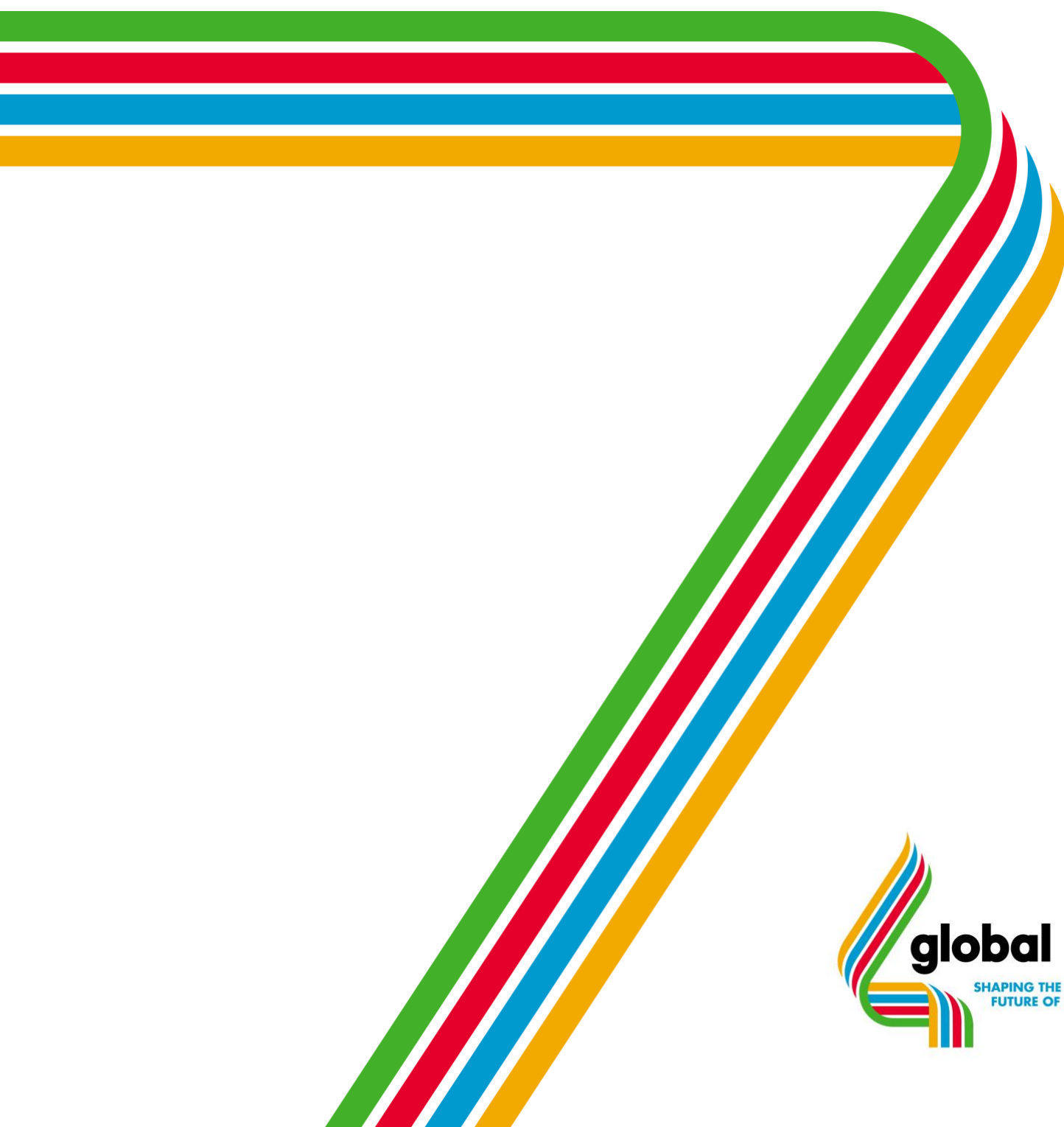




## Medway Council Playing Pitch Strategy - Needs Assessment

October 2019



SHAPING THE FUTURE OF SPORT



*4global Consulting Terms of Reference*

*Estimates and forecasts contained within this report are based on the data obtained at that time and the accuracy of resultant findings and recommendations is dependent on the quality of that data.*

*The author(s) will not be held liable for any data provided by third party organisations as part of the Playing Pitch Strategy (PPS) delivery process. While the data and recommendations have been conscientiously reviewed through the PPS governance process followed throughout project delivery, it has not been possible for the author to independently review every element of data provided by third parties.*

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## 1 Executive Summary

- 1.1.1 A Playing Pitch Strategy (PPS) is a robust evidence base that identifies whether the supply and demand of play pitches within a Local Authority is sufficient to meet the current and future needs and demands for sport. Sport England requires Local Authorities to have an up to date PPS evidence base to justify the protection, enhancement and provision of playing pitches. (Sport England, Playing Pitch Strategy Guidance, 2013).
- 1.1.2 The purpose for Medway Council (MC) undertaking an updated Playing Pitch Strategy is to determine whether the current supply of outdoor sports facilities within the study area is sufficient to support the current and future demands aligned to population growth, housing projections and the strategic needs of sport, health and wellbeing as outlined and referenced in the Medway Local Plan (2035).
- 1.1.3 This document serves a number of practical purposes. It presents the current picture of supply and demand within the area in order to determine whether or not the existing supply meet the existing demand. In addition to this, the document attempts to understand whether the existing supply will meet future demand. This calculation is made to estimate what the future pitch deficit would be in order to understand how pitch provision will need to change in order to meet the needs of the future population.
- 1.1.4 In Medway this is particularly relevant, because although the sub area of 'Pennisula' does not currently show any significant deficits, significant housing growth is predicted. This document will present the current and future pitch balance across all sub areas. The Action Plan and Strategy that accompanies this document will present scenarios which will attempt to address any future deficit in the area.

## 2 Introduction and Methodology

### 2.1 Project Scope and Objectives

2.1.1 Medway Council has commissioned 4global Consulting to prepare a Playing Pitch Strategy (PPS), to provide the Council with a clear evidence base and set of recommendations for future outdoor sports facility development across the study area.

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

- Football
- Rugby Union
- Cricket
- Hockey
- Rugby League
- Bowls
- Tennis
- Golf

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

- Club and league based (formal) play and training
- Less formal programmed forms of the respective sports (e.g. turn up and play 'products' such as Rush Hockey, Mash-up Football, Last Man Stands Cricket, Cage Cricket and Touch Rugby)
- Informal and un-programmed play by groups of residents, workers, students, school friends (out of school)

2.1.4 The PPS will provide a holistic analysis of sports facilities across the study area, leading to a comprehensive set of recommendations for the future development of facilities, in line with the needs of local residents.

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

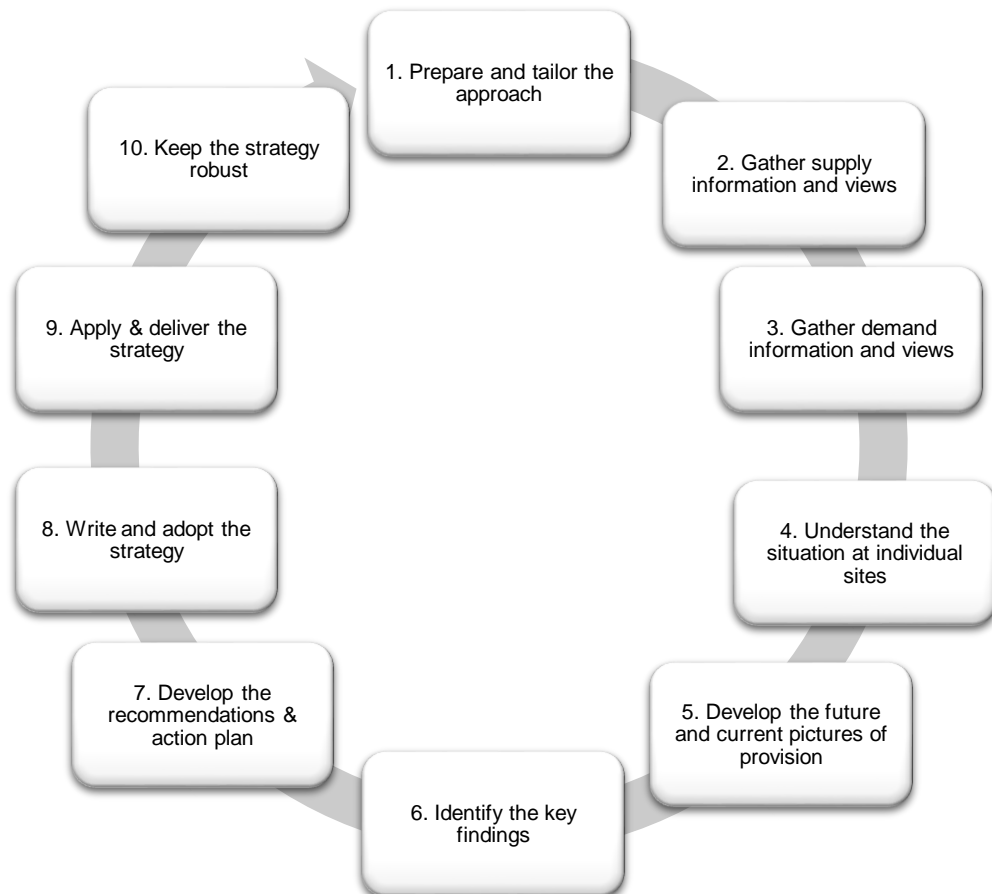
- Contribution to the Medway Council local plan through the provision of a clear action plan with owners and defined timescales for completion;
- Medway Council Spatial Framework;
- Recognition of the importance of outdoor physical activity and sport and the clear demonstration of how these should be prioritised within any development or regeneration project;
- Provision of an evidenced based approach and the management of a clear sign-off and governance structure for key stakeholders; and
- Evidence to support a wider review into sport and physical activity provision, including housing and population growth projected in neighbouring local authorities.

- To inform Medway's infrastructure delivery plan.

## 2.2 Methodology

2.2.1 The assessment methodology adopted for the PPS follows the published guidance from Sport England. The guidance used is the 2013 version, *Playing Pitch Strategy Guidance – An Approach to Developing and Delivering a Playing Pitch Strategy*<sup>1</sup>. Figure 1.1 summarises the approach proposed in this guidance and is broken down into 10 steps.

**Figure 1.1 - Developing and Delivering a Playing Pitch Strategy – The 10 Step Approach (Sport England, 2013)**



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

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

2.2.3 To facilitate information gathering and help ensure PPS reports are based on a robust evidence base, 4global has developed an online data entry and assessment platform (see figure 1.2 below),

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

which contains all site and club information. This will enable the Council to keep supply and demand information and the strategy up to date through to the end of the strategy and beyond.

### Figure 1.2 - 4global's Online Playing Pitch Platform

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

The screenshot shows the '4global PPS Platform' interface for 'Medway'. A success message at the top reads: 'Success! You are now acting as 'Medway' local authority.' Below this is a 'Sites List' table with the following data:

| Name                          | Email                    | Phone Number | Visit Seasons  | Actions                        |
|-------------------------------|--------------------------|--------------|----------------|--------------------------------|
| ACADEMY OF CUXTON SCHOOLS     | 0                        | 0            | Summer         | [+], [edit], [share], [delete] |
| Academy of Woodlands          |                          |              | None           | [+], [edit], [share], [delete] |
| ALL FAITHS CHILDREN'S ACADEMY | 0                        | 0            | Summer, Winter | [+], [edit], [share], [delete] |
| ALLHALLOWS GOLF COURSE        | 0                        | 0            | Summer, Winter | [+], [edit], [share], [delete] |
| ALLHALLOWS LEISURE PARK       | 0                        | 0            | Summer, Winter | [+], [edit], [share], [delete] |
| ALLHALLOWS PRIMARY ACADEMY    | 0                        | 0            | Summer         | [+], [edit], [share], [delete] |
| APCM RECREATION GROUND        | martinhall@medway.gov.uk | 0            | Summer         | [+], [edit], [share], [delete] |
| AVENUE TENNIS CENTRE          | info@avenuetennis.co.uk  | 01634 386188 | Summer, Winter | [+], [edit], [share], [delete] |
| BALFOUR JUNIOR ACADEMY        | 0                        | 0            | Winter         | [+], [edit], [share], [delete] |
| BALFOUR RECREATION GROUND     | 0                        | 0            | Summer         | [+], [edit], [share], [delete] |

The table shows 10 entries out of 123 total. The interface includes a search bar, a '10' items per page selector, and a pagination control at the bottom right showing 'Previous', '1', '2', '3', '4', '5', '...', '13', and 'Next'.

## 2.3 The Structure of our Report

### 2.3.1 The structure of the PPS report is as follows

- Section 1 – Introduction and Methodology
- Section 2 – Strategic Context
- Section 3 – Football
- Section 4 – AGP
- Section 5 – Cricket
- Section 6 – Rugby
- Section 7 – Hockey
- Section 8 – Rugby League
- Section 9 – Bowls
- Section 10 – Golf
- Section 11 – Tennis

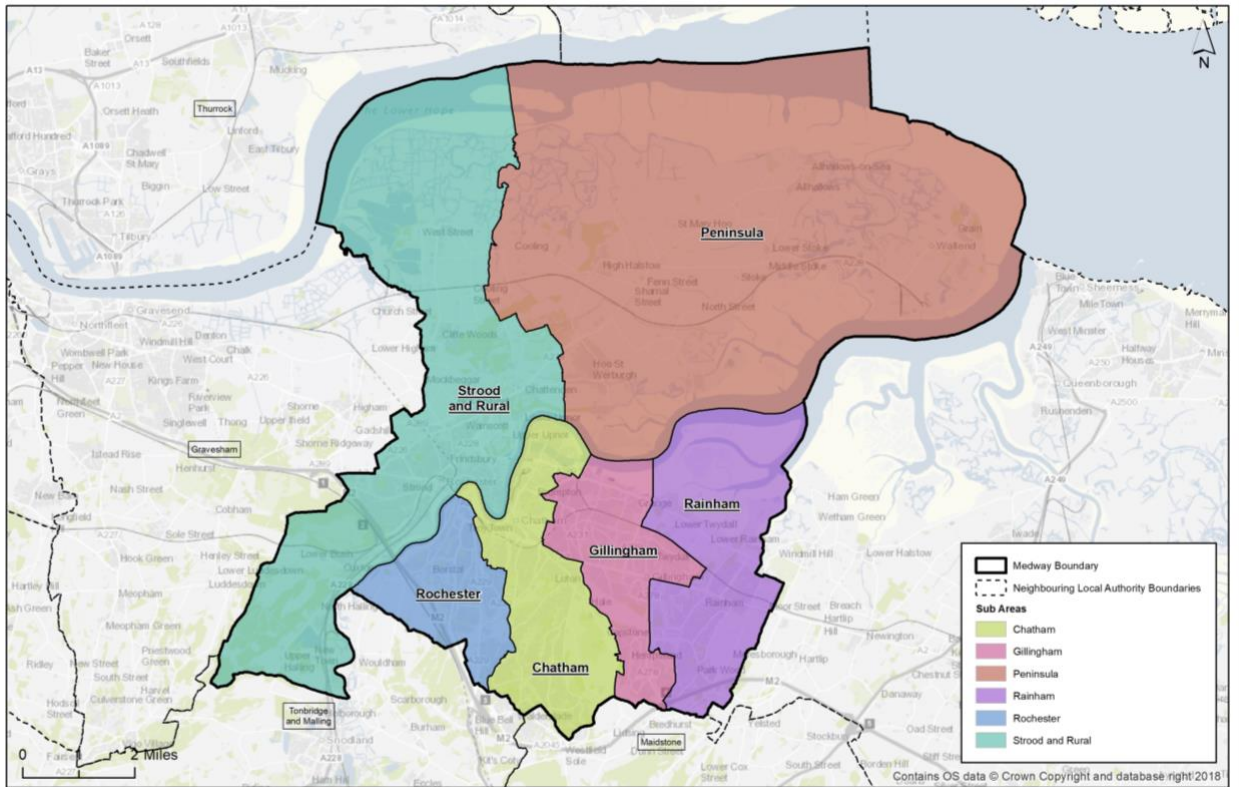
### 2.3.2 Supporting information is included in the appendices and referenced throughout.

### 3 Strategic Context

#### 3.1 The Study area

3.1.1 Map 3.1 shows how Medway has been broken up into the six subareas used within the playing pitch strategy.

**Map 3.1 - Medway sub-areas**



#### 3.2 Medway

3.2.1 Medway is a unitary authority which is located in Kent, in the South East of England. Medway is home to over 280,000 people and many different communities, living in an area of approximately 74.1 square miles. The local population is forecast to rise to over 330,000 over the next 20 years.

3.2.2 Medway is one of the largest conurbations in the South East, comprised of five towns and many villages. The five towns are Rochester, Chatham, Gillingham, Strood and Rainham. Medway is the second largest urban area in the South East after Brighton & Hove, and similar in size to cities such as Plymouth. Medway sits at the mouth of its great river on the north Kent estuarine coast, bordered by the Thames to the north and the Kent Downs to the south. The five historic towns linked by the A2 form a complex urban conurbation, which retains the distinct identities of the individual towns and suburbs.

#### 3.3 Other Local Factors

3.3.1 Medway has a distinctive and diverse rural area and coast, including expansive estuarine and marshland landscapes, the wooded slopes of the Kent Downs, and productive farmland. In a number of locations, the developed area abuts land designated for its environmental importance. The area's environmental quality is of international and national importance with 28% designated



as a Special Protection Area (SPA) or Ramsar site, and a third of the land area is designated as Sites of Special Scientific Interest (SSSI). Medway's environment includes land in the Kent Downs Area of Outstanding Natural Beauty (AONB). The RSPB has its oldest heronry/nature reserve at Northward Hill, and Plantlife has its largest reserve at Ranscombe Farm.

- 3.3.2 Medway benefits from high levels of accessibility to rail and motorway links, but also experiences congestion and a complex highways network, resulting from its geography and historical pattern of development. Transport provides some of Medway's key opportunities for sustainable growth, but also presents some of the greatest challenges.
- 3.3.3 A number of current strategic policies, strategies and factors influence current and future supply and demand for sport and recreation facilities in Medway. As well as providing the context for future facility provision, e.g. health improvement, improving accessibility, increasing participation, these strategies provide opportunities to link priority areas and needs, and ensure that outcomes are aligned with identified local objectives. The relevant strategies and policies include:
- Medway Local Plan (2003)
  - Development Strategy Consultation (2018)
  - The current development plan for Medway is made up of the saved policies from the Medway Local Plan adopted in 2003, together with some earlier saved policies specific to waste and minerals.
  - The Council's work on the new Medway Local Plan is the focus of this Local Development Scheme. The new local plan will cover the period 2018-2035. The Local Plan will cover the whole of Medway and will be prepared in conformity with national planning legislation, specifically the National Planning Policy Framework, 2018. On adoption it will replace the saved policies from the Medway Local Plan 2003. The Local Plan is a Development Plan Document (DPD).

## 3.4 National Planning Policy

### NATIONAL PLANNING POLICY FRAMEWORK

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

### PROTECTION, ENHANCEMENT AND PROVISION OF FACILITIES

3.4.4 The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide sports facilities, as follows<sup>2</sup>:

- **Protect** sports from loss as a result of re-development
- **Enhance** existing facilities through improving their quality, accessibility and management
- **Provide** new facilities that are fit for purpose to meet demands for participation now and in the future.
- be achieved in London to improve the environmental performance of new developments.

### THAMES GATEWAY KENT PARTNERSHIP

3.4.5 Medway Council is working in partnership and a member of the Thames Gateway Kent Partnership (TGKP) to attract investment and deliver sustainable growth for the Gateway region. This region also includes Swale Borough Council, Gravesham Borough Council, Medway Council, Dartford Borough Council, Maidstone Borough Council and Kent County Council.

3.4.6 The vision for the TGKP going forward will be to promote and enable collaboration between private and public sectors to help achieve growth/ lobby government and other organisations for funding and support whilst promoting North Kent and its opportunities. Also work with partners in London and South Essex on pan-Thames Gateway activities.

## 3.5 Local Planning Policy – Medway Council Local Plan

3.5.1 The emerging Local Plan forms part of the council's policy context. It provides the spatial direction for Medway's growth that aligns to the overarching ambitions for the area. The council is committed to providing the civic leadership to achieve Medway's potential as a successful vibrant modern city that celebrates its heritage and close links to the river and countryside, and where all residents can share in opportunities to improve their lives, health and wellbeing.

3.5.2 The Council has also undertaken consultation and facilitated workshops with public, private and voluntary groups and residents and businesses, to identify issues and options in the context of general work on the Core Strategy and specific research studies. These events are documented and are part of the evidence base. The views and information from these processes have all helped to shape the Core Strategy.

3.5.3 Through its Local Plan aims to plan positively for the development and the infrastructure that the area needs, whilst conserving and enhancing the natural, built and historic environment. A number of selected objectives of the plan are listed below:

- To boost the performance of the local economy by supporting local businesses to grow and attracting inward investment through the provision of good quality employment land that meets the needs of businesses, and to secure and extend higher value employment opportunities.
- To secure a strong green infrastructure network that protects the assets of the natural and historic environments in urban and rural Medway and informs the design and sustainability of new development.
- To provide for the housing needs of Medway's communities, that meets the range of size, type and affordability the area needs;
- To deliver sustainable development, meeting the needs of Medway's communities, respecting the

<sup>2</sup> Further information is provided via Sport England's Planning Aims and Objectives guidance: <https://www.sportengland.org/facilities-planning/planning-for-sport/aims-and-objectives/>

natural and historic environment, and directing growth to the most suitable locations that can enhance Medway's economic, social and environmental characteristics;

- 3.5.4 Community facilities are defined for the purposes of this policy as; education (from pre-school to further and higher education) and training, health, social, leisure, places of worship, community, cultural and civic uses (including criminal justice and court facilities), and emergency services.
- 3.5.5 An active and connected community is about ensuring that residents and businesses have the local infrastructure and services that give them greater choice about how they access services. It is important that people have access to community facilities and that they are inclusive and accessible to everyone. They should also be well managed, maintained and located in areas that are accessible to all.

### 3.6 Sports and Physical Activity Strategic Context

- 3.6.1 The Council has previously and continues to work with Sport England, as a statutory consultee on planning applications affecting playing fields and built sports facilities. Sport England has been engaged throughout the production of the Council's updated evidence base on sports facilities in order to avoid potential objections and delays to the LPSV being adopted. Again, this reiterates the Local Authority's aims to provide sufficient sports infrastructure through the LPSV in Medway.

### 3.7 Sports and Physical Activity Policy and Strategy Review

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

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

- 3.7.2 The Department for Culture, Media and Sport, following a consultation paper in 2015, launched the new strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the new strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), following the upsurge after the 2012 London Olympics.
- 3.7.3 The sport strategy is targeting five outcomes which each sports organisation, public or private sector, will be measured against:
- Physical wellbeing
  - Mental wellbeing
  - Individual development
  - Social and community development
  - Economic development.
- 3.7.4 Government funding will go toward organisations which can best demonstrate that they will deliver some or all the five outcomes.
- 3.7.5 The delivery of the outcomes will be through three broad outputs:
- More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport
  - A more productive, sustainable and responsible sports sector
  - Maximising international and domestic sporting success and the impact of major sporting events

### SPORT ENGLAND STRATEGY 2016 - 'TOWARDS AN ACTIVE NATION'

- 3.7.6 The Vision for this Strategy is: 'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.'
- 3.7.7 The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.
- 3.7.8 This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:
- Focusing more money and resources on tackling inactivity because this is where the gains for the individual and for society are greatest
  - Investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life
  - Helping those who are active now to carry on, but at lower cost to the public purse over time. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient
  - Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport
  - Helping sport to keep pace with the digital expectations of customers
  - Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers
  - Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources
  - Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.

### MEDWAY PHYSICAL ACTIVITY AND SPORT PROFILE

- 3.7.9 Adult participation across the study area in sport and active recreation is at 13.3%, which is above both the national and regional average. This indicator is the percentage of the adult population participating in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the 4 weeks (Active Lives Survey, Sport England). The Council, along with Sport England, aim to continue to improve these statistics through:
- Maximising opportunities for sport and physical activity to work with commissioners of health, social care, young people's service and community safety
  - Developing a strategic approach for sports facilities and opportunities based on need and evidence
  - Capitalise on opportunities to work with NGB's
  - Provide opportunities for young people through Sportactivate, School Games; and working with the HE and FE sectors.

### 3.8 Population Profiles and Projections

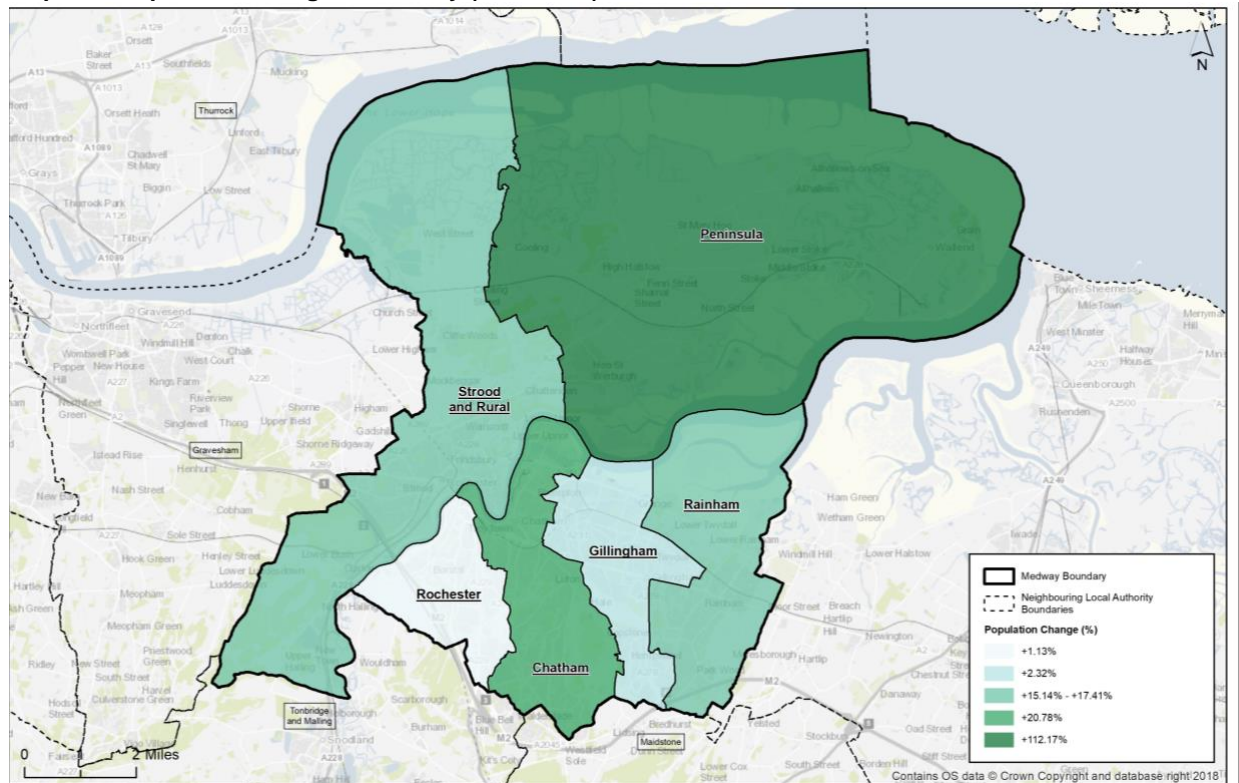
#### POPULATION DATA

3.8.1 Table 3.1 overleaf provides a summary of the key population and demographic trends for Medway. Figure 3.1 below provides a graphical representation of these population trends, illustrating the projected change in proportion of population, between 2018 and 2035.

**Table 3.1 - Population and demographic analysis for Medway**

| Current and Future Population | Data   |
|-------------------------------|--|
| Current population            | 281,600 (ONS 2016-based SNPP Projection, Medway)   |
| Future population-2035        | 330,200 (ONS 2014-based SNPP Projection, Medway)   |
| Notes on population figures   | The sub areas of Chatham and Gillingham have the highest populations in the study area, whilst the Peninsula sub area has the lowest. The growth rate expected is significantly above the national average.  |
| Age profile                   | The overall population trend is showing an aging population between 2016 and 2035. The growth expected in the over 65's age groups is expected to make up over half of total growth.   |
| Spatial Distribution          | Peninsula, the largest sub area within the study area has the lowest population of all the six sub areas, due its predominantly rural nature. In contrast the sub areas of Gillingham and Chatham, which have the highest populations, are much more densely populated, with the areas being more urban. |

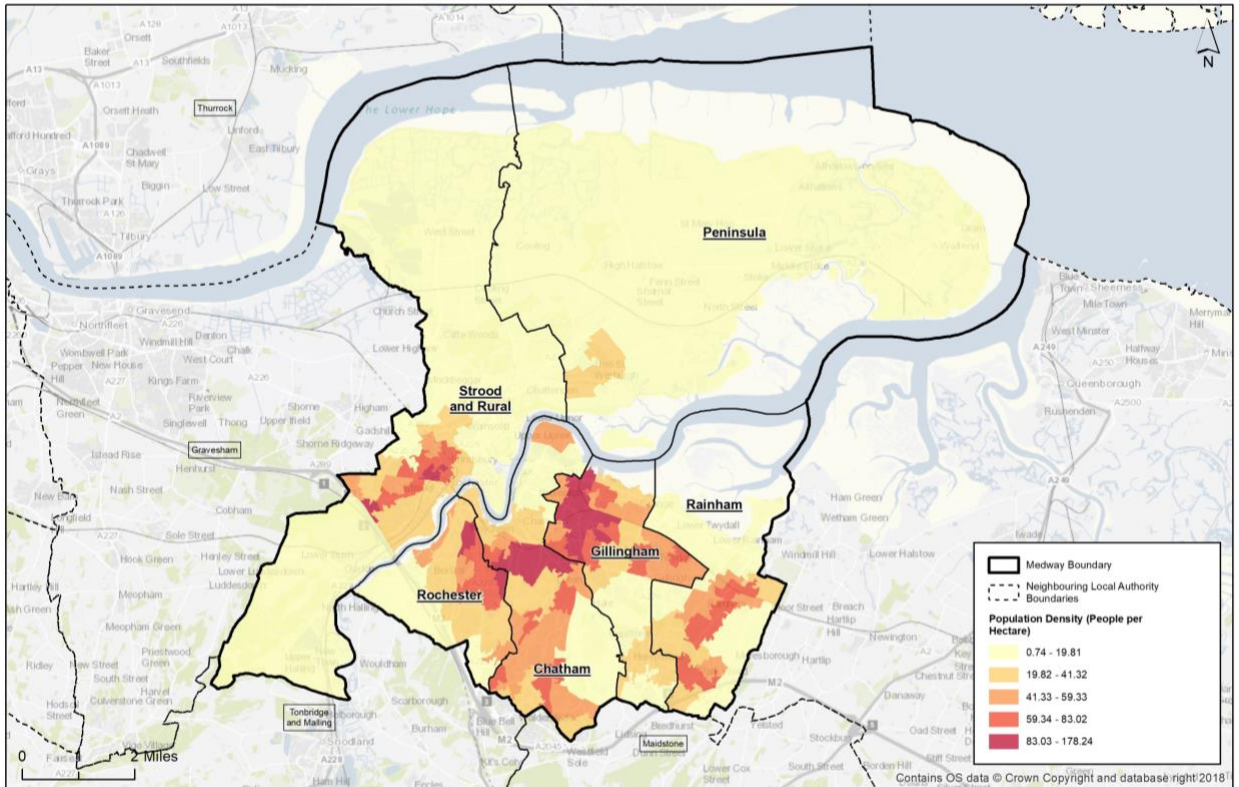
**Map 3.2 - Population change in Medway (2018-2035)**



3.8.2 Map 3.2 illustrates assumed population changes in Medway, split via sub areas. The largest increase in population during the life time of strategy is expected in the Peninsula sub area, whilst the lowest is seen in Rochester.

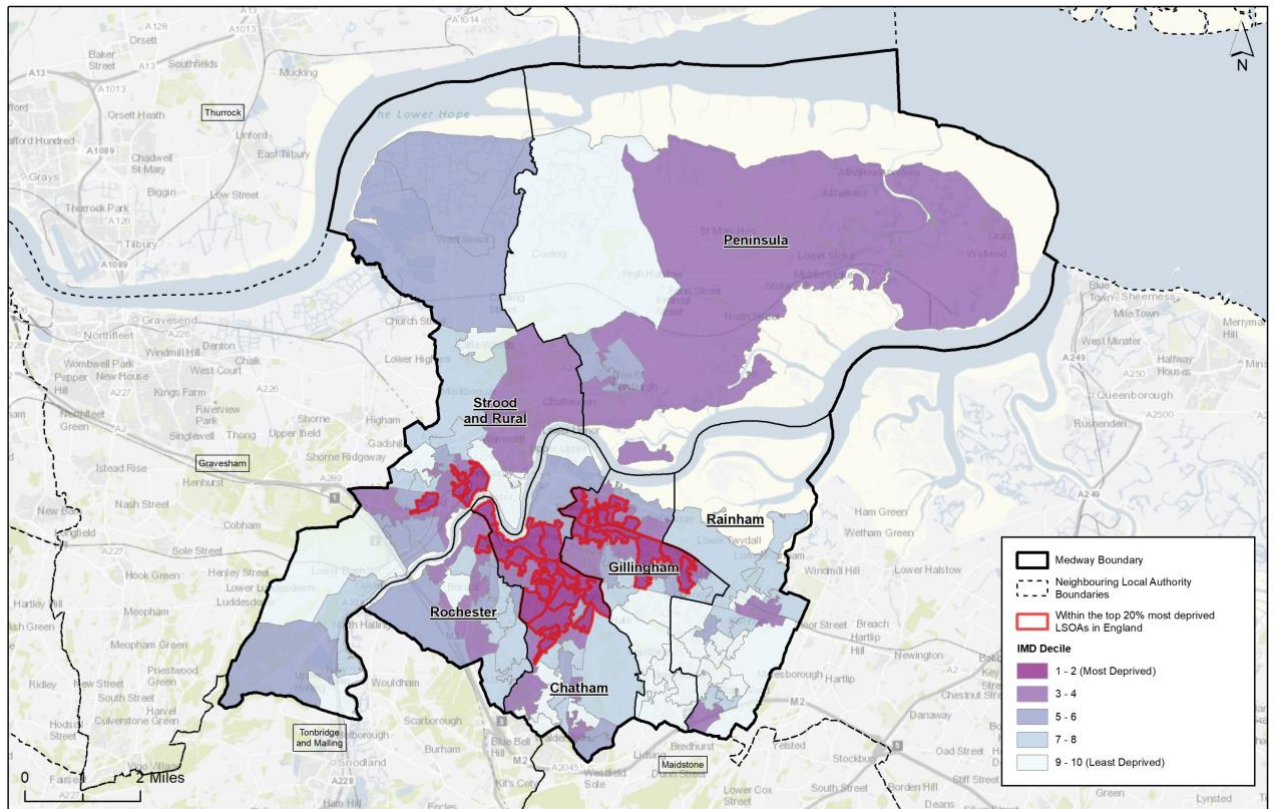
3.8.3 Map 3.3 illustrates population density in 2018 per lower super output area (LSOA). This map shows that the LSOA with the higher densities are located in the larger population areas of the central and southern regions which is to be expected.

**Map 3.3 Population density in Medway (2018)**



3.8.4 Map 3.3 illustrates population density in 2018 per lower super output area (LSOA). This map shows that the LSOA with the higher densities are located in the larger population areas of the central and southern regions which is to be expected.

**Map 3.4 - Index of multiple deprivation by LSOA in Medway (2015)**



3.8.5 Map 3.4 illustrates the pockets of high deprivation located in the central and northern parts of the study area. For sport and physical activity, this will create barriers to the local community to access sport and recreational activities due to a number of social and economic factors

**Table 3.2 - Summary of Medway's localities – population, deprivation, health and sporting assets**

| Analysis area  | Commentary  |
|--|---|
| <b>Locality Description</b>                                      | <ul style="list-style-type: none"> <li>Medway is a large unitary authority that sits within the wider region of South East England. The authority is adjoined by the borough of Gravesham, and to the south the boroughs of Tonbridge &amp; Malling and Maidstone, with Swale to the East.</li> </ul>   |
| <b>Population Profile</b>  | <ul style="list-style-type: none"> <li>Population of 281,600 (2016)</li> <li>The 2035 projected population is expected to increase to 330,200 (17% increase).</li> </ul>  |
| <b>Ethnicity</b>   | <ul style="list-style-type: none"> <li>88% White British, 12% BME.</li> </ul>   |
| <b>Deprivation</b>   | <ul style="list-style-type: none"> <li>Medway is ranked out 118 of 326 local authorities in England on overall deprivation (where 1 is the highest level of deprivation).</li> </ul>  |
| <b>Health</b>  | <ul style="list-style-type: none"> <li>Medway Physical Activity and Health statistics are slightly higher than the national average</li> <li>13.3% of residents in Medway are fairly active (30-149 minutes per week) which is slightly higher than the national average of 12.5% and higher than the regional average of also 12.5% (Active Lives Survey 2017/18).</li> <li>60.2% of residents are active for atleast 150 minutes a week, which is lower than the national and regional average, which is 62.3% and 65.2% respectively.</li> </ul>   |
| <b>Overall Implications for Future Sports Facility Provision</b> | <ul style="list-style-type: none"> <li>A growing population will mean increased demand for facilities</li> <li>The population is ageing which means facilities will need to be accessible and provide appropriately for older people e.g. day time access will be important because some elderly people do not like going out at night and travel by public transport may be easier during the day</li> <li>Sports facilities need to be well-located to public transport and local communities, and be accessible and affordable, so all of the community have access</li> <li>Sports facilities need to continue to improve the level of childhood obesity and improve health in overweight adults across the authority.</li> <li>Sports facilities need to be welcoming and accessible to children and adults, to encourage and facilitate increased levels of physical activity</li> <li>Reducing adult obesity and increasing physical activity are areas of targeted improvement for Medway. Sports facilities should provide opportunities to help increase levels of regular physical activity, to help address health inequalities across the local authority area.</li> </ul> |



## 3.9 Physical Activity and Participation

### THE VALUE OF PARTICIPATION

- 3.9.1 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be underestimated. This is true for both younger and older people; participation in sport and physical activity delivers:
- Opportunities for physical activity, and therefore more 'active living'
  - Health benefits – cardio vascular, stronger bones, mobility
  - Health improvement
  - Mental health benefits
  - Social benefits – socialisation, communication, inter-action, regular contact, stimulation.
- 3.9.2 In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a 'disciplined' environment in which participants can 'grow' and develop.
- 3.9.3 The benefits of regular and active participation in sport and physical activity will be important to promote in relation to future sport, leisure and physical activity in Medway. There is an existing audience in the study area, which already recognizes the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in Medway can support the delivery of the desired outcomes across a number of priorities and objectives in the study area.

### CURRENT PARTICIPATION RATES

- 3.9.4 In terms of the Public Health England definition for physical activity (150 minutes or equivalent of at least moderate intensity activity per week) 18.3% of adults are doing enough physical activity to benefit their health (i.e. exercising three or more times per week), which is above the national average of 17.5%.

**Table 3.3 - Physically active and inactive adults**

| Rate       | Medway | South East London | England |
|------------|--------|-------------------|---------|
| % Active   | 60.2 % | 65.2 %            | 62.3 %  |
| % Inactive | 26.6%  | 22.3 %            | 25.2 %  |

Source: Public Health England (based on Active Lives Survey – Nov16/17).

- 3.9.5 The Sport England Active Lives survey indicates that South East London has a higher activity rate than Medway by 5% and England's national rate is also higher at 62.3% compared to 60.2%. In addition to this, when looking at Inactivity rates throughout the three study areas, Medway is higher than both the national and regional average at 26.6%.

**Table 3.4 - ALS Participation Rates in Medway, South East England and Nationally - Adult (16+) participation in sport (at least once a week) by year**

| Year      | Medway | South East England | England |
|-----------|--------|--------------------|---------|
| May 16/17 | 73.5%  | 79.8%              | 77.2%   |
| Nov16/17  | 73.8%  | 80.4%              | 77.2%   |
| May 17/18 | 74.8%  | 80.6%              | 77.4%   |

Source: Active Lives Survey\*. Measure: Adult (16+) participation in sport (at least twice in 28 days) by year. Time period(s): Nov 15/16, May 16/17 and Nov 16/17.

- 3.9.6 The participation rates for Medway have been consistently below the national and regional average over the time range displayed above in table 3.4. The disparity is particularly apparent when comparing Medway to the regional average, in which Medway is 5.8% lower than South East England in May 2017/18.

### ACTIVE LIVES

- 3.9.7 In 2016, Sport England launched the Active Lives monitoring system, to measure sport and physical activity in with the objectives set out by the recent DCMS and Sport England strategies.
- 3.9.8 It provides a national ‘big picture’ perspective of sport and physical activity in England. For the first time, we have been able to bring together in one report.
- How people across demographics and locations are choosing to get active
  - The picture of volunteering to support sport and physical activity
  - The link between engaging in sport and physical activity and the social outcomes identified in government sport and physical activity strategy.
- 3.9.9 When looking at activity levels amongst adults, we can see that those who are active have a better life satisfaction score than those who are fairly active, who in turn have a better score relative to those who are inactive. This shows a positive link between being more active and mental wellbeing, and holds across all four wellbeing measures
- 3.9.10 The survey attempts to provide a consistent and reliable benchmark of data, and for the study area it identifies that:
- 27.8% of Medway residents aged 16+ are inactive (2017/18), below the national level at 25.6%. This data is based on the parameter of only having done light intensity activity twice in the last 28 days.
  - 74.8% of Medway residents aged 16+ took part in sport and physical activity at least twice in the last 28 days, compared to 80.6% in South East England and 77.4% in England. Please note that this measure includes sporting activities, fitness activities and walking for leisure and travel, among others.

## 3.10 Neighbouring Playing Pitch Strategies

- 3.10.1 The following section summarises the key and relevant findings on the most recent, publicly available PPS’s for the local authorities immediately bordering Medway.
- Maidstone Borough Council (2018)
- 3.10.2 Football
- There was a lack of community access to education pitches identified. In order to resolve this, it was recommended that formal community use agreements should be pursued.
  - Securing developer contributions was seen as an issue. The action provided to resolve this was to ensure that policy provision is made to secure developer contributions towards new football facilities.
  - There is no evidence of any imported or exported demand from Maidstone.
- 3.10.3 Cricket
- A lack of artificial wickets in council owned parks and open spaces. It was recommended that suitable sites should be identified for artificial wicket installation.
  - Securing developer contributions was seen as an issue. The action provided to

resolve this was to ensure that policy provision is made to secure developer contributions towards new football facilities.

#### 3.10.4 Rugby

- Securing developer contributions was seen as an issue. The action provided to resolve this was to ensure that policy provision is made to secure developer contributions towards new rugby facilities.

#### 3.10.5 Hockey

- Securing developer contributions was seen as an issue. The action provided to resolve this was to ensure that policy provision is made to secure developer contributions towards new football facilities.
- Issues of overuse on certain pitches was identified, whilst there was spare capacity at others.

Swale Borough Council (2015)

#### 3.10.6 Football

- There was an identification of a lack of junior/mini pitches, which was particularly apparent in the Sittingbourne area.
- In order to resolve this, it was recommended that the surplus of senior pitches should be converted to youth/mini pitches and also by increasing the availability of education sites for community use.

#### 3.10.7 Cricket

- There was a shortage of 6 cricket pitches in the area, with future demand increasing this deficit.

#### 3.10.8 Rugby

- The strategy identified that in total there was a surplus of one adult and 2.8 mini rugby pitches.
- The current level of capacity in the study area will be able to cater for future demand pressures.

#### 3.10.9 Hockey

- Upon completion of the strategy it was found that there is a small deficit of current and future provision for hockey appropriate AGP's. In order to resolve this, recommendations were put forward to move current football use of hockey pitches to new 3G AGP's, which would reduce demand.

Gravesham Borough Council (2017)

#### 3.10.10 Football

- There were 88 football pitches identified in Gravesham, of which 76 were available to the community, but only 3 were deemed to be of good quality.
- The playing pitch strategy identified that there was not enough accessible and secured community use football provision to meet future demand in Gravesham.

#### 3.10.11 Cricket

- There were 13 cricket pitches found to be in Gravesham, with 11 available to the

community. The majority of sites were found to be of a standard quality, and this was recommended as a priority to ensure the quality was maintained.

- Spare capacity equating to 65 MES was projected when incorporating future demand.

#### 3.10.12 Rugby

- There were 6 rugby sites identified, with 5 available to the community. No pitches were deemed to be of a poor quality.
- The future position of rugby provision showed that there would be an overall shortfall of senior pitches, equating to 5.5 MES.
- It was recommended that overplay could be overcome by installing additional floodlighting at certain sites and also by utilising sites that were underplayed.

#### 3.10.13 Hockey

- There was only one site identified that was appropriate for hockey use and this AGP was sand dressed and floodlit.
- It was found that this provision was sufficient to meet current demand and so it was recommended that the current quality of provision was maintained.

## Section 2: Sport-specific supply and demand analysis



## 4 Football Grass Pitch Analysis

### 4.1 Introduction

4.1.1 This section of the report focusses on the supply and demand for grass football pitches. At the end of this section there is also a summary of the supply and demand findings for third generation (3G) Artificial Grass Pitches (AGP’s), that are becoming increasingly important to service the needs of football for both competitive play and training. The needs assessment for AGPs is covered in its own dedicated chapter.

4.1.2 This section includes the headline findings from the PPS data analysis, as well as a site by site analysis of football sites across Medway. For further detail on the supply and demand of football in the Study Area, Technical Appendix A – Football Analysis provides a detailed analysis of supply and demand of football in Medway, including all the required analysis as defined in the Sport England Playing Pitch Guidance.

### 4.2 Strategic Priorities for the Football Association

4.2.1 The National Game Strategy for the FA (2018-2021) is based on the exciting objective of inspiring a lifelong journey in football for all.

4.2.2 2018/19 will see the FA start to implement the first year of the National Game Strategy, building on a growth of just under 1,000 new teams during the 2017/18 season.

4.2.3 The National Game Strategy focusses on five initial strategic pillars, with the sixth to be added in Year 2. These pillars are aligned to 18 Key Performance Indicators (KPI’s), as shown in the figure 3.1.

Figure 4.1: FA NGS Strategic Pillars and KPI’s



4.2.4 A key piece of context for the strategy is the changing profile of formal football participation across the country. Between the 16/17 and 17/18 seasons nationally in England, the number of total teams has grown by 986 across all age groups, with the greatest growth coming in mini soccer (1,512) and youth male (415). This growth is offset to an extent by a reduction in adult male teams of 1,268 teams, signalling the changing nature of football participation across England.

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

- Provide support to an agreed portfolio of priority projects in line with the National Football Facility Strategy (NFFS) investment priorities:
- 3G Football Turf Pitches
- Changing rooms, pavilions and clubhouses
- Improved grass pitches
- Better indoor and outdoor spaces
- Ensure that all projects are aligned and deliver against FA National Game Strategy targets:
- Quality
- Sustainability
- Inclusivity
- Engagement
- Participation

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

## 4.3 Consultation Overview

### KEY CLUB CONSULTATION

4.3.1 Detailed accounts of club consultations are included within Technical Appendix A – Football Analysis, however the below points provide a summary of the key issues identified through consultation with clubs and leagues currently operating within Medway.

- The quality pitches in Medway is seen as an issue for many clubs, with many instances of clubs highlighting drainage problems at the sites they use.
- There is a general lack of AGP provision across the LA, which is a significant problem due to the poor quality of pitch provision.
- There is currently export of demand to neighbouring local authorities and this is likely to increase in the future if additional pitch provision cannot be secured
- Many large junior clubs are looking for single multi-pitch sites that they can use as home grounds for all of their teams. Most clubs currently use multiple facilities across Medway
- Due to the aspirations of clubs looking to expand into other demographics, there are examples of clubs requiring improvements to existing ancillaries in order to make this feasible.

## 4.4 Supply

- 4.4.1 To gather a full understanding of the supply of football pitches in Medway, the 4global research team visited all football sites, 165 pitches across 62 sites, in the area and assessed the facilities using the FA's guidelines, as shown in Playing Pitch Strategy Appendix 2 - Football Association<sup>3</sup>. Site assessments were undertaken in December of 2017.
- 4.4.2 A detailed record of all the supply data can be found in Technical Appendix A – Football Analysis, however this section will summarise the key findings.
- 4.4.3 Table 4.0 summarises how the grass football pitches in the Study Area were assessed, in line with Sport England PPS guidance (non-technical assessments). It shows that most pitches across the study area are rated as **Standard** quality (66.1%), with an evident lack of **Good** quality pitches (18.8%). There is a low level of **Poor** pitches (15.2%) within Medway.

**Table 4.0 – Supply of grass pitches in the Study Area. Source: 4global site assessments**

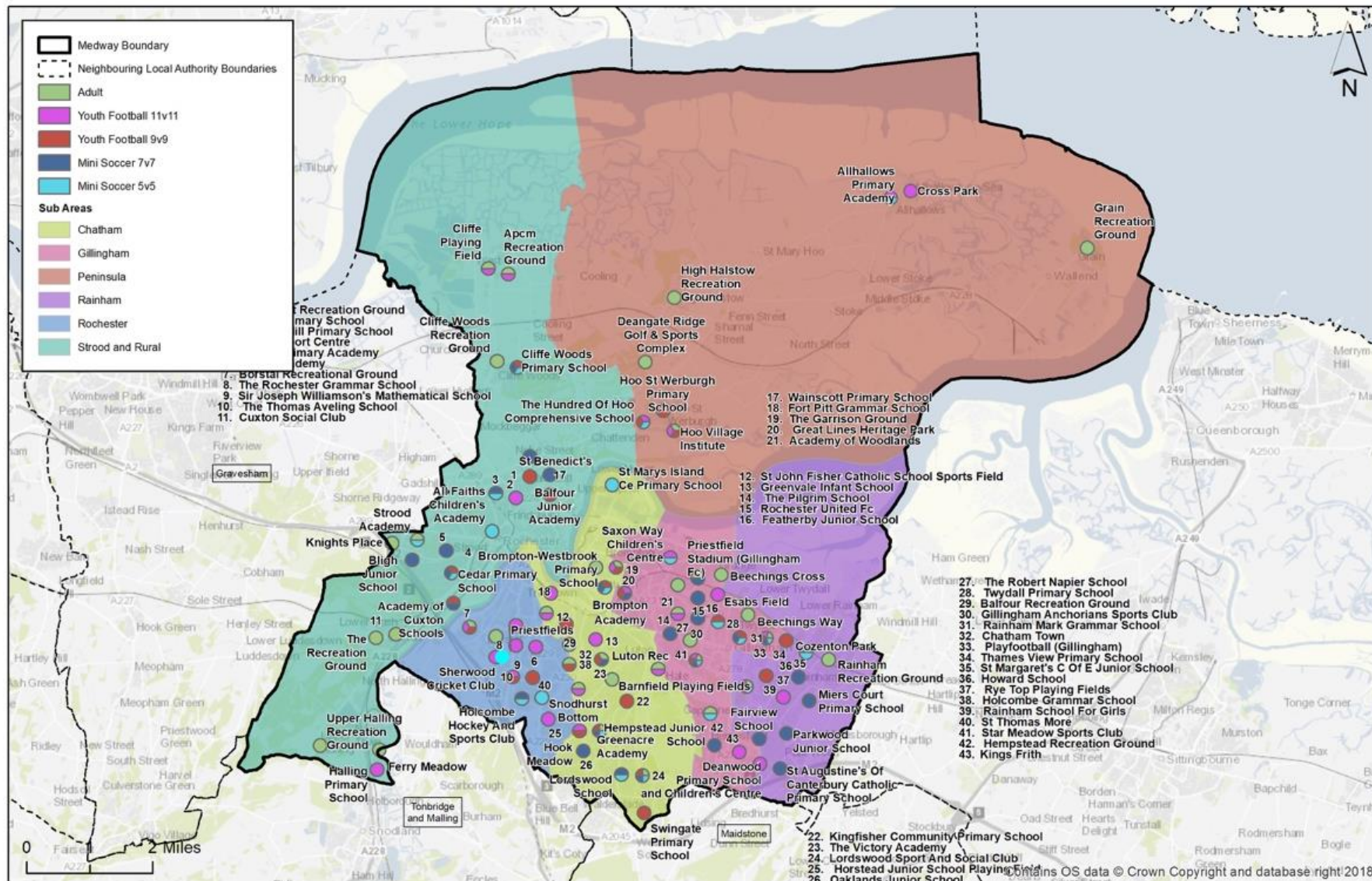
|   | Mini Soccer<br>5v5 | Mini Soccer<br>7v7 | Youth<br>Football<br>9v9 | Youth<br>Football<br>11v11 | Adult<br>Football | Total (% of<br>total number<br>of pitches) |
|---|--------------------|--------------------|--------------------------|----------------------------|-------------------|--|
| <b>Good</b>                                     | 0                  | 1                  | 0                        | 0                          | 30                | <b>31 (18.8%)</b>                          |
| <b>Standard</b>                                 | 15                 | 14                 | 13                       | 7                          | 60                | <b>109 (66.1%)</b>                         |
| <b>Poor</b>                                     | 3                  | 8                  | 2                        | 3                          | 9                 | <b>25 (15.2%)</b>                          |
| <b>Total (% of total<br/>number of pitches)</b> | <b>18 (10.9%)</b>  | <b>23 (13.9%)</b>  | <b>15 (9.1%)</b>         | <b>10 (6.1%)</b>           | <b>99 (60%)</b>   | <b>165</b>                                 |

- 4.4.4 To provide a spatial analysis of football provision supply in Medway, Figure 4.1 provides an illustration of all football provision by pitch typology, showing the distribution of provision across the Study Area.
- 4.4.5 As highlighted in Figure 4.1, there is a large amount of adult 11v11 provision in Medway, focusing to the south west, with a lack of provision to the North and to the East being typical across all pitch typologies.

<sup>3</sup> Sport England PPS Guidance – Football Appendix (<http://goo.gl/em3wyj>: 2015)



4.1 – Football provision in Medway. Source: 4g site assessments



## PITCH OWNERSHIP

- 4.4.6 As is common across the UK, a large proportion of pitch provision in the Study Area is owned by the education establishments (50%), followed by Local Authority ownership (29%), with other ownership spread across a number of different organisations.
- 4.4.7 In terms of management, a large proportion of sites are managed by local authority facilities (27%), followed by sites managed by sports clubs (20%), with education management being the most frequent arrangement (46%).
- 4.4.8 Table 4.2 below shows the spread of ownership, illustrating the broad spread of management and ownership types across the Study Area.

**Table 4.2 – Pitch ownership and management in Medway**

| Type of ownership | Ownership | Management |
|-------------------|-----------|------------|
| Education         | 148       | 137        |
| Local Authority   | 86        | 81         |
| Private           | 10        | 14         |
| Club              | 39        | 60         |
| Charity, Trust    | 14        | 0          |
| MOD               | 0         | 5          |

## SECURITY OF TENURE

- 4.4.9 To understand the long-term trends and potential risks for football provision, it is important to understand the 'security' that is afforded to community access on football provision across the Study Area. Decisions relating to security of tenure are taken on a case by case basis, using 4global's industry experience and through collaboration with the project steering group. As a starting point, one of the following elements typically constitutes a secure site;
- A formal community use agreement
  - A leasing or management agreement requiring pitches to be available to the community
  - A formal policy for community use adopted by the owner and or educational establishment
  - Written confirmation from the owner and/or educational establishment
- 4.4.10 The following points provide a summary of the general security of tenure for football provision across the Study Area;
- 41 out of 94 sites are classified as secured (44%) leaving 53 sites (56%) being identified as unsecured. The long-term security of football provision across the Study Area is poor as a result. It is to be noted that security is referring to security of community use, therefore there is a high proportion of hirers rather than a formal lease agreement in place.
  - Of the 18 unsecured sites in Medway, 3 of these sites are owned by the authority. Local authority ownership and management typically leads to sites being identified as secured, however a number of local authority sites were identified as unsecured, due to the inability of clubs to agree long-term security of tenure on these sites.
- 4.4.11 Details of all sites and their security of use is contained within the Technical Appendix A – Football Analysis, as well as in the site by site analysis later in this report chapter.

## 4.5 Demand

4.5.1 Football is the most popular team participation sport across Medway, with a total of 388 teams recorded by the study, as shown in Table 4.3. To illustrate the distribution of football teams across the Study Area, this data has been broken down into the 6 sub-areas.

**Table 4.3 – Team Profile for football in Medway**

| Sub Area         | Adult      |           | Youth Teams |           |           |          | Mini teams  |           | Total      |
|------------------|------------|-----------|-------------|-----------|-----------|----------|-------------|-----------|------------|
|                  | Men's      | Ladies    | Boys        |           | Girls     |          | Mini soccer |           |            |
|                  |            |           | 11v11       | 9v9       | 11v11     | 9v9      | 7v7         | 5v5       |            |
| Chatham          | 33         | 2         | 19          | 16        | 5         | 1        | 11          | 12        | 99         |
| Gillingham       | 43         | 10        | 28          | 18        | 14        | 5        | 36          | 23        | 177        |
| Peninsula        | 4          | 0         | 1           | 0         | 0         | 0        | 1           | 0         | 6          |
| Rainham          | 5          | 1         | 4           | 9         | 0         | 0        | 11          | 6         | 36         |
| Rochester        | 2          | 0         | 10          | 4         | 0         | 0        | 0           | 3         | 19         |
| Strood and Rural | 15         | 0         | 9           | 7         | 0         | 0        | 10          | 10        | 51         |
| <b>Medway</b>    | <b>102</b> | <b>13</b> | <b>71</b>   | <b>54</b> | <b>19</b> | <b>6</b> | <b>69</b>   | <b>54</b> | <b>388</b> |

4.5.2 Table 4.3 illustrates the significant amount of demand in the Gillingham and Chatham sub-areas, which is dominated by adult 11v11, boy's youth and mini soccer team demand. There is far less formal football in the Peninsula, Rochester and Rainham Sub-Areas.

4.5.3 Using the above team data and the volume of all 86 clubs present in Medway that were surveyed, the club to team ratio in Medway is 1:4.5 i.e. each club fields around 4 teams. There are teams that meet/surpass this including Hollands and Blair, Anchorians and Real 60 Youth. This compares to a national ratio of 1:3.3 and shows that there are more teams per club compared to national levels. This is likely to increase the demand for large football sites with multiple pitches of different sizes, as well as high quality ancillary provision, due to club aspirations are often based around meeting all demand on one site. Further detail is provided as part of Technical Appendix A – Football Analysis, which contains a detailed account of consultations with major clubs across Medway.

## EDUCATION DEMAND

- 4.5.4 As part of the demand analysis, it is important to understand the impact of school usage on the capacity of football pitches and as to whether school demand has an impact on the supply and demand of pitch provision.
- 4.5.5 During the consultation phase of the project, all schools were asked whether school (both curriculum or after school usage) leads to pitches either being unavailable or partially available for community use.
- 4.5.6 From our data gathered, we can confirm that there are no school sites, at present, that do not allow community access due to a lack of spare capacity which has been apparent due to school usage. It should be noted that there are educational facilities within Medway that have identified a lack of community use due to other reasons, such as a lack of maintenance staff to open the facilities out of school hours, this will be explored further in the document.
- 4.5.7 Further detail on how education facilities have been addressed in the capacity analysis is included in the football supply and demand section of this report.

## DISPLACED DEMAND

- 4.5.8 While a PPS is typically delivered for a single local authority area and considers all supply and demand from that given Study Area, it is understood that residents are typically not restricted by local authority boundaries when undertaking sport and physical activity. For instance, clubs and participants may travel outside of the local authority to access facilities that are of higher quality or more affordable, or where they are no longer able to access to facilities within the local authority.
- 4.5.9 Table 4.4 summarises where this has been identified during the primary research phase, which is defined as 'displaced demand' in line with the 2013 PPS Guidance.

**Table 4.4 – Displaced demand for football in Medway**

| Club              | Adult Teams |   | Youth Teams |       | Mini Teams |       | Total Displaced Demand (Match Equivalent Session) | Location of Displaced Demand | Reason for Demand Displacement   |
|-------------------|-------------|---|-------------|-------|------------|-------|---|------------------------------|--|
|                   | M           | F | 11 V 11     | 9 V 9 | 7 V 7      | 5 V 5 |   |                              |  |
| Anchorians        | 4           |   |             |       |            |       | 4   | Gillingham                   | 4x Adult disability teams using a 3G pitch out of the study area                   |
| Gillingham FC     |             |   | 1           | 2     | 1          |       | 4   | Gillingham                   | Hire facilities at the University of Kent for their academy                        |
| Gillingham Ladies |             |   | 1           | 1     | 1          |       | 3   | Gillingham                   | Use the Abbey School in Faversham due to a lack of availability in the study area. |

## 4.6 Future Demand

### DEMAND DRIVEN BY POPULATION GROWTH

- 4.6.1 To calculate the future demand for football in the Study Area, a Team Generation Rate has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a football team.
- 4.6.2 This Team Generation Rate can then be applied to the population projections for the Study Area to confirm how population growth or reduction will affect the demand for teams in each of the key age groups. It is to be noted that population is just one factor in estimating future teams. Other factors such as NGB initiatives and amount of available provision has a large level of influence.

**Table 4.5 – Team Generation Rates for Football in Medway**

| Age Groups                            | Current no. of teams | Current population | Future population | Current TGR | Population Change | Projected team no. change |
|---------------------------------------|----------------------|--------------------|-------------------|-------------|-------------------|---------------------------|
| Adult Football Men (16-45yrs)         | 98                   | 55,939             | 65,479            | 571         | 9,540             | 16.7                      |
| Adult Football Women (16-45yrs)       | 12                   | 55,455             | 62,050            | 4621        | 6,595             | 1.4                       |
| Youth Football Boys 11v11 (12-15yrs)  | 68                   | 6,669              | 8,172             | 98          | 1,503             | 15.3                      |
| Youth Football Girls 11v11 (12-15yrs) | 15                   | 6,595              | 7,834             | 440         | 1,239             | 6.8                       |
| Youth Football Boys 9v9 (10-11yrs)    | 54                   | 3,622              | 4,081             | 67          | 459               | 6.8                       |
| Youth Football Girls 9v9 (10-11yrs)   | 5                    | 3,504              | 3,901             | 701         | 398               | 4.6                       |
| Mini Soccer 7v7 Mixed (8-9yrs)        | 68                   | 7,328              | 7,990             | 108         | 662               | 6.1                       |
| Mini Soccer 5v5 Mixed (6-7yrs)        | 54                   | 7,560              | 7,965             | 140         | 406               | 2.9                       |

- 4.6.3 Table 4.5 above illustrates that the population projection in Medway is to lead to an increase in demand for football, with an additional 61 teams (rounded up) expected across the Study Area.
- 4.6.4 This calculation illustrates the projected growth across each football age group, with a significant proportion of the growth projected to be in the youth boys (11v11) age group and Adult men's age group. This is influenced by a combination of significant population growth in these age ranges, along with a high existing level of demand.
- 4.6.5 To break-down this projected increase in demand, TGR calculations have also been undertaken for each of the six sub-areas, all of which are detailed in Technical Appendix A – Football Analysis.
- 4.6.6 Utilising the current demand for football in each of the sub areas and how each of the sub-areas is projected to grow, table 4.6 provides an estimation of how the growth of demand is likely to be allocated across the six sub areas.
- 4.6.7 Upon consultation with the FA, it was made clear that one of their objectives is to increase female participation in football. As a result of this, it was agreed to artificially add increased future demand onto the TGR calculations for youth football girls. A total of 8 teams will be added to this age group, increasing to 6.8 teams for youth football girls 11v11 and 4.6 teams for youth football girls 9v9. This will be split with 6 teams attributed to the Gillingham sub area with Gillingham Anchorians and 2 teams in the Chatham sub area for Meridian Girls.

**Table 4.6 – Team Generation Rates for Football in Medway by Sub-area.**

| Age Group                             | Peninsula | Strood and Rural | Gillingham | Chatham | Rochester | Rainham | Total |
|---------------------------------------|-----------|------------------|------------|---------|-----------|---------|-------|
| Adult Football Men (16-45yrs)         | 4.4       | 2.7              | 0.5        | 7.8     | -0.1      | 1.4     | 16.7  |
| Adult Football Women (16-45yrs)       | 0.5       | 0.3              | 0.0        | 0.6     | -0.1      | 0.1     | 1.4   |
| Youth Football Boys 11v11 (12-15yrs)  | 3.9       | 3.4              | 1.7        | 4.0     | 0.7       | 1.7     | 15.3  |
| Youth Football Girls 11v11 (12-15yrs) | 0.8       | 0.6              | 0.2        | 0.8     | 0.1       | 0.3     | 6.8   |
| Youth Football Boys 9v9 (10-11yrs)    | 2.3       | 1.6              | 0.1        | 2.1     | -0.1      | 0.7     | 6.8   |
| Youth Football Girls 9v9 (10-11yrs)   | 0.2       | 0.1              | 6.0        | 2.2     | 0.0       | 0.0     | 4.6   |
| Mini Soccer 7v7 Mixed (8-9yrs)        | 3.1       | 1.5              | -0.6       | 2.1     | -0.5      | 0.5     | 6.1   |
| Mini Soccer 5v5 Mixed (6-7yrs)        | 2.2       | 1.0              | -1.0       | 1.1     | -0.6      | 0.2     | 2.9   |

4.6.8 Table 4.6 highlights that the largest increase is expected to be seen in men's adult football team demand, with an increase of 17 teams (rounded up). This will put increased pressure on the provision of adult pitches, of which the significance will be addressed in the 'current and future positions' section.

4.6.9 It is important to note that the TGR and future growth calculation assumes that clubs, the councils and the local FA development officers do not improve their marketing or participation schemes over the period and are therefore no more successful than they are now in attracting new players to participate in football in the Study Area. In reality, it is expected that there will be improved channels of digital communication and improved maintenance technology, as well as higher quality ancillary provision.

#### DEMAND DRIVEN BY UNMET DEMAND

4.6.10 When a large amount of future demand will be driven by population growth, there is also expected that unmet demand for football exists within the study area. Unmet demand is defined as demand that currently exists but does not currently equate to actual participation due to a range of reasons. For instance, unmet demand could be in the form of a team that has currently got access to a pitch for its members but nowhere to train or vice versa.

4.6.11 The following clubs identified unmet demand for facilities. Where data was provided this is shown, with figures being incorporated into the future supply and demand analysis for Football

- Rainham 84 Youth: A lack of space and quality facilities prevent the club from doubling in size.
- Wigmore Youth: Changing rooms are required in order to accommodate a men's team.

### DEMAND DRIVEN BY LATENT DEMAND

- 4.6.12 In addition to unmet demand, latent demand for football has also been identified across the study area. Whereas unmet demand is known to currently exist, latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. This could include feedback from a sports club which may feel that it could set up and run an additional team if it had access to improved provision.
- 4.6.13 The table below identifies all clubs, that identified latent demand (not currently active), which they are aiming to convert into affiliated football demand within the next 3-5 years. This provides an estimation of the number of new teams that will be required in Medway, in addition to the teams generated by population growth.
- 4.6.14 It should be noted that the latent demand commentary (LD commentary) contains a summary of the comments provided by clubs during consultation, which the consultancy team has used to quantify the estimated number of teams.

**Table 4.7: Latent demand for football by sub-area**

| Club              | Sub Area         | Latent Demand commentary  | Total latent demand (teams) |
|-------------------|------------------|---|-----------------------------|
| Anchorians        | Gillingham       | 10 teams in U7-U11 Age Group over course of study (2018-2035)   | 50                          |
| Gillingham FC     | Gillingham       | 6 teams U9-U14's  | 6                           |
| Gillingham Ladies | Chatham          | 2 teams - 1 mini soccer U10 match day pitch and 1 U12 9 v 9 match day pitch   | 2                           |
| Lordswood Youth   | Chatham          | All ages - specifically looking at the 12 - 18 range  | 7                           |
| Mackland Arms     | Rainham          | 1 adult   | 1                           |
| Medway Lions      | Strood and Rural | Initially adults  | 2                           |
| Medway Rovers     | Gillingham       | All ages, including adult. We have a great set up that everyone loves being part of, but we can only accommodate so many. | 6                           |
| Medway Town       | Gillingham       | 1 more team in U7   | 1                           |
| Omega 92          | Chatham          | From Under sevens through to Under 10's   | 4                           |
| Queted            | Chatham          | 1 adult   | 1                           |
| Rainham 84 Youth  | Chatham          | I believe with a bigger space and better facilities I could double my club to 20 teams with a 2 or 3 year period          | 10                          |
| Real 60 Youth     | Rochester        | -   | 1                           |
| Riverside         | Strood and Rural | Additional adult. Potential to start a junior section   | 2                           |

| Club           | Sub Area         | Latent Demand commentary   | Total latent demand (teams) |
|----------------|------------------|--|-----------------------------|
| Strood 87      | Peninsula        | Mini soccer  | 2                           |
| Thamesview FC  | Gillingham       | There is a desire to expand the junior part of the club. However, there is currently not the capacity to expand the junior section hugely. | 2                           |
| Wigmore Youth  | Gillingham       | If changing rooms were available, then a men's team. We would grow from the bottom up as it would attract more players to the club.        | 3                           |
| Woodpeckers FC | Strood And Rural | Under 16's both genders  | 2                           |

- 4.6.15 Table 4.7 illustrates the significant projected growth that clubs are expecting over the next 3 – 5 years. This is influenced by a significant demand for youth and mini football in the Study Area, as well as the presence of a number of well-run junior clubs with high growth ambitions.
- 4.6.16 It is important to note that this projected growth should be treated with an element of caution, as the source of information is club consultations. In some instances, clubs projected growth is aspirational and in reality, actual growth is dependent on a number of factors enabling that growth e.g. access to pitches and sufficient volunteers to run new teams.
- 4.6.17 Notwithstanding this, it is important that where clubs have the ambition and structure to increase in size, therefore getting more children and adults physically active, they should be supported. With this in mind future supply and demand analysis for football provision will include the projected growth from latent demand identified in this section.



## 4.7 Supply and Demand Balance

- 4.7.1 This section presents the supply and demand balance findings for grass football pitches (both for current and future estimated demand) for the study area, split by sub-area.
- 4.7.2 For every site, an analysis has been undertaken to assess whether each pitch on the site has enough capacity to meet the current level of demand for affiliated football. The capacity for natural grass pitches to regularly provide for matches, training and other activity over a week and a season is most often determined by their quality. The quality of both the pitch and the ancillary facilities will determine how well a pitch is able to contribute to meeting demand. The following key terms are summarised below, with more detailed definitions included within the glossary;
- Spare capacity: When the level of recorded demand for a pitch is less than the weekly carrying capacity of that pitch
  - At capacity: When the level of recorded demand for a pitch is equal to the weekly carrying capacity of that pitch
  - Overplay: When the level of recorded demand for a pitch exceeds the weekly carrying capacity of that pitch.
- 4.7.3 It should be noted that this section of the supply and demand analysis refers to ‘theoretical capacity’ over the period of a week, however it does not allow for the fact that teams and participants may want to play at the same time, therefore generating a high level of demand during certain points of the week. This point is referred to as the ‘Peak Period’, which is explained in more detail later in this chapter.

### OVERPLAY

- 4.7.4 Overplay occurs when a grass football pitch is played on to a greater extent than is recommended by the pitch’s carrying capacity. For example, if an adult football pitch is given a quality rating of **standard**, then it has a recommended maximum usage of 2 match equivalent sessions and/or training sessions per week. If, however, this pitch is used for 3 adult football matches per week (equating to 3 match equivalent sessions), the pitch is being used over and above its carrying capacity and is therefore being overplayed by one match equivalent session. There are a number of reasons for a pitch being overplayed, such as lack of alternative provision, poor site management, or a discrepancy in pitch rates, making some more affordable than others.
- 4.7.5 It is important that any overplay of pitches is considered as part of the overall supply and demand analysis, therefore Table 4.8 below identifies all sites that have pitches with overplay.
- 4.7.6 Where overplay has been identified as part of this analysis, it is included within the overall supply and demand analysis for football in the Study Area. Sites such as Beechings Cross are currently subject to significant overplay, which is influenced by a lack of provision and a significant amount of demand for formal football provision.
- 4.7.7 A full capacity analysis of all sites with football provision is included within Technical Appendix A – Football Analysis.

**Table 4.8: Overlay of Football pitches in Medway (Only sites with overlay included)**

| Site Name                         | Sub Area         | Balance - Overlay or Spare Capacity (match equivalent sessions) |          |         |           |       |
|-----------------------------------|------------------|---|----------|---------|-----------|-------|
|                                   |                  | Mini 5v5  | Mini 7v7 | Yth 9v9 | Yth 11v11 | Adult |
| Academy of Cuxton Schools         | Strood and Rural | -0.5  | 2        | 0       | -2        | -     |
| Allhallows Primary Academy        | Peninsula        | 2   | -        | -       | 1.5       | -3    |
| APCM Recreation Ground            | Strood and Rural | -   | -        | -       | 3.5       | -6    |
| Beechings Cross                   | Gillingham       | -   | -        | -       | -3.5      | -33   |
| Beechings Way                     | Gillingham       | -   | -        | -       | -1        | 1     |
| Borstal Recreational Ground       | Rochester        | -   | -        | 1       | 2         | -5    |
| Brompton Academy                  | Gillingham       | -0.5  | 3        | 4       | 8         | -     |
| Brompton-Westbrook Primary School | Chatham          | 2.5   | 2.5      | 2       | -         | -1.5  |
| Cedar Primary School              | Strood and Rural | 3   | 3        | 1.5     | -         | -1    |
| Cliffe Playing Field              | Strood and Rural | -   | -        | -       | 1         | -5    |
| Cliffe Woods Primary School       | Strood and Rural | 2.5   | 3.5      | 1.5     | -         | -7    |
| Cliffe Woods Recreation Ground    | Strood and Rural | -0.5  | -0.5     | -       | -         | -4    |
| Cross Park                        | Peninsula        | -   | -        | -       | 2         | -0.5  |
| Cuxton Social Club                | Strood and Rural | -1  | -        | -       | -         | 1     |
| Esabs Field                       | Gillingham       | -1  | -0.5     | -       | 0.5       | -0.5  |
| Fairview School                   | Gillingham       | -2  | 8        | -       | -         | -13   |
| Featherby Junior School           | Gillingham       | 4.5   | -1       | 2       | -         | -1.5  |
| Gillingham Anchorians Sports Club | Gillingham       | 5   | 3        | -4      | -5.5      | -     |
| Greenacre Academy                 | Chatham          | 3.5   | 7.5      | 2.5     | -1        | 5     |
| Hempstead Recreation Ground       | Gillingham       | 7   | -1       | -       | -         | 2     |
| Hoo Village Institute             | Peninsula        | -   | -0.5     | 2       | 2         | 0.5   |
| Hook Meadow                       | Chatham          | -   | -        | 2       | 2         | -1    |
| Howard School                     | Rainham          | 14.5  | -2       | 1       | 3.5       | 2.5   |

| Site Name                           | Sub Area         | Balance - Overplay or Spare Capacity (match equivalent sessions) |          |         |           |       |
|-------------------------------------|------------------|--|----------|---------|-----------|-------|
|                                     |                  | Mini 5v5   | Mini 7v7 | Yth 9v9 | Yth 11v11 | Adult |
| Kingfisher Community Primary School | Chatham          | -  | -0.5     | 2       | -         | -2.5  |
| Kings Frith                         | Gillingham       | -  | -1.5     | -1      | 8.5       | -14.5 |
| Lordswood Sport and Social Club     | Chatham          | 5  | 5        | 3.5     | -1        | 5.5   |
| Maidstone Road Sports Ground        | Chatham          | -1.5   | -        | -       | -         | 0     |
| Miers Court Primary School          | Rainham          | -  | 6.5      | -1      | -         | -     |
| Oaklands Junior School              | Chatham          | -1   | 3.5      | -2      | -2        | -     |
| Priestfield Stadium (Gillingham FC) | Gillingham       | -  | -        | -       | -         | -27.5 |
| Rainham School for Girls            | Rainham          | -0.5   | -0.5     | 1.5     | -         | -2.5  |
| Sherwood Cricket Club               | Rochester        | -1.5   | -        | -       | 6         | -6    |
| St Thomas More                      | Rochester        | 2  | -        | -       | -0.5      | -     |
| Temple Mill Primary School          | Strood and Rural | 3.5  | 3        | -0.5    | -1        | -3    |
| The Garrison Ground                 | Chatham          | -  | -0.5     | 3       | -1        | 2.5   |
| The Robert Napier School            | Gillingham       | -0.5   | -0.5     | -       | 4         | -1.5  |
| The Victory Academy                 | Chatham          | -0.5   | 3        | 0.5     | -1.5      | 3     |
| Twydall Primary School              | Gillingham       | 2  | 3.5      | 1       | -         | -1    |
| Watling Street Playing Fields       | Gillingham       | -  | -        | -       | -         | -3    |

## 4.8 Site by Site Analysis

- 4.8.1 This table serves to summarise the key parts of the PPS assessment that have been identified so far within this sport specific section.
- 4.8.2 To confirm the sites that have spare capacity or a deficit, the site-by-site analysis in this section will provide a total balance per site to illustrate the sites that need investment either to improve the quality of pitches (and therefore carrying capacity), as well as the sites that need a greater number of grass pitches in order to satisfy demand. This will be shown in the 'balance for community use' column.
- 4.8.3 The 'peak time capacity balance' column assesses whether there is sufficient supply of pitch provision during the periods that the greatest proportion of the population like to play football. A full methodology for calculating peak time capacity can be found in Appendix A.
- 4.8.4 The following assumptions on peak times have been developed using data collected during the demand consultations with clubs and the Whole Game System FA report.
- Adult peak demand is assumed to be Saturday PM
  - Youth 11v11 peak demand is assumed to be Sunday PM
  - Youth 9v9 peak demand is assumed to be Sunday PM
  - Mini Soccer 7v7 peak demand is assumed to be Sunday AM
  - Mini Soccer 5v5 peak demand is assumed to be Sunday AM
- 4.8.5 This table does not include lapsed or disused sites that have been identified as part of the study. These are included in the following section.

**Table 4.9 – Site by site summary for football provision**

| Site Name                 | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|---------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
| Academy of Cuxton Schools | Strood and Rural | Available - Unsecured          | All pitches          | 2 x pitches (6)                       | 6.5            | -0.5   | No spare capacity          | This site is used by the following teams: Cuxton 1991 - (1x Mixed U14, 1x Mixed U14, 3x Mixed U13, 3x Mixed U12, 1x Mixed U11, 3x Male U9, 1x Mixed U9, 1x Male U8). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Youth 11v11 matches are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type |
|                           |                  |                                | Youth Football 11v11 |                                       | 2              | -2   | 0                          |  |
|                           |                  |                                | Youth Football 9v9   | 1x Standard (2)                       | 2              | 0  | 0                          |  |

| Site Name                     | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance        | Site Summary  |
|-------------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|-----------------------------------|---|
|                               |                  |                                | Mini 7v7             | 1x Standard (4)                       | 2              | 2  | 0                                 | available, the following balances can be said to apply; Mini 7v7: 1.5 /.<br>There are two football pitches on site which are maintained by the Cuxton 1991 FC who use the pitches. The site has adequate fencing and so have no problems of vandalism. One issue that is prevalent is the presence of moles that dig holes near the pitches.  |
|                               |                  |                                | Mini 5v5             |                                       | 0.5            | -0.5   | 0                                 |   |
| All Faiths Children's Academy | Strood and Rural | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (4)</b>                |                | 4  | <b>1 spare capacity in MEPW</b>   | This site is not recorded as being used for formal football demand as part of this study.   |
|                               |                  |                                | Mini 5v5             | 1x Standard (4)                       |                | 4  | 1                                 |   |
| Allhallows Primary Academy    | Peninsula        | Available - Unsecured          | <b>All pitches</b>   | <b>2 x pitches (4)</b>                | <b>3.5</b>     | <b>0.5</b>                                     | <b>1.5 spare capacity in MEPW</b> | This site is used by the following teams: Woodpeckers FC - (1x Male U13). Some matches are this site are not being played on the correct pitch type: Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 2 / Mini 7v7: -1.5 / |
|                               |                  |                                | Adult Football       |                                       | 3              | -3   | 0                                 |   |
|                               |                  |                                | Youth Football 11v11 | 1x Standard (2)                       | 0.5            | 1.5  | 0.5                               |   |
|                               |                  |                                | Mini 5v5             | 1x Poor (2)                           |                | 2  | 1                                 |   |
| APCM Recreation Ground        | Strood and Rural | Available - Secured            | <b>All pitches</b>   | <b>2 x pitches (7)</b>                | <b>9.5</b>     | <b>-2.5</b>                                    | <b>No spare capacity</b>          | This site is used by the following teams: The Stag FC - (1x Male Adult) Cliffe Woods Colts - (1x Male Adult, 1x Male U14) Riverside - (1x Male Adult) Higham Bulls - (1x Male Adult).   |
|                               |                  |                                | Adult Football       | 1x Good (3)                           | 9              | -6   | 0                                 |   |
|                               |                  |                                | Youth Football 11v11 | 1x Good (4)                           | 0.5            | 3.5  | 0.5                               |   |

| Site Name                 | Sub Area         | Availability / Security of Use | Pitch Type         | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance        | Site Summary  |
|---------------------------|------------------|--------------------------------|--------------------|---------------------------------------|----------------|--|-----------------------------------|---|
| Balfour Junior Academy    | Strood and Rural | Not Available - Unsecured      | <b>All pitches</b> | <b>1 x pitches (2)</b>                |                | <b>2</b>                                       | <b>1 spare capacity in MEPW</b>   | This site is not recorded as being used for formal football demand as part of this study.   |
|                           |                  |                                | Youth Football 9v9 | 1x Standard (2)                       |                | 2  | 1                                 |   |
| Balfour Recreation Ground | Rochester        | Available - Secured            | <b>All pitches</b> | <b>1 x pitches (2)</b>                |                | <b>2</b>                                       | <b>1 spare capacity in MEPW</b>   | This site is not recorded as being used for formal football demand as part of this study.   |
|                           |                  |                                | Youth Football 9v9 | 1x Standard (2)                       |                | 2  | 1                                 |   |
| Barnfield Playing Fields  | Chatham          | Available - Secured            | <b>All pitches</b> | <b>3 x pitches (6)</b>                | <b>1.5</b>     | <b>4.5</b>                                     | <b>1.5 spare capacity in MEPW</b> | This site is used by the following teams: Medway Athletic - (1x Male Adult) Medway Sport - (1x Male Adult) Palmerston Athletic - (1x Male Adult). The Barnfield site runs into Snodhurst Bottom but there is separate ancillary provision. They used to be used more heavily. They suffer from anti-social behaviour, such as motor bikes driving across the pitches.   |
|                           |                  |                                | Adult Football     | 3x Standard (6)                       | 1.5            | 4.5  | 1.5                               |   |
| Beechings Cross           | Gillingham       | Available - Secured            | <b>All pitches</b> | <b>3 x pitches (6)</b>                | <b>42.5</b>    | <b>-36.5</b>                                   | <b>No spare capacity</b>          | This site is used by the following teams: Rainham 84 - (1x Male Adult) Gillingham FC - (1x Male Adult, 5x Female Adult, 1x Male U16, 1x Female U16, 1x Female U14) Anchorians - (1x Male Adult) Gillingham Ladies - (1x Female Adult, 1x Female U16, 1x Female U14) Gillingham Girls Regional Talent Club - (1x Female U16, 1x Female U14) Riverside - (1x Male Adult) Swallows Rise 93 - (1x Male Adult) Gillingham Town - (1x Male Adult) |

| Site Name           | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary  |
|---------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|---|
|                     |                  |                                | Adult Football       | 3x Standard (6)                       | 39             | -33  | 0                          | Intergills - (1x Male Adult) Bells - (1x Male Adult) Cannon 24 - (1x Male Adult) Gillingham Green - (1x Male Adult) Medway Borough - (1x Male Adult) Peninsula Rifles FC - (1x Male Adult). Some matches are this site are not being played on the correct pitch type: Youth 11v11 matches are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Adult 11v11: -36.5. This is the most popular site for grass roots football due to good pitches and central location. High demand on weekends. Development plans include: independent changing rooms with shower, male and female toilets. There is a lease agreement with Gillingham FC for one pitch which is reserved just for them. The other three adult pitches can be used by anyone. Gillingham FC would like to overtake the site but the Council have no plans to give up site. |
|                     |                  |                                | Youth Football 11v11 |                                       | 3.5            | -3.5   | 0                          |   |
| Beechings Way       | Gillingham       | Available - Secured            | All pitches          | 2 x pitches (4)                       | 4              | 0  | No spare capacity          | This site is used by the following teams: Rainham Kenilworth - (1x Male Adult) Rainham 84 Youth - (2x Male U15) Bleakwood Rangers - (1x Male Adult) Kent Athletic - (1x Male Adult). Some matches are this site are not being played on the correct pitch type: Youth 11v11 matches are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Adult 11v11: 0. The land is quite uneven and the site suffers from antisocial behaviour. Changing rooms have been burnt down and were rebuilt two seasons ago.  |
|                     |                  |                                | Adult Football       | 2x Standard (4)                       | 3              | 1  | 0                          |   |
|                     |                  |                                | Youth Football 11v11 |                                       | 1              | -1   | 0                          |   |
| Bligh Junior School | Strood and Rural | Not Available - Unsecured      | All pitches          | 1 x pitches (2)                       |                | 2  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it   |

| Site Name                         | Sub Area   | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|-----------------------------------|------------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|--|
|                                   |            |                                | Mini 7v7             | 1x Poor (2)                           |                | 2  | 1                               | is understood to be used by the school for lessons and extra-curricular activity.  |
| Borstal Recreational Ground       | Rochester  | Available - Secured            | <b>All pitches</b>   | <b>4 x pitches (8)</b>                | <b>10</b>      | <b>-2</b>                                      | <b>No spare capacity</b>        | This site is used by the following teams: Real 60 Youth - (1x Male U18, 2x Male U15, 1x Male U14, 1x Male U13, 2x Male U12) Athletic 90 - (1x Male Adult).   |
|                                   |            |                                | Adult Football       | 1x Standard (2)                       | 7              | -5   | 0                               |  |
|                                   |            |                                | Youth Football 11v11 | 2x Standard (4)                       | 2              | 2  | 0                               |  |
|                                   |            |                                | Youth Football 9v9   | 1x Standard (2)                       | 1              | 1  | 0                               |  |
| Brompton Academy                  | Gillingham | Available - Unsecured          | <b>All pitches</b>   | <b>7 x pitches (16)</b>               | <b>1.5</b>     | <b>14.5</b>                                    | <b>6 spare capacity in MEPW</b> | This site is used by the following teams: Hollands And Blair - (1x Male U10, 1x Male U9, 1x Male U8). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 7v7: 2.5 / Youth 9v9: 4 / Mini 7v7: 8 / School is about 5 years old and is maintained by an in-house team. The lower football pitches are on the area previously used by the building contractors for car parking. They were supposed to be restored to provide full-sized pitches but this has not happened and the ground is still sloping and uneven. It has taken a number of years for the grass to become usable and this is the first year they have been able to use them. |
|                                   |            |                                | Youth Football 11v11 | 4x Standard (8)                       |                | 8  | 4                               |  |
|                                   |            |                                | Youth Football 9v9   | 2x Standard (4)                       |                | 4  | 2                               |  |
|                                   |            |                                | Mini 7v7             | 1x Standard (4)                       | 1              | 3  | 0                               |  |
|                                   |            |                                | Mini 5v5             |                                       | 0.5            | -0.5   | 0                               |  |
| Brompton-Westbrook Primary School | Chatham    | Available - Unsecured          | <b>All pitches</b>   | <b>3 x pitches (10)</b>               | <b>4.5</b>     | <b>5.5</b>                                     | <b>1 spare capacity in MEPW</b> | This site is used by the following teams: Rainham 84 Youth - (2x Male U10, 1x Male U9, 2x Male U8, 1x Male U7). Some matches are this site are not   |



| Site Name            | Sub Area         | Availability / Security of Use | Pitch Type         | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance        | Site Summary  |
|----------------------|------------------|--------------------------------|--------------------|---------------------------------------|----------------|--|-----------------------------------|---|
|                      |                  |                                | Adult Football     |                                       | 1.5            | -1.5   | 0                                 | <p>being played on the correct pitch type: Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 2.5 / Mini 7v7: 2.5 /</p> <p>There are 3 grass pitches that are maintained by a local football club. The school does not have any goals as these are constantly being vandalised. There is a separate field that is used by another school within the same Academy Trust. The football club has asked to use this area for another pitch but the other school blocked the request. No other issues or development aims. There are no changing rooms at the school.</p>   |
|                      |                  |                                | Youth Football 9v9 | 1x Standard (2)                       |                | 2  | 1                                 |   |
|                      |                  |                                | Mini 7v7           | 1x Standard (4)                       | 1.5            | 2.5  | 0                                 |   |
|                      |                  |                                | Mini 5v5           | 1x Standard (4)                       | 1.5            | 2.5  | 0                                 |   |
| Cedar Primary School | Strood and Rural | Available - Unsecured          | <b>All pitches</b> | <b>3 x pitches (10)</b>               | <b>3.5</b>     | <b>6.5</b>                                     | <b>0.5 spare capacity in MEPW</b> | <p>This site is used by the following teams: Strood United - (1x Mixed U12, 1x Mixed U10, 1x Mixed U9, 1x Mixed U8, 1x Mixed U7). Some matches are this site are not being played on the correct pitch type: Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 3 / Mini 7v7: 3 /</p> <p>The grass pitches on site are owned by the local authority and leased to the school. There are three grass football pitches. Two of which are 7v7 and are of poor quality, with the other being a 9v9 of standard quality. The school rarely use the pitches and actually the most use comes from Strood United FC use the pitches on Saturdays and put down the line markings. The goals belong to this club and they have a small container on site for storage. There is an external maintenance</p> |
|                      |                  |                                | Adult Football     |                                       | 1              | -1   | 0                                 |   |
|                      |                  |                                | Youth Football 9v9 | 1x Standard (2)                       | 0.5            | 1.5  | 0.5                               |   |
|                      |                  |                                | Mini 7v7           | 1x Standard (4)                       | 1              | 3  | 0                                 |   |

| Site Name                      | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|--------------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|--|
|                                |                  |                                | Mini 5v5             | 1x Standard (4)                       | 1              | 3  | 0                               | contractor who cuts the grass every couple of weeks, yet they do not weed, seed and feed the pitches. There have been some early talks surrounding potential developments. This includes changing rooms that could be rented out to the community using the pitches.   |
| Cliffe Playing Field           | Strood and Rural | Available - Secured            | <b>All pitches</b>   | <b>2 x pitches (4)</b>                | <b>8</b>       | <b>-4</b>                                      | <b>No spare capacity</b>        | This site is used by the following teams: Cliffe Woods Colts - (1x Male U15) Black Lion Youth - (1x Mixed U15).  |
|                                |                  |                                | Adult Football       | 1x Standard (2)                       | 7              | -5   | 0                               |  |
|                                |                  |                                | Youth Football 11v11 | 1x Standard (2)                       | 1              | 1  | 0                               |  |
| Cliffe Woods Primary School    | Strood and Rural | Available - Unsecured          | <b>All pitches</b>   | <b>3 x pitches (10)</b>               | <b>9.5</b>     | <b>0.5</b>                                     | <b>1 spare capacity in MEPW</b> | This site is used by the following teams: Cliffe Woods Colts - (1x Male U12, 1x Male U10, 2x Male U8, 1x Male U7). Some matches at this site are not being played on the correct pitch type: Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 2.5 / Mini 7v7: 3.5 / |
|                                |                  |                                | Adult Football       |                                       | 7              | -7   | 0                               |  |
|                                |                  |                                | Youth Football 9v9   | 1x Standard (2)                       | 0.5            | 1.5  | 0.5                             |  |
|                                |                  |                                | Mini 7v7             | 1x Standard (4)                       | 0.5            | 3.5  | 0.5                             |  |
|                                |                  |                                | Mini 5v5             | 1x Standard (4)                       | 1.5            | 2.5  | 0                               |  |
| Cliffe Woods Recreation Ground | Strood and Rural | Available - Secured            | <b>All pitches</b>   | <b>2 x pitches (4)</b>                | <b>9</b>       | <b>-5</b>                                      | <b>No spare capacity</b>        | This site is used by the following teams: Cliffe Woods Colts - (1x Male Adult) Cliffe United - (1x Male Adult, 1x Mixed U9, 1x Mixed U7). Some matches at this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Mini 7v7 matches are being played on Youth 9v9 pitches. Assuming that,  |
|                                |                  |                                | Adult Football       | 2x Standard (4)                       | 8              | -4   | 0                               |  |

| Site Name          | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|--------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|--|
|                    |                  |                                | Mini 7v7             |                                       | 0.5            | -0.5   | 0                               | when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Adult 11v11: -4.5. The site used to be popular but there is a lack of demand now due to its location. The Cliffe Woods' team that used to use it as their home ground have also gone. There are reported issues with drainage in wet conditions. |
|                    |                  |                                | Mini 5v5             |                                       | 0.5            | -0.5   | 0                               |  |
| Cozenton Park      | Rainham          | Available - Secured            | <b>All pitches</b>   | <b>2 x pitches (8)</b>                | <b>2.5</b>     | <b>5.5</b>                                     | <b>No spare capacity</b>        | This site is used by the following teams: Pegasus 81 - (1x Mixed U10, 2x Male U9, 1x Male U8, 1x Male U7).   |
|                    |                  |                                | Mini 7v7             | 1x Standard (4)                       | 1.5            | 2.5  | 0                               |  |
|                    |                  |                                | Mini 5v5             | 1x Standard (4)                       | 1              | 3  | 0                               |  |
| Cross Park         | Peninsula        | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (2)</b>                | <b>0.5</b>     | <b>1.5</b>                                     | <b>1 spare capacity in MEPW</b> | This site is used by the following teams: Cross Park - (1x Male Adult). Some matches are this site are not being played on the correct pitch type: Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 7v7: 1.5 /         |
|                    |                  |                                | Adult Football       |                                       | 0.5            | -0.5   | 0                               |  |
|                    |                  |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |  |
| Cuxton Social Club | Strood and Rural | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (1)</b>                | <b>1</b>       | <b>0</b>                                       | <b>No spare capacity</b>        | This site is used by the following teams: Cuxton 1991 - (2x Male U7). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type   |

| Site Name                                     | Sub Area  | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|---|-----------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|--|
|   |           |                                | Adult Football       | 1x Poor (1)                           |                | 1  | 1                               | available, the following balances can be said to apply; Adult 11v11: 1.<br>The site currently has one full-sized adult football pitch, which has a moderate slope on one side. This is available to the community and is used by Cuxton 91 FC who play for free, but in turn undertake the maintenance on the pitch. There is currently one large changing room with showers; however, in their current state they are derelict. Another issue for the site is in regards to dog fouling which can occur due to the lack of adequate fencing to prevent dog walkers. Cuxton Social Club have recently been given a grant of 100k to improve the site. The development is hoping to start in the Spring of 2019 and will be used to improve the grass pitch, refurbish the changing room to the FA's standard and to put adequate fencing around the site. The grant will be also be used for the first year's maintenance. |
|   |           |                                | Mini 5v5             |                                       | 1              | -1   | 0                               |  |
| Deangate Ridge Golf & Sports Complex          | Peninsula | Available - Secured            | <b>All pitches</b>   | <b>3 x pitches (6)</b>                | 1              | 5  | <b>2 spare capacity in MEPW</b> | This site is used by the following teams: Cliffe Woods Rangers - (1x Male Adult) High Halstow - (1x Male Adult).   |
|   |           |                                | Adult Football       | 3x Standard (6)                       | 1              | 5  | 2                               |  |
| Deanwood Primary School and Children's Centre | Rainham   | Available - Unsecured          | <b>All pitches</b>   | <b>1 x pitches (1)</b>                |                | 1  | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|   |           |                                | Youth Football 11v11 | 1x Poor (1)                           |                | 1  | 1                               |  |
| Delce Academy                                 | Rochester | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (1)</b>                |                | 1  | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study.  |
|   |           |                                | Youth Football 11v11 | 1x Poor (1)                           |                | 1  | 1                               |  |

| Site Name               | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance        | Site Summary  |
|-------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|-----------------------------------|---|
| Elaine Primary Academy  | Strood and Rural | Not Available - Secured        | <b>All pitches</b>   | <b>1 x pitches (4)</b>                |                | 4  | <b>1 spare capacity in MEPW</b>   | This site is not recorded as being used for formal football demand as part of this study.   |
|                         |                  |                                | Mini 7v7             | 1x Standard (4)                       |                | 4  | 1                                 |   |
| Esabs Field             | Gillingham       | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (2)</b>                | <b>3.5</b>     | <b>-1.5</b>                                    | <b>No spare capacity</b>          | This site is used by the following teams: Rainham Eagles - (1x Male U18, 1x Male U16, 2x Mixed U15, 1x Male U10, 1x Male U8, 1x Mixed U7). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Mini 7v7 matches are being played on Youth 9v9 pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 7v7: -1.5 / |
|                         |                  |                                | Adult Football       |                                       | 0.5            | -0.5   | 0                                 |   |
|                         |                  |                                | Youth Football 11v11 | 1x Standard (2)                       | 1.5            | 0.5  | 0                                 |   |
|                         |                  |                                | Mini 7v7             |                                       | 0.5            | -0.5   | 0                                 |   |
|                         |                  |                                | Mini 5v5             |                                       | 1              | -1   | 0                                 |   |
| Fairview School         | Gillingham       | Available - Unsecured          | <b>All pitches</b>   | <b>2 x pitches (8)</b>                | <b>15</b>      | <b>-7</b>                                      | <b>No spare capacity</b>          | This site is used by the following teams: Wigmore Youth - (2x Mixed U8, 2x Mixed U7). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply;   |
|                         |                  |                                | Adult Football       |                                       | 13             | -13  | 0                                 |   |
|                         |                  |                                | Mini 7v7             | 2x Standard (8)                       |                | 8  | 2                                 |   |
|                         |                  |                                | Mini 5v5             |                                       | 2              | -2   | 0                                 |   |
| Featherby Junior School | Gillingham       | Available - Secured            | <b>All pitches</b>   | <b>3 x pitches (8)</b>                | <b>4</b>       | <b>4</b>                                       | <b>1.5 spare capacity in MEPW</b> | This site is used by the following teams: Thamesview FC - (1x Male U10, 1x Male U9, 2x Male U8, 1x Male U7). Some matches are this site are not being played on the correct pitch type:   |

| Site Name                         | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|-----------------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|--|
|                                   |                  |                                | Adult Football       |                                       | 1.5            | -1.5   | 0                               | Mini 7v7 matches are being played on Youth 9v9 pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 4.5  |
|                                   |                  |                                | Youth Football 9v9   | 1x Standard (2)                       |                | 2  | 1                               |  |
|                                   |                  |                                | Mini 7v7             |                                       | 1              | -1   | 0                               |  |
|                                   |                  |                                | Mini 5v5             | 1x Standard, 1x Poor (6)              | 1.5            | 4.5  | 0.5                             |  |
| Ferry Meadow                      | Strood and Rural | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (1)</b>                |                | 1  | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study.  |
|                                   |                  |                                | Adult Football       | 1x Poor (1)                           |                | 1  | 1                               |  |
| Fort Pitt Grammar School          | Chatham          | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | 2  | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                                   |                  |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |  |
| Gillingham Anchorians Sports Club | Gillingham       | Available - Secured            | <b>All pitches</b>   | <b>9 x pitches (27)</b>               | <b>28.5</b>    | <b>-1.5</b>                                    | <b>No spare capacity</b>        | This site is used by the following teams:<br>Anchorians – (3x Male U7, 3x Male U8, 5x Male U9, 6x Male U10, 6x Male U11, 4x Male U12, 4x Male U13, 3x Male U14, 3x Male U15, 1x Male U16, 1x Male U18, 4x Female U9, 3x Female U10, 2x Female U11, 2X Female U12, 4X Female U13, 1X Female U14, 2X Female U15, 1x Female U16, 2x Female U18, 6x Male Adult, 2x Female Adult. |

| Site Name                 | Sub Area  | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance        | Site Summary  |
|---------------------------|-----------|--------------------------------|----------------------|---------------------------------------|----------------|--|-----------------------------------|---|
|                           |           |                                | Youth Football 11v11 | 2x Standard (4)                       | 9.5            | -5.5   | 0                                 | All the land at Anchorians sports ground is council owned however they have a lease agreement with the Anchorian Association, a management group with members of the Hockey, Football, Rugby and Table Tennis clubs who reside at the site. Each club maintains on the pitches that they respectively play on, except the 3 top football pitches which are managed by the council.<br>The AGP is technically owned by the hockey club and they are responsible for securing funding for upkeep. The site has had an artificial pitch since 1989 and the last time it was re-laid was 2016.<br>They receive some funding from Sport England to help with this. Site does gets very busy on weekends and parking can be an issue. |
|                           |           |                                | Youth Football 9v9   | 1x Standard, 1x Poor (3)              | 7              | -4   | 0                                 |   |
|                           |           |                                | Mini 7v7             | 3x Standard (12)                      | 9              | 3  | 0                                 |   |
|                           |           |                                | Mini 5v5             | 2x Standard (8)                       | 3              | 5  | 0                                 |   |
| Grain Recreation Ground   | Peninsula | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | 2  | <b>1 spare capacity in MEPW</b>   | This site is not recorded as being used for formal football demand as part of this study.   |
|                           |           |                                | Adult Football       | 1x Standard (2)                       |                | 2  | 1                                 |   |
| Great Lines Heritage Park | Chatham   | Available - Secured            | <b>All pitches</b>   | <b>3 x pitches (6)</b>                |                | 6  | <b>3 spare capacity in MEPW</b>   | This site is not recorded as being used for formal football demand as part of this study.   |
|                           |           |                                | Adult Football       | 3x Standard (6)                       |                | 6  | 3                                 |   |
| Greenacre Academy         | Chatham   | Available - Unsecured          | <b>All pitches</b>   | <b>9 x pitches (24)</b>               | <b>6.5</b>     | <b>17.5</b>                                    | <b>3.5 spare capacity in MEPW</b> | This site is used by the following teams:<br>Rochester - (2x Male Adult, 2x Male U18, 1x Male U15, 1x Male U14, 1x Male U12, 2x Male U11, 1x Male U9, 1x Male U8). Some matches are this site are not being played on the correct pitch type:<br>Youth 11v11 matches are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type  |
|                           |           |                                | Adult Football       | 4x Standard (8)                       | 3              | 5  | 1                                 |   |
|                           |           |                                | Youth Football 11v11 |                                       | 1              | -1   | 0                                 |   |

| Site Name                   | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|-----------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|--|
|                             |                  |                                | Youth Football 9v9   | 2x Standard (4)                       | 1.5            | 2.5  | 0.5                             | available, the following balances can be said to apply; Mini 5v5: 3.5 / Mini 7v7: 7.5 / Youth 9v9: 2.5 / Adult 11v11: 5.   |
|                             |                  |                                | Mini 7v7             | 2x Standard (8)                       | 0.5            | 7.5  | 1.5                             |  |
|                             |                  |                                | Mini 5v5             | 1x Standard (4)                       | 0.5            | 3.5  | 0.5                             |  |
| Greenvale Infant School     | Chatham          | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | <b>2</b>                                       | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                             |                  |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |  |
| Halling Primary School      | Strood and Rural | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | <b>2</b>                                       | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                             |                  |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |  |
| Hempstead Junior School     | Gillingham       | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (4)</b>                |                | <b>4</b>                                       | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                             |                  |                                | Mini 7v7             | 1x Standard (4)                       |                | 4  | 1                               |  |
| Hempstead Recreation Ground | Gillingham       | Available - Secured            | <b>All pitches</b>   | <b>4 x pitches (12)</b>               | <b>4</b>       | <b>8</b>                                       | <b>1 spare capacity in MEPW</b> | This site is used by the following teams: Medways Galacticos - (1x Male Adult) Hempstead Tigers - (1x Male Adult) Tekkers - (1x Male Adult) Hempstead Valley - (2x Male U9, 1x Male U8, 1x Male U7) New Brompton Gills - (1x Male Adult). Some matches at this site are not being played on the correct pitch type: Mini 7v7 matches are being played on Youth 9v9 pitches. Assuming that, when there is not the appropriate pitch size to |
|                             |                  |                                | Adult Football       | 2x Standard (4)                       | 2              | 2  | 0                               |  |
|                             |                  |                                | Mini 7v7             |                                       | 1              | -1   | 0                               |  |



| Site Name                      | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|--------------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|--|
|                                |                  |                                | Mini 5v5             | 2x Standard (8)                       | 1              | 7  | 1                               | meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 7 / Adult 11v11: 2.  |
| High Halstow Primary School    | Peninsula        | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (4)</b>                |                | 4  | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                                |                  |                                | Mini 7v7             | 1x Standard (4)                       |                | 4  | 1                               |  |
| High Halstow Recreation Ground | Peninsula        | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | 2  | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study.  |
|                                |                  |                                | Adult Football       | 1x Standard (2)                       |                | 2  | 1                               |  |
| Hilltop Primary School         | Strood and Rural | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | 2  | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                                |                  |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |  |
| Holcombe Grammar School        | Chatham          | Not Available - Unknown        | <b>All pitches</b>   | <b>2 x pitches (4)</b>                |                | 4  | <b>2 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity. The grass pitches at the site are only used by the school, and relatively infrequently. They are in poor condition and are not maintained properly. The land is owned by The Thinking Trust (of which Holcombe Grammar is part of). Holcombe grammar have said that they would be willing to rent out these football pitches should the need |
|                                |                  |                                | Adult Football       | 1x Standard (2)                       |                | 2  | 1                               |  |

| Site Name                       | Sub Area  | Availability / Security of Use | Pitch Type         | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary   |
|---------------------------------|-----------|--------------------------------|--------------------|---------------------------------------|----------------|--|---------------------------------|--|
|                                 |           |                                | Youth Football 9v9 | 1x Standard (2)                       |                | 2  | 1                               | arise, however the grass pitches would have to be re-laid in order to have the capacity for weekend play. There is currently no ancillary facility available on site for the community. However, a separate disused facility currently exists on site which could be renovated and made available to the community.  |
| Holcombe Hockey and Sports Club | Rochester | Available - Secured            | <b>All pitches</b> | <b>2 x pitches (8)</b>                |                | <b>8</b>                                       | <b>2 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. Site is owned Holcombeians Sports Club and the individual sports clubs tend to manage their own facilities. It is run by a board of trustees and is a Community Asset Transfer. They have 120 years left on the lease. The hockey club is the largest club. All maintenance is paid for by the sports clubs and are self-funded. They previously had Sport England funding, but this hasn't been the case for a number of years. The access point is very narrow (one single track road for both entry and exit) and causes long delays on weekends or when hosting junior competitions. This could be exacerbated in the future as the neighbouring site is being looked at as a possible coach park. |
|                                 |           |                                | Mini 7v7           | 1x Standard (4)                       |                | 4  | 1                               |  |
|                                 |           |                                | Mini 5v5           | 1x Standard (4)                       |                | 4  | 1                               |  |
| Hoo Institute                   | Peninsula | Available - Secured            | <b>All pitches</b> | <b>1 x pitches (2)</b>                |                | <b>2</b>                                       | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study.  |
|                                 |           |                                | Adult Football     | 1x Standard (2)                       |                | 2  | 1                               |  |
| Hoo St Werburgh Primary School  | Peninsula | Not Available - Unsecured      | <b>All pitches</b> | <b>1 x pitches (2)</b>                |                | <b>2</b>                                       | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                                 |           |                                | Youth Football 9v9 | 1x Standard (2)                       |                | 2  | 1                               |  |
| Hoo Village Institute           | Peninsula | Disused - Secured              | <b>All pitches</b> | <b>3 x pitches (6)</b>                | 2              | 4  | <b>2 spare capacity in MEPW</b> | This site is used by the following teams: Strood 87 - (1x Male U10) Hoo Institute - (1x Male Adult). Some matches are this site are not being played   |

| Site Name                            | Sub Area  | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance      | Site Summary  |
|--------------------------------------|-----------|--------------------------------|----------------------|---------------------------------------|----------------|--|---------------------------------|---|
|                                      |           |                                | Adult Football       | 1x Standard (2)                       | 1.5            | 0.5  | 0                               | on the correct pitch type: Mini 7v7 matches are being played on Youth 9v9 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Youth 9v9: 1.5 / Mini 7v7: 2 / Adult 11v11: 0.5.  |
|                                      |           |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |   |
|                                      |           |                                | Youth Football 9v9   | 1x Standard (2)                       |                | 2  | 1                               |   |
|                                      |           |                                | Mini 7v7             |                                       | 0.5            | -0.5   | 0                               |   |
| Hook Meadow                          | Chatham   | Available - Secured            | <b>All pitches</b>   | <b>2 x pitches (4)</b>                | <b>1</b>       | <b>3</b>                                       | <b>2 spare capacity in MEPW</b> | This site is used by the following teams: Lipscomb Fiat - (1x Male Adult) Athletic All Star - (1x Male Adult). Some matches at this site are not being played on the correct pitch type: Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Youth 9v9: 2 / Mini 7v7: 1 / |
|                                      |           |                                | Adult Football       |                                       | 1              | -1   | 0                               |   |
|                                      |           |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |   |
|                                      |           |                                | Youth Football 9v9   | 1x Standard (2)                       |                | 2  | 1                               |   |
| Horstead Junior School Playing Field | Rochester | Available - Unsecured          | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | <b>2</b>                                       | <b>1 spare capacity in MEPW</b> | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.   |
|                                      |           |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                               |   |
| Howard School                        | Rainham   | Available - Unsecured          | <b>All pitches</b>   | <b>9 x pitches (27)</b>               | 7.5            | 19.5   | 4.5 spare capacity in MEPW      | This site is used by the following teams: Medway United - (1x Male Adult, 1x Mixed U14, 1x Mixed U14, 1x Male U12, 3x Mixed U12, 1x Male U11, 1x Mixed U11, 1x Male U10, 1x Male U9, 2x Mixed U9, 3x Mixed U8). Some matches at this site are not being played on the correct pitch type: Mini  |
|                                      |           |                                | Adult Football       | 1x Good (3)                           | 0.5            | 2.5  | 0.5                             |   |

| Site Name                           | Sub Area   | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|-------------------------------------|------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
|                                     |            |                                | Youth Football 11v11 | 2x Standard (4)                       | 0.5            | 3.5  | 1.5                        | 7v7 matches are being played on Youth 9v9 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 14.5 / Youth 9v9: -1 / Mini 7v7: 3.5 / Adult 11v11: 2.5.   |
|                                     |            |                                | Youth Football 9v9   | 2x Standard (4)                       | 3              | 1  | 0                          |  |
|                                     |            |                                | Mini 7v7             |                                       | 2              | -2   | 0                          |  |
|                                     |            |                                | Mini 5v5             | 4x Standard (16)                      | 1.5            | 14.5   | 2.5                        |  |
| Kingfisher Community Primary School | Chatham    | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (2)</b>                | 3              | -1   | No spare capacity          | This site is used by the following teams: Horsted Youth - (1x Male U10). Some matches are this site are not being played on the correct pitch type: Mini 7v7 matches are being played on Youth 9v9 pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply;  |
|                                     |            |                                | Adult Football       |                                       | 2.5            | -2.5   | 0                          |  |
|                                     |            |                                | Youth Football 9v9   | 1x Standard (2)                       |                | 2  | 1                          |  |
|                                     |            |                                | Mini 7v7             |                                       | 0.5            | -0.5   | 0                          |  |
| Kings Frith                         | Gillingham | Available - Secured            | <b>All pitches</b>   | <b>6 x pitches (12)</b>               | 20.5           | -8.5   | No spare capacity          | This site is used by the following teams: Wigmore Youth - (2x Mixed U18, 1x Mixed U15, 1x Mixed U14, 1x Mixed U14, 2x Mixed U11, 1x Mixed U10, 2x Mixed U9) Rainham Kenilworth Youth - (1x Male U18, 1x Male U15) Rainham 84 Youth - (2x Male U13) Pegasus 81 - (1x Male U16, 1x Mixed U15). Some matches are this site are not being played on the correct pitch type: Mini 7v7 matches are being played on Youth 9v9 pitches. Youth 9v9 matches are being played on Youth 11v11 pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the |
|                                     |            |                                | Adult Football       |                                       | 14.5           | -14.5  | 0                          |  |
|                                     |            |                                | Youth Football 11v11 | 6x Standard (12)                      | 3.5            | 8.5  | 2.5                        |  |
|                                     |            |                                | Youth Football 9v9   |                                       | 1              | -1   | 0                          |  |

| Site Name                       | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary  |
|---------------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|---|
|                                 |                  |                                | Mini 7v7             |                                       | 1.5            | -1.5   | 0                          | appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 7v7: -8.5 /  |
| Knights Place                   | Strood and Rural | Available - Secured            | <b>All pitches</b>   | <b>4 x pitches (8)</b>                | 3.5            | 4.5  | 0.5 spare capacity in MEPW | This site is used by the following teams: Medway Lions - (2x Male Adult) Borstal 88 - (1x Male Adult) Prince of Wales Chatham - (1x Male Adult) Halling - (1x Male Adult) AFC United Medway - (1x Male Adult) New Town Social - (1x Male Adult). Following consultation with Medway Norse, it has been noted that this site frequently have break ins.  |
|                                 |                  |                                | Adult Football       | 4x Standard (8)                       | 3.5            | 4.5  | 0.5                        |   |
| Lordswood School                | Chatham          | Not Available - Unsecured      | <b>All pitches</b>   | <b>2 x pitches (8)</b>                |                | 8  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.   |
|                                 |                  |                                | Mini 7v7             | 1x Standard (4)                       |                | 4  | 1                          |   |
|                                 |                  |                                | Mini 5v5             | 1x Standard (4)                       |                | 4  | 1                          |   |
| Lordswood Sport and Social Club | Chatham          | Available - Secured            | <b>All pitches</b>   | <b>7 x pitches (25)</b>               | 7              | 18   | 1 spare capacity in MEPW   | This site is used by the following teams: Lordswood - (2x Male Adult, 1x Male U14) Bredhurst Rovers - (3x Male Adult) Medway City - (1x Male Adult) Lordswood Youth - (1x Female U14, 1x Male U12, 1x Mixed U10, 1x Mixed U9, 2x Mixed U8). Some matches are this site are not being played on the correct pitch type: Youth 11v11 matches are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 5 / Mini 7v7: 5 / Youth 9v9: 3.5 / Adult 11v11: 5.5. The main football pitch is used for matches only which means all training is done on the other pitches. This causes significant overplay. |
|                                 |                  |                                | Adult Football       | 1x Good , 3x Standard (9)             | 3.5            | 5.5  | 0.5                        |   |
|                                 |                  |                                | Youth Football 11v11 |                                       | 1              | -1   | 0                          |   |
|                                 |                  |                                | Youth Football 9v9   | 1x Good (4)                           | 0.5            | 3.5  | 0.5                        |   |

| Site Name                    | Sub Area | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|------------------------------|----------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
|                              |          |                                | Mini 7v7             | 1x Good (6)                           | 1              | 5  | 0                          | The football club has considered a 3G pitch as their primary pitch. However, the site owners don't have funding for this and are not convinced that it will make money in the long run. Currently the football club don't use the existing AGP much as it is too small. There have been issues with vandalism with people breaking into the ground by cutting sections of the perimeter fencing.   |
|                              |          |                                | Mini 5v5             | 1x Good (6)                           | 1              | 5  | 0                          |  |
| Luton Rec                    | Chatham  | Available - Secured            | <b>All pitches</b>   | <b>6 x pitches (12)</b>               | 4              | 8  | 2 spare capacity in MEPW   | This site is used by the following teams: FC Cricketers - (1x Male Adult) Pentagon - (2x Male Adult) Medway Athletic - (1x Male Adult) Medway Stars - (1x Male Adult) Parkwood C.A. - (1x Male Adult) Madeeka Sports - (1x Male Adult) Quested - (1x Male Adult).<br>The park is popular with dog walkers, so fouling is an issue, but it doesn't tend to suffer from anti-social behaviour. There are some dramatic undulations on some of the football pitches which make them unpopular with local teams. Upon consultation with Medway Norse, the council's contracted pitch maintenance team, they have confirmed that there are serious drainage issues at the site. |
|                              |          |                                | Adult Football       | 5x Standard (10)                      | 4              | 6  | 1                          |  |
|                              |          |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                          |  |
| Maidstone Road Sports Ground | Chatham  | Available - Unsecured          | <b>All pitches</b>   | <b>1 x pitches (3)</b>                | 4.5            | -1.5   | No spare capacity          | This site is used by the following teams: Gillingham Ladies - (1x Female Adult) Horsted Youth - (2x Male U8, 1x Male U7). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Adult 11v11: 0.   |
|                              |          |                                | Adult Football       | 1x Good (3)                           | 3              | 0  | 0                          |  |
|                              |          |                                | Mini 5v5             |                                       | 1.5            | -1.5   | 0                          |  |
| Miers Court Primary School   | Rainham  | Available - Unsecured          | <b>All pitches</b>   | <b>2 x pitches (8)</b>                | 2.5            | 5.5  | 0.5 spare capacity in MEPW | This site is used by the following teams: Hempstead Valley - (1x Male U12, 1x Male U11, 1x Male U10, 1x Mixed U10, 1x Mixed U9). Some  |

| Site Name                           | Sub Area   | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|-------------------------------------|------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
|                                     |            |                                | Youth Football 9v9   |                                       | 1              | -1   | 0                          | matches are this site are not being played on the correct pitch type: Youth 9v9 matches are being played on Youth 11v11 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply;  |
|                                     |            |                                | Mini 7v7             | 2x Standard (8)                       | 1.5            | 6.5  | 0.5                        |  |
| Oaklands Junior School              | Chatham    | Not Available - Secured        | <b>All pitches</b>   | <b>1 x pitches (4)</b>                | 5.5            | -1.5   | No spare capacity          | This site is used by the following teams: Chatham Town Youth - (1x Male U14, 1x Male U13, 1x Female U13, 1x Mixed U13, 2x Mixed U12, 2x Mixed U11, 1x Mixed U10, 1x Mixed U8, 1x Mixed U7). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Youth 9v9 matches are being played on Youth 11v11 pitches. Youth 11v11 matches are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; |
|                                     |            |                                | Youth Football 11v11 |                                       | 2              | -2   | 0                          |  |
|                                     |            |                                | Youth Football 9v9   |                                       | 2              | -2   | 0                          |  |
|                                     |            |                                | Mini 7v7             | 1x Standard (4)                       | 0.5            | 3.5  | 0.5                        |  |
|                                     |            |                                | Mini 5v5             |                                       | 1              | -1   | 0                          |  |
| Parkwood Junior School              | Rainham    | Not Available - Secured        | <b>All pitches</b>   | <b>1 x pitches (4)</b>                |                | 4  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                                     |            |                                | Mini 7v7             | 1x Standard (4)                       |                | 4  | 1                          |  |
| Priestfield Stadium (Gillingham Fc) | Gillingham | Not Available - Secured        | <b>All pitches</b>   | <b>1 x pitches (3)</b>                | 30.5           | -27.5  | No spare capacity          | This site is used by the following teams: Gillingham FC - (1x Male Adult).   |
|                                     |            |                                | Adult Football       | 1x Good (3)                           | 30.5           | -27.5  | 0                          |  |
| Priestfields                        | Rochester  | Available - Secured            | <b>All pitches</b>   | <b>2 x pitches (4)</b>                |                | 4  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study.  |

| Site Name                   | Sub Area   | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary  |
|-----------------------------|------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|---|
|                             |            |                                | Adult Football       | 2x Standard (4)                       |                | 4  | 2                          |   |
| Rainham Mark Grammar School | Gillingham | Available - Unsecured          | <b>All pitches</b>   | <b>9 x pitches (28)</b>               | 9              | 19   | 3 spare capacity in MEPW   | This site is used by the following teams: Medway Town - (2x Male U12, 3x Male U10, 2x Male U9) Thamesview FC - (2x Male U18, 1x Male U16, 1x Male U15, 1x Male U14, 1x Male U13, 1x Male U12, 1x Male U11).   |
|                             |            |                                | Adult Football       | 2x Standard (4)                       | 2.5            | 1.5  | 0                          |   |
|                             |            |                                | Youth Football 11v11 | 1x Standard (2)                       | 2              | 0  | 0                          |   |
|                             |            |                                | Youth Football 9v9   | 1x Standard (2)                       | 2              | 0  | 0                          |   |
|                             |            |                                | Mini 7v7             | 2x Standard (8)                       | 2.5            | 5.5  | 0                          |   |
|                             |            |                                | Mini 5v5             | 3x Standard (12)                      |                | 12   | 3                          |   |
| Rainham Recreation Ground   | Rainham    | Available - Secured            | <b>All pitches</b>   | <b>2 x pitches (4)</b>                | 2.5            | 1.5  | No spare capacity          | This site is used by the following teams: Borstal Wanderers - (1x Male Adult) Mackland Arms - (1x Male Adult) Rainham Kenilworth - (1x Male Adult) Invicta Colts - (1x Female Adult) New Brompton Gills - (1x Male Adult).  |
|                             |            |                                | Adult Football       | 2x Standard (4)                       | 2.5            | 1.5  | 0                          |   |
| Rainham School for Girls    | Rainham    | Available - Unsecured          | <b>All pitches</b>   | <b>1 x pitches (2)</b>                | 4              | -2   | No spare capacity          | This site is used by the following teams: Rainham Kenilworth Youth - (1x Male U12, 1x Male U9, 1x Male U7). Some matches at this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Mini 7v7 matches are being played on Youth 9v9 pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch |
|                             |            |                                | Adult Football       |                                       | 2.5            | -2.5   | 0                          |   |
|                             |            |                                | Youth Football 9v9   | 1x Standard (2)                       | 0.5            | 1.5  | 0.5                        |   |



| Site Name                   | Sub Area   | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary  |
|-----------------------------|------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|---|
|                             |            |                                | Mini 7v7             |                                       | 0.5            | -0.5   | 0                          | type available, the following balances can be said to apply;<br>The school is of excellent condition throughout. There are no outstanding issues or development priorities for the school at present. The facilities in place meet school demand and are well utilised by all. Changing rooms are not accessible for community use. |
|                             |            |                                | Mini 5v5             |                                       | 0.5            | -0.5   | 0                          |   |
| Rochester United FC         | Gillingham | Available - Unsecured          | <b>All pitches</b>   | <b>3 x pitches (11)</b>               | 2.5            | 8.5  | 2 spare capacity in MEPW   | This site is used by the following teams: Thamesview FC - (1x Male Adult, 1x Female Adult).   |
|                             |            |                                | Adult Football       | 1x Good (3)                           | 2.5            | 0.5  | 0                          |   |
|                             |            |                                | Mini 7v7             | 2x Standard (8)                       |                | 8  | 0                          |   |
| Rye Top Playing Fields      | Rainham    | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (2)</b>                | 1.5            | 0.5  | No spare capacity          | This site is used by the following teams: Pegasus 81 - (1x Mixed U14, 1x Mixed U14, 2x Mixed U13).  |
|                             |            |                                | Youth Football 11v11 | 1x Standard (2)                       | 1.5            | 0.5  | 0                          |   |
| Saxon Way Children's Centre | Gillingham | Not Available - Secured        | <b>All pitches</b>   | <b>2 x pitches (6)</b>                |                | 6  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study.   |
|                             |            |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                          |   |
|                             |            |                                | Mini 5v5             | 1x Standard (4)                       |                | 4  | 1                          |   |

| Site Name  | Sub Area  | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|--|-----------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
| Sherwood Cricket Club                                | Rochester | Available - Secured            | <b>All pitches</b>   | <b>3 x pitches (6)</b>                | 7.5            | -1.5   | No spare capacity          | This site is used by the following teams: Real 60 Youth - (1x Male U8, 2x Male U7). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 7v7: -1.5 / |
|  |           |                                | Adult Football       |                                       | 6              | -6   | 0                          |  |
|  |           |                                | Youth Football 11v11 | 3x Standard (6)                       |                | 6  | 3                          |  |
|  |           |                                | Mini 5v5             |                                       | 1.5            | -1.5   | 0                          |  |
| Sir Joseph Williamson's Mathematical School          | Rochester | Available - Unsecured          | <b>All pitches</b>   | <b>1 x pitches (4)</b>                |                | 4  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity. The clubhouse is having two additional changing rooms put in, meaning that there are six changing rooms in total. UK sport, the school's alumni association and Old Williamsons providing the funding for the ancillary expansion.   |
|  |           |                                | Youth Football 11v11 | 1x Good (4)                           |                | 4  | 1                          |  |
| Snodhurst Bottom                                     | Chatham   | Available - Secured            | <b>All pitches</b>   | <b>4 x pitches (8)</b>                | 1              | 7  | 3 spare capacity in MEPW   | This site is used by the following teams: General At Sea - (1x Male Adult) Princes Park - (1x Male Adult).   |
|  |           |                                | Adult Football       | 2x Standard (4)                       | 1              | 3  | 1                          |  |
|  |           |                                | Youth Football 11v11 | 2x Standard (4)                       |                | 4  | 2                          |  |
| St Augustine's of Canterbury Catholic Primary School | Rainham   | Not Available - Secured        | <b>All pitches</b>   | <b>2 x pitches (6)</b>                |                | 6  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |

| Site Name                                   | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary  |
|---|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|---|
|   |                  |                                | Mini 7v7             | 1x Standard, 1x Poor (6)              |                | 6  | 2                          |   |
| St Benedict's                               | Strood and Rural | Not Available - Secured        | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | 2  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study.   |
|   |                  |                                | Mini 7v7             | 1x Poor (2)                           |                | 2  | 1                          |   |
| St James Church of England Primary Academy  | Peninsula        | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (2)</b>                |                | 2  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity. |
|   |                  |                                | Adult Football       | 1x Standard (2)                       |                | 2  | 1                          |   |
| St John Fisher Catholic School Sports Field | Chatham          | Not Available - Unsecured      | <b>All pitches</b>   | <b>2 x pitches (4)</b>                |                | 4  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity. |
|   |                  |                                | Adult Football       | 1x Standard (2)                       |                | 2  | 1                          |   |
|   |                  |                                | Youth Football 11v11 | 1x Standard (2)                       |                | 2  | 1                          |   |
| St Margaret's C of E Junior School          | Rainham          | Not Available - Unsecured      | <b>All pitches</b>   | <b>2 x pitches (8)</b>                |                | 8  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity. |

| Site Name                         | Sub Area   | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|-----------------------------------|------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
|                                   |            |                                | Mini 7v7             | 2x Standard (8)                       |                | 8  | 2                          |  |
| St Marys Island Ce Primary School | Chatham    | Not Available - Unsecured      | <b>All pitches</b>   | <b>2 x pitches (8)</b>                |                | 8  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                                   |            |                                | Mini 5v5             | 2x Standard (8)                       |                | 8  | 2                          |  |
| St Thomas More                    | Rochester  | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (2)</b>                | 0.5            | 1.5  | 1 spare capacity in MEPW   | This site is used by the following teams: Borstal Wanderers - (1x Male U16). Some matches are this site are not being played on the correct pitch type: Youth 11v11 matches are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 1.5 /  |
|                                   |            |                                | Youth Football 11v11 |                                       | 0.5            | -0.5   | 0                          |  |
|                                   |            |                                | Mini 5v5             | 1x Poor (2)                           |                | 2  | 1                          |  |
| Star Meadow Sports Club           | Gillingham | Available - Secured            | <b>All pitches</b>   | <b>1 x pitches (3)</b>                | 2.5            | 0.5  | No spare capacity          | This site is used by the following teams: Hollands And Blair - (3x Male Adult, 1x Male U18) Star Meadow Sports - (1x Male Adult). Privately owned and commercially run. Maintenance is done by an in-house team. The main football pitch has a separate changing and ancillary building. This was entirely paid for by the site owners after a failed application to the football foundation. The AGP is well-used but there is evidence of rubbish and weeds growing through the surface. The site owner noted that they are now earning more money from hosting functions than through the hiring of their sport facilities. |
|                                   |            |                                | Adult Football       | 1x Good (3)                           | 2.5            | 0.5  | 0                          |  |

| Site Name                  | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|----------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
| Strood Academy             | Strood and Rural | Available - Unsecured          | <b>All pitches</b>   | <b>4 x pitches (12)</b>               |                | 12   | 4 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study.  |
|                            |                  |                                | Adult Football       | 2x Standard (4)                       |                | 4  | 2                          |  |
|                            |                  |                                | Mini 5v5             | 2x Standard (8)                       |                | 8  | 2                          |  |
| Swingate Primary School    | Chatham          | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (1)</b>                |                | 1  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                            |                  |                                | Youth Football 9v9   | 1x Poor (1)                           |                | 1  | 1                          |  |
| Temple Mill Primary School | Strood and Rural | Available - Unsecured          | <b>All pitches</b>   | <b>2 x pitches (8)</b>                | 6              | 2  | 0.5 spare capacity in MEPW | This site is used by the following teams: Woodpeckers FC - (2x Male U16, 1x Male U12, 2x Male U9, 1x Male U7). Some matches are this site are not being played on the correct pitch type: Youth 9v9 matches are being played on Youth 11v11 pitches. Youth 11v11 matches are being played on Adult pitches. Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 3.5 / The site is owned and managed by the school. The football pitches are used by the community on the weekend. There are no issues in terms of drainage and no vandalism on site due to the new fencing that has been put in place. |
|                            |                  |                                | Adult Football       |                                       | 3              | -3   | 0                          |  |
|                            |                  |                                | Youth Football 11v11 |                                       | 1              | -1   | 0                          |  |
|                            |                  |                                | Youth Football 9v9   |                                       | 0.5            | -0.5   | 0                          |  |
|                            |                  |                                | Mini 7v7             | 1x Standard (4)                       | 1              | 3  | 0                          |  |
|                            |                  |                                | Mini 5v5             | 1x Standard (4)                       | 0.5            | 3.5  | 0.5                        |  |

| Site Name                               | Sub Area   | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|---|------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
| Thames View Primary School              | Gillingham | Available - Unsecured          | All pitches          | 1 x pitches (2)                       |                | 2  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|   |            |                                | Youth Football 9v9   | 1x Standard (2)                       |                | 2  | 1                          |  |
| The Garrison Ground                     | Chatham    | Available - Unsecured          | All pitches          | 3 x pitches (11)                      | 7              | 4  | 0.5 spare capacity in MEPW | This site is used by the following teams: Hollands And Blair - (1x Male U16, 1x Male U15, 1x Male U14, 2x Male U13, 2x Male U11, 1x Male U10) Hempstead Valley - (1x Male U18, 1x Male U16, 1x Mixed U15, 1x Mixed U14, 1x Mixed U14, 2x Male U13). Some matches at this site are not being played on the correct pitch type: Mini 7v7 matches are being played on Youth 9v9 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Youth 9v9: 2.5 / Mini 7v7: -1 / Adult 11v11: 2.5. There was a stadium pitch within these grounds. However, a sinkhole has resulted in this pitch being closed in recent years and the surrounding area is now hugely overgrown. The clubhouse has also recently burnt down, causing the site more disrepair. There are no plans by the MOD to have the sinkhole filled. This has caused major issues for Medway Dragons RFL Club. |
|   |            |                                | Adult Football       | 1x Good (3)                           | 0.5            | 2.5  | 0.5                        |  |
|   |            |                                | Youth Football 11v11 | 1x Good (4)                           | 5              | -1   | 0                          |  |
|   |            |                                | Youth Football 9v9   | 1x Good (4)                           | 1              | 3  | 0                          |  |
|   |            |                                | Mini 7v7             |                                       | 0.5            | -0.5   | 0                          |  |
| The Hundred of Hoo Comprehensive School | Peninsula  | Available - Unsecured          | All pitches          | 7 x pitches (20)                      |                | 20   | 7 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity. There is a full-sized sand dressed AGP on site which is floodlit. The surface is in poor condition with a large slope on one side of the AGP. The fencing around the AGP is in good condition.   |
|   |            |                                | Youth Football 11v11 | 2x Standard (4)                       |                | 4  | 2                          |  |

| Site Name                | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary  |
|--------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|---|
|                          |                  |                                | Youth Football 9v9   | 2x Standard (4)                       |                | 4  | 2                          |   |
|                          |                  |                                | Mini 5v5             | 3x Standard (12)                      |                | 12   | 3                          |   |
| The Pilgrim School       | Gillingham       | Not Available - Unsecured      | <b>All pitches</b>   | <b>1 x pitches (4)</b>                |                | 4  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.   |
|                          |                  |                                | Mini 7v7             | 1x Standard (4)                       |                | 4  | 1                          |   |
| The Recreation Ground    | Strood and Rural | Available - Unsecured          | <b>All pitches</b>   | <b>1 x pitches (2)</b>                | 1              | 1  | No spare capacity          | This site is used by the following teams: Cuxton 1991 - (1x Male Adult, 1x Male U18).   |
|                          |                  |                                | Adult Football       | 1x Standard (2)                       | 1              | 1  | 0                          |   |
| The Robert Napier School | Gillingham       | Available - Unsecured          | <b>All pitches</b>   | <b>3 x pitches (6)</b>                | 4.5            | 1.5  | 2 spare capacity in MEPW   | This site is used by the following teams: Medway Rovers - (4x Male Adult, 1x Mixed U10, 1x Mixed U8). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Mini 7v7 matches are being played on Youth 9v9 pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 7v7: 3 / Adult 11v11: 2. Football pitches are used by a local club who also help with maintaining them. They have a rolling yearly agreement. The school had previously planned to have an AGP and made some progress |
|                          |                  |                                | Adult Football       | 1x Standard (2)                       | 3.5            | -1.5   | 0                          |   |
|                          |                  |                                | Youth Football 11v11 | 2x Standard (4)                       |                | 4  | 2                          |   |
|                          |                  |                                | Mini 7v7             |                                       | 0.5            | -0.5   | 0                          |   |

| Site Name                    | Sub Area  | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|------------------------------|-----------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
|                              |           |                                | Mini 5v5             |                                       | 0.5            | -0.5   | 0                          | through the funding application process. However, the member of staff that was driving the process left and it has not been picked up. It is still of interest.  |
| The Rochester Grammar School | Rochester | Not Available - Unsecured      | <b>All pitches</b>   | <b>2 x pitches (4)</b>                |                | 4  | 2 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                              |           |                                | Youth Football 11v11 | 2x Standard (4)                       |                | 4  | 2                          |  |
| The Thomas Aveling School    | Rochester | Available - Unsecured          | <b>All pitches</b>   | <b>3 x pitches (6)</b>                | 3              | 3  | No spare capacity          | This site is used by the following teams: Chatham Riverside - (1x Mixed U16, 2x Mixed U15, 1x Mixed U13, 2x Male U12).   |
|                              |           |                                | Youth Football 11v11 | 2x Standard (4)                       | 2              | 2  | 0                          |  |
|                              |           |                                | Youth Football 9v9   | 1x Standard (2)                       | 1              | 1  | 0                          |  |
| The Victory Academy          | Chatham   | Available - Unsecured          | <b>All pitches</b>   | <b>6 x pitches (14)</b>               | 9.5            | 4.5  | No spare capacity          | This site is used by the following teams: Sherwood Oak - (1x Male Adult) Brompton Athletic - (1x Male Adult) Chatham Town Youth - (2x Male Adult, 1x Male U18, 1x Male U16, 1x Mixed U13, 1x Mixed U8) Hempstead Valley - (1x Male U12) Maidstone United Youth - (1x Male U12, 1x Mixed U12, 1x Male U9) Meridian Girls - (1x Female Adult, 1x Female U15, 1x Female U11). Some matches are this site are not being played on the correct pitch type: Mini 5v5 matches are being played on Mini 7v7 pitches. Youth 11v11 matches |
|                              |           |                                | Adult Football       | 3x Standard (6)                       | 3              | 3  | 0                          |  |
|                              |           |                                | Youth Football 11v11 |                                       | 1.5            | -1.5   | 0                          |  |



| Site Name                       | Sub Area         | Availability / Security of Use | Pitch Type         | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary  |
|---------------------------------|------------------|--------------------------------|--------------------|---------------------------------------|----------------|--|----------------------------|---|
|                                 |                  |                                | Youth Football 9v9 | 2x Standard (4)                       | 3.5            | 0.5  | 0                          | are being played on Adult pitches. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 7v7: 2.5 / Youth 9v9: 0.5 / Adult 11v11: 3.<br>The grass pitches are built on chalk therefore do not struggle with drainage problems, although there are two sloping pitches. The school do struggle with the occasional walk ons, however they did not consider this to be hugely problematic. They did not report dog fouling as an issue. |
|                                 |                  |                                | Mini 7v7           | 1x Standard (4)                       | 1              | 3  | 0                          |   |
|                                 |                  |                                | Mini 5v5           |                                       | 0.5            | -0.5   | 0                          |   |
| Twydall Primary School          | Gillingham       | Not Available - Unsecured      | <b>All pitches</b> | <b>3 x pitches (10)</b>               | 4.5            | 5.5  | 0.5 spare capacity in MEPW | This site is used by the following teams: Medway Town - (1x Male U12, 1x Male U11, 1x Male U8, 3x Male U7) Rainham Eagles - (1x Male U9). Some matches at this site are not being played on the correct pitch type: Adult matches are being played on smaller pitch types. Assuming that, when there is not the appropriate pitch size to meet demand, fixtures are being played on the next largest pitch type available, the following balances can be said to apply; Mini 5v5: 2 / Mini 7v7: 3.5 /   |
|                                 |                  |                                | Adult Football     |                                       | 1              | -1   | 0                          |   |
|                                 |                  |                                | Youth Football 9v9 | 1x Standard (2)                       | 1              | 1  | 0                          |   |
|                                 |                  |                                | Mini 7v7           | 1x Standard (4)                       | 0.5            | 3.5  | 0.5                        |   |
|                                 |                  |                                | Mini 5v5           | 1x Standard (4)                       | 2              | 2  | 0                          |   |
| Upper Halling Recreation Ground | Strood and Rural | Available - Secured            | <b>All pitches</b> | <b>1 x pitches (2)</b>                |                | 2  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study.   |
|                                 |                  |                                | Adult Football     | 1x Standard (2)                       |                | 2  | 1                          |   |

| Site Name                     | Sub Area         | Availability / Security of Use | Pitch Type           | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary   |
|-------------------------------|------------------|--------------------------------|----------------------|---------------------------------------|----------------|--|----------------------------|--|
| Wainscott Primary School      | Strood and Rural | Not Available - Unsecured      | All pitches          | 1 x pitches (4)                       |                | 4  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. However, it is understood to be used by the school for lessons and extra-curricular activity.  |
|                               |                  |                                | Mini 7v7             | 1x Standard (4)                       |                | 4  | 1                          |  |
| Wainscott Recreation Ground   | Strood and Rural | Available - Secured            | All pitches          | 1 x pitches (1)                       |                | 1  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study. Owned and managed by the Parish Council. The site has been leased to football clubs in the past but this is not the case for the 2018/2019 season. Previous club incited complaints from residents regarding urination (there are no changing facilities), footballs landing in surrounding gardens and mistreatment of the hall on site. The council has decided not to allow formal use of site although it is available for informal use. |
|                               |                  |                                | Youth Football 9v9   | 1x Poor (1)                           |                | 1  | 1                          |  |
| Warren Wood Primary Academy   | Rochester        | Not Available - Unsecured      | All pitches          | 1 x pitches (2)                       |                | 2  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study.  |
|                               |                  |                                | Youth Football 9v9   | 1x Standard (2)                       |                | 2  | 1                          |  |
| Watling Street Playing Fields | Gillingham       | Available - Secured            | All Pitches          | 3 x pitches (6)                       | 9              | -3   | 0                          | There are three adult football pitches on the site. The only ancillary provision available has to be booked through the Anchorians Association.  |
|                               |                  |                                | Adult Football 11v11 | 3x Standard (6)                       | 9              | -3   | 0                          |  |
| Woodlands Sport Centre        | Gillingham       | Available - Unsecured          | All pitches          | 1 x pitches (4)                       |                | 4  | 1 spare capacity in MEPW   | This site is not recorded as being used for formal football demand as part of this study.  |

| Site Name | Sub Area | Availability / Security of Use | Pitch Type | Supply (capacity in MEPW in brackets) | Demand in MEPW | Balance for Community use (grass pitches only) | Peak Time Capacity Balance | Site Summary |
|-----------|----------|--------------------------------|------------|---------------------------------------|----------------|--|----------------------------|--------------|
|           |          |                                | Mini 7v7   | 1x Standard (4)                       |                | 4  | 1                          |              |

## CURRENT AND FUTURE POSITIONS

- 4.8.6 Tables 4.10 to 4.14 below shows the balance between supply and demand for sub-area, split by pitch typology. The information gathered in the earlier stages of the project is used to present the current supply and demand position for each pitch typology. The current position is then used to look at the likely future position by incorporating latent/unmet, displaced and future demand.
- 4.8.7 The points below provide further explanation on the terms used within the tables:
- Actual spare capacity: The amount of spare capacity from all pitches during the peak period, quantified in Match Equivalent Sessions (MES).
  - Total overplay: The total amount of overplay for football sites in the area, calculated by adding together the balance from any site that is currently being overplayed and expressed in match equivalent sessions (MES)
  - Current position: The supply and demand position for grass pitch provision, when taking into consideration the extent of spare capacity and then deducting the amount of overplay.
  - Unmet/latent demand: Potential demand that has been identified as not being converted yet. For more information see the latent and unmet demand sections of this needs assessment
  - Displaced demand: Demand that cannot be satisfied within the local authority, due to a lack of suitable facilities
  - Future demand: The projected growth of demand, calculated using Team Generation Rates and the population projections for each sub-area
  - Future position: The projected supply and demand analysis for 2035, using the current position and taking into consideration the additional demand from unmet, latent, displaced and future (population growth) demand.
- 4.8.8 It should be noted that the current and future positions presented do take into consideration supply that is available at sites that are considered to be unsecured for community use. For instance, an educational establishment may provide football supply that is used by local teams, however this supply is unlikely to have any long-term security (i.e. can be removed at any time).
- 4.8.9 As this analysis is testing the current position, these sites have been included in the analysis, however the scenario testing section in the Strategy will test the potential impact of these sites not being available for community use in the future.
- 4.8.10 The table below shows the current and future position for adult 11v11 grass pitches across the study area, however it is key that this information in the tables is only used as a starting point to help develop the key findings of the assessment work for each pitch type which will inform the strategy, recommendations and action plan. The information in the tables has therefore been used alongside the site by site assessment work, consultation responses and other information gathered, to build a fuller picture of the current and future positions. This detail, which presents the key findings and specific issues for each pitch type, is presented under each respective table and in the key findings section of this assessment report.

**Table 4.10: Adult 11v11 analysis for ALL AVAILABLE SITES – all data in Match Equivalent Sessions (MES)**

| Adult 11v11<br>Analysis Area | Actual spare capacity | Total overplay | Current position | Unmet/latent demand | Displaced demand | Future Demand | Future position (2035) |
|------------------------------|-----------------------|----------------|------------------|---------------------|------------------|---------------|------------------------|
| Chatham                      | 29.5                  | -3.5           | 26               | 2                   | 0                | 8.4           | 15.6                   |
| Gillingham                   | 5.5                   | -65.5          | -60              | 2                   | 11               | 0.4           | -73.4                  |
| Peninsula                    | 11                    | -3.5           | 7.5              | 0                   | 0                | 4.9           | 2.6                    |
| Rainham                      | 4                     | -2.5           | 1.5              | 2                   | 0                | 1.5           | -2.0                   |
| Rochester                    | 0                     | -6             | -6               | 0                   | 0                | -0.2          | -5.8                   |
| Strood and Rural             | 2                     | -26            | -24              | 1                   | 0                | 3.0           | -28                    |
| <b>Medway (Study Area)</b>   | <b>52</b>             | <b>-107</b>    | <b>-55</b>       | <b>7</b>            | <b>11</b>        | <b>18.1</b>   | <b>-91</b>             |

- 4.8.11 As a starting point, the table above shows the position for all available sites, however there is adult 11v11 demand currently taking place on unsecured provision across the study area. To provide a detailed analysis on the potential implications of this unsecured provision being lost from the overall pitch stock across the study area, the Strategy will include a scenario that explores the potential impact of losing this pitch provision over the period of the local plan.
- 4.8.12 Table 4.10 illustrates that for adult 11v11 pitch provision, there is currently an overall level of spare capacity in the study area of 52 MES. The highest amount of spare capacity exists in the Chatham sub-area. There is not spare capacity across all sub-areas however, with Rochester currently at capacity for adult 11v11 provision. In taking into account overplay, the position changes and there is an overall position of deficit of 55 MES.
- 4.8.13 When incorporating unmet, latent and displaced demand, as well as demand driven by population growth, the future position analysis worsens and shows an overall deficit in provision of 91 MES. The largest increase in future projected demand is seen in Chatham, predominantly arising from a large increase in population within this sub-area.
- 4.8.14 The future demand column shows an overall increase in demand for Adult 11v11 teams in the area of 18 teams (rounded down). The Adult pitch typology has the largest overall deficit for the future position when comparing this to the other 4 pitch typologies.

**Table 4.11: Youth 11v11 analysis for ALL AVAILABLE SITES – all data in Match Equivalent Sessions (MES)**

| Youth 11v11<br>Analysis Area | Actual spare capacity | Total overplay | Current position | Unmet/latent demand | Displaced demand | Future Demand | Future position (2035) |
|------------------------------|-----------------------|----------------|------------------|---------------------|------------------|---------------|------------------------|
| Chatham                      | 4                     | -4.5           | -0.5             | 2                   | 0                | 5.82          | -8.32                  |
| Gillingham                   | 17                    | -10            | 7                | 3                   | 0                | 4.91          | -0.91                  |
| Peninsula                    | 3.5                   | 0              | 3.5              | 0                   | 0                | 4.69          | -1.19                  |
| Rainham                      | 5                     | 0              | 5                | 0                   | 0                | 1.98          | 3.02                   |
| Rochester                    | 3.5                   | 0              | 3.5              | 0                   | 0                | 0.75          | 2.75                   |
| Strood and Rural             | 4.5                   | -3             | 1.5              | 0                   | 2                | 4.01          | -4.51                  |
| <b>Medway (Study Area)</b>   | <b>37.5</b>           | <b>-17.5</b>   | <b>20</b>        | <b>5</b>            | <b>2</b>         | <b>22.1</b>   | <b>-91</b>             |

- 4.8.15 The analysis presented in Table 4.11 illustrates that for youth 11v11 pitch provision, when adding total overplay, there is enough actual spare capacity currently to meet demand. Throughout the study area and across all sub-areas, there is a current surplus on youth 11v11 pitch provision. When looking at the future position for Youth 11v11 there is expected to be a deficit in number of sub areas, most notably in Chatham with a deficit of 8.32 MES. This deficit has primarily been created from demand created from increases in the population figures. Additionally, there is also a large amount of unmet/latent demand attributed to this age group. Most notably, this was highlighted in the Gillingham sub-area.
- 4.8.16 The youth 11v11 pitch typology has a future overall deficit in provision of 1.3 MES, which has been predominantly caused by a large projected increase in the population of the age group using this pitch typology. This figure of 22.1 teams is the largest increase. This future deficit is mainly down to increases in demand for youth football, combined with a lack of current provision of this pitch type throughout Medway. The 12-15yrs age group is projected to grow significantly, particularly in the Chatham and Strood and Rural sub-area, adding significant demand on to the supply of youth 11v11 pitch provision.
- 4.8.17 This future deficit position is the second largest out of all other pitch typologies. This shows that the current supply of pitches is not sufficient to meet future demand.

**Table 4.12: Youth 9v9 analysis for ALL AVAILABLE SITES – all data in Match Equivalent Sessions (MES)**

| Youth 9v9<br>Analysis Area | Actual spare capacity | Total overplay | Current position | Unmet/latent demand | Displaced demand | Future Demand | Future position (2035) |
|----------------------------|-----------------------|----------------|------------------|---------------------|------------------|---------------|------------------------|
| Chatham                    | 13                    | 0              | 13               | 5                   | 0                | 3.34          | 4.66                   |
| Gillingham                 | 8                     | -5.5           | 2.5              | 17                  | 3                | 3.11          | -20.61                 |
| Peninsula                  | 0                     | 0              | 0                | 0                   | 0                | 2.51          | -2.51                  |
| Rainham                    | 2.5                   | -1             | 1.5              | 0                   | 0                | 0.77          | 0.73                   |
| Rochester                  | 3                     | 0              | 3                | 0                   | 0                | -0.07         | 3.07                   |
| Strood and Rural           | 3                     | -0.5           | 2.5              | 0                   | 0                | 1.77          | 0.73                   |
| <b>Medway (Study Area)</b> | <b>29.5</b>           | <b>-7</b>      | <b>22.5</b>      | <b>22</b>           | <b>3</b>         | <b>11.43</b>  | <b>-13.9</b>           |

- 4.8.18 Table 4.12 illustrates that for youth 9v9 pitch provision, there is a current surplus when taking into account total overplay in the study area as a whole. This position is projected to worsen when incorporating unmet, latent and displaced demand, as well as demand driven by population growth. An overall future deficit is projected in Medway of 10 MES. The largest deficit is seen in the Gillingham sub-area with a future deficit of 20.6 MES. This has been caused by the increase in demand for youth football, combined with a large increase in the population and a small current provision of youth 9v9 pitches in the sub area.
- 4.8.19 Despite a very small surplus in overall future capacity, the sub-areas of Chatham, Rainham and Rochester currently have spare capacity of 4.66 MES, 0.73 MES and 3.07 MES respectively. However, a large deficit in the Gillingham area, which is caused by a large amount of unmet/latent demand, is predominantly the reason for the study area being in deficit for youth 9v9 provision.
- 4.8.20 The actual spare capacity of youth 9v9 pitches in the study area is the smallest of all pitch typologies and so this means there is a smaller amount of provision to accommodate future demand. The lack of predicted future spare capacity is mainly down to increases in demand for youth football, combined with a lack of current provision of this pitch type throughout Medway.

**Table 4.13: Mini 7v7 analysis for ALL AVAILABLE SITES – all data in Match Equivalent Sessions (MES)**

| Mini 7v7<br>Analysis Area  | Actual spare capacity | Total overplay | Current position | Unmet/latent demand | Displaced demand | Future Demand | Future position (2035) |
|----------------------------|-----------------------|----------------|------------------|---------------------|------------------|---------------|------------------------|
| Chatham                    | 15                    | -0.5           | 14.5             | 6                   | 0                | 2.13          | 6.37                   |
| Gillingham                 | 25.5                  | -4.5           | 21               | 23                  | 1                | -0.61         | -2.39                  |
| Peninsula                  | 0                     | 0              | 0                | 0                   | 0                | 3.09          | -3.09                  |
| Rainham                    | 9                     | -2.5           | 6.5              | 0                   | 0                | 0.53          | 5.97                   |
| Rochester                  | 0                     | 0              | 0                | 1                   | 0                | -0.46         | -0.54                  |
| Strood and Rural           | 11.5                  | -0.5           | 11               | 2                   | 0                | 1.46          | 7.54                   |
| <b>Medway (Study Area)</b> | <b>61</b>             | <b>-8</b>      | <b>53</b>        | <b>32</b>           | <b>1</b>         | <b>6.1</b>    | <b>13.9</b>            |

- 4.8.21 The analysis presented in Table 4.13 illustrates that for mini 7v7 pitch provision there is a large amount of current spare capacity in the Chatham and Gillingham sub areas. This large surplus in capacity in these two sub areas make up a large proportion of the overall surplus of 61 MES in Medway as a whole for mini 7v7 pitches.
- 4.8.22 Despite the large surplus in the overall provision of mini 7v7 pitches in Medway, the table identifies areas of no spare capacity in the Peninsula and Rochester sub-areas.
- 4.8.23 The future population projections estimate that in all sub-areas as a whole, there is expected to be an increase of 6.1 teams. This is the second largest increase arising from population estimates and is a contributing factor toward the relatively strong future position of 13.9 MES of spare capacity.
- 4.8.24 The future position for mini 7v7 pitches shows that Medway has enough supply to cater for the increases in demand, with spare capacity of 13.9 MES. This is the second largest amount of spare capacity expected in the future position, compared to all other pitch typologies in the study area.



**Table 4.14: Mini 5v5 analysis for ALL AVAILABLE SITES – all data in Match Equivalent Sessions (MES)**

| Mini 5v5<br>Analysis Area  | Actual spare capacity | Total overplay | Current position | Unmet/latent demand | Displaced demand | Future Demand | Future position (2035) |
|----------------------------|-----------------------|----------------|------------------|---------------------|------------------|---------------|------------------------|
| Chatham                    | 11                    | -1.5           | 9.5              | 3                   | 0                | 1.1           | 5.4                    |
| Gillingham                 | 28.5                  | -3.5           | 25               | 20                  | 1                | -1.0          | 5.0                    |
| Peninsula                  | 2                     | 0              | 2                | 1                   | 0                | 2.2           | -1.2                   |
| Rainham                    | 17.5                  | -0.5           | 17               | 0                   | 0                | 0.2           | 16.8                   |
| Rochester                  | 0                     | 0              | 0                | 1                   | 0                | -0.6          | -0.4                   |
| Strood and Rural           | 9                     | -2             | 7                | 2                   | 0                | 1.0           | 4.0                    |
| <b>Medway (Study Area)</b> | <b>68</b>             | <b>-7.5</b>    | <b>60.5</b>      | <b>27</b>           | <b>1</b>         | <b>2.9</b>    | <b>29.6</b>            |

- 4.8.25 Table 4.14 illustrates that for mini 5v5 pitch provision, there is a large amount of spare capacity across the Gillingham and Rainham sub-areas. This spare capacity in these two sub-areas particularly, leads to the largest amount of actual spare capacity in the study area. This presents an overall current surplus position of 68 MES.
- 4.8.26 When incorporating unmet, latent and displaced demand, as well as demand driven by population growth, there is a decrease to the large surplus of capacity in the study area. The largest reduction in spare capacity is seen in the Chatham sub area, closely followed by the Gillingham sub area.
- 4.8.27 The Mini 5v5 age group is expected to have the lowest increase in future demand caused by population projections, with only 2.9 teams predicted. This means that there is a relatively small amount of future demand expected and so the large amount of current spare capacity is able to accommodate this demand. As a consequence, there is expected to be spare capacity of 29.6 MES in the future position, which is the largest future surplus seen when compared to the other pitch typologies.

## 4.9 League Summaries

4.9.1 The leagues play a vital role in Medway, as they lease pitches off the council and in turn lease out pitches to football clubs. 4global contacted the leagues and table 4.15 details responses from consultations from two of the two leagues.

**Table 4.15 – League Consultation Summaries**

| League                                      | Consultation  |
|---|---|
| The Medway Messenger Sunday Football League | This is an all men’s Sunday football league. The league rent the pitches of the council and then distribute the sites to clubs. The fixture secretary organises this distribution, but many clubs have been using the same sites for many years and so there are not drastic changes from season to season. The league started this season with 55 teams in the league but there was one lost just before the start of the season. Two clubs have folded during this season and this was caused by a lack of players. There has been a steady decline in the number of teams in the last few years; however, they have maintained 5 divisions with 11 teams in each division for the past few years. Around 15 years ago the league had 11 divisions with over 100 clubs. In terms of growing the current set-up, a large issue surrounds the lack of available pitches.    |
| The Medway Youth League                     | The league has 285 youth teams in total, with around two or three divisions for under 12-18’s and for under 7’s to under 11’s there are three or four divisions for all age groups. There are 80 divisions in total. The council owns many pitches and so rent these to the clubs who then allocate sites to clubs. The council maintain these pitches but do not do a good job due to limited resources. The league has problems with the lack of available pitches, aswell as the quality of these pitches. They occasionally have new clubs requesting to enter the league; however, it is predominantly existing clubs who form new teams. If a new club does request to enter the league, this can present an issue due to the lack of available sites and pitches. There used to be many more available pitches, despite the fact that team demand has not increased. |

## 4.10 Football Summary

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

4.10.2 Table 4.16 includes the response to 5 key questions which are identified in the Sport England PPS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapter creates consistency, not only within the report but with similar PPS projects in neighbouring local authorities and further afield.

**Table 4.16 – Key PPS findings for football in Medway**

| Key Question  | Analysis  |
|---|---|
| What are the main characteristics of the current supply and demand for provision?       | The quality of football provision across the Study Area is standard and appears to have stayed at a consistent level over the past years. The level of demand has also stayed at a relatively consistent level, with major clubs continuing to grow, offset by the contraction of demand for smaller affiliated adult’s teams. The demand for football facilities is dominated by the Gillingham sub-area, which is home to the majority of the large clubs, as well as a number of the strategic football sites. |
| Is there enough accessible and secured community use provision to meet current demand?  | The current supply and demand analysis for secured and accessible pitch provision shows a surplus across the Study Area for youth 11v11 (20 MES) and youth 9v9 (22.5 MES). There is a large amount of spare capacity for adult 11v11 pitches throughout the study area; however, when taking into account overplay, a deficit emerges of 55 MES. There is also a large amount of spare capacity for mini football 7v7 (53 MES) and 5v5 (60.5 MES) pitch provision in Medway.                                      |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | While several clubs have identified issues with drainage and maintenance, the overall quality of facilities and the robustness of maintenance regimes is standard. There are a small number of poor-quality sites, however these are typically local authority sites that are owned and maintained by the external contractors and have limited or no formal football demand.   |

| Key Question   | Analysis  |
|--|---|
| What are the main characteristics of the future supply and demand for provision? | <p>With the projected growth in population during the lifetime of the study, the requirement for pitches is likely to increase. This has been combined with the projected latent demand for football.</p> <p>This demand is projected to be particularly significant in the Chatham sub-area with an additional 18.7 teams predicted, due to a large increase in the population of this sub-area. Using Team Generation Rates and applying the population figures, this gives an estimated increase of 70.7 across the study area. The largest growth is projected to be realised in the Youth 11v11 age group with an expected increase of 16.7 teams.</p>           |
| Is there enough accessible community use provision to meet future demand?        | <p>The future supply and demand analysis shows that for adult pitches, there is not enough supply to cater for future demand on the pitches. The pitch typology with the highest future deficit is adult pitches with a deficit of 91 MES. Spatially, the sub-area with the highest future projected deficit of supply for adult pitches is the Gillingham sub-area, where there is a deficit of 66.4 MES when considering future demand. There is also a small amount of deficit in the future position for youth 11v11 of 5.1 MES.</p> <p>When looking at the mini 7v7 and 5v5 provision, there is enough capacity overall in Medway to meet the future demand.</p> |

## 5 ARTIFICIAL GRASS PITCHES (AGP'S)

5.1.1 There are three surface types that fall into the category of Artificial Grass Pitches (AGP); rubber crumb (3G), sand-based (filled or dressed) and water based. The Hockey section (Section 8) of this needs assessment presents the position for sand-based and water-based provision, with this section focusing on third generation (3G) facilities that are suitable for football and rugby, as well as sand-based provision that is currently used for football training.

### 3G AGP USAGE FOR FOOTBALL

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

5.1.3 The FA has adopted the use of 3G pitches across all its competitions and incorporated this into the standard code of rules. This decision was taken due to the significant advances that have been made to the development of 3G Football Turf (FT) and the adoption of these surfaces by professional leagues throughout Europe and by both UEFA and FIFA for major competitions.

5.1.4 Competitive affiliated football can take place on 3G surfaces that have been tested to FA standards and is on the FA 3G Football Turf Pitch Register. All football training can take place on sand and water-based surfaces but a 3G surface is preferred. There are two 3G's that are on the FA 3G register in Medway, these of which are Holcombe Grammar School and The Victory Academy and so only these two sites can be used for affiliated matches.

### 3G AGP USAGE FOR RUGBY

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

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

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

5.1.8 The RFU's Rugby365 programme invests in 3G AGP provision, with the overall objective of improving player experience. Further information can be found on England Rugby's website.

## 5.2 Supply analysis

5.2.1 Table 4.1 overleaf provides a list of all sand-based and 3G AGP's in Medway, identified as part of the audit. For each of the AGP's across the Study Area, the supply and demand has been summarised, with identification of spare capacity in the peak period where relevant.

- 5.2.2 Detailed audit data for each facility, as well as whether they are included on the FA register, are included in Appendix B.
- 5.2.3 The study area currently has two full sized 3G AGP's, all of which are available for community use and used heavily through periods of peak demand (weekday evenings 6pm-10pm and weekends). As they can be used for football they have been included within the supply and demand modelling for football use.
- 5.2.4 The weekday peak times are 6-9pm and at weekends and 10am-7pm. Only one full-sized 3G AGP facility are floodlit and secured for community use, meaning that Brompton Academy is the only full-sized 3G AGP that can be used by the community at midweek peak times throughout the winter. In addition to the full-size pitches, there are 19 small sided 3G pitches, that are used for training and junior matchplay. The additional capacity that is provided by these facilities will be addressed in the following supply and demand balance section.
- 5.2.5 Table 4.1 Illustrates that there is only one 3G AGP within Medway that is not available for community use. This is at Greenacre Academy. During the consultation with the site, it was revealed that community access is not granted due to issues regarding out of hours security. There is another AGP that is not available for community use; however, this is a sand filled AGP located at Rochester Grammar School.

Table 5.1 – AGP Audit

| Site Name                                   | Community Use | Security of Community Use | Surface Type               | Size    | Age of Surface    | Floodlighting | Score             |
|---|---------------|---------------------------|----------------------------|---------|-------------------|---------------|-------------------|
| Brompton Academy                            | Available     | Unsecured                 | Medium Pile 3G - (55-60mm) | 100x60  | 2-5 years         | Yes           | 90.74% - Good     |
| Gillingham Anchorians Sports Club           | Available     | Secured                   | Sand Dressed               | 100x60  | less than 2 years | Yes           | 86.11% - Good     |
| Greenacre Academy                           | Available     | Unsecured                 | Medium Pile 3G - (55-60mm) | 100x60  | 2-5 years         | No            | 53.76% - Standard |
| Holcombe Grammar School                     | Available     | Unknown                   | Medium Pile 3G - (55-60mm) | 73x46   | less than 2 years | Yes           | 83.87% - Good     |
| Holcombe Hockey and Sports Club             | Available     | Secured                   | Water Based                | 100x60  | 2-5 years         | Yes           | 97.22% - Good     |
| Holcombe Hockey and Sports Club             | Available     | Secured                   | Sand Dressed               | 100x60  | 2-5 years         | Yes           | 97.22% - Good     |
| Lordswood Sport and Social Club             | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 48x28   | over 10 years     | Yes           | 34.41% - Poor     |
| Playfootball (Gillingham)                   | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 30x20   | 5-10 years        | Yes           | 85.19% - Good     |
| Playfootball (Gillingham)                   | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 30x20   | less than 2 years | Yes           | 93.52% - Good     |
| Playfootball (Gillingham)                   | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 30x20   | less than 2 years | Yes           | 93.52% - Good     |
| Playfootball (Gillingham)                   | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 40x30   | less than 2 years | Yes           | 93.52% - Good     |
| Playfootball (Gillingham)                   | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 40x30   | less than 2 years | Yes           | 93.52% - Good     |
| Playfootball (Gillingham)                   | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 40x30   | 2-5 years         | Yes           | 87.04% - Good     |
| Playfootball (Gillingham)                   | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 30x20   | 5-10 years        | Yes           | 87.04% - Good     |
| Sir Joseph Williamson's Mathematical School | Available     | Unsecured                 | Sand Dressed               | 91.4x50 | less than 2 years | Yes           | 95.37% - Good     |
| Star Meadow Sports Club                     | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 60x40   | 5-10 years        | Yes           | 67.59% - Standard |
| Strood Academy                              | Available     | Unsecured                 | Sand Dressed               | 90x54   | 2-5 years         | Yes           | 81.72% - Good     |
| Strood Sport Centre                         | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 28x22   | 5-10 years        | Yes           | 70.37% - Standard |

| Site Name                               | Community Use | Security of Community Use | Surface Type               | Size    | Age of Surface | Floodlighting | Score             |
|---|---------------|---------------------------|----------------------------|---------|----------------|---------------|-------------------|
| Strood Sport Centre                     | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 28x22   | 5-10 years     | Yes           | 70.37% - Standard |
| Strood Sport Centre                     | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 28x22   | 5-10 years     | Yes           | 70.37% - Standard |
| Strood Sport Centre                     | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 28x22   | 5-10 years     | Yes           | 70.37% - Standard |
| Strood Sport Centre                     | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 48x28   | 5-10 years     | Yes           | 68.52% - Standard |
| Strood Sport Centre                     | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 28x22   | 5-10 years     | Yes           | 70.37% - Standard |
| Strood Sport Centre                     | Available     | Secured                   | Medium Pile 3G - (55-60mm) | 28x22   | 5-10 years     | Yes           | 70.37% - Standard |
| The Garrison Ground                     | Available     | Unsecured                 | Sand Filled                | 100x60  | 5-10 years     | Yes           | 71.30% - Standard |
| The Hundred of Hoo Comprehensive School | Available     | Unsecured                 | Sand Dressed               | 100x60  | over 10 years  | Yes           | 44.09% - Poor     |
| The Rochester Grammar School            | Not Available | Unsecured                 | Sand Filled                | 50x40   | over 10 years  | No            | 47.31% - Poor     |
| The Thomas Aveling School               | Available     | Unsecured                 | Sand Filled                | 91.4x55 | 5-10 years     | Yes           | 69.89% - Standard |
| The Victory Academy                     | Available     | Unsecured                 | Medium Pile 3G - (55-60mm) | 90x60   | 2-5 years      | Yes           | 96.77% - Good     |
| Woodlands Sport Centre                  | Available     | Unsecured                 | Medium Pile 3G - (55-60mm) | 60x40   | 5-10 years     | Yes           | 88.89% - Good     |

### 5.3 Current supply and demand analysis

#### CURRENT SUPPLY AND DEMAND MODELLING – FULL SIZE 3G AGP PROVISION (FOOTBALL)

- 5.3.1 While Table 5.2 provides a capacity analysis for all AGP sites across the Study Area, further analysis is required to identify whether there are sufficient facilities to meet the demand, based on national parameters and calculations.
- 5.3.2 As part of the FA National Game Strategy, the Football Association has identified a strategic objective to ensure that all teams playing competitive football have access to a floodlit 3G AGP to train on at least once a week. To do this, FA calculations show that a full size 3G AGP (available for community use at peak times) is required for every 38 teams, which will allow the required training and match play slots, as well as providing suitable supply at peak times (weekday evenings and weekends).
- 5.3.3 Using the demand data for Medway, 388 football teams have been identified as playing within Medway. Using the FA's suggested ratio of 1:38, this demonstrates the need for 10.21 full sized 3G AGP's, which it is suggested should be rounded up to 11 to allow for a comfort factor.
- 5.3.4 Supply and demand data for the project identifies two full sized 3G AGP facilities<sup>4</sup> within the Study Area that are available for community use. There is therefore currently a theoretical deficit of **nine full sized 3G AGP's** across the Study Area.
- 5.3.5 It should be noted that this theoretical analysis only includes full sized 3G AGP's, in line with the strategic objectives of the FA and Football Foundation. The Strategy document of this PPS will include a scenario to test the impact of incorporating all small-sided provision within the supply and demand analysis, which will provide a clear understanding of whether the extensive small-sided provision in the study area provides enough capacity to reduce the future need for investment.

#### CURRENT SUPPLY AND DEMAND MODELLING – FULL SIZED AND SMALL SIDED PROVISION (FOOTBALL)

- 5.3.6 While it is understood that the preferable facility type is full sized 3G AGP, given the flexibility that this provides clubs and operators, it is also important to understand the impact that small sided 3G provision has on the overall supply and demand balance for football AGP's in the Study Area.
- 5.3.7 To calculate the capacity of small sided provision, an assumption has been made as to how many teams each of the pitch typologies would be able to sustain, based on a starting of point of 38 teams for a full size AGP and using the current split of teams across the study area to calculate the number of teams that each pitch size can service.
- 5.3.8 Table 5.2 details this analysis, showing how the number of teams has been calculated using the proportion of each age group within the total football demand.

<sup>4</sup> Pitches are counted when they measure 100x60m and above



**Table 5.2: Capacity Analysis for AGP's per pitch typology**

| Pitch Typology                    | Size                       | Proportion of teams that can use facility | No. of teams that the facility can service | Facilities within Study Area | Capacity (no of teams serviced by 3G) * |
|-----------------------------------|----------------------------|---|--|------------------------------|---|
| 11v11 (Including adult and youth) | 100x60m or larger          | 100%                                      | 38   | 2                            | 76                                      |
| 9v9                               | Between 80x50m and 100x60m | 53%                                       | 22   | 1                            | 22                                      |
| 7v7                               | Between 60x40m and 80x50m  | 35%                                       | 15   | 3                            | 45                                      |
| 5v5                               | Between 40x30m and 60x40   | 17%                                       | 7  | 3                            | 21                                      |
|                                   |                            |   |  | Total teams                  | 164                                     |

- 5.3.9 Table 5.2 illustrates that when only full sized 3G AGP provision is included, 76 teams across the Study Area are serviced by 3G provision, which correlates to significant deficit of artificial provision (312 teams). According to the estimates provided by the FA, this means that 312 out of the 388 football teams in the study area, cannot be serviced by a full-sized 3G AGP.
- 5.3.10 When small sided 3G AGP provision is included within the capacity analysis, it is estimated that an additional 88 teams have access to 3G provision, based on the fact that a limited number of teams are able to utilise these the smaller facilities. When this is combined with the capacity provided by full size pitches, there is an estimated total capacity of 164 teams, which means that there is a remaining deficit of provision that means 224 teams cannot access 3G AGP provision.
- 5.3.11 To convert this 224 team deficit into full sized pitches, the ratio of 1:38 is used to calculate how many full sized 3G AGP's are required to address the deficit. When including small sided provision, there is a total deficit across the study area of 5.89 full sized 3G AGPs to meet **football** demand, which should be rounded up to 6 to allow for a comfort factor. Given the amount of small sided provision across the local authority, it is important that these facilities are factored into calculations and **therefore the deficit taken forward to the strategy is for 6 full sized 3G AGP's.**

#### COMBINED SUPPLY AND DEMAND ANALYSIS FOR FOOTBALL, HOCKEY AND RUGBY

- 5.3.12 The analysis in the previous sections has explained the theoretical supply and demand analysis for the study area, which uses an assumed level of availability and demand to calculate the required total amount of provision.
- 5.3.13 To provide a more accurate picture of how AGP provision is currently being utilised, Table 5.3 overleaf shows the supply and demand analysis for **all provision that is available to the community**. This compares the amount of available capacity (in hours) during the peak period with the amount of demand that has been provided by clubs and users during consultation.
- 5.3.14 Table 5.3 indicates that the majority of AGPs across the study area currently have spare capacity, however this includes all AGP facilities in the study area, some of which are sand-based and therefore not appropriate for rugby or football, while some are unsecured for community use.
- 5.3.15 Taking into consideration the 2 full sized 3G facilities, a total of 45 hours of spare capacity has been identified during the peak period. The majority of this spare capacity comes from Greenacre Academy.
- 5.3.16 Gillingham Anchorians Sports Club and Holcombe Hockey and Sports Club all been identified as having no spare capacity during the peak period.
- 5.3.17 Table 5.3 also shows that the majority of small sided provision across the study area has spare capacity during the peak period. When taking into consideration small sided 3G AGP provision, there is total spare capacity of 446 hours per week during the peak period.

- 5.3.18 It is key to note that in both analysis areas identified above (full sized and small sided AGP), only demand that has been identified by clubs during the PPS consultation has been included. Further demand will be generated by informal football or corporate leagues, among others, therefore it is important that this supply and demand assessment is cross-checked with the supply and demand assessment summarised earlier in section.

Table 5.3: Supply and demand analysis for all AGP provision (demand figures in hours and secured facilities identified in bold)

| Site Name                                   | Surface Type                      | Size          | Floodlighting | Score                    | Football Match Demand (in match equivalents) | Football Training Demand (in hours) | Hockey Match Demand (in hours) | Hockey Training Demand (in hours) | Total demand | Total peak-time capacity | Supply and demand balance |
|---|-----------------------------------|---------------|---------------|--------------------------|--|-------------------------------------|--------------------------------|-----------------------------------|--------------|--------------------------|---------------------------|
| Brompton Academy                            | Medium Pile 3G - (55-60mm)        | 100x60        | Yes           | 90.74% - Good            | 1.5  | 20                                  | 0                              | 0                                 | 21.5         | 36                       | 14.5                      |
| <b>Gillingham Anchorians Sports Club</b>    | <b>Sand Dressed</b>               | <b>100x60</b> | <b>Yes</b>    | <b>86.11% - Good</b>     | <b>33.5</b>                                  | <b>9</b>                            | <b>7</b>                       | <b>12</b>                         | <b>61.5</b>  | <b>36</b>                | <b>-25.5</b>              |
| Greenacre Academy                           | Medium Pile 3G - (55-60mm)        | 100x60        | No            | 59.14% - Standard        | 5.5  | 0                                   | 0                              | 0                                 | 5.5          | 36                       | 30.5                      |
| Holcombe Grammar School                     | Medium Pile 3G - (55-60mm)        | 73x46         | Yes           | 83.87% - Good            | 0  | 0                                   | 0                              | 0                                 | 0            | 36                       | 36                        |
| <b>Holcombe Hockey and Sports Club</b>      | <b>Water Based</b>                | <b>100x60</b> | <b>Yes</b>    | <b>100.00% - Good</b>    | <b>0</b>                                     | <b>8</b>                            | <b>13.5</b>                    | <b>26</b>                         | <b>47.5</b>  | <b>36</b>                | <b>-11.5</b>              |
| <b>Holcombe Hockey and Sports Club</b>      | <b>Sand Dressed</b>               | <b>100x60</b> | <b>Yes</b>    | <b>100.00% - Good</b>    | <b>0</b>                                     | <b>8</b>                            | <b>13.5</b>                    | <b>26</b>                         | <b>47.5</b>  | <b>36</b>                | <b>-11.5</b>              |
| Lordswood Sport and Social Club             | Medium Pile 3G - (55-60mm)        | 48x28         | Yes           | 34.41% - Poor            | 6.5  | 18                                  | 0                              | 0                                 | 24.5         | 36                       | 11.5                      |
| Playfootball (Gillingham)                   | Medium Pile 3G - (55-60mm)        | 30x20         | Yes           | 87.04% - Good            | 0  | 17                                  | 0                              | 0                                 | 17           | 36                       | 19                        |
| Playfootball (Gillingham)                   | Medium Pile 3G - (55-60mm)        | 30x20         | Yes           | 85.19% - Good            | 0  | 17                                  | 0                              | 0                                 | 17           | 36                       | 19                        |
| Playfootball (Gillingham)                   | Medium Pile 3G - (55-60mm)        | 30x20         | Yes           | 93.52% - Good            | 0  | 17                                  | 0                              | 0                                 | 17           | 36                       | 19                        |
| Playfootball (Gillingham)                   | Medium Pile 3G - (55-60mm)        | 30x20         | Yes           | 93.52% - Good            | 0  | 17                                  | 0                              | 0                                 | 17           | 36                       | 19                        |
| Playfootball (Gillingham)                   | Medium Pile 3G - (55-60mm)        | 40x30         | Yes           | 93.52% - Good            | 0  | 17                                  | 0                              | 0                                 | 17           | 36                       | 19                        |
| Playfootball (Gillingham)                   | Medium Pile 3G - (55-60mm)        | 40x30         | Yes           | 93.52% - Good            | 0  | 17                                  | 0                              | 0                                 | 17           | 36                       | 19                        |
| Playfootball (Gillingham)                   | Medium Pile 3G - (55-60mm)        | 40x30         | Yes           | 87.04% - Good            | 0  | 17                                  | 0                              | 0                                 | 17           | 36                       | 19                        |
| Sir Joseph Williamson's Mathematical School | Sand Dressed                      | 91.4x50       | Yes           | 95.37% - Good            | 0  | 0                                   | 7                              | 9                                 | 16           | 36                       | 20                        |
| <b>Star Meadow Sports Club</b>              | <b>Medium Pile 3G - (55-60mm)</b> | <b>60x40</b>  | <b>Yes</b>    | <b>67.59% - Standard</b> | <b>2.5</b>                                   | <b>17</b>                           | <b>0</b>                       | <b>0</b>                          | <b>19.5</b>  | <b>36</b>                | <b>16.5</b>               |
| Strood Academy                              | Sand Dressed                      | 90x54         | Yes           | 81.72% - Good            | 0  | 5                                   | 0                              | 0                                 | 5            | 36                       | 31                        |
| <b>Strood Sport Centre</b>                  | <b>Medium Pile 3G - (55-60mm)</b> | <b>28x22</b>  | <b>Yes</b>    | <b>70.37% - Standard</b> | <b>0</b>                                     | <b>4</b>                            | <b>0</b>                       | <b>0</b>                          | <b>4</b>     | <b>36</b>                | <b>32</b>                 |

| Site Name                               | Surface Type               | Size    | Floodlighting | Score             | Football Match Demand (in match equivalents) | Football Training Demand (in hours) | Hockey Match Demand (in hours) | Hockey Training Demand (in hours) | Total demand | Total peak-time capacity | Supply and demand balance |
|---|----------------------------|---------|---------------|-------------------|--|-------------------------------------|--------------------------------|-----------------------------------|--------------|--------------------------|---------------------------|
| Strood Sport Centre                     | Medium Pile 3G - (55-60mm) | 28x22   | Yes           | 70.37% - Standard | 0  | 4                                   | 0                              | 0                                 | 4            | 36                       | 32                        |
| Strood Sport Centre                     | Medium Pile 3G - (55-60mm) | 28x22   | Yes           | 70.37% - Standard | 0  | 4                                   | 0                              | 0                                 | 4            | 36                       | 32                        |
| Strood Sport Centre                     | Medium Pile 3G - (55-60mm) | 28x22   | Yes           | 70.37% - Standard | 0  | 4                                   | 0                              | 0                                 | 4            | 36                       | 32                        |
| Strood Sport Centre                     | Medium Pile 3G - (55-60mm) | 28x22   | Yes           | 70.37% - Standard | 0  | 4                                   | 0                              | 0                                 | 4            | 36                       | 32                        |
| Strood Sport Centre                     | Medium Pile 3G - (55-60mm) | 48x28   | Yes           | 68.52% - Standard | 0  | 4                                   | 0                              | 0                                 | 4            | 36                       | 32                        |
| Strood Sport Centre                     | Medium Pile 3G - (55-60mm) | 28x22   | Yes           | 70.37% - Standard | 0  | 4                                   | 0                              | 0                                 | 4            | 36                       | 32                        |
| The Garrison Ground                     | Sand Filled                | 100x60  | Yes           | 71.30% - Standard | 7  | 5                                   | 0                              | 0                                 | 12           | 36                       | 24                        |
| The Hundred of Hoo Comprehensive School | Sand Dressed               | 100x60  | Yes           | 44.09% - Poor     | 0  | 5                                   | 0                              | 0                                 | 5            | 36                       | 31                        |
| The Thomas Aveling School               | Sand Filled                | 91.4x55 | Yes           | 73.12% - Standard | 3  | 0                                   | 0                              | 0                                 | 3            | 36                       | 33                        |
| The Victory Academy                     | Medium Pile 3G - (55-60mm) | 90x60   | Yes           | 96.77% - Good     | 6.5  | 17                                  | 0                              | 0                                 | 23.5         | 36                       | 12.5                      |
| Woodlands Sport Centre                  | Medium Pile 3G - (55-60mm) | 60x40   | Yes           | 88.89% - Good     | 0  | 10                                  | 0                              | 0                                 | 10           | 36                       | 26                        |

## 5.4 Future supply and demand analysis

### AGP FUTURE SUPPLY AND DEMAND BALANCE

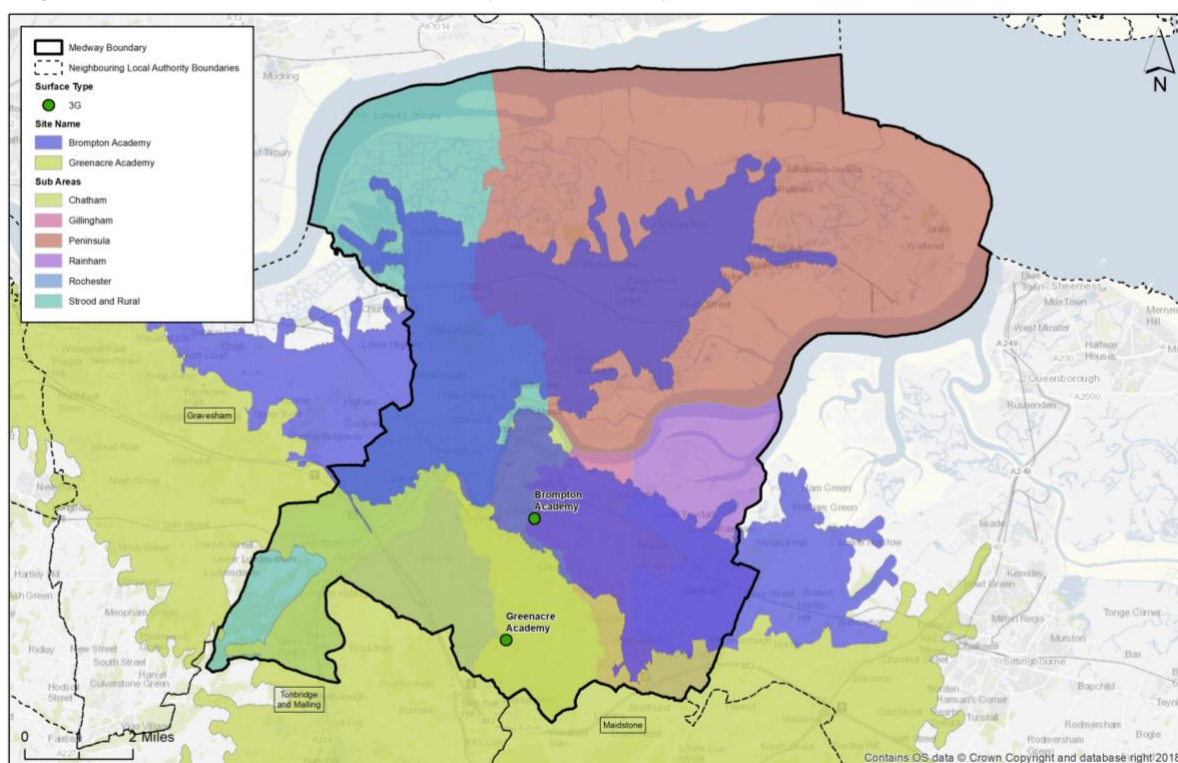
- 5.4.1 To understand the projected level of demand for 3G AGP's in Medway across the lifetime of the project, the same ratio of 1:38 has been used, as well as the additional 157 (rounded up) teams identified in the TGR and latent demand calculations, in 2035. As per the analysis of the current picture for AGP provision, relevant and available small sided 3G AGP provision has also been included in the future analysis, to provide a more realistic view of supply and demand.
- 5.4.2 Using these updated parameters, it is projected that 5 (rounded from 4.1) new full sized 3G AGP's will be required by the end of the local plan period in Medway. This is to be considered along with meeting the current deficit of 9 full sized 3G AGPs highlighted as part of the current analysis. Table 5.4 below breaks down this future demand by sub area, which will feed into the site-specific recommendations and actions.
- 5.4.3 It should be noted that the future supply and demand analysis considers only full sized 3G AGP's. It is also key to consider that the additional 5 3G AGP's that are identified are required to service the future growth in demand, caused by population growth, the conversion of latent/unmet demand and the process of bringing displaced demand back into the study area. **This should be considered in addition to the current deficit of provision that has been identified previously in the chapter.**

**Table 5.4: Future Capacity Analysis for AGP's by sub-area**

| Sub Area         | Total New Teams (Future) | Future demand calculation for 3G AGP's |
|------------------|--------------------------|--|
| Chatham          | 36.75                    | 0.97                                   |
| Gillingham       | 74.82                    | 1.97                                   |
| Peninsula        | 18.39                    | 0.49                                   |
| Rainham          | 6.98                     | 0.19                                   |
| Rochester        | 1.42                     | 0.04                                   |
| Strood and Rural | 18.24                    | 0.48                                   |
| <b>Medway</b>    | <b>156.6</b>             | <b>4.14</b>                            |

- 5.4.4 While the above analysis provides a quantified assessment of supply and demand, it is important to consider accessibility and spatial constraints when making recommendations regarding new or increased access to AGP provision. Figure 5.1 overleaf shows the catchment area analysis for 3G AGP's in Medway, which can be used to assess the accessibility of full-size 3G AGP facilities across the Study Area.
- 5.4.5 Figure 5.1 shows the 20-minute (non-overlapping) catchment areas for the two full sized 3G AGP's in the Medway Study Area. This illustrates that all residents in the Study Area sit within a 20-minute drive time catchment of one of the two 3G AGP's.
- 5.4.6 While this analysis illustrates that accessibility is good across the Study Area, it should be noted that there is a large area in the North of the study area that have to travel considerable distance to access artificial provision within Medway.

Figure 5.1 – 3G AGP Catchment area analysis for Medway



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

- 5.4.7 To meet the shortfall for both current and future 3G AGP supply and demand, the likely solution will be a combination of new 3G AGP development, resurfacing sand-based pitches and increasing the current level of usage at 3G AGP facilities across the study area. A key consideration when identifying potential development sites is meeting the current and future demands for Hockey to ensure that the current and future needs are being met, before identifying any sites for re-surfacing.
- 5.4.8 A key objective for the FA is to maximise the use of 3G pitches for competitive football match play. This will increase the quality of provision, reduce the number of cancellations and help to address future demand. Affordable pricing policy that includes match-based charges in line with grass pitches should be a consideration.
- 5.4.9 In addition, it is key that other sports clubs (namely Rugby) have suitable access to 3G AGP facilities, to ensure that participants can train and play on high quality facilities and to reduce the amount of match cancellations caused by waterlogging on grass pitches.
- 5.4.10 When selecting the sites that are appropriate for 3G AGP development, sites should have the following characteristics;
- Be available for significant use by local community clubs
  - Have good access and ancillary facilities to service the pitch(es)
  - Be financially sustainable
  - Be able to be maximised for training and match play provision during peak time
  - Be well positioned to deliver wider football, rugby or lacrosse development programmes, including coach education and a recreational offer, using spare off-peak capacity to deliver this
  - Be able to explore shared projects across multiple sports, education usage and additional community usage, in order to ensure facilities are used throughout the peak and off-peak periods.

## 5.5 AGP summary

- 5.5.1 This section summarises the findings from the AGP analysis, which will form the basis of the recommendations and action plan section for Medway.
- 5.5.2 Table 5.5 includes the response to 5 key questions which are identified in the Sport England PPS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapter creates consistency, not only within the report but with similar PPS projects in neighbouring local authorities and further afield.

**Table 5.5 – Key PPS findings for football in Medway area**

| Key Question  | Analysis   |
|---|--|
| What are the main characteristics of the current supply and demand for provision?       | The quality of AGP provision across the Study Area is high, with 55% of facilities rated as good and only 7% rated as poor. As per consultations with the Kent FA and the RFU, the use of artificial grass pitches for all sports has grown over the past 5 years and continues to do so. One factor behind this growth is the growing level of demand for central venue football leagues, which brings clubs and teams from a wide geographical area to single venues to play and compete. When considering this demand alongside the requirement for consistently high sand-based facilities for hockey training and matchplay, the overall demand for artificial provision is high.   |
| Is there enough accessible and secured community use provision to meet current demand?  | The current supply and demand analysis for 3G AGP pitch provision, including both full sized and small sided provision, shows a deficit of 6 full sized 3G AGP's. This deficit takes into consideration the capacity provided by small sided provision 3G AGP provision and incorporates demand for football, rugby and hockey.<br>It should be noted that if only full-sized provision is included within the supply and demand calculation, there is a deficit of 9 full sized 3G AGP's (as identified previously in the chapter). Given the amount of small sided provision across the local authority, however, it is important that these facilities are factored into calculations and therefore the current deficit taken forward to the strategy is for 6 full sized 3G AGP's. |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | While several clubs and sites have identified issues regarding surface condition, the overall quality of facilities is good. This is particularly true in the case of 3G AGP provision, as 11 of the 21 pitches in the study area are identified as good, 1 rated as standard and the remaining 4 standard.<br>Despite this, the one poor quality 3G AGP present in the study area is currently accommodating a relatively large amount of demand.   |
| What are the main characteristics of the future supply and demand for provision?        | There is expected to be a need for 5 further full sized AGPs within Medway, in addition to the current deficit of 6 full sized 3G AGPs. In line with the strategic objectives of the Football Foundation, FA, RFU and England Lacrosse, it is expected that the demand for 3G AGP provision will increase over the period of the local plan, as there is an ambition to improve the overall playing experience of participants by moving more grass-roots participation onto artificial surfaces.  |
| Is there enough accessible and secured community use provision to meet future demand?   | <b>The future supply and demand analysis for secured and accessible pitch provision shows there is a significant total deficit for secured provision equivalents across all AGPs, equating to 11 full sized 3G AGPs.</b> This future deficit consists both the current deficit of 6 full sized 3G AGP's (after taking into account capacity provided by smaller sided AGP's) and the future requirement for an additional 5 full sized 3G AGPs, driven by population growth, unmet demand and displaced demand.  |

## 6 Cricket Analysis

### 6.1 Introduction and strategic context

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

#### INSPIRING GENERATIONS (2020 - 2024)

6.1.2 The ECB has unveiled a new strategic plan in 2019 called “Inspiring Generations” with the aim of growing cricket in England and Wales from 2020-24. The strategy will deliver on cricket’s purpose and ambition through six priorities; grow and nurture the core, inspire through elite teams, make cricket accessible, engage children and young people, transform women’s and girls’ cricket, support our communities.

6.1.3 It may also require the development of specialist facilities such as Urban Cricket Facilities or free-to-access non-turf pitches (NTPs) in parks and public green spaces (this is a key part of the ECB’s South Asian Action Plan).

6.1.4 It is key that this PPS recognises the opportunity made available by Inspiring Generations and provides a framework that allows stakeholders to work together and deliver against the key objectives of ‘more play’, ‘great teams’ and ‘inspired fans. It’s also vital that any facility development for cricket takes the objectives of the strategy into consideration, namely the growth of entry level cricket, women and girls’ cricket, T20 and engagement of previously hard-to-reach demographics groups.

### 6.2 Development Priorities

#### ALL STARS CRICKET (2017)

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

6.2.2 It is key that this PPS recognises the opportunity made available by Cricket Unleashed and All Stars Cricket and provides a framework that allows stakeholders to work together and deliver against the key objectives of ‘more play’, ‘great teams’ and ‘inspired fans.

#### WOMEN AND GIRLS

6.2.3 In consultation with the ECB, it has been identified that the development of female cricket is likely to have an impact on supply and demand in the area. Women’s and girls’ cricket is a national priority and there is a target to establish two girls’ and one women’s team in every local authority over the next five years.

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

#### SOUTH ASIAN COMMUNITIES

6.2.5 The ECB considers the development of cricket within South Asian communities to be a key focus. Work within South Asian Communities is a priority and as a result there could be direct growth within the Medway area. Consultation Overview



- 6.2.6 In addition to the structure and guidance provided by the ECB, local cricket in Medway is governed by the Kent Cricket (KC). Both organisations have been consulted as part of the PPS process, with key priorities and facility development needs for Medway highlighted below.
- 6.2.7 Cricket is a popular sport across the majority of the Study Area, with a large number of formal affiliated teams playing as part of structured clubs. Teams and clubs typically play as part of league structures, which include clubs from a number of different local authorities. Clubs range from one-team clubs, which are typically non-competitive and focussed on enjoyment and participation, through to multi team clubs with in-built governance structures and long-term investment plans.
- 6.2.8 Consultation with the ECB has indicated the following areas are development priorities for the two organisations, who work together to improve facilities and participation across the Study Area;
- Workforce and coaching; ensuring clubs have suitable internal structures in place to run the club and provide adequate coaching to junior and senior players
  - Quality of 3<sup>rd</sup> and 4<sup>th</sup> team grounds; working with clubs to ensure that the 2<sup>nd</sup> grounds, used by 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> teams, are of adequate quality, well located and secured for long-term community use
  - Development opportunities; ensuring that clubs have the facilities and infrastructure in place to maximise growth opportunities, presented through the delivery of All Stars Cricket and Cricket Unleashed.

### CLUB CONSULTATION

- 6.2.9 As part of the PPS process we gathered data from clubs regarding any issues that they had at present along with what they believe to be the key issues within Medway, in terms of cricket provision.
- 6.2.10 General issues across the Study Area were identified as;
- On local authority owned sites, there are numerous issues with vandalism and anti-social behaviour, with particular reference to the ancillary facilities.
  - Issues regarding funding for maintenance equipment across club owned and managed sites is a prominent issue.

## 6.3 Supply

- 6.3.1 Table 6.1 below presents a summary of the total number of cricket pitches and wickets in each of the five sub-areas, as well as Medway as a whole. Medway has a total of 15 cricket pitches, 141 grass wickets and 5 artificial wickets. Technical Appendix B – Cricket Analysis presents a detailed audit of all pitches across the Study Area including carrying capacity, supply and demand and quality. Figure 6.1 overleaf also shows the supply of cricket wickets across the Study Area.

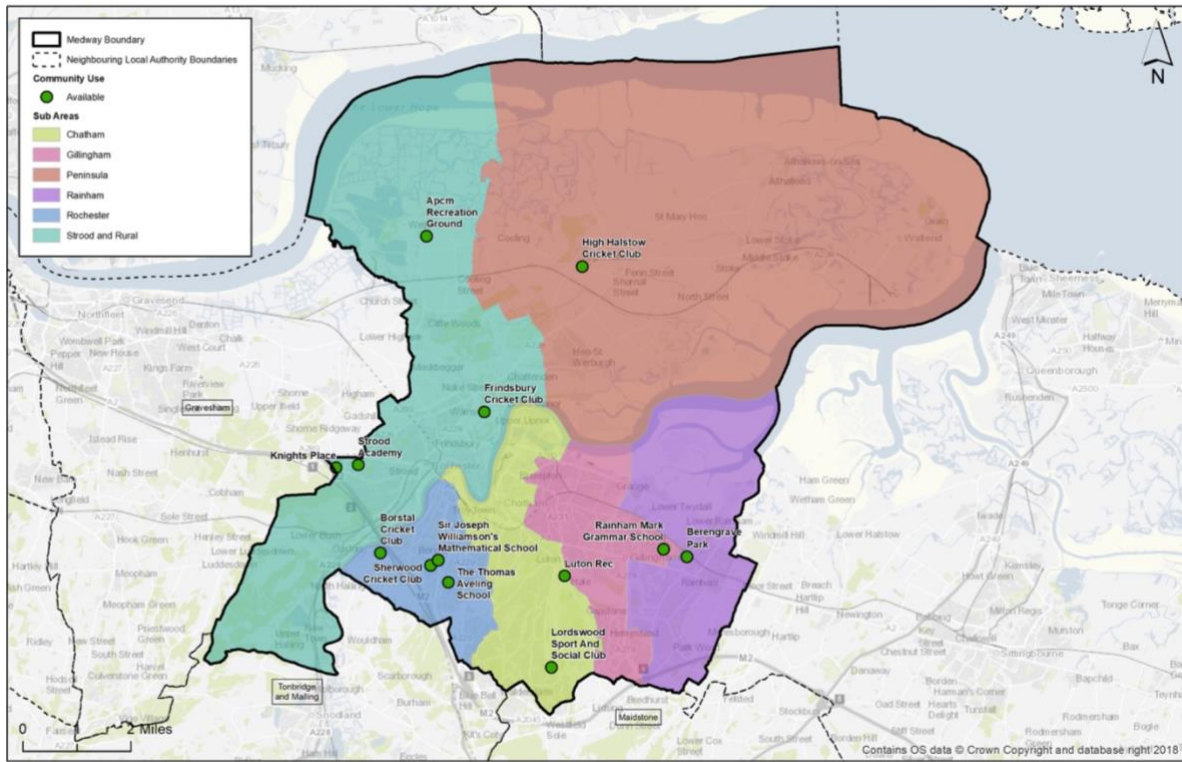
**Table 6.1 – Supply of cricket pitches in Medway**

| Local Authority sub-area | Number of Pitches | Grass wickets | Artificial wickets |
|--------------------------|-------------------|---------------|--------------------|
| Chatham                  | 3                 | 38            | 0                  |
| Gillingham               | 2                 | 0             | 2                  |
| Peninsula                | 1                 | 18            | 0                  |
| Rainham                  | 1                 | 13            | 0                  |
| Rochester                | 4                 | 41            | 2                  |
| Strood and Rural         | 4                 | 31            | 1                  |
| <b>Total</b>             | <b>15</b>         | <b>141</b>    | <b>5</b>           |

- 6.3.2 Figure 6.1 illustrates that there is an uneven spread of cricket sites across the Study Area, with a large concentration of supply in certain sub-areas, most notably in Rochester and Strood and Rural.

The quantity of supply in such an area is influenced by a number of independent cricket playing education facilities located in the area.

**Figure 6.1 – Cricket supply in Medway**



**TENURE AND MANAGEMENT**

6.3.3 Table 6.2 below illustrates that while the ownership of cricket sites is varied across the Study Area, the highest proportion of sites is owned by the Local Authority, 38%. The proportion of Education land ownership (23%) is likely to have an impact on the long-term security of cricket across Medway. This will be analysed further as part of the site by site assessment and commentary.

**Table 6.2 – Cricket site ownership and management in Medway**

| Type of ownership | Ownership | Management |
|-------------------|-----------|------------|
| Charity/Trust     | 3         | -          |
| Commercial        | -         | -          |
| Education         | 3         | 3          |
| Local Authority   | 5         | 4          |
| Private           | -         | -          |
| Sports Club       | 2         | 6          |

6.3.4 Table 6.2 provides a breakdown of the cricket sites in Medway, the majority of which have secured community use.

6.3.5 Further detail is provided in the Technical Appendix B – Cricket Analysis.

## QUALITY ASSESSMENT

- 6.3.6 Each site was visited and assessed by the 4global research team (in August 2018) using a non-technical assessment framework provided by the ECB. The assessment considers the quality of playing surface, the quality of changing rooms and the score of the maintenance regime when compared to ECB recommendations. In addition to the site visits, the club consultation was used to validate the quality ratings. Each site is rated as GOOD ( $\geq 80\%$ ), STANDARD (between 50% and 80%) or POOR ( $< 50\%$ ).
- 6.3.7 Table 6.3 summarizes the quality assessment results. Full details of the subsequent carrying capacity allocations of each site by pitch type can be found in Technical Appendix B – Cricket Analysis. Given the ratings, the overall standard of provision across Medway is 86.21% (Good).

**Table 6.3 – Summary of cricket pitch scoring in Medway by sub-area**

| Sub Area         | Outfield | Artificial Wickets | Grass Wickets | Changing /Pavilion | Non-Turf Practice | Overall Score |
|------------------|----------|--------------------|---------------|--------------------|-------------------|---------------|
| Chatham          | 82.22%   | -                  | 86.67%        | 100.00%            | 83.33%            | 84.27%        |
| Gillingham       | 86.67%   | 85.72%             | -             | -                  | -                 | 86.16%        |
| Peninsula        | 93.33%   | -                  | 83.33%        | -                  | 91.67%            | 90.00%        |
| Rainham          | 80.00%   | -                  | 100.00%       | 100.00%            | 83.33%            | 88.97%        |
| Rochester        | 90.00%   | 87.15%             | 88.89%        | -                  | 83.33%            | 88.19%        |
| Strood and Rural | 76.67%   | 85.71%             | 83.33%        | 100.00%            | 83.33%            | 79.67%        |
| Average Score    | 84.81%   | 86.19%             | 88.44%        | 100.00%            | 85.00%            | 86.21%        |

- 6.3.8 Table 6.3 illustrates that the Peninsula sub-area is the stand out area in Medway, with regard to the high quality of provision, scoring an 90.00% average score.
- 6.3.9 In contrast, cricket provision in the Strood and Rural and Chatham sub-area achieved the lowest average score for quality of provision with 77.09%. The outfield and non-turf practice were areas identified as particular issues.

Table 6.4 – Cricket site breakdown in Medway

| Playing Pitch Sites                         | Community Use on Site | Secured Community Use | Ownership       | Squares | Wickets (grass) | Wickets (artificial) | Quality of overall provision |
|---|-----------------------|-----------------------|-----------------|---------|-----------------|----------------------|------------------------------|
| APCM Recreation Ground                      | Available             | Secured               | Local Authority | 1       | 8               | 0                    | 90.00% - Good                |
| Berengrove Park                             | Available             | Secured               | Local Authority | 1       | 13              | 0                    | 88.97% - Good                |
| Borstal Cricket Club                        | Available             | Secured               | Club            | 1       | 16              | 0                    | 88.33% - Good                |
| Frindsbury Cricket Club                     | Available             | Unsecured             | Charity, Trust  | 1       | 17              | 0                    | 90.34% - Good                |
| High Halstow Cricket Club                   | Available             | Unsecured             | Charity, Trust  | 1       | 18              | 0                    | 90.00% - Good                |
| Knights Place                               | Available             | Secured               | Local Authority | 1       | 6               | 0                    | 58.33% - Standard            |
| Lordswood Sport and Social Club             | Available             | Secured               | Charity, Trust  | 2       | 32              | 0                    | 91.72% - Good                |
| Luton Rec                                   | Available             | Secured               | Local Authority | 1       | 6               | 0                    | 71.67% - Standard            |
| Rainham Mark Grammar School                 | Available             | Unsecured             | Education       | 2       | 0               | 2                    | 78.46% - Standard            |
| Sherwood Cricket Club                       | Available             | Secured               | Club            | 1       | 13              | 1                    | 87.74% - Good                |
| Sir Joseph Williamson's Mathematical School | Available             | Unsecured             | Education       | 1       | 12              | 0                    | 96.67% - Good                |
| Strood Academy                              | Available             | Unsecured             | Education       | 1       | 0               | 1                    | 80.00% - Standard            |
| The Thomas Aveling School                   | Available             | Unsecured             | Local Authority | 1       | 0               | 1                    | 80.00% - Standard            |

## 6.4 Current Demand

### CLUB AND TEAM PROFILE

- 6.4.1 To understand how cricket is played across Medway and the trends for demand across the game, this section assesses consultation responses from all clubs in the Study Area that responded to requests to take part in the study. 6 out of 7 clubs were consulted with (86%).
- 6.4.2 Through the demand consultations with clubs, 7 clubs have been identified as playing in Medway. This totals to 56 teams, with the majority of teams being senior men's and junior boys' teams.

**Table 6.5 – Cricket club profiles for clubs in Medway**

| Club                         | Sub-area (home ground location) | No. of competitive teams |                |               |                | Total     |
|------------------------------|---------------------------------|--------------------------|----------------|---------------|----------------|-----------|
|                              |                                 | Senior (men)             | Senior (women) | Junior (boys) | Junior (girls) |           |
| Old Williamsons Cricket Club | Rochester                       | 2                        | 0              | 2             | 0              | 4         |
| High Halstow Cricket Club    | Peninsula                       | 3                        | 0              | 4             | 0              | 7         |
| Sherwood Cricket Club        | Rochester                       | 5                        | 0              | 8             | 0              | 13        |
| Lordswood Cricket Club       | Chatham                         | 5                        | 0              | 6             | 0              | 11        |
| Rainham Cricket Club         | Rainham                         | 4                        | 0              | 5             | 0              | 9         |
| Borstal Cricket Club         | Rochester                       | 4                        | 0              | 4             | 0              | 8         |
| Frindsbury Cricket Club      | Strood and Rural                | 3                        | 0              | 1             | 0              | 4         |
| <b>Total</b>                 |                                 | <b>26</b>                | <b>0</b>       | <b>30</b>     | <b>0</b>       | <b>56</b> |

- 6.4.3 To illustrate how the demand for cricket is spread geographically, Table 6.6 indicates how the teams are split by sub-area.

**Table 6.6 – Cricket demand by sub-area**

| Sub-area (home ground location) | No. of competitive teams |                |               |                | Total |
|---------------------------------|--------------------------|----------------|---------------|----------------|-------|
|                                 | Senior (men)             | Senior (women) | Junior (boys) | Junior (girls) |       |
| Chatham                         | 5                        | 0              | 6             | 0              | 11    |
| Gillingham                      | 0                        | 0              | 0             | 0              | 0     |
| Peninsula                       | 3                        | 0              | 4             | 0              | 7     |
| Rainham                         | 4                        | 0              | 5             | 0              | 9     |
| Rochester                       | 11                       | 0              | 14            | 0              | 25    |
| Strood and Rural                | 3                        | 0              | 1             | 0              | 4     |

## 6.5 Future Demand

### DEMAND DRIVEN BY POPULATION GROWTH

- 6.5.1 In order to understand the future demand for cricket in the Study Area, a Team Generation Rate (definition provided in glossary) has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a cricket team.
- 6.5.2 This TGR can now be applied to the population projections for the Study Area to confirm how population growth or reduction will affect the demand for teams in each of the key age groups.
- 6.5.3 Table 6.7 and 6.8 illustrate that the greatest projected growth in cricket demand is projected to be junior boys, followed by men's (open age) cricket. As limited formal demand was recorded for female cricket across the Study Area, the TGR calculation is unable to project the likely growth in demand for these age groups.
- 6.5.4 The Team Generation Rates have been calculated population projections that will look at the future population in 2035.

**Table 6.7: Impact of population projections on the need for cricket provision in Medway (Team Generation Rates)**

| Sport and Age Groups                | Current no. of teams | Current population | Future population | Current TGR | Population Change | Projected team no. change |
|-------------------------------------|----------------------|--------------------|-------------------|-------------|-------------------|---------------------------|
| Cricket Open Age Men's (18-55yrs)   | 26                   | 72,078             | 81,026            | 2772.2      | 8,948             | 3.2                       |
| Cricket Open Age Women's (18-55yrs) | 0                    | 72,073             | 78,196            | 0.0         | 6,124             | 0.0                       |
| Cricket Junior Boys (7-18yrs)       | 30                   | 21,517             | 24,779            | 717.2       | 3,262             | 4.5                       |
| Cricket Junior Girls (7-18yrs)      | 0                    | 20,358             | 23,452            | 0.0         | 3,094             | 0.0                       |

- 6.5.5 Table 6.7 above illustrates that the low population projection in Medway is to lead to an increase in demand for Cricket, with an additional 8 teams (rounded up) across the Study Area.
- 6.5.6 This calculation illustrates the projected growth across each cricket age group, with a significant proportion of the growth projected to be in the junior boys (7-18yrs) age group.
- 6.5.7 Utilising the current demand for cricket in each of the sub areas and how each of the sub-areas is projected to grow over the lifetime of the strategy, an estimation of how the growth of demand is likely to be allocated across the six sub areas is summarised in the table below.

**Table 6.8 – Projected increase in cricket demand in Medway by Sub-area**

| Sport and Age Groups                | Peninsula | Strood and Rural | Gillingham | Chatham | Rochester | Rainham | Total |
|-------------------------------------|-----------|------------------|------------|---------|-----------|---------|-------|
| Cricket Open Age Men's (18-55yrs)   | 1.2       | 0.5              | -0.1       | 1.6     | -0.3      | 0.3     | 3.4   |
| Cricket Open Age Women's (18-55yrs) | 0.0       | 0.0              | 0.0        | 0.0     | 0.0       | 0.0     | 0.0   |
| Cricket Junior Boys (7-18yrs)       | 1.3       | 0.9              | 0.2        | 1.4     | 0.3       | 0.4     | 4.2   |
| Cricket Junior Girls (7-18yrs)      | 0.0       | 0.0              | 0.0        | 0.0     | 0.0       | 0.0     | 0.0   |

- 6.5.8 It is important to note that the TGR and future growth calculation assumes that clubs, the councils and the local ECB development officers do not improve their marketing or participation schemes over the period and are therefore no more successful than they are now in attracting new players to participate in cricket in the Study Area. In reality, it is expected that there will be improved channels of digital communication and improved maintenance technology, as well as higher quality ancillary provision.

### DEMAND DRIVEN BY LATENT DEMAND

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

**Table 6.9: Latent demand for cricket by sub-area**

| Club                      | Sub Area         | Senior Cricket |       | Junior Cricket |       |
|---------------------------|------------------|----------------|-------|----------------|-------|
|                           |                  | Men            | Women | Boys           | Girls |
| Frindsbury Cricket Club   | Strood and Rural | 1              | -     | 2              | -     |
| High Halstow Cricket Club | Peninsula        | 1              | -     | -              | -     |
| Lordswood Cricket Club    | Chatham          | -              | -     | 3              | -     |
| Sherwood Cricket Club     | Rochester        | -              | -     | 2              | -     |

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

### DISPLACED DEMAND

6.5.11 While a PPS is typically delivered for a single local authority area and considers all supply and demand from that given Study Area, it is understood that residents are typically not restricted by local authority boundaries when undertaking sport and physical activity. For instance, clubs and participants may travel outside of the local authority to access facilities that are of higher quality or more affordable, or where they are no longer able to access to facilities within the local authority.

6.5.12 Through consultation with cricket clubs within Medway, there was no identification of any displaced demand.

### UNMET DEMAND

6.5.13 When a large amount of future demand will be driven by population growth, there is also expected that unmet demand for cricket exists within the study area. Unmet demand is defined as demand that currently exists but does not currently equate to actual participation due to a range of reasons. For instance, unmet demand could be in the form of a team that has currently got access to a pitch for its members but nowhere to train or vice versa.

6.5.14 The following clubs identified unmet demand for facilities. Where data was provided this is shown, with figures being incorporated into the future supply and demand analysis for cricket.

- Frindsbury Cricket Club: Artificial net facility is required.
- Lordswood Cricket Club: Additional artificial training facilities are required at the ground; however, there is limited space to accommodate this as they are part of a multi sports club who share the facilities.

## 6.6 Supply and demand balance

- 6.6.1 This section presents the supply and demand balance findings for cricket provision (both for current and future analysis) for the study, split by sub-area.
- 6.6.2 The pitch balance figures i.e. the relationship between supply and demand, have been calculated using the capacity and pitch quality ratings, with further detail provided in Technical Appendix B – Cricket Analysis.
- 6.6.3 Table 6.10 provides a supply and demand analysis for all cricket sites across the study area. To provide a greater understanding of how this spare capacity or deficit is dispersed around the study area, tables 6.12 and 6.13 show the total capacity analysis for cricket in each of the six sub-areas. For each table, future demand analysis has been carried out, to show the impact of pitch ownership and security across the sub-area.
- 6.6.4 Overall, in terms of Medway as a Study Area, there is currently a deficit of 213 matches per season for grass wicket provision, when all available sites are taken into consideration.

### SPARE CAPACITY AND OVERPLAY

- 6.6.5 Overplay occurs when a cricket square is played on a greater amount than is recommended by the pitch's carrying capacity. If a good quality square has 8 individual wickets, then this provides an overall carrying capacity of 40 matches per season for that square. If, however, demand consultation indicates that there are 50 matches being played on that square over the course of a season, then that square (pitch) can be said to be overplayed.
- 6.6.6 There are a number of reasons for a pitch being overplayed, such as lack of alternative provision, poor site management, or a discrepancy in pitch rates, making some more affordable than others.
- 6.6.7 Spare capacity is the opposite of overplay and occurs when demand at a site is less than the theoretical carrying capacity over a season.
- 6.6.8 It is important that any overplay of pitches is considered as part of the overall supply and demand analysis, therefore Table 5.10 overleaf identifies overplay or spare capacity at all sites.



Table 6.10 – Site balance analysis for cricket in Medway

| Playing Pitch Sites                         | Squares | Wickets (grass) | Quality of grass Provision | Supply Grass Wickets | Demand (Adult) | Demand (Junior) | Balance | Wickets (Artificial) | Artificial Wicket quality | Supply Artificial Wickets | Balance Including Artificial Wickets |
|---|---------|-----------------|----------------------------|----------------------|----------------|-----------------|---------|----------------------|---------------------------|---------------------------|--------------------------------------|
| APCM Recreation Ground                      | 1       | 8               | 100.00% - Good             | 40                   | 0              | 0               | 40      | 0                    | -                         | 0                         | 40                                   |
| Berengrove Park                             | 1       | 13              | 100.00% - Good             | 65                   | 40             | 40              | -15     | 0                    | -                         | 0                         | -15                                  |
| Borstal Cricket Club                        | 1       | 16              | 83.33% - Good              | 80                   | 36             | 40              | 4       | 0                    | -                         | 0                         | 4                                    |
| Frindsbury Cricket Club                     | 1       | 17              | 100.00% - Good             | 85                   | 36             | 0               | 49      | 0                    | -                         | 0                         | 49                                   |
| High Halstow Cricket Club                   | 1       | 18              | 83.33% - Good              | 90                   | 27             | 24              | 39      | 0                    | -                         | 0                         | 39                                   |
| Knights Place                               | 1       | 6               | 50.00% - Poor              | 0                    | 0              | 0               | 0       | 0                    | -                         | 0                         | 0                                    |
| Lordswood Sport and Social Club             | 2       | 32              | 91.67% - Good              | 160                  | 43             | 36              | 81      | 0                    | -                         | 0                         | 141                                  |
| Knights place Rec                           | 1       | 6               | 76.67% - Standard          | 24                   | 0              | 0               | 24      | 0                    | -                         | 0                         | 24                                   |
| Rainham Mark Grammar School                 | 2       | 0               | -                          | 0                    | 0              | 0               | 0       | 2                    | 71.43% - Standard         | 120                       | 120                                  |
| Sherwood Cricket Club                       | 1       | 13              | 83.33% - Good              | 65                   | 50             | 30              | -15     | 1                    | 94.29% - Good             | 60                        | 45                                   |
| Sir Joseph Williamson's Mathematical School | 1       | 12              | 100.00% - Good             | 60                   | 18             | 21              | 21      | 0                    | -                         | 0                         | 21                                   |
| Strood Academy                              | 1       | 0               | -                          | 0                    | 0              | 0               | 0       | 1                    | 85.71% - Good             | 60                        | 60                                   |
| The Thomas Aveling School                   | 1       | 0               | -                          | 0                    | 0              | 0               | 0       | 1                    | 80.00% - Standard         | 60                        | 60                                   |

6.6.9 Table 6.10 shows the sites across the Study Area where overplay has been found. There are two sites in Medway where overplay on grass wicket cricket provision exists. This is seen at Berengrove Park in the Rainham sub-area and at Sherwood Cricket Club in the Rochester sub-area. However, when incorporating supply from artificial wicket provision, there is only one site where overplay is present. This is at Berengrove Park.

## 6.7 Supply and demand balance

- 6.7.1 To ensure that the PPS can be seen as a robust evidence base, the site-by-site assessment below includes all cricket site that have been included within the study. This table serves to summarise the key parts of the PPS assessment that have been identified so far within this sport specific section.
- 6.7.2 In line with the 2013 Sport England PPS guidance, this study has considered the total supply and demand for facilities, measured in match equivalent sessions per season for cricket.
- 6.7.3 While this is a valuable measure of whether or not pitches are at capacity, underplayed or overplayed, the patterns of demand should also be considered when assessing whether there are sufficient facilities across Medway.
- 6.7.4 With this in mind, this section undertakes a peak time capacity analysis, to assess whether there are sufficient facilities during the periods that the greatest proportion of the population like to play cricket and this is displayed in the 'capacity in the peak period' column.
- 6.7.5 This will indicate whether there are enough pitches to satisfy the demand where a large amount of cricket is played at the same time (e.g. are there enough grass cricket squares so that all adult teams can play on Saturday afternoons?)
- 6.7.6 The following assumptions on peak times have been developed, based on standard practice for competitive grass roots cricket
- Adult peak demand is assumed to be Saturday PM
  - Youth cricket peak demand takes place mid-week.
- 6.7.7 A full methodology for calculating peak time capacity can be found in Technical Appendix B – Cricket Analysis.

**Table 6.11: Site by site summary for cricket provision in the Medway area**

| Site                   | Sub-area         | Squares | Community Use | Secured Community Use | Ownership       | Capacity Analysis (grass wickets)                      | Capacity in the Peak Period                            | Site Summary  |
|------------------------|------------------|---------|---------------|-----------------------|-----------------|--|--|---|
| APCM Recreation Ground | Strood and Rural | 1       | Available     | Secured               | Local Authority | No demand recorded at this site                        | Mid-week – 4 spare match slots                         | No formal cricket demand has been identified at this site.<br>LA owned site with two grass tennis courts on site and one cricket square. Currently no external use by clubs for cricket.  |
|                        |                  |         |               |                       |                 |  | Saturday – 1 spare match slots                         |   |
|                        |                  |         |               |                       |                 |  | Sunday – 1 spare match slots                           |   |
| Berengrove Park        | Rainham          | 1       | Available     | Secured               | Local Authority | This site is currently over capacity for grass wickets | This site is currently over capacity for grass wickets | This site is used by Rainham Cricket Club for 4x adult teams and 5x junior teams. The club has a 25-year lease on the site. The club has recently invested significantly into the ancillary, through a grant, and once this has been repaid the club are looking to buy the |

| Site                    | Sub-area         | Squares | Community Use | Secured Community Use | Ownership      | Capacity Analysis (grass wickets)                       | Capacity in the Peak Period               | Site Summary  |
|-------------------------|------------------|---------|---------------|-----------------------|----------------|---|---|---|
|                         |                  |         |               |                       |                |   |   | freehold of the land. The club is well maintained by a volunteer groundsman. The priority for the club, following the recent ancillary build is to regenerate the net facility, in order to add another lane. There are issues with the trees hanging over this, the club manage this effectively, but it is becoming more of a nuisance. The only other issue for the club is regarding dog walkers, due to the site being authority owned the walkers can access the site at certain times, therefore there are issues of fouling and anti-social behaviour.    |
| Borstal Cricket Club    | Rochester        | 1       | Available     | Secured               | Club           | This site is currently under capacity for grass wickets | Mid-week – 2 spare match slots            | This site is used by Borstal Cricket Club for 4x adult teams and 4x junior teams. The club owns the freehold of the site. Development points for the future are to build three new artificial turf nets at the back of the grounds near the clubhouse. Also, there are plans to expand the changing rooms and update the facility due to the club continuing to grow in numbers from the juniors and up.  |
|                         |                  |         |               |                       |                |   | Saturday – At Capacity in the peak period |   |
|                         |                  |         |               |                       |                |   | Sunday – At Capacity in the peak period   |   |
| Frindsbury Cricket Club | Strood and Rural | 1       | Available     | Unsecured             | Charity, Trust | This site is currently under capacity for grass wickets | Mid-week – 4 spare match slots            | This site is used by Frindsbury Cricket Club for 4x adult teams. The site is owned by the Church commissioners. The club have been on site for 80 years, however their lease has recently expired and they are in discussions regarding establishing a new one. The club have been offered a lease, yet there are clauses which the club will not agree to. The club currently have a good standard of ancillary facility, and all resource needs they need for league requirements such as electronic score boards and boundary distance. The main issue for the |
|                         |                  |         |               |                       |                |   | Saturday – At Capacity in the peak period |   |

| Site                            | Sub-area         | Squares | Community Use | Secured Community Use | Ownership       | Capacity Analysis (grass wickets)                       | Capacity in the Peak Period               | Site Summary  |
|---------------------------------|------------------|---------|---------------|-----------------------|-----------------|---|---|---|
|                                 |                  |         |               |                       |                 |   | Sunday – At Capacity in the peak period   | club, other than the lease, is the issue of poor drainage on the outfield which can be underwater in the winter months. Ideally, the club would like to invest in artificial drainage here. However, a more pressing issue is relaying the square, in order to better accommodate both senior and junior fixtures to a higher standard.   |
| High Halstow Cricket Club       | Peninsula        | 1       | Available     | Unsecured             | Charity, Trust  | This site is currently under capacity for grass wickets | Mid-week – 2 spare match slots            | This site is used by High Halstow Cricket Club for 3x adult teams and 4x junior teams. The ground has one square and three NTP fixed nets at the back of the site. It is a part of the wider sports fields and community hall with football. The land is in trust to preserve cricket on site. There is a large amount of development happening within the village and the club is thinking of expanding to outside the village in order to grow with this development. The immediate area of development would be an investment in to the outfield due to the poor conditions. especially when there is heavy rain. All in-house maintenance and groundskeeping. |
|                                 |                  |         |               |                       |                 |   | Saturday – At Capacity in the peak period |   |
|                                 |                  |         |               |                       |                 |   | Sunday – 0.5 spare match slots            |   |
| Knights Place                   | Strood and Rural | 1       | Available     | Secured               | Local Authority | No demand recorded at this site                         | Mid-week – 4 spare match slots            | No formal cricket demand has been identified at this site. This is a local authority owned site with one cricket square. No club use takes place and only informal use occurs, so the pitch and outfield are not kept up to a high standard. NORSE is the contract provider to maintain the pitch. Following consultation with Medway Norse, it has been noted that this site frequently has break ins.   |
|                                 |                  |         |               |                       |                 |   | Saturday – 1 spare match slots            |   |
|                                 |                  |         |               |                       |                 |   | Sunday – 1 spare match slots              |   |
| Lordswood Sport and Social Club | Chatham          | 2       | Available     | Secured               | Charity, Trust  | This site is currently under capacity for grass wickets | Mid-week – 6 spare match slots            | This site is used by Lordswood Cricket Club for 5x adult teams and 6x junior teams. The cricket pitches are well maintained by an in-house groundsman, who has suitable maintenance equipment. There is one good net facility present also, due to the proximity of   |

| Site  | Sub-area   | Squares | Community Use | Secured Community Use | Ownership       | Capacity Analysis (grass wickets)                       | Capacity in the Peak Period   | Site Summary   |
|---|------------|---------|---------------|-----------------------|-----------------|---|---|--|
|   |            |         |               |                       |                 |   | <p>Saturday – At Capacity in the peak period</p> <p>Sunday – 0.5 spare match slots</p>                          | <p>this to power sources it is often used by county sides through access to bowling machine equipment. Due to a large amount of winter sports demand on site, there is a short turn around at the crossover into the cricket season; however, this is managed suitably by the site. There are no outstanding cricket development priorities present on site, however, the club is keen to regenerate the artificial facility, adding improved lighting in order to comply with authority guidance. Additionally, investment into suitable fencing and perimeter maintenance.</p> |
| Luton Rec                                   | Chatham    | 1       | Available     | Secured               | Local Authority | No demand recorded at this site                         | <p>Mid-week – 4 spare match slots</p> <p>Saturday – 1 spare match slots</p> <p>Sunday – 1 spare match slots</p> | <p>No formal cricket demand has been identified at this site.</p> <p>The park is popular with dog walkers, so fouling is an issue, but it doesn't tend to suffer from anti-social behaviour.</p> <p>One cricket square on site with football pitches. There is no formal demand on site but there is informal use on site from local migrant communities. Poor outfield due to the location of football pitches.</p>   |
| Rainham Mark Grammar School                 | Gillingham | 2       | Available     | Unsecured             | Education       | No demand recorded at this site                         | <p>No grass wickets</p> <p>No grass wickets</p> <p>No grass wickets</p>   | <p>No formal cricket demand has been identified at this site.</p> <p>There are two artificial wickets present on site, with one being of a better condition to the second. Ancillary facilities are not available for community sports clubs.</p>  |
| Sherwood Cricket Club                       | Rochester  | 1       | Available     | Secured               | Club            | This site is currently over capacity for grass wickets  | This site is currently over capacity for grass wickets  |  |
| Sir Joseph Williamson's Mathematical School | Rochester  | 1       | Available     | Unsecured             | Education       | This site is currently under capacity for grass wickets | Mid-week – 3 spare match slots  | <p>This site is used by Old Williamsons Cricket Club for 2x adult teams and 3x junior teams. This school is home the Old Williamsons Club, they play Hockey, Rugby and Cricket at</p>  |

| Site                      | Sub-area         | Squares | Community Use | Secured Community Use | Ownership       | Capacity Analysis (grass wickets)                  | Capacity in the Peak Period  | Site Summary  |
|---------------------------|------------------|---------|---------------|-----------------------|-----------------|--|--|---|
|                           |                  |         |               |                       |                 |  | <p>Saturday – At Capacity in the peak period</p> <p>Sunday – 0.5 spare match slots</p> | the site. The site is maintained by Landscape Services, and the school employ a full-time employee from the company to maintain the grounds. The clubhouse is having two additional changing rooms put in, meaning that there are six changing rooms in total. UK sport, the school's alumni association and Old Williamsons providing the funding for the ancillary expansion. |
| Strood Academy            | Strood and Rural | 1       | Available     | Unsecured             | Education       | No demand recorded at this site + No grass wickets | <p>No grass wickets</p> <p>No grass wickets</p> <p>No grass wickets</p>                | <p>No formal cricket demand has been identified at this site.</p> <p>There is an artificial cricket wicket present which is of good condition and has been installed in the last 1-5 years.</p>   |
| The Thomas Aveling School | Rochester        | 1       | Available     | Unsecured             | Local Authority | No demand recorded at this site + No grass wickets | <p>No grass wickets</p> <p>No grass wickets</p> <p>No grass wickets</p>                | No formal cricket demand has been identified at this site.  |

## CURRENT AND FUTURE POSITIONS

6.7.8 Table 6.12 below, summarises all of the supply, capacity, current demand and future demand into one table, with the current and future positions presented by sub area.

6.7.9 It should be noted that for the future analysis, ECB guidance suggests that adult teams will play 10 home matches per season and junior teams 8 home matches per season. These figures have therefore been utilised to calculate the future demand for pitch provision.

**Table 6.12: Overall cricket supply and demand in Medway (grass wickets only)**

| Sub Area         | Current Picture |           |                         | Projected Picture (2035)      |                     |                |
|------------------|-----------------|-----------|-------------------------|-------------------------------|---------------------|----------------|
|                  | Spare capacity  | Overplay  | Actual capacity balance | Demand from population change | Latent/Unmet Demand | Future balance |
| Chatham          | 105             | 0         | 105                     | 3.0                           | 3                   | 99.0           |
| Gillingham       | 0               | 0         | 0                       | 0                             | 0                   | 0.0            |
| Peninsula        | 39              | 0         | 39                      | 2.5                           | 1                   | 35.5           |
| Rainham          | -15             | 15        | -30                     | 0.7                           | 0                   | -30.7          |
| Rochester        | 10              | 0         | 10                      | 0                             | 2                   | 8.0            |
| Strood and Rural | 89              | 0         | 89                      | 1.5                           | 3                   | 84.5           |
| <b>Medway</b>    | <b>228</b>      | <b>15</b> | <b>213</b>              | <b>7.5</b>                    | <b>9</b>            | <b>196.3</b>   |

6.7.10 Table 6.12 above shows that there is sufficient spare carrying capacity across 5 of the 6 sub areas in the study area. The sub area which is an exception is the Rainham sub area where a deficit of 30 MES has been identified when taking into account overplay. The sub area with the largest surplus of provision is seen in Chatham, with 105 MES of spare capacity.

6.7.11 When incorporating future demand growth, brought about by populations projections and unmet/latent demand, there is an overall reduction in the level of spare capacity of grass wicket provision, falling to 196.3 MES. Despite the decrease, the level of spare capacity shows that there is enough supply in Medway to accommodate future demand increases. The sub area that is expected to experience the largest decrease in available spare capacity is in Chatham, with a decrease of 6 MES. This is predominantly caused by population growth, in which the sub area is projected to have the biggest increase in team numbers as a result.

**Table 6.13: Overall cricket supply and demand in Medway (including artificial wickets)**

| Sub Area         | Current Picture |           |                         | Projected Picture (2035)      |                     |                |
|------------------|-----------------|-----------|-------------------------|-------------------------------|---------------------|----------------|
|                  | Spare capacity  | Overplay  | Actual capacity balance | Demand from population change | Latent/Unmet Demand | Future balance |
| Chatham          | 165             | 0         | 165                     | 3.0                           | 3                   | 159            |
| Gillingham       | 120             | 0         | 120                     | 0                             | 0                   | 120            |
| Peninsula        | 39              | 0         | 39                      | 2.5                           | 1                   | 35.5           |
| Rainham          | -15             | 15        | -30                     | 0.7                           | 0                   | -30.7          |
| Rochester        | 130             | 0         | 130                     | 0                             | 2                   | 128            |
| Strood and Rural | 149             | 0         | 149                     | 1.5                           | 3                   | 144.5          |
| <b>Medway</b>    | <b>528</b>      | <b>15</b> | <b>513</b>              | <b>7.5</b>                    | <b>9</b>            | <b>556.3</b>   |

6.7.12 Table 6.13 above presents the current and future position for cricket in Medway, with both grass wickets and artificial wickets included.

6.7.13 The inclusion of artificial wickets improves the actual capacity balance position and shows spare capacity of 513 MES for the study area as a whole. All sub areas, with the exception of Rainham are seen to have spare capacity in the current position and this situation is expected to continue in the future position.



## 6.8 Cricket Summary

- 6.8.1 This section summarises the findings from the cricket analysis, which will form the basis of the recommendation and action plan section for Medway.
- 6.8.2 When considering future developments, it is important to consider Ball Strike. Where there is either new Cricket provision being put in place or more commonly development which may prejudice the use of the sporting facility there would be a requirement for a full ball strike risk assessment to be undertaken and appropriate mitigation put in place as part of the development. As such the ECB recommends that the clubs / organisations seeks to have a ball strike risk assessment undertaken. Further information can be provided by the ECB.
- 6.8.3 Table 6.14 includes the response to 5 key questions which are identified in the Sport England PPS Guidance Checklists. Using these key questions to summarise the findings of each of the sport chapter creates consistency, not only within the report but with similar PPS projects in neighbouring local authorities and further afield.

**Table 6.14 – Key PPS findings for cricket in Medway**

| Key Question  | Analysis  |
|---|---|
| What are the main characteristics of the current supply and demand for provision?       | The quality of cricket provision across the Study Area is good with provision in the Peninsula and Rainham sub-areas scoring highly on assessment. The lowest rated elements of cricket provision across the Study Area is the outfield and non-turf practice, which in particular is reducing the ability of clubs to train on non-turf pitches during the season. The demand for cricket across Medway is high. The area has 7 clubs, many of which have numerous senior and junior teams, playing at dedicated facilities that are managed by the club.  |
| Is there enough accessible community use provision to meet current demand?              | The current picture for accessible grass wicket provision, shows that there is a large surplus of spare capacity of 213 MES. There is only one sub area in the study area which shows a deficit in current provision. This sub area is Rainham, which has a deficit of 30 MES when taking into account overplay. Despite this, the surplus seen in the other sub areas offsets this when analysing the study area as a whole. The current position for available cricket provision is improved when factoring in artificial wicket supply. The current position increases to 513 MES of spare capacity, meaning that current supply in both cases is able to accommodate the level of demand in the study area. |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | Overall, the provision is of good quality, with facilities in Peninsula and Rainham scoring particularly highly. In contrast, the Chatham and Strood and Rural Sub Areas do not score as highly, with outfield and non-turf practice being identified as the main issues. Maintenance is largely undertaken by individual clubs, either through the use of a paid grounds man or through club volunteers. There are also a number of sites that are owned and managed by the local town councils, which typically scored lower in the site assessment. Clubs have identified a need to improve practice net facilities and ancillary provision.   |
| What are the main characteristics of the future supply and demand for provision?        | The future demand for cricket is projected to increase across the Study Area, with the largest growth for adult cricket in the Chatham sub-area. With the projected increase in demand from both population growth and conversion of latent demand, as well as the expected growth that will be realised following the success of All Stars Cricket, Softball Cricket and South Asian initiatives, the increase in demand is likely to have a significant impact on the level of demand for cricket across Medway.  |
| Is there enough accessible community use provision to meet future demand?               | Given the significant current surplus for available and secured cricket provision across the study area, alongside the population growth that is forecast across each of the sub-areas, it is clear that there is enough accessible community use cricket provision to meet future demand for grass roots cricket.  |

## 7 Rugby Union

### 7.1 Introduction and Strategic Context

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

#### RFU STRATEGIC PLAN (2017-2021)

7.1.2 In October 2017, the RFU published its strategic plan, with the overall objective of being England's strongest sport, underpinned by good governance and regulation, as well as increased investment in the game to drive elite performance and community participation<sup>5</sup>.

7.1.3 The following key areas of focus are particularly relevant for this strategy:

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

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

#### ENGLAND RUGBY WOMEN AND GIRLS ACTION PLAN (2017-2021)

7.1.5 As part of the four-year strategic plan summarised above, England Rugby has launched the women and girls action plan for the next four years. The plan recognises the significant growth in the female game over the last four years and sets out a plan for the next four years to continue to grow the number of women and girls engaging in rugby.

7.1.6 There are currently 512 women and girls teams in England and 27,500 existing players, however by 2021 England Rugby wants to growth these numbers, engaging 100,000 females in rugby and converting 25,000 of those into new players.

#### RFU FACILITIES STRATEGY (2014-2018)

7.1.7 The RFU published its Facility Strategy (2014) for the next four years<sup>6</sup>. The strategy includes the following relevant objectives and priorities relevant to the PPS:

- The core aims of the RFU are to create effective and efficient facilities, management and governance along with community integration
- Facility priorities include improving changing provision, natural turf pitch quality, AGPs and floodlighting for both matches and training. These affect commercial opportunities within community clubs.

<sup>5</sup> RFU Strategic Plan (<http://www.englandrugby.com/about-the-rfu/rfu-strategic-plan/>): 2017)

<sup>6</sup> RFU National Facility Strategy (<http://goo.gl/m6kqms>): 2014)

## 7.2 Supply

### QUANTITY OVERVIEW

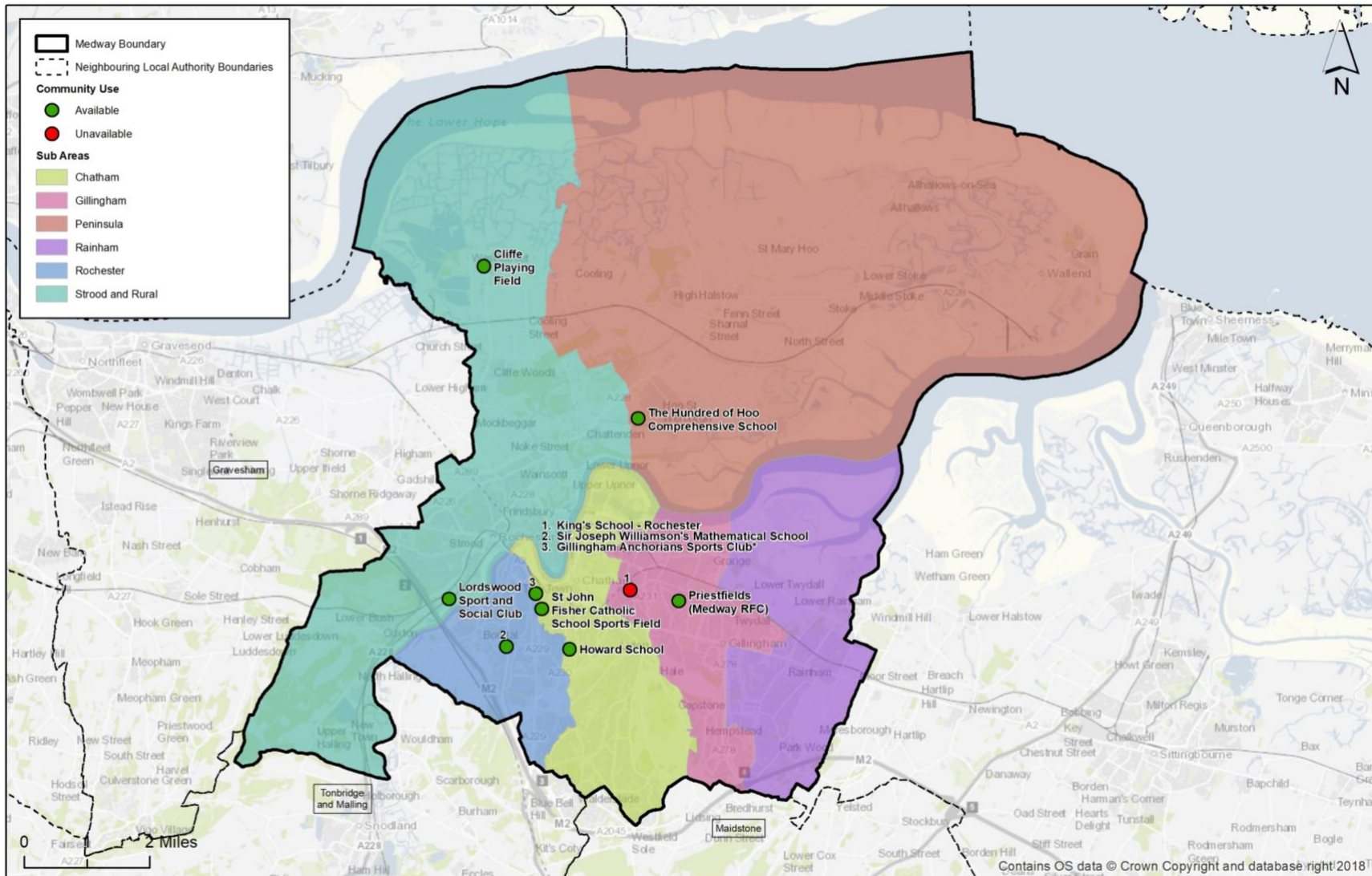
- 7.2.1 There are 24 sites in Medway that have rugby provision, with four of these sites available for community rugby usage. The ownership of the rugby sites across the study area is shown in Table 7.1.

**Table 7.1 - Ownership of rugby pitches in Medway**

| Sub-category    | Ownership | Management |
|-----------------|-----------|------------|
| Local Authority | 8         | 1          |
| Education       | 14        | 14         |
| Charity, Trust  | 2         | 0          |
| Club            | 0         | 9          |

7.2.1 Map 7.1 shows the geographic location of the rugby pitches across the study area and presents the dispersion of rugby pitches across Medway.

Map 7.1 – Rugby pitch audit in Medway



- 7.2.2 Table 7.2 provides a breakdown of the rugby sites in Medway; the table indicates that all sites in Medway are available and five sites are secured for community use.

**Table 7.2 – Rugby site breakdown of security of community use**

| Site Name                                   | Sub area   | Community use on site | Security of Use | Owners          | Adult | Junior/Minis |
|---|------------|-----------------------|-----------------|-----------------|-------|--------------|
| Cliffe Playing Fields                       | Rochester  | Available             | Secured         | Local Authority | 2     | 0            |
| Gillingham Anchorians Sports Club           | Gillingham | Available             | Secured         | Local Authority | 3     | 0            |
| Howard School                               | Rainham    | Available             | Unsecured       | Education       | 1     | 0            |
| King's School - Rochester                   | Rochester  | Available             | Unsecured       | Education       | 5     | 0            |
| Lordswood Sport and Social Club             | Chatham    | Available             | Secured         | Charity, Trust  | 2     | 0            |
| Priestfields                                | Rochester  | Available             | Secured         | Local Authority | 4     | 0            |
| Sir Joseph Williamson's Mathematical School | Rochester  | Available             | Secured         | Education       | 5     | 0            |
| St John Fisher Catholic School Sports Field | Chatham    | Available             | Unsecured       | Education       | 1     | 0            |
| The Hundred of Hoo Comprehensive School     | Peninsula  | Available             | Unsecured       | Education       | 2     | 0            |

### QUALITY ASSESSMENT

- 7.2.3 Each site was visited and assessed by 4global using non-technical assessments as determined by the RFU. The methodology for assessing rugby pitch quality analyses two key elements; the maintenance programme and level of drainage.
- 7.2.4 Further detail on this process can be seen in the Technical Appendix C – Rugby Union Analysis.
- 7.2.5 Each pitch is scored and classified in one of three categories. These represent actions required to improve site quality. A breakdown for each of the two scoring elements and three respective categories is provided in the following two tables.

**Table 7.3 – Rugby pitch maintenance quality assessment specifications. Source: RFU PPS Guidance**

| Category  | Overall Quality Rating  |
|-----------|---|
| <b>MO</b> | Action requires significant improvements to the maintenance programme |
| <b>M1</b> | Action requires minor improvements to the maintenance programme       |
| <b>M2</b> | Action requires no improvements to the maintenance programme          |

**Table 7.4 – Rugby pitch drainage quality assessment specifications. Source: RFU PPS Guidance**

| Category  | Overall Quality Rating                            |
|-----------|---|
| <b>DO</b> | Action on pipe draining system is needed on pitch |
| <b>D1</b> | Action on silt drainage system is needed on pitch |
| <b>D2</b> | No action is needed on pitch drainage             |

- 7.2.6 These scores are then combined to provide a match equivalent capacity, as calculated in Table 6.5 below. Depending on the score of a site, a pitch is assigned a certain carrying capacity which can then be used to calculate the overall capacity of a site.

**Table 7.5 – Match equivalent calculation for rugby pitches. Source: Appendices 4a to 4c – Rugby Football Union**

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

7.2.7 Table 7.6 summarises the quality assessment results for those sites currently used by the community. Full details of the subsequent carrying capacity allocations of each site by pitch type can be found in Technical Appendix C – Rugby Analysis.

**Table 7.6 – Quality summary by pitch type**

| Drainage                   | Maintenance |               |           |
|----------------------------|-------------|---------------|-----------|
|                            | Poor (M0)   | Standard (M1) | Good (M2) |
| Natural Inadequate (D0)    | 1           | 0             | 0         |
| Natural Adequate (D1)      | 1           | 18            | 0         |
| Pipe Drained (D2)          | 0           | 0             | 0         |
| Pipe and Slit Drained (D3) | 0           | 0             | 4         |

7.2.8 In terms of maintenance, the overall quality of pitches across Medway is healthy, with 18 out of 24 pitches scoring as Standard or higher as part of the site assessments.

7.2.9 There is one rugby pitch in Medway at the Howard School that has natural inadequate drainage.

7.2.10 Medway has 4 pitches that have artificial drainage, pipe and slit, located at Kings School Rochester, Lordwood Sport and Social Club and Priestfields.

7.2.11 There are two poorly maintained pitches are at the Howard School and Hundred of Hoo School, neither pitches are secured but both are available to the community. However, however no formal rugby demand was identified as part of the study at these sites.

## 7.3 Current Demand

### CURRENT DEMAND

Through the demand consultations with clubs, four clubs have been identified as playing in Medway. Utilising survey responses and desktop research, table 7.7 provides the team profiles of all clubs playing in Medway.

**Table 7.7 – Team Profile**

| Club                                      | Home Ground(s)                           | Training Venue(s)                         | Adult teams | 18-19 Colt teams | Junior teams (U12-17) | Mini / Midi teams (U7-U11) | Totals    |
|---|--|---|-------------|------------------|-----------------------|----------------------------|-----------|
| Cliffe Crusadors                          | Cliffe Playing Fields                    | Cliffe Playing Fields                     | 2           | 0                | 0                     | 0                          | 2         |
| Medway Rugby Football Club                | Priestfields (Medway RFC)                | Priestfields, Strood Academy              | 6           | 1                | 6                     | 5                          | 18        |
| Lordwood Rugby Football Club              | Lordwood Sport and Social Club           | Lordwood Sport and Social Club            | 2           | 0                | 0                     | 3                          | 5         |
| Gillingham Anchorians Rugby Football Club | Gillingham Anchorians Sports Club        | Gillingham Anchorians Sports Club         | 2           | 0                | 4                     | 5                          | 11        |
| Old Williamsons RUFC                      | Sir Joseph William's Mathematical School | Sir Joseph William's Mathematica I School | 2           | 0                | 0                     | 2                          | 4         |
| <b>Total</b>                              |  |   | <b>14</b>   | <b>1</b>         | <b>10</b>             | <b>15</b>                  | <b>40</b> |

## CLUB CONSULTATION

- 7.3.1 The following is a summary of the consultation undertaken with the rugby league club in Medway. All pitch rating comments are the opinions of the club and may differ from the impartial rating given by the site assessor.

**Table 7.8 – Summary of Club Consultations**

| Club                                      | Consultation Summary  |
|---|---|
| Medway Rugby Football Club                | The club is large and has increased in the past 3 years by adding 3 junior girl's teams. They plan to add a senior women's team in the near future. All matches and most training is accommodated on the grass pitches at Priestfields, with some occasional training on the AGP at Strood when the grass pitches are unplayable. In particular the growing numbers in the youth section means that pitches are heavily used. At the moment they cannot accommodate anymore growth without access to more pitches. The club have a number of development plans. Firstly, they have recently improved the clubhouse and are looking to provide better changing facilities to encourage more female participation. Secondly, they would like access to a WR22 compliant 3G pitch to increase capacity, particularly for winter training. With these changes the club anticipates an increase in mini and junior numbers as well as a senior women's team.   |
| Lordswood Rugby Football Club             | The club has 2 adult teams (including 1 women's team) and 3 mini teams. All teams play and train at Lordswood Sport and Social Club. This site is owned by a board comprised of various stakeholders from the clubs on site. The club are hoping that the nearby council-owned pitches (which are maintained by the Lordswood Sport and Social Club) can be purchased to provide additional supply. It is also felt that they would like to further develop the junior section at the club but would like assistance to do this.  |
| Gillingham Anchorians Rugby Football Club | The club are part of the Anchorians Association which is made up of different sports clubs using the site. Each sport is responsible for maintaining their own pitches. The rugby club currently have three pitches, one of which is floodlit and used for midweek training. The club have 2 adult teams and 9 junior teams. They have been working to develop the junior section. Further consultation with the RFU and Medway council has revealed that the Rugby club has a license to occupy rugby pitches (and a number of youth football pitches) at the site directly from the council. It should be noted that where the football pitches are currently marked a fourth rugby pitch has previously been marked out.   |
| Old Williamsonian's RFC                   | The club uses the pitches at Sir Joseph Williamson Mathematical School and have strong links with the school. Club has a large number of members that formerly attended the school and the club have access to the pavilion which is used as a clubhouse. The facilities are leased to the club. The club have 2 adult men's teams and 2 mini teams, as well as a women's team that plays occasionally. The club is trying to encourage growth of women members. Generally, the club is happy with the provision at the school. The main issue is the lack of appropriate floodlit training facilities. At the moment the floodlighting only covers part of one rugby pitch and the adult teams resort to training on the AGP on some weekday evenings. The club would like to have a permanently floodlit pitch but do not believe this will happen in the near future. Any development would have to be done in tandem with the school who are the ultimate owners and decision makers for the pitches. |
| Cliffe Crusadors                          | New changing facilities have recently been installed on Cliffe Playing Fields. The club are growing and have a strong youth development section. They are looking to expand and start formal junior teams in the next coming years.   |

## 7.4 Imported and exported demand

- 7.4.1 Through consultation with clubs located both inside and outside of the Study Area, no imported or exported demand has been identified in the study area.

## 7.5 Future Demand driven by Population growth

- 7.5.1 Through consultation with clubs located both inside and outside of the Study Area, no imported or exported demand has been identified in the study area.

- 7.5.2 In order to calculate the future demand for rugby in Medway, a Team Generation Rate<sup>7</sup> has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a rugby team.
- 7.5.3 This Team Generation Rate can now be applied to the population projections for the study area to confirm how population growth or reduction will affect the demand for teams in each of the key age groups.
- 7.5.4 Table 7.9 shows the TGR calculations for Medway. Based on future population projections a total of 38.8 additional rugby teams will be generated by 2035 due to the increase in population across Medway.

**Table 7.9 – Future demand projections for rugby teams in Medway**

| Age Group                             | No. of teams | Current popn in age group | Future popn | Current TGR | Popn Change | Potential Change in Team no. | Total teams by 2035 |
|---------------------------------------|--------------|---------------------------|-------------|-------------|-------------|------------------------------|---------------------|
| Rugby Union Senior Men (19-45yrs)     | 12           | 50,470                    | 59,098      | 6309        | 8,628       | 1.4                          | 13.4                |
| Rugby Union Senior Women (19-45yrs)   | 2            | 45,063                    | 49,588      | 22531       | 4,525       | 0.2                          | 2.2                 |
| Rugby Union Youth Boys (13-18yrs)     | 5            | 10,431                    | 12,523      | 2086        | 2,093       | 1.0                          | 6.0                 |
| Rugby Union Youth Girls (13-18yrs)    | 3            | 9,705                     | 11,782      | 3235        | 2,077       | 0.6                          | 3.6                 |
| Rugby Union Mini/Midi Mixed (7-12yrs) | 14           | 21,564                    | 23,943      | 1540        | 2,379       | 1.5                          | 15.5                |
| <b>Total</b>                          |              |                           |             |             |             |                              | <b>38.8</b>         |

- 7.5.5 Table 7.10 illustrates that the number of projected demand for rugby teams across the Study Area is likely to increase across all age groups, with the largest growth of over one team present for Adult Men (1.4 teams), Youth Boys (1 team), Mini/ Midi Rugby (1.5).
- 7.5.6 While the TGR calculation does not project large growth in female senior or junior teams, it should be noted that one of the RFU's key strategic objectives is to increase female participation, with potential investment leading to a growth in demand. An analysis of latent demand will be undertaken in the following section to assess whether future female provision should be planned for.

<sup>7</sup> The Team Generation Rate calculation uses the current number of teams and the current population to calculate a proxy measure of the number of total residents per relevant sports team. This measure is therefore applied to the projected population (depending on the length of the strategy) to predict how many additional teams will be required in order to satisfy the demand from the 'new' population.



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

### GROWTH OF FEMALE RUGBY

- 7.5.8 The future growth in female rugby is calculated using a ratio of future growth to existing team numbers, the projected growth is projected to be 0.2. Given the strategic priority of England Rugby (RFU) to increase women and girl's rugby across the country, a projected increase of one senior women's team and one junior girls team has been added to the latent demand growth (table 6.10), which aligns to the overall target of increasing team numbers by 350 across England over the next four years. This growth will be considered in the future supply and demand analysis for Rugby in the Study Area.

## 7.6 Future Demand driven by Latent demand

- 7.6.1 While a large amount of future demand will be driven by population growth, it is also likely that clubs and operators are successful in converting latent demand into actual demand, therefore increasing the number of people playing rugby. The table below identifies latent demand (not currently active), which clubs are aiming to convert into rugby demand within the next 3-5 years. This provides an estimation of the number of new teams that will be required in Medway, in addition to the teams generated by population growth.
- 7.6.2 Table 7.10 illustrates that one additional teams has been projected as part of the latent demand calculations, which has been allocated Medway RFC.
- 7.6.3 This latent demand will be combined with the projected increase in demand generated from population growth and incorporated into the future supply and demand analysis for rugby union provision.

**Table 7.10: Latent demand for rugby by club**

| Club                      | Adult Male | Adult Female | Junior | Mini/Midi | Total    |
|---------------------------|------------|--------------|--------|-----------|----------|
| Cliffe Crusadors          | 0          | 0            | 1      | 0         | 1        |
| Medway RFC                | 0          | 1            | 2      | 0         | 1        |
| Lordswood RFC             | 0          | 0            | 0      | 0         | 0        |
| Gillingham Anchorians RFC | 1          | 1*           | 1      | 1*        | 4        |
| Old Williamsons RFC       | 0          | 0            | 0      | 0         | 0        |
| <b>Total</b>              |            |              |        |           | <b>6</b> |

\*This includes the additional 2 teams (1 adult female and 1 girls allocated to Gillingham RFC) as per RFU strategic Priorities.

## 7.7 Supply and Demand Balance

- 7.7.1 This section of the report brings together the supply of rugby pitches across the study area and combines it with community use demand data. A supply and demand analysis is then undertaken for all sites that provide community use rugby provision, which is subsequently brought together to provide a view of the current and future position for rugby union across the study area.
- 7.7.2 Table 7.11 overleaf brings together the key data from this chapter, for all sites that are available for community use. The key issues are identified for each site, as well as the supply and demand data, as explained in the sections below.

Table 7.11 Rugby Site by Site Capacity Analysis

| Site  | Availability | Number of Floodlit Training Pitches | Security  | Mid-week Floodlit Training |        |         | Weekend Match Day Senior |        |         | Weekend Match Day Mini/ Junior |        |         | Unmet Mini Demand Placed on Senior Match Pitches (25% of Senior ME) | Total Match Pitch Balance |
|---|--------------|-------------------------------------|-----------|----------------------------|--------|---------|--------------------------|--------|---------|--------------------------------|--------|---------|---|---------------------------|
|   |              |                                     |           | Capacity                   | Demand | Balance | Capacity                 | Demand | Balance | Capacity                       | Demand | Balance |   |                           |
| Cliffe Playing Fields                       | Available    | 0                                   | Secured   | 0                          | 1      | -1      | 2                        | 1      | 1       | 0                              | 0      | 0       | 0   | 1                         |
| Gillingham Anchorians Sports Club           | Available    | 1                                   | Secured   | 2                          | 8      | -6      | 4                        | 1      | 3       | 0                              | 4.5    | -4.5    | 1.125   | -2.625                    |
| Howard School                               | Available    | 0                                   | Unsecured | 0                          | 0      | 0       | 0                        | 0      | 0       | 0                              | 0      | 0       | 0   | 0                         |
| King's School - Rochester                   | Available    | 1                                   | Unsecured | 3.5                        | 0      | 5       | 11.5                     | 0      | 11.5    | 0                              | 0      | 0       | 0   | 11.5                      |
| Lordswood Sport and Social Club             | Available    | 1                                   | Secured   | 3.5                        | 3.75   | -0.75   | 2.75                     | 1      | 1.75    | 0                              | 1.5    | -1.5    | 0.375   | -0.25                     |
| Priestfields (Medway RUFC)                  | Available    | 1*                                  | Secured   | 3.5                        | 3.75   | -0.25   | 7.25                     | 3.5    | 3.75    | 0                              | 5.5    | -5.5    | 1.375   | -3.125                    |
| Sir Joseph Williamson's Mathematical School | Available    | 0                                   | Secured   | 2                          | 5      | -3      | 5                        | 1      | 4       | 0                              | 1      | -1      | 0.25  | 2.75                      |
| St John Fisher Catholic School Sports Field | Available    | 0                                   | Unsecured | 0                          | 0      | 0       | 2                        | 0      | 2       | 0                              | 0      | 0       | 0   | 2                         |
| The Hundred of Hoo Comprehensive School     | Available    | 0                                   | Unsecured | 0                          | 0      | 0       | 2.5                      | 0      | 2.5     | 0                              | 0      | 0       | 0   | 2.5                       |

- 7.7.3 Table 7.11 shows that pitches at 4 of the club sites are overplayed namely, Gillingham Anchorians, Priestfields Rec (Medway RFC) and Lordswood RFC.
- 7.7.4 It should be noted that one of the floodlit pitches at Priestfields (Medway RFC) at the site has not been factored into the training demand calculations because it is used as a match pitch.
- 7.7.5 Table 7.11 factors in the impact of midweek training on match play and overall capacity of a site. It is clear that while midweek training under floodlighting is crucial for team development, the use of pitches during the week reducing its carrying capacity for match play over the weekend.
- 7.7.6 It should be noted that the pitches at Sir Joseph Williamsons school currently show 2.75 MES of spare capacity, however because this is a school and club site, it should be assumed that there is no additional capacity on the weekend due to school match play.
- 7.7.7 It should be noted that all figures are in Match Equivalent Sessions (MES) and the demand data includes both matchplay and training demand.

## 7.8 Site by Site Balance Tables

### PEAK PERIOD SUPPLY AND DEMAND

- 7.8.1 In line with the 2013 Sport England PPS guidance, this study has considered the total supply and demand for facilities, measured in match equivalent sessions per season for rugby.
- 7.8.2 Table 7.12 presents a view of the overall supply and peak period capacity by site and then by pitch to give detailed breakdown of where spare capacity might be identified at peak times. The table breaks down pitches into two categories, training pitch and match pitch. Training pitches have not been factored into peak period capacity analysis as it is assumed that they are not used for match play.
- 7.8.3 While this is a valuable measure of whether or not pitches are at capacity, underplayed or overplayed, the patterns of demand should also be considered when assessing whether there are sufficient facilities across Medway.
- 7.8.4 With this in mind, this section undertakes a peak time capacity analysis, to assess whether there are sufficient facilities during the period with the highest proportion of growth. This is displayed in the peak period capacity column.
- 7.8.5 This will indicate whether there are enough pitches to satisfy the demand where a large amount of rugby is played at the same time (e.g. are there enough grass match pitches so that all adult teams can play on Saturdays?)
- 7.8.6 The following assumptions on peak times have been developed, based on standard practice for competitive grass roots rugby:
- Senior men's rugby union takes place Saturday pm
  - Women's rugby union takes place Sunday pm
  - Youth rugby union takes place Sunday am
  - Mini/midi rugby union takes place Sunday am
  - U18-U19 yrs 'Colts' rugby union takes place midweek, Saturday PM or Sunday PM (for the purpose of table 7.12 it has been assumed that colts play on a Sunday)
- 7.8.7 It has also been assumed that one pitch can take one match on a Saturday and one match on a Sunday. This assumes that the pitches are not used for training use midweek and that they are of appropriate quality to be able to take two matches over the weekend.
- 7.8.8 Although table 7.11 shows that all rugby sites are over capacity, table 7.12 indicates that there is a small amount of spare peak time capacity on some club sites, the reason for the discrepancy between table 7.11 and 7.12 is because capacity has been measured in two different ways. For table 7.11 the **quality** of pitches at a site are used to calculate overall site capacity, whereas the peak period capacity in table 7.12 uses the measure of one pitch = one MES on a Saturday and a Sunday (as mentioned in 7.9.7).

7.8.9 Schools are assumed to have no spare capacity on a weekend, this is because the PPS does not capture school use at peak time, therefore the assumption that school pitches have been used for weekend match play has been made.

**Table 7.12 Site by site table**

| Site Name                         | Sub area   | Floodlight | Drainage Score | Pitch supply (training or match)        | Overall Pitch capacity | Peak Period Capacity   | Site Summary and Issues   |
|-----------------------------------|------------|------------|----------------|---|------------------------|--|---|
| Cliffe Recreation Ground          | Rochester  | No         | D1/M1          | 1 x Senior Rugby Union                  | 2                      | 1 spare match slot on a Sunday                                     | The site is owned and maintained by the Parish council, there are no floodlights on the site making it very difficult for the club to train midweek. The club is also growing. In the past few years the club have introduced a senior development squad and are looking to start a youth team in the next year.  |
| Gillingham Anchorians Sports Club | Gillingham | No         | D1/M1          | 2 x Senior Rugby Union                  | 4                      | 1 spare match slots on a Saturday<br>No spare Capacity on a Sunday | All the land at Anchorians sports ground is council owned however they have a licence agreement with the Anchorians Association, a management group with members of the Hockey, Football, Rugby and Table Tennis clubs who reside at the site. The rugby club has a licence to occupy the pitches (which included a number of youth football pitches) for 29 years. The license covers all pitches on site, with exception to the AGP and the two football pitches located next to the AGP. Due to the number of teams using the site, car parking can be an issue and cars resort to parking down each side of the driveway on weekends. The Association are looking to add an additional AGP (probably 3G) but these plans are in early stages. They would also like to update the clubhouse if they had enough funding. There is 1 spare identified on a Saturday and no spare capacity on a Sunday. The spare match slot on a Saturday assumes that the pitch is not used for additional training sessions, and that all training takes place on the floodlit training pitch. |
|                                   |            | Yes        | D1/M1          | 1 x Senior Rugby Union (training pitch) | 2                      | N/A  |   |
| Howard School                     | Rainham    | No         | D1/M0          | 1 x Senior Rugby Union                  | 1.5                    | No spare Capacity on a Saturday or a Sunday                        | Used to be home to the Medway Dragons RLFC but they moved to the MOD site. There is now only one rugby union pitch and football played on site with school teams. There are no community rugby clubs using the site anymore. It is assumed that there is no spare capacity on a Saturday or a Sunday because the site is used by the school for weekend matchplay.  |
| King's School - Rochester         | Rochester  | No         | D1/M1          | 4 x Senior Rugby Union                  | 8                      | No spare Capacity on a Saturday or a Sunday                        | The King's School is the only private school in the area and the pitches are not available to the community. The school have two sites, one at the main school and 'The Alps' playing fields. There are two rugby union pitches at the main site and neither had posts at the time of visit. 'The Alps' has 3 pitches. One of these has pipe and slit drainage and additional maintenance. This pitch is primarily used for school matches.   |

| Site Name                                    | Sub area  | Floodlight | Drainage Score | Pitch supply (training or match)        | Overall Pitch capacity | Peak Period Capacity   | Site Summary and Issues   |
|--|-----------|------------|----------------|---|------------------------|--|---|
|  |           | Yes        | D3/M2          | 1 x Senior Rugby Union (training pitch) | 3.5                    |  | It is assumed that there is no spare capacity on a Saturday or a Sunday because the site is used by the school for weekend matchplay.   |
| Lordswood Sport And Social Club              | Chatham   | No         | D1/M1          | 1 x Senior Rugby Union                  | 2                      | 1.5 spare match slots on a Saturday<br>No spare Capacity on a Sunday     | There is a large amount of provision on site, including rugby, football, cricket and petanque - all focused around one good ancillary facility. There are two rugby pitches at the site. One is fully floodlit with good drainage and the other has floodlights down one side and is overmarked with mini football pitches. The former pitch does not have any training to preserve it for matches. Due to a large amount of winter sports demand on site, there is a short turn around at the crossover into the cricket season, however, this is managed suitably by the site. The bottom field (currently used for football) has former local authority pitches that are now maintained by Lordswood Sports & Social Club. This land is of interest for Lordswood and they would like to own it completely in the future.  |
|  |           | Yes        | D3/M2          | 1 x Senior Rugby Union (training pitch) | 3.5                    | N/A  |   |
| Priestfields (Medway RUFC)                   | Rochester | Yes        | D3/M2          | 1 x Senior Rugby Union (training pitch) | 3.5                    | N/A  | This site is home of Medway RFC who lease the land from the council and have 4 rugby pitches. There are also 2 football pitches on the site. The rugby club are growing and want to make the site fully dedicated to rugby. They would also like to upgrade the ancillary facility so encourage more female membership. 2 of the pitches are rated as good both of which have floodlights. It should be noted that one of the floodlit pitches at the site has not been factored into the training demand calculations because it is used as a match pitch.   |
|  |           | Yes        | D3/M2          | 3 x Senior Rugby Union                  | 7.5                    | No spare Capacity on a Sunday  |   |
|  |           | No         | D1/M1          |   |                        | 0.5 Spare match slots on a Saturday                                      |   |
| Sir Joseph Williamson's Mathematica I School | Rochester | No         | D1/M1          | 1 x Senior Rugby Union (training pitch) | 2                      | N/A  | The peak time demand analysis shows some spare capacity at peak time, however because the site is shared by the school it is assumed that there is no spare capacity as school use is not captured in the report. This school is home the Old Williamsonian's Club, they play Hockey, Rugby and Cricket at the site. The pitches are used by the club after school hours and on a Saturday and Sunday. The site is maintained by Landscape Services, and the school employ a full-time employee from the company to maintain the grounds. The clubhouse is having two additional changing rooms put in, meaning that there are six changing rooms in total. UK sport, the school's alumni association and Old Williamsonian's are providing the funding for the ancillary expansion. The rugby pitches are standard quality with no drainage issues noted, however the three of the pitches are at the bottom of the slope making it at risk of flooding. The site is entirely secured, therefore |
|  |           | No         | D1/M1          | 4 x Senior Rugby Union                  | 8                      | 3.5 spare match slots on a Saturday<br>0.5 Spare match slots on a Sunday |   |

| Site Name                                   | Sub area | Floodlight | Drainage Score | Pitch supply (training or match) | Overall Pitch capacity | Peak Period Capacity                        | Site Summary and Issues   |
|---|----------|------------|----------------|----------------------------------|------------------------|---|---|
|   |          |            |                |                                  |                        |   | no issues with vandalism or dog fouling have been reported. The only current issue is fox fouling, because some foxes have made dens at the top of the site.  |
| St John Fisher Catholic School Sports Field |          | No         | D1/M1          | 1 x Senior Rugby Union           | 2                      | No spare Capacity on a Saturday or a Sunday | It is assumed that there is no spare capacity on a Saturday or a Sunday because the site is used by the school for weekend matchplay. The pitch is on another piece of land adjacent to the main school site. And the area prone to anti-social behaviour.  |
| The Hundred of Hoo Comprehensive School     |          | No         | D0/M1          | 2 x Senior Rugby Union           | 3.5                    | No spare Capacity on a Saturday or a Sunday | It is assumed that there is no spare capacity on a Saturday or a Sunday because the site is used by the school for weekend matchplay. The grass provision on site is in poor condition with some visible drainage issues, seen with standing water on one of the pitches. The site has two pitches, both of which are standard quality. |
|   |          | No         | D1/M1          |                                  |                        |   |   |

## 7.9 Current and future position

7.9.1 Utilising the data from the previous section, table 7.13 show the current and future position for adult and junior rugby provision across the study area.

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

- Actual spare capacity: The amount of spare capacity from all pitches during the peak period, quantified in Match Equivalent Sessions (MES)
- Total overplay: The total amount of overplay for rugby sites in the area, calculated by adding together the balance from any site that is currently being overplayed and expressed in match equivalent sessions (MES)
- Current position: The supply and demand position for rugby pitches, when taking into consideration the extent of spare capacity and then deducting the amount of overplay
- Future demand: Additional demand that is projected to be realised over the lifetime of the Local Plan, consisting unmet/latent demand, displaced demand and future population growth
  - Unmet/latent demand: Potential demand that has been identified as not being converted yet. For more information see the latent and unmet demand sections of this needs assessment
  - Displaced demand: Demand that cannot be satisfied within the local authority, due to a lack of suitable facilities
  - Future demand: The projected growth of demand, calculated using Team Generation Rates and the population projections for each sub-area
- Future position: The projected supply and demand analysis for 2035, using the current position and taking into consideration the additional demand from unmet, latent, displaced and future (population growth) demand

### CURRENT AND FUTURE POSITION – RUGBY CLUB SITES

7.9.3 The RFU has a strategic objective to ensure clubs are, wherever possible, able to cater for all demand from a single club site. This not only improves the atmosphere and unity of clubs, but also allows clubs and sites to be more sustainable, by improving secondary income through alternative revenue streams such as food and beverage.

7.9.4 In line with this objective, Table 6.14 shows the current and future position when only rugby club sites are included in the analysis, therefore excluding all supply from education sites across the study area (although the site at Sir Joseph Williamson's school has been included as it is home to the Old Williamsons).

7.9.5 Table 7.13 shows the future pitch balance or deficit identified across sub areas for club used sites by sub area.

7.9.6 Future demand has been calculated by converting any identified future or latent demand into Match equivalent sessions.

7.9.7 Assumptions that have been made when calculating future pitch use are:

- Any adult team requires two training sessions a week (0.5 MES x 2)
- Any youth or colts team (13-18) requires one training session a week (0.5 MES)
- Any adult, colts or youth teams will require 0.5 MES in matches a week



- Any mini teams (7-12) will required 0.25 MES in match a week, when demand is placed on adult pitches. (N.B. this has to be done as no youth pitches have been identified in the study area.)

**Table 7.13 - Future provision**

| Analysis Area    | Current balance |        | Future Balance (2035) |        |
|------------------|-----------------|--------|-----------------------|--------|
|                  | Training        | Senior | Training              | Senior |
| Gillingham       | -6              | 1.875  | -10                   | 0.375  |
| Rainham          | 0               | 0      | 0                     | 0      |
| Rochester        | -3.25           | 6.125  | -5                    | -4.625 |
| Chatham          | 0.75            | 1.75   | 0                     | -1     |
| Peninsula        | 0               | 0      | 0                     | 0      |
| Strood and Rural | -1              | 1      | -3                    | 0.5    |
| Medway (Total)   | -9              | 11     | -18                   | -5     |

7.9.8 Table 7.13 shows that in 2035 there will be a deficit of midweek training supply across all sub areas where clubs play, except in Chatham where supply is predicted to increase. The deficit is particularly prevalent in Gillingham where pitches will be overplayed by 10 MES.

7.9.9 In terms of senior pitch provision, the table shows that pitches will be overplayed by 4.6 MES in Rochester and by 1 MES in Chatham. In Gillingham there has been a small amount of spare capacity identified by 2035, however, not enough to take an adult or youth match on a pitch every two weeks.

## 7.10 Rugby Summary

7.10.1 This section summarises the findings from the rugby analysis, which will form the basis of the recommendation and action plan section for Medway.

7.10.2 Table 7.14 includes the response to 5 key questions, which are asked for all PPS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

**Table 7.14 – Key PPS findings for rugby in Medway**

| Key Question  | Analysis   |
|---|--|
| What are the main characteristics of the current supply and demand for provision?     | Supply across Medway is good with 18 out of 24 pitches scoring as Standard or higher as part of the site assessments. There is one rugby pitch in Medway at the Howard School that has natural inadequate drainage. Medway has 4 pitches that have artificial drainage, pipe and slit, located at Kings School Rochester, Lordwood Sport and Social Club and Priestfields. There are two poorly maintained pitches are at the Howard School and Hundred of Hoo School, neither pitches are secured but both are available to the community. However, no formal rugby demand was identified as part of the study. 4 clubs play in Medway, spread across 4 club sites. 2 clubs, Medway RFC and Gillingham Anchorians are relatively large, with 18 and 11 teams respectively.  |
| Is there enough accessible and secured community use provision to meet current demand | Four of the club sites are secured for community use, this is positive because it enables clubs to grow and secure future funding. However, there is a lack of spare capacity at some club sites which can prevent growth. Here it should be noted that there are five school sites, not currently used by clubs. Kings School represents a useful facility and contributes significantly to the good quality level of provision in the area, however it is only home to educational demand. The current balance for rugby in Medway shows an overall deficit for training provision of 9 MES, with the largest deficit being in the Gillingham sub area. When looking at senior rugby match provision, there is spare capacity of 11 MES. There is no deficit in any of the sub areas, with Rochester showing the largest amount of spare capacity of 6.125 MES. This shows |

| Key Question  | Analysis  |
|---|---|
|   | that for senior match provision there is enough supply to accommodate demand; however, this is not the case for training provision.   |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | The maintenance regime for non-education sides across Medway is adequate to ensure that pitches are fit for purpose, however often these pitches struggle from a lack of suitable artificial drainage which is not easily corrected by maintenance procedure.   |
| What are the main characteristics of the future supply and demand for provision         | The team generation rates do not predict future population growth within sub areas with rugby demand. However, a significant amount of latent demand has been identified in the sub areas with rugby demand. Gillingham and Rochester are the areas with the most amount of latent demand. This has a significant impact on the future position for training and adult match provision in Medway. When looking at the future position for training provision in Rochester and Gillingham, the deficit is predicted to increase to 5 MES and 10 MES respectively. There is 18 MES of overall deficit in Medway predicted for rugby training provision. There is also projected to be a deficit for senior match provision in Medway by 2035. An overall deficit of 5 MES is predicted and the largest deficit is in Rochester. |
| Is there enough accessible and secured community use provision to meet future demand    | The analysis indicated that secured community provision will not meet future demand. Therefore, options around club expansion and increasing the number of available sites should be explored. For both training and senior match provision, the current level of supply will not be able to accommodate the future level of demand. There is 18 MES of overall deficit in Medway predicted for rugby training provision, whilst a deficit of 5 MES is projected for senior match provision.  |

## 8 Hockey

### 8.1 Introduction and Strategic Context

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

#### ENGLAND HOCKEY FACILITIES STRATEGY (2017)

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

*VISION: FOR EVERY HOCKEY PLAYER IN ENGLAND TO HAVE APPROPRIATE AND SUSTAINABLE FACILITIES THAT PROVIDE EXCELLENT EXPERIENCES FOR PLAYERS.*

*MISSION: MORE, BETTER, HAPPIER PLAYERS WITH ACCESS TO APPROPRIATE AND SUSTAINABLE FACILITIES*

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

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

- **PROTECT: To conserve the existing hockey provision.** EH currently has over 800 pitches that are used by hockey clubs (club, school, universities). We need to retain the current provision where appropriate to ensure that hockey is maintained across the country
- **IMPROVE: To improve the existing facilities stock (physically and administratively).** The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to more support for clubs to obtain better agreements with facilities providers & education around owning an asset
- **DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain.** This might include consolidation hockey provision in a local area where appropriate. Research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered at one site.

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

**Table 8.0: England Hockey guidelines on artificial surface types suitable for hockey**

| Category                  | Surface                           | Playing Level   | Playing Level   |
|---------------------------|-----------------------------------|---|---|
| England Hockey Category 1 | Water surface approved within the | <b>Essential</b><br>International Hockey - Training and matches | <b>Desirable</b><br>Domestic National Premier competition |

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

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

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

## 8.2 Supply

8.2.1 Medway has seven sites that have full sized sand or water based artificial grass pitches that are suitable for competitive hockey.

8.2.2 All seven sites in Medway have sand based AGPs and one of the two pitches at Holcombe Hockey Club has a water based AGP. All club play is currently accommodated at three sites, Gillingham Anchorians Sports Club, Holcombe Hockey Club and Sir Joseph Williamsons Mathematical School.

8.2.3 Table 8.1 below details of all pitches that are suitable for competitive hockey in Medway.

**Table 8.1 – Quantity overview for hockey facilities in Medway**

| Site Name                                   | Sub Area         | Pitch Type and Size  |
|---|------------------|----------------------|
| Gillingham Anchorians Sports Club           | Gillingham       | Sand Dressed 100x60  |
| Holcombe Hockey and Sports Club             | Rochester        | Water Based 100x60   |
| Holcombe Hockey and Sports Club             | Rochester        | Sand Dressed 100x60  |
| Sir Joseph Williamson's Mathematical School | Peninsula        | Sand Dressed 91.4x50 |
| Strood Academy                              | Peninsula        | Sand Dressed 90x54   |
| The Garrison Ground                         | Strood and Rural | Sand Filled 100x60   |
| The Hundred of Hoo Comprehensive School     | Strood and Rural | Sand Dressed 100x60  |

## QUALITY

- 8.2.4 As part of the Playing Pitch Strategy, each site that is suitable for hockey has been assessed by an independent research team and scored according to England Hockey's facilities framework contained within the 2013 Sport England Playing Pitch Guidance.
- 8.2.5 Table 8.2 below provides a summary of the quality assessments for all hockey suitable sites in the Study area.

**Table 8.2 – Quality overview for hockey facilities in Medway**

| Site Name                                   | Sub Area         | Pitch Type and Size  | Age of Surface    | Floodlights | Pitch assessment score | Availability of community use/ Security of community use |
|---|------------------|----------------------|-------------------|-------------|------------------------|--|
| Gillingham Anchorians Sports Club           | Gillingham       | Sand Dressed 100x60  | less than 2 years | Yes         | 86.11% - Good          | Available/Secured  |
| Holcombe Hockey and Sports Club             | Rochester        | Water Based 100x60   | 2-5 years         | Yes         | 97.22% - Good          | Available/Secured  |
| Holcombe Hockey and Sports Club             | Rochester        | Sand Dressed 100x60  | 2-5 years         | Yes         | 97.22% - Good          | Available/Secured  |
| Sir Joseph Williamson's Mathematical School | Peninsula        | Sand Dressed 91.4x50 | less than 2 years | Yes         | 95.37% - Good          | Available/Unsecured                                      |
| Strood Academy                              | Peninsula        | Sand Dressed 90x54   | 2-5 years         | Yes         | 81.72% - Good          | Available/Unsecured                                      |
| The Garrison Ground                         | Strood and Rural | Sand Filled 100x60   | 5-10 years        | Yes         | 71.30% - Standard      | Available/Unsecured                                      |
| The Hundred of Hoo Comprehensive School     | Strood and Rural | Sand Dressed 100x60  | over 10 years     | Yes         | 44.09% - Poor          | Available/Unsecured                                      |

- 8.2.6 Table 8.2 indicates that all pitches are available for community use however only 4 pitches have secured use for the community. All pitches used by the hockey clubs in the area are available and secured. All four of these pitches are of good quality. The highest scoring pitches are at Holcombe Hockey Club, both of which scored 100% at the pitch inspection.
- 8.2.7 The assessment summary for the sites, collected as part of the site inspections is shown below:
- **Holcombe Hockey and Sports Club:** Site is owned Holcombeians Sports Club and the individual sports clubs tend to manage their own facilities. It is run by a board of trustees and is a Community Asset Transfer. They have 120 years left on the lease. The hockey club is the largest club in the area. There are two AGPs (one water-based and one sand dressed) that are maintained to a high standard. The hockey club gets priority for using these pitches but there is community use on both. The sand-based pitch has local handball and football clubs using and

there are agreements with schools to allow access to both pitches. All maintenance is paid for by the sports clubs and are self-funded. They previously had Sport England funding, but this hasn't been the case for a number of years. There is a grass area with 1 football pitch marked out. This area was previously home to a cricket club that subsequently left as they wanted to have a site that was solely focused on cricket. There are also rugby posts on the grass area but no community rugby clubs use the site at the moment. The club would like to develop this area to provide an indoor pitch but are limited by funds. The access point is very narrow (one single track road for both entry and exit) and causes long delays on weekends or when hosting junior competitions. This could be exacerbated in the future as the neighbouring site is being looked at as a possible coach park.

- **Sir Joseph Williamson's Mathematical School:** This school is home the Old Williamsons Club, they play Hockey, Rugby and Cricket at the site. The pitches are used by the club after school hours and on a Saturday and Sunday. The site is maintained by Landscape Services, and the school employ a full-time employee from the company to maintain the grounds. The clubhouse is having two additional changing rooms put in, meaning that there are six changing rooms in total. UK sport, the school's alumni association and Old Williamsons providing the funding for the ancillary expansion. A new sand dressed AGP was installed in September 2017, so the site does not currently have any development plans, although they would like to have a set of portable floodlights to enable weekday play during the winter months.
- **Strood Academy:** There is a good variety of provision on site, most of which is available for hire to the community. There is a sand dressed AGP on site that is floodlit and a hard court area for tennis and netball. There is an issue in terms of drainage which collects at near the AGP but this primarily affects the surrounding grass rather than the artificial pitch.
- **The Garrison Ground:** The site is located beside the Great Lines Heritage Park but is MOD owned. There are grass pitches, an AGP and a stadium, although the latter is not being used after a sink-hole formed in the middle of the pitch. The ancillary building was badly damaged in an act of arson and is no longer used. There are no known plans to repair the damage. The AGP is available for community use and sees a variety of users, primarily for football. The pitch is in standard condition but is over 10 years so will need investment for resurfacing in the near future.
- **Hundred of Hoo Comprehensive School:** There is a full-sized sand dressed AGP on site which is floodlit. The surface is in poor condition with a large slope on one side of the pitch. The fencing around the AGP is in good condition. The school is part of the Leigh Academy Trust who do hire out a lot of their facilities but the Hundred of Hoo AGP is not listed as part of the centralized booking. It is still available for hire, but potential users would have to contact the school directly.

## 8.4 Demand

### CURRENT DEMAND

8.4.1 There are three hockey clubs based with Medway. The scale of club is demonstrated by Table 8.3, which shows the club profile by age group and gender.

**Table 8.3 – Membership data for Hockey in Medway**

| Hockey club              | M 5-10 | F 5-10 | M 11-13 | F 11-13 | M 14-16 | F 14-16 | M 17-18 | F 17-18 | M 19-21 | F 19-21 | M 22-25 | F 22-25 | M 26-35 | F 26-35 | M 36-45 | F 36-45 | M 46+ | F 46+ | Total Members |
|--------------------------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|-------|---------------|
| Holcombe Hockey Club     | 39     | 38     | 51      | 47      | 34      | 21      | 28      | 12      | 18      | 10      | 25      | 15      | 33      | 33      | 35      | 15      | 41    | 13    | 508           |
| Gillingham Anchorians HC | 31     | 25     | 17      | 12      | 7       | 4       | 5       | 1       | 7       | 5       | 12      | 9       | 17      | 23      | 9       | 10      | 10    | 7     | 211           |
| Old Williamsons HC       | 16     | 16     | 13      | 7       | 6       | 3       | 7       | 2       | 19      | 7       | 17      | 4       | 15      | 9       | 10      | 8       | 28    | 12    | 199           |

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

**Table 8.4 – Team profile for Hockey in Medway**

| Club Name                | Adult Teams |              |       | Juniors | Total |
|--------------------------|-------------|--------------|-------|---------|-------|
|                          | Senior Men  | Senior Women | Mixed |         |       |
| Gillingham Anchorians HC | 4           | 3            | 0     | 7       | 14    |
| Holcombe HC              | 12          | 6            | 1     | 8       | 27    |
| Old Williamsons HC       | 5           | 2            | 0     | 7       | 14    |

8.4.3 Tables 8.5 and 8.6 highlight how the profile of hockey teams across Medway –and any imported teams- creates demand for AGP match and training hours throughout the week. Senior teams train midweek however some junior teams/development centres may train on weekends. It is important to understand that this will impact on capacity analysis when considered with the competitive match slots required above.

**Table 8.5 – Match demand for hockey in Medway**

| Age Category         | Club                     | Number of teams | Competitive Match Slots Required |           |
|----------------------|--------------------------|-----------------|----------------------------------|-----------|
|                      |                          |                 | Saturday                         | Sunday    |
| Senior teams (16-65) | Gillingham Anchorians HC | 7               | 4.5                              | -         |
|                      | Holcombe HC              | 19              | 8.5                              | 1         |
|                      | Old Williamsons HC       | 7               | 3.5                              | -         |
| Junior teams (11-15) | Gillingham Anchorians HC | 7               | -                                | 2.5       |
|                      | Holcombe HC              | 8               | -                                | 4         |
|                      | Old Williamsons HC       | 7               | -                                | 3.5       |
| <b>TOTAL</b>         |                          | <b>55</b>       | <b>16.5</b>                      | <b>11</b> |

**Table 8.6 – Training demand for hockey in Medway**

| Age Category         | Club                     | Number of teams | Competitive Match Slots Required |          |           |
|----------------------|--------------------------|-----------------|----------------------------------|----------|-----------|
|                      |                          |                 | Weekday                          | Saturday | Sunday    |
| Senior teams (16-65) | Gillingham Anchorians HC | 7               | 13                               | -        | -         |
|                      | Holcombe HC              | 19              | 15                               | -        | -         |
|                      | Old Williamsons HC       | 7               | 6                                | -        | -         |
| Junior teams (11-15) | Gillingham Anchorians HC | 7               | -                                | -        | 5         |
|                      | Holcombe HC              | 8               | -                                | -        | 5         |
|                      | Old Williamsons HC       | 7               | -                                | -        | 2         |
| <b>TOTAL</b>         |                          | <b>55</b>       | <b>34</b>                        | <b>0</b> | <b>12</b> |

## KEY CLUB CONSULTATIONS

8.4.4 To develop a greater understanding of the need for hockey in the area, consultation was undertaken with the three clubs based within. A summary of these is provided in Table 8.7 below.

**Table 8.7 – Key club consultations in Medway**

| Club                                     | Consultation Summary   |
|--|--|
| <p>Gillingham Anchorians Hockey Club</p> | <p>Home Ground:<br/>Gillingham Anchorians Sports Club</p> <p>Team info:<br/>Men's – 1<sup>st</sup> XI, 2<sup>nd</sup> XI, 3<sup>rd</sup> XI, 4<sup>th</sup> XI<br/>Women's – 1<sup>st</sup> XI, 2<sup>nd</sup> XI, 3<sup>rd</sup> XI<br/>Junior Girls – U14, U12<br/>Junior Boys – U14, U12<br/>Mixed – U16, U10, U8</p> <p>Development plans:<br/>There are not currently any development plans in the club because a new AGP was laid recently. The club are happy with the playing facilities that they have and have started to save for the next time the pitch will be re-laid.<br/>However, the site is owned by the Anchorians Association (of which the hockey club are a part) and they are looking into upgrading the ancillary facility, in particular the changing rooms.</p> |
| <p>Holcombe Hockey Club</p>              | <p>Home Ground:<br/>Holcombe Hockey and Sports Club</p> <p>Team info:<br/>Men's - 1a, 1, 2a, 3, 4a, 4, 5a, 5, 6, HHCO50 Masters, HHC Hasbeenz<br/>Mixed - HHC Mixed<br/>Women's - 1a, 1, 2, 3, 4, HHCO35 Masters<br/>Junior boys - U12, U14, U16<br/>Junior girls, U12, U14, U16<br/>Junior Mixed - U8, U10s</p> <p>Development plans:<br/>1. The club would like to build an indoor facility which would cost around £1.5M, however they have not been able to find funding for this.<br/>2. There are team development plans for the women's side, hoping to have another ladies team playing in the next year, there is also expected to be growth in the junior side, however how many teams have not been specified.</p>  |
| <p>Old Williamsons Hockey Club</p>       | <p>Home Ground:<br/>Sir Joseph Williamson's Mathematical School</p> <p>Team info:<br/>Men's - 1's, 2's, 3's, 4's, 5's<br/>Women's - 1's, 2's<br/>Junior Mixed - U8's, U10's<br/>Junior Boys - U12 (1), U12 (2), U14<br/>Junior Girls - U12 (1), U12 (2),</p> <p>Development plans:<br/>The club have not identified any development plans. This is due to recent investment in facilities across a number of sports including a new clubhouse, cricket nets and the AGP.</p>   |



## 8.5 Future Demand

### DEMAND DRIVEN BY POPULATION GROWTH

- 8.5.1 In order to calculate the future demand for Hockey in the Study Area, an agreed growth rate has been used in conjunction with the current number of teams across the study area. This measure allows us to calculate the expected number of participants and subsequent number of teams that will be present by the end of the lifetime of the local plan period (2035).
- 8.5.2 The growth rate has been agreed following consultation with England Hockey, based on experience and best practice from across the country. This is believed to be a more accurate projection than provided by team generation rates (as used for the other sports included within the PPS), as it allows for the expected growth driven by success at the 2016 Rio Olympics, increasing level of junior demand across the sport and the level of informal activity such as pay and play.
- 8.5.3 Table 8.8 shows the current number of members in each of the age groups and applies a 5% growth rate, in order to calculate a projected number of members and teams.
- 8.5.4 It should be noted that as there are only three hockey clubs currently in Medway, the future analysis and capacity analysis has been undertaken at a Study Area-wide level.

**Table 8.8 – Future demand projections for hockey teams in Medway**

| Sport and Age Groups           | No. of members | 5% growth | Projected number of members |
|--------------------------------|----------------|-----------|-----------------------------|
| Hockey Senior Men (16-55yrs)   | 383            | 19.15     | 402.15                      |
| Hockey Senior Women (16-55yrs) | 223            | 11.15     | 234.15                      |
| Hockey Junior Boys (5-15yrs)   | 167            | 8.35      | 175.35                      |
| Hockey Junior Girls (5-15yrs)  | 145            | 7.25      | 152.25                      |
|                                | 918            | 45.9      | 963.9                       |

- 8.5.5 Table 8.8 illustrates that with the 5% projected growth in participation, it is expected that there will be an additional 46 (rounded to allow for a small comfort factor) players over the period of the strategy.
- 8.5.6 In order to calculate the expected growth in team members that this will generate, a ratio has been calculated based on the existing number of members and teams (1 team to every 17.75 members). With this in mind, there is expected to be enough demand for 3 additional team over the lifetime of the local plan period (2035) allowing for a small amount of spare capacity

### DEMAND DRIVEN BY LATENT DEMAND

- 8.5.7 While a large amount of future demand will be driven by population growth, it is also likely that clubs and operators are successful in converting latent demand into actual demand, therefore increasing the number of people playing hockey. Table 8.9 identifies all latent demand (not currently active), which the club is aiming to convert into affiliated hockey demand within the next 3 - 5 years. This provides an estimate of the number of new teams that will be required in Medway, in addition to the teams generated by population growth.

**Table 8.9 – Latent demand for hockey in Medway in teams**

| Club                  | Hockey     |              |             |              |
|-----------------------|------------|--------------|-------------|--------------|
|                       | Adult male | Adult female | Junior Boys | Junior Girls |
| Gillingham Anchorians | 0          | 0            | 0           | 0            |
| Holcombe Hockey Club  | 0          | 1            | 0           | 0            |
| Old Williamsons HC    | 0          | 0            | 0           | 0            |

### DEMAND DRIVEN BY INFORMAL DEMAND

- 8.5.8 With the success of the England Women's team at the Rio 2016 Olympic Games, accompanied by significant investment into the grass roots game by England Hockey, there is an aspiration to increase the amount of people playing informal hockey, either as an entry point into the more formal game or simply as a way of providing people with fun ways of keeping active.
- 8.5.9 Among others, England Hockey are looking to promote Back to Hockey, Rush Hockey and Indoor Hockey, all of which are easily accessible programmes that are easy for those who are not experienced hockey players to play and enjoy.
- 8.5.10 It is expected that as these informal forms of the game grow, there will be an increase in the number of participants playing both informal and formal hockey. The scenario testing section of the Strategy Document will look to calculate the future need for facilities, should this growth be realised.

## 8.6 Supply and Demand Balance

### SUPPLY AND DEMAND BALANCE – SPATIAL ANALYSIS

8.6.1 To calculate whether there is any spare capacity at hockey sites in the study area, Table 8.10 shows the supply and demand figures for community use hockey facilities in Medway. This table contains demand (in hours) from competitive matches as well as training required by local clubs.

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

**Table 8.10 – Supply and demand balance for hockey in Medway**

| Site name                                   | Supply (hours) |          |        | Demand (Hours required – for training and matches) |          |        | Balance (hours) |          |        |
|---|----------------|----------|--------|--|----------|--------|-----------------|----------|--------|
|   | Weekday        | Saturday | Sunday | Weekday  | Saturday | Sunday | Weekday         | Saturday | Sunday |
| Gillingham Anchorians Sports Club           | 20             | 6        | 6      | 13   | 6.75     | 3.75   | 7               | -0.75    | 2.25   |
| Holcombe Hockey and Sports Club             | 40             | 12       | 12     | 15   | 12.75    | 7.5    | 25              | -0.75    | 4.5    |
| Sir Joseph Williamson's Mathematical School | 20             | 6        | 6      | 6  | 5.25     | 5.25   | 14              | 0.75     | 0.75   |

8.6.3 Table 8.10 illustrates that there is some spare capacity for hockey in Medway with 0.75 MES (match equivalent sessions) spare at Sir Joseph Williamson's School, and during weekdays and Sundays at Gillingham Anchorians and Holcombe Hockey Club. However, it should be noted that on the days with highest demand (Saturdays) there is a negative balance of 0.75 MES at both Gillingham Anchorians and Holcombe Hockey Club. This means that the supply at these club sites are not currently meeting demand during peak time.

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

### PEAK TIME CAPACITY ANALYSIS

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

- 8.6.6 While this is a valuable measure of whether or not AGP facilities are at capacity, the patterns of demand should also be considered when assessing whether there are sufficient facilities across the Study area.
- 8.6.7 With this in mind, this section undertakes a peak time capacity analysis, to assess whether there are sufficient facilities during the periods that the greatest proportion of the population like to play hockey.
- 8.6.8 This will indicate whether there is enough capacity to satisfy the demand where a large amount of hockey is played at the same time (e.g. are there enough match slots so that all adult and junior teams can to play at the favoured times on Saturday and Sunday).
- 8.6.9 The following assumptions on peak times have been developed, based on standard practice for competitive grass roots hockey, as well as consultation with local hockey clubs:
- There are 4 x 2 hours match slots on Saturday per pitch
  - There are 4 x 1.5 hours match slots on Sunday per pitch.

**Table 8.11 - Peak time capacity analysis for club sites**

| Club Name                                   | Age-group (preferred match slot) | No. of teams | Peak-time demand | Peak-time Capacity | Balance   |
|---|----------------------------------|--------------|------------------|--------------------|---|
| Gillingham Anchorians Sports Club           | Adult (Saturday 10-6*)           | 7            | 3.5              | 4                  | 0.5 MES Spare Capacity during peak times                      |
|   | Junior (Sunday 10-4)             | 7            | 3.5              | 4                  | 0.5 MES Spare Capacity during peak times                      |
| Holcombe Hockey And Sports Club             | Adult (Saturday 10-6*)           | 19           | 9.5              | 4                  | The site is currently 5.5 MES over capacity during peak times |
|   | Junior (Sunday 10-4)             | 8            | 4                | 4                  | The site is currently at capacity during peak times           |
| Sir Joseph Williamson's Mathematical School | Adult (Saturday 10-6*)           | 7            | 3.5              | 4                  | 0.5 MES Spare Capacity during peak times                      |
|   | Junior (Sunday 10-4)             | 7            | 3.5              | 4                  | 0.5 MES Spare Capacity during peak times                      |

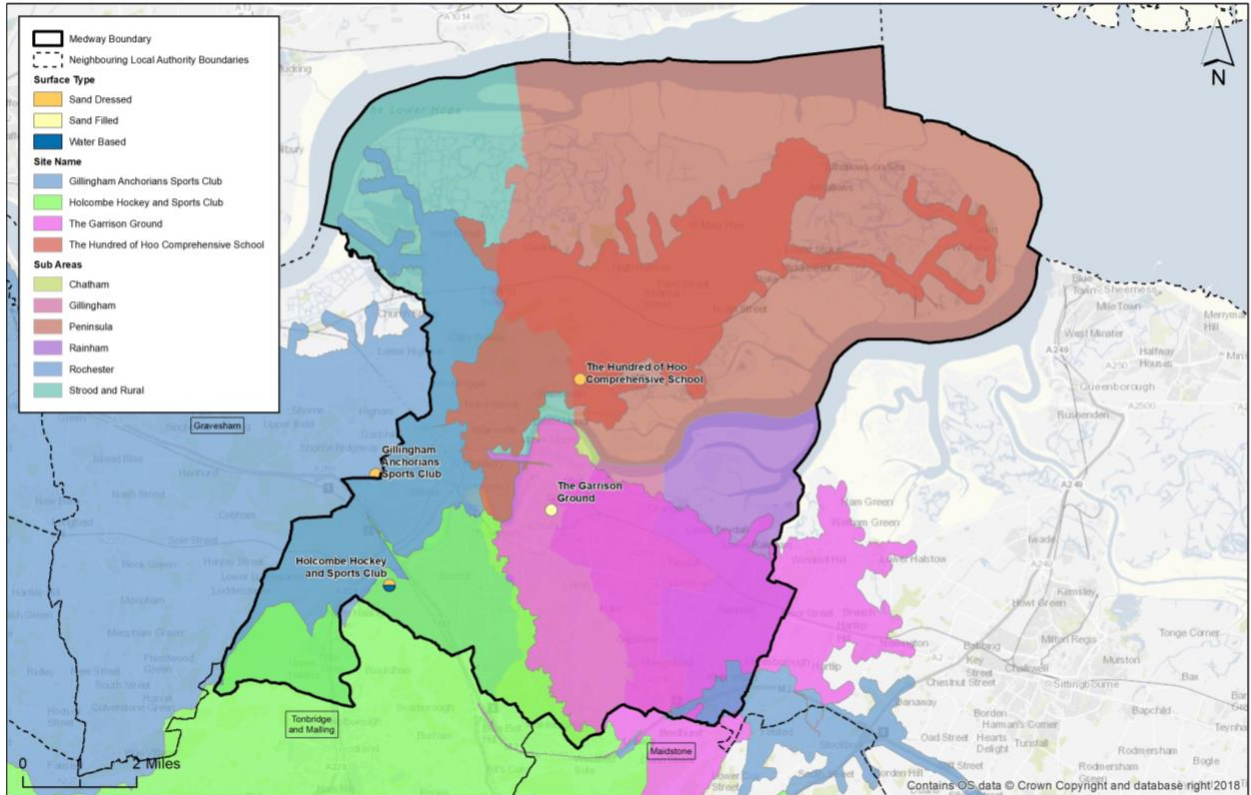
\*Adult fixtures are occasionally played on Sunday however for this analysis, peak time adult demand is assumed to be Saturday.

- 8.6.10 Table 8.11 indicates that if adult hockey demand (Saturday) was to take place on peak times at their respective club sites, all adult demand would be met with a small amount of spare capacity identified. This is with the exception of Holcombe Hockey Club, where it has been identified that the site is currently 5.5. MES over capacity.
- 8.6.11 Table 8.11 indicates that if adult hockey demand (Saturday) was to take place on peak times at their respective club sites, demand would be met across all sites, with 0.5 MES spare at each site.

**SUPPLY AND DEMAND BALANCE – SPATIAL ANALYSIS**

8.6.12 Map 8.1 below provides a spatial analysis of full-size sand based AGP’s in the study area in order to assess whether the current provision of ‘strategic’ hockey facilities meet the needs of the local residents. These maps also include full size AGP’s from neighbouring local authorities, as there is a significant potential export of demand if the facilities in neighbouring local authorities are an attractive offer for residents. The coloured areas show the unique catchment area of each of the AGP’s, which indicates the closest AGP, within 20-minute drive time, for local residents.

**Map 8.1 – Spatial analysis and cross-boundary demand for sand-based AGP’s in Medway, all AGP data from Active Places Power (Sport England)**



## 8.7 Strategic sites for Protection, Enhancement and Provision

8.7.1 This table serves to summarise the key parts of the PPS assessment that have been identified so far within this sport specific section.

**Table 8.12 site by site analysis for Hockey**

| Site Name                                   | Sub Area         | Pitch Type and Size  | Quality rating    | Balance (Total hours)                       | Site Summary   |
|---|------------------|----------------------|-------------------|---|--|
| Gillingham Anchorians Sports Club           | Gillingham       | Sand Dressed 100x60  | 86.11% - Good     | 8.5   | This site is home to Gillingham Anchorians Hockey Club. a large club with 18 sides. The AGP at Anchorians is available for community use, with extensive use throughout the week and on weekends. Overall spare capacity has been identified, however, it should be noted that there is no capacity at adult peak times. The AGP is of good quality as it was re-laid in September 2017.   |
| Holcombe Hockey and Sports Club             | Rochester        | Water Based 100x60   | 97.22% - Good     | 28.75                                       | The site is owned Holcombeians Sports Club and the Hockey pitch is primarily used by Holcombe Hockey Club and their 27 sides. The site is available, and the individual sports clubs tend to manage their own facilities. It is run by a board of trustees and is a Community Asset Transfer. They have 120 years left on the lease. The hockey club is the largest club in the area. There are two AGPs (one water-based and one sand dressed) that are maintained to a high standard. The hockey club gets priority for using these pitches but there is community use on both. A significant amount of spare capacity has been identified overall, however it should be noted that at peak times for adults (Saturday the pitches are 0.75 MES over capacity. The sand-based pitch has local handball and football clubs using and there are agreements with schools to allow access to both pitches.<br>All maintenance is paid for by the sports clubs and are self-funded. They previously had Sport England funding, but this hasn't been the case for a number of years. |
|   |                  | Sand Dressed 100x60  |                   |   |  |
| Sir Joseph Williamson's Mathematical School | Peninsula        | Sand Dressed 91.4x50 | 95.37% - Good     | 15.5  | The site available and is used by Old Williamsons Hockey Club and their 14 sides. A new sand dressed AGP was installed in September 2017, so the site does not currently have any development plans, although they would like to have a set of portable floodlights to enable weekday play during the winter months. There is a significant amount of spare capacity identified on site, however it should be noted that there is very little spare capacity at peak times for both adult and junior play.   |
| Strood Academy                              | Peninsula        | Sand Dressed 90x54   | 81.72% - Good     | No formal affiliated club demand identified | There is a sand dressed AGP on site that is floodlit, there is an issue in terms of drainage which collects at near the AGP but this primarily affects the surrounding grass rather than the artificial pitch. The site is available for community use however no formal provision has been identified on site as part of the study.   |
| The Garrison Ground                         | Strood and Rural | Sand Filled 100x60   | 71.30% - Standard | No formal affiliated club demand identified | No formal hockey club use has been identified at the site, although it is available. The AGP is available for community use and sees a variety of users, primarily for football. The pitch is in standard condition but is over 10 years so will need investment for resurfacing in the near future.   |

| Site Name                               | Sub Area         | Pitch Type and Size | Quality rating | Balance (Total hours)                       | Site Summary  |
|---|------------------|---------------------|----------------|---|---|
| The Hundred of Hoo Comprehensive School | Strood and Rural | Sand Dressed 100x60 | 44.09% - Poor  | No formal affiliated club demand identified | The pitch is available however no formal use has been identified by hockey clubs at the site. There is a full-sized sand dressed AGP on site which is floodlit. The surface is in poor condition with a large slope on one side of the pitch. The fencing around the AGP is in good condition. The school is part of the Leigh Academy Trust who do hire out a lot of their facilities but the Hundred of Hoo AGP is not listed as part of the centralized booking. It is still available for hire but potential users would have to contact the school directly. |

## 8.8 Capacity Analysis

8.8.1 The following section contains the summary capacity analysis for hockey in Medway.

8.8.2 The future membership analysis (table 8.8) identified a potential increase of 45 members across all age groups, with the assumption that it takes 17.75 members to form a team, there is enough demand to justify the need for three new teams by 2035. The age groups with the highest projected member increases are Senior Meds, Senior Women and Junior Boys. Therefore, one additional team has been added to each of these age groups when making future demand considerations, in addition to this, 1 women's team at Holcombe Hockey Club has been identified as latent demand.

8.8.3 Table 8.13 shows the current supply and demand balance, and also includes an analysis that factors in all future demand.

8.8.4 It has been assumed that future adult teams require: 2 hours for midweek training and 2 hours every other week (1hr a week) for match play.

8.8.5 It has been assumed that future youth teams require: 1 hours for midweek training and 2 hours every other week (1hr a week) for match play.

**Table 8.13 - Summary capacity analysis and scenarios for hockey club sites (all in hours)**

|   | Supply (hours) |          |        | Demand (Hours required – for training and matches) |          |        | Balance (Match slots) |          |        |
|---|----------------|----------|--------|--|----------|--------|-----------------------|----------|--------|
|   | Weekday        | Saturday | Sunday | Weekday  | Saturday | Sunday | Weekday               | Saturday | Sunday |
| Current Supply and Demand Analysis (2018) | 80             | 24       | 24     | 34   | 24.75    | 16.5   | 46                    | -0.75    | 7.5    |
| Future Supply and Demand Analysis (2033)  | 80             | 24       | 24     | 41   | 27.75    | 17.5   | 39                    | -3.75    | 6.5    |

\*Includes additional demand identified in Membership Generation Rates and Latent Demand analysis

8.8.6 Table 8.13 shows that there is some spare capacity for hockey for midweek training and Sunday match play. However, when factoring in future team projections in, there is a considerable shortfall in provision during Saturday Match play.

8.8.7 Although this capacity analysis indicates that there is spare capacity for new demand to be satisfied in Medway, peak time analysis shows that the Holcombe Hockey Club site is over capacity for adult and youth hockey during peak times, therefore any future adult demand would have to be accommodated elsewhere.

## 8.9 Hockey Summary

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

8.9.2 Table 8.14 includes the response to 5 key questions, which are asked for all PPS studies across the UK, in order to provide a standardised illustration of supply and demand for sports provision.

**Table 8.14 – Key PPS findings for hockey in Medway**

| Key Question  | Analysis  |
|---|---|
| What are the main characteristics of the current supply and demand for provision?       | The quality of provision across the Study area for hockey is high, given the existence of a high-quality facility at Holcombe Hockey Club, Gillingham Anchorians, Sir Joseph William's School and Strood Academy. The first three sites mentioned are used by the three clubs that play within Medway. Holcombe Hockey Club have a large amount of demand for senior and junior hockey, however they have a site with two AGPs, one sand based and the other water based.   |
| Is there enough accessible and secured community use provision to meet current demand   | Two of the three club sites are secured for long term community use. The Old Williamsonians, who play at Sir Joseph Williamson's School have a good, long standing relationship with the school, as they are originally the school's alumni team. There are an additional three school sites in the area with Sand Based AGPs where community use has not been secured. It is recommended to work with site owners and users to put in place long-term community use agreements. Given the increasing rate of change for hockey provision, with sand-based facilities being converted to 3G provision across the country, there is a risk that the loss of facilities will reduce the amount of provision available for hockey clubs, therefore having a negative impact on participation. Closure of facilities in any neighbouring authorities would have an impact on facility availability in the study area. |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | The existing facilities at Holcombe Hockey Club, Gillingham Anchorians, Sir Joseph William's School and Strood Academy represent a high-quality facility. There is however one poor and another standard quality sites in Medway, Hundred of Hoo School and The Garrison Ground, these are the poorest quality sites in the area and the only sites in Strood and Rural sub area. This might have an impact on any future growth within the Strood and Rural sub area.  |
| What are the main characteristics of the future supply and demand for provision         | Future demand for hockey in Medway is projected to have some change, through a combination of population growth and the conversion of latent demand (estimated 4 teams in total). It is important to recognize that the sport has also enjoyed significant growth since the Women's gold medal at the Rio Olympics, which it is hoped will stimulate further growth at both junior and adult age groups across the country.   |
| Is there enough accessible and secured community use provision to meet future demand    | The projected increase in demand can be satisfied at the existing club sites, however consultation has indicated that Holcombe Hockey Club struggles at peak time, as the club has some spare capacity, however currently struggles to meet demand at peak times.   |



## 9 Rugby League

### 9.1 Strategic Context

9.1.1 The Rugby Football League (RFL) is the national governing body responsible for grassroots and elite rugby league in England, with the season operating from April to September.

9.1.2 The RFL's National Facilities Strategy was published in 2017. The following themes are prioritised:

- Priority 1: develop high quality Group 3 clubs as satellite hub sites for grassroots rugby league
- Priority 2: work with key stakeholders to invest in shared facility hub sites to ensure rugby league benefits from wider industry development and geographical spread
- Priority 3: invest in clubhouses to create high quality assets and increase the sustainability of rugby league clubs
- Priority 4: help clubs to secure the longevity of their tenure to provide long-term certainty and allow grant funding
- Priority 5: develop high-quality rugby league specific AGP facilities to future-proof the game and encourage cross-sport collaboration
- Priority 6: improve access to high-quality maintenance equipment to improve the overall quality of rugby league grass pitches
- Priority 7: engage and collaborate with the education sector to improve the player pathway and open up facilities
- Priority 8: develop and embed an online facility management system, to digitise the sport alongside existing RFL transformation projects
- Priority 9: ensure fit-for-purpose club governance structures for facility management to give clubs the tools to manage high-value facility assets

### 9.2 Supply

#### QUANTITY OVERVIEW

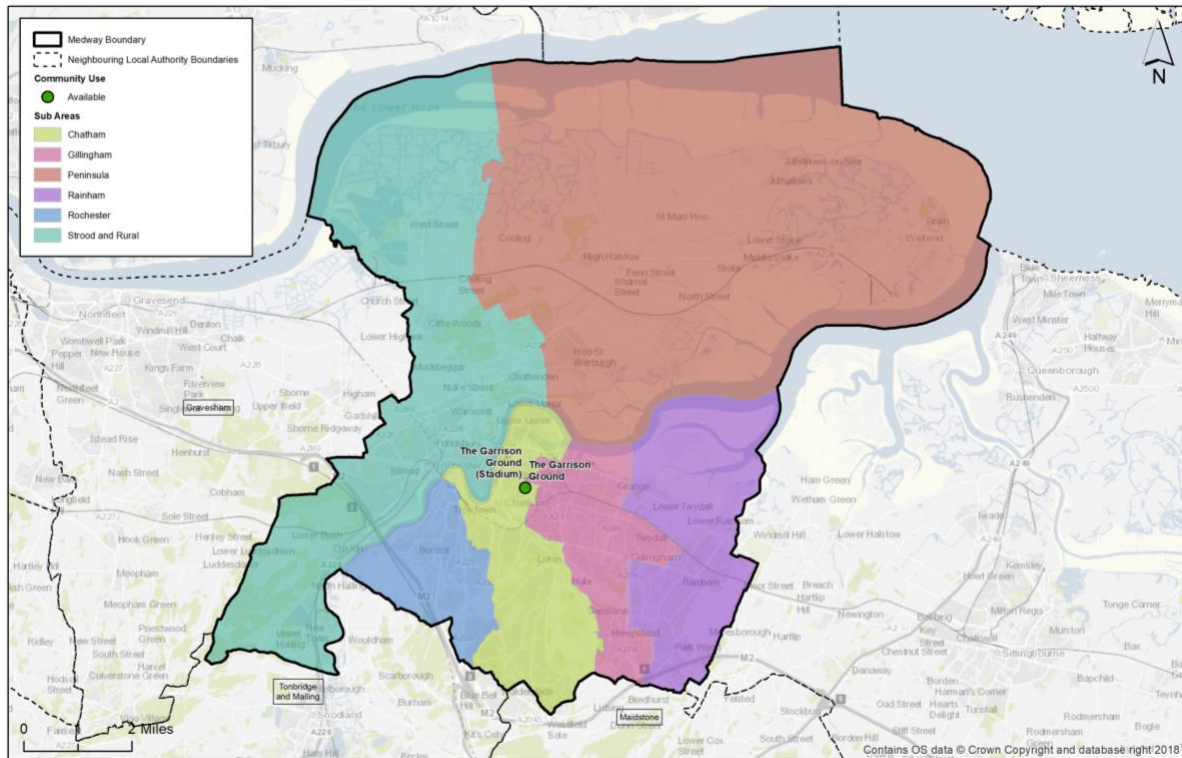
9.2.1 The number of pitches used for rugby league in Medway has been detailed in Table 9.1 below. It is important to understand where there may be potential further supply should the capacity analysis inform us that there is overplay within Medway. All rugby league pitches identified in Medway are full-size with no junior pitches.

**Table 9.1: Breakdown of pitches**

| Name                            | Club Use       | Community use on site | Security of Community Use | Ownership      | Number of Pitches |
|---------------------------------|----------------|-----------------------|---------------------------|----------------|-------------------|
| The Garrison Ground             | Medway Dragons | Available             | Unsecured                 | MOD            | 1                 |
| The Garrison Ground (Stadium)   | Disused        | Not Available         | Unsecured                 | MOD            | 1                 |
| Lordswood Sport and Social Club | Medway Dragons | Available             | Secured                   | Charity, Trust | 2                 |

9.2.2 Lordswood Sport and Social club is used by Medway Dragons for primary and junior training on Thursday evenings; however, it has not been included in table 9.9 'supply and demand balance' due to it being used primarily for rugby union and so the RFL capacity guidance has not been applied.

Figure 9.1 Rugby League Pitch audit in Medway



**QUALITY ASSESSMENT**

9.2.3 4global or Medway Council have visited all sites and non-technical site assessments using RFL guidelines have been undertaken to provide an overall quality score. This score is combined with guidance on the number of Match Equivalent sessions a pitch can support to give an overall carrying capacity. How pitch quality affects the carrying capacity is outlined in Tables 9.3 and 9.h4.

**Table 9.2: RFL guidance on how quality affects playing capacity**

| Agreed Pitch Quality Rating | Match Equivalents per Week |
|-----------------------------|----------------------------|
| Good                        | 3                          |
| Standard                    | 2                          |
| Poor                        | 1                          |

9.2.4 If a club is playing Tier 3 Conference League matches or higher, not only is the pitch quality assessed to a higher standard, but it affects the pitch’s carrying capacity as demonstrated in Table 4.

**Table 9.3: Carrying capacity for pitches used for games at Tier 3 or higher**

| Agreed Pitch Quality Rating | Match Equivalents per Week |
|-----------------------------|----------------------------|
| Good                        | 2                          |
| Standard                    | 1                          |
| Poor                        | Unsuitable for any demand  |

9.2.5 Table 9.4 below shows the pitch scores following a non-technical assessment of the pitches that are used by the community for rugby league in Medway. This allows us to understand the capacity of each pitch from a community use perspective, using the capacity calculations in Table 9.3.

**Table 9.4: Community sites and individual pitch capacity**

| Site                          | Community Use | Security of Community Use | Ownership | Ancillary Rating | Agreed Pitch Rating | Capacity |
|-------------------------------|---------------|---------------------------|-----------|------------------|---------------------|----------|
| The Garrison Ground           | Available     | Unsecured                 | MOD       | N/A              | Standard            | 2        |
| The Garrison Ground (Stadium) | Not Available | Unsecured                 | MOD       | N/A              | Poor                | 0        |

**Table 9.5: Future demand for Rugby League**

| Age group                                   | Current popn. 2018 | Current teams | TGR    | Future popn (2035) | Population Change | Potential new teams | Total team in 2035 |
|---|--------------------|---------------|--------|--------------------|-------------------|---------------------|--------------------|
| Rugby League Adult Men (19-45yrs)           | 50,470             | 2             | 25,235 | 59,098             | 8,628             | 0.1                 | 2.1                |
| Rugby League Youth & Junior Boys (12-18yrs) | 12,139             | 5             | 2,428  | 14,554             | 2,415             | 0.2                 | 5.2                |

## SITE SUMMARY

- 9.2.6 Table 9.6 below includes summaries of the findings at key sites in Medway, focusing on their key issues and future development plans.

**Table 9.6: Site consultation summary**

| Site Name           | Consultation Summary  |
|---------------------|---|
| The Garrison Ground | The site is owned by the MOD but is available for community clubs. The Medway Dragons RFLC use the rugby league pitch for all training and matches. There used to be a rugby league pitch in the stadium but this is now disused after a sinkhole developed in the pitch. The MOD does not have any plans to repair the pitch. The junior teams play on grass areas beside the pitch to try and preserve the main pitch.<br>There are no ancillary facilities either after the building was subject to an arson incident. It is not known if or when the building will be repaired. |

## CLUB DEMAND

- 9.2.7 The profile and team breakdown of rugby league clubs in Medway is summarised in Table 9.7.

**Table 9.7: Team profile of clubs in Medway**

| Club                | Home Ground         | Training Venue      | Adult | Junior | Total |
|---------------------|---------------------|---------------------|-------|--------|-------|
| Medway Dragons RLFC | The Garrison Ground | The Garrison Ground | 2     | 5      | 7     |

- 9.2.8 The following is a summary of the consultation undertaken with the rugby league club in Medway. All pitch rating comments are the opinions of the club and may differ from the impartial rating given by the site assessor.

**Table 9.8: Summary of the consultation**

| Club                | Consultation Summary  |
|---------------------|---|
| Medway Dragons RLFC | The impact of the loss of the stadium pitch and ancillary facilities at The Garrison Ground has been keenly felt by the club. In the past 3 years they have lost 6 teams, almost half what they used to have. The lack of pitches is a key concern and the junior teams have to play on grass areas with cones for markers. This does not provide a good experience, limits the number of teams the club can accommodate and limits the ability for teams to train.<br>The lack of security is also a concern and means that finding funding can be difficult. The Council have been providing some support for the club but they fear that they could fold if issues aren't addressed.<br>The club also have 2 teams that participate in wheelchair rugby and play across the road at Medway Park. |

### 9.3 Supply and Demand Balance

**Table 9.9 Supply and Demand**

| Site Name           | Carrying Capacity | Match Demand |                       |                        |      | Supply and Demand Balance |
|---------------------|-------------------|--------------|-----------------------|------------------------|------|---------------------------|
|                     | Snr               | Senior       | Youth and Junior Boys | Youth and Junior Girls | Mini |                           |
| The Garrison Ground | 2                 | 1            | 2.5                   | 0                      | 0    | -1.5                      |

- 9.3.1 Table 9.9 shows that the current supply available to Medway dragons is not currently meeting the demand produced. In order to address the current overplay of 1.5 MES an additional pitch with a carrying capacity of 2 (to allow for a small comfort factor of 0.5 MES).

**Table 9.10 - Key PPS findings for Rugby League in Medway**

| Key Question  | Analysis   |
|---|--|
| What are the main characteristics of the current supply and demand for provision?       | The quality of provision across is very limited however the quality is standard. Currently there is one club that plays rugby league in Medway. Medway dragons have struggled since the loss of their match pitch, due to the development of a sink hole in it.  |
| Is there enough accessible and secured community use provision to meet current demand   | Currently there is no secured provision in the area and supply is not currently meeting the demand that Medway dragons have.   |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | The only available rugby league pitch in Medway is maintained to a standard level.   |
| What are the main characteristics of the future supply and demand for provision         | There is very little increase in demand identified in the area. The club has lost six teams in recent years.   |
| Is there enough accessible and secured community use provision to meet future demand    | Due to increases in population figures, there is projected to be an increase in demand for rugby league in Medway. This will put additional pressures on the current capacity of rugby league pitches. The future position is expected to worsen, and the deficit increase for rugby league provision. |

## Section 3: Non-core PPS Sports



## 10 Bowls

### 10.1 Introduction

10.1.1 Bowls England is responsible for governance administration and promotion of Flat Green Lawn Bowls in England. It was formed in 2008 following a unification of the English Bowling Association (EBA) and English Women's Bowling Association (EWBA).

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

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

- Recommendations moving forward
- The supply of facilities and demand for these.
- The adequacy of facilities in Medway.

### 10.2 Strategic Context

10.2.1 The most recent strategy formulated by Bowls England to help drive the game forward was the Strategic Plan (2014-2017). This plan outlines the main vision, values and mission of Bowls England.

10.2.2 The strategy produced three 3 key strategic priorities:

Underpinning these 3 Strategic priorities are the vision and values of the organisation:

- To increase participation in the sport of outdoor flat green bowls
- To support County Associations and Clubs
- To provide strong leadership and direction

10.2.3 Bowls England have 3 areas feeding into their key vision:

- Promote the sport of outdoor flat green bowls
- Recruit new participants to the sport of outdoor flat green bowls
- Retain current and future participants within the sport of outdoor flat green bowls

10.2.4 Bowls England have also identified areas feeding into their key vision:

- Be progressive: seek opportunities to adapt the sport to meet the needs of clubs and participants and embrace change when required;
- Offer opportunities: for players to participate at national and international level
- Work to raise the profile of the sport: in support of recruitment and retention
- Lead the sport: We will drive the sport forward towards our vision
- Support clubs and county associations: in developing their facilities and bowls facility

### 10.3 Supply

- 10.3.1 Table 10.1 below shows there are currently 10 bowling greens in Medway.
- 10.3.2 Of these greens, 100% are of good quality.
- 10.3.3 5 out of the 10 sites (50%) in Medway are owned by Local Authority, however 70% of sites have a formal lease agreement in place, highlighting a lack of dependency upon authority management.
- 10.3.4 The authority is directly responsible for managing 4 greens. These are located at APCM Recreation Ground, Jackson’s Field, Darnley Road Recreation Ground and Maidstone Road Sports Ground.

Figure 10.1 – Bowls Sites

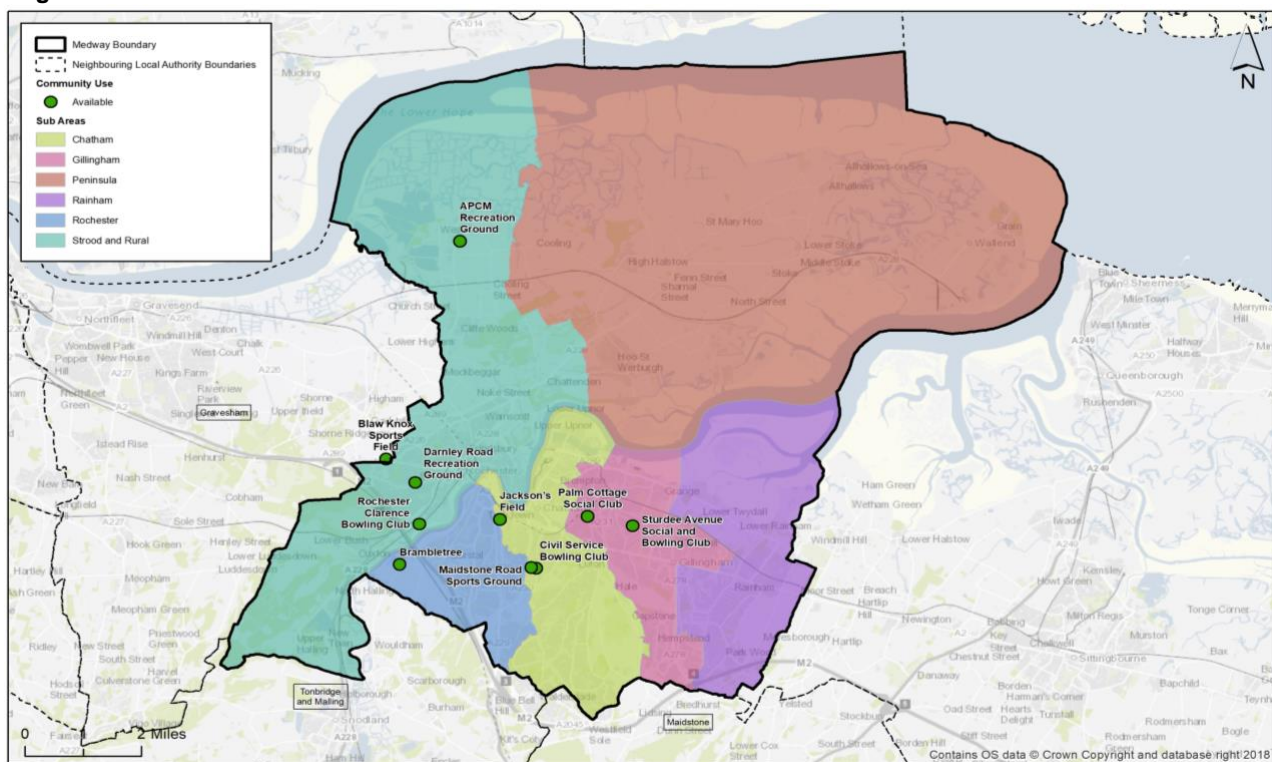


Table 10.1 – Bowls Sites in Medway

| Site                                   | Availability for Community Use | Security  | Ownership       | Management | Maintenance Provider | Site Score | Number of Rinks |
|--|--------------------------------|-----------|-----------------|------------|----------------------|------------|-----------------|
| APCM Recreation Ground                 | Available                      | Secured   | Local Authority | Sport Club | In-house             | Good       | 6               |
| Blaw Knox Sports Field                 | Available                      | Unsecured | Private         | Sport Club | Volunteers           | Good       | 6               |
| Brambletree                            | Available                      | Secured   | Club            | Sport Club | Volunteers           | Good       | 7               |
| Civil Service Bowling Club             | Available                      | Secured   | Local Authority | Sport Club | Volunteers           | Good       | 6               |
| Darnley Road Recreation Ground         | Available                      | Unsecured | Local Authority | N/A        | In-house             | Good       | 6               |
| Jackson’s Field                        | Available                      | Unsecured | Local Authority | Sport Club | In-house             | Good       | 6               |
| Maidstone Road Sports Ground           | Available                      | Secured   | Local Authority | Sport Club | In-house             | Good       | 7               |
| Palm Cottage Social Club               | Available                      | Secured   | Club            | Sport Club | Volunteers           | Good       | 4               |
| Rochester Clarence Bowling Club        | Available                      | Secured   | Club            | Sport Club | Volunteers           | Good       | 6               |
| Sturdee Avenue Social and Bowling Club | Available                      | Secured   | Club            | Sport Club | Volunteers           | Good       | 7               |

## KEY SITE SUMMARIES

10.3.5 This section contains summaries from key sites to highlight any issues or development plans.

**APCM Recreation Ground:** Local Authority owned and maintained site with provision for a number of different sports, including bowls, tennis and cricket. The green is surrounded by a hedge to restrict access. There is a small amount of car parking but most users would have to park along the road which runs beside the site.

**Maidstone Road Sports Ground:** The site is owned by Medway Council but leased to Chatham Bowls Club on a 100-year lease. There are 6 rinks normally but can accommodate 7 if needed. The green suffered in the hot weather last year but are generally good quality. There was a break-in before Christmas which caused £2.5k of damage in their clubhouse. No action has been taken to further protect the site.

**Jackson's Field:** The site is owned by the Local Authority but Cranborne Bowls Club have used the site for 81 years. There are 6 rinks which are council maintained and generally good. Maintenance was difficult last year had to request additional work from council. The green is not fenced off and has suffered from vandalism in the past.

**Blaw Knox Sports Field:** The green is owned by the Church and there are 6 rinks with a pavilion. There are no issues either. All maintenance is done by the sports club that lease the site.

**Palm Cottage Social Club:** The site is owned by the Social Club and there is an agreement in place for the bowls club. The green is good quality and maintained by 4 volunteers. It is well used throughout the weekends in the summer. There are 4 rinks but they previously had 5. The Bowls Club have a separate clubhouse which is a pre-fabricated type building built in the 1960s. The facilities are quite basic and there are no cooking or toilet provision. There are also problems with weather proofing and damp.

10.3.6 Provisional findings from the supply-side analysis:

10.3.7 There is a good coverage of community accessible courts across Medway, with four local authority owned sites. 100% of green provision is of good condition, highlighting the high quality of provision in the study area.

10.3.8 Medway Garden City Bowls Club have ambitions to expand their current ancillary facility on site to increase membership base and improve the sporting offer on site.

## 10.4 Demand for Outdoor Bowls Facilities in Medway

All clubs were contacted by 4global with the aim to inform the demand section of the study.

This section summarises the level of demand for bowls in Medway.

**Table 10.2: Membership by Club**

| Clubs                           | Home Ground                            | Membership |
|---------------------------------|--|------------|
| Borstal Bowls Club              | Brambletree                            | 35*        |
| Chatham Bowls Club              | Maidstone Road Sports Ground           | 82         |
| Civil Service Bowls Club        | Civil Service Bowling Club             | 66*        |
| Cliffe Bowls Club               | APCM Recreation Ground                 | 22*        |
| Cranborne Bowling Club          | Jackson's Field                        | 26         |
| Palm Cottage Bowls Club         | Palm Cottage Social Club               | 18         |
| Rochester Clarence Bowling Club | Rochester Clarence Bowling Club        | 21*        |
| Sturdee Social and Bowls Club   | Sturdee Avenue Social and Bowling Club | 32*        |
| Winget Bowls Club               | Blaw Knox Sports Field                 | 70         |
| <b>Total</b>                    |  | <b>372</b> |

\*Club did not respond to 4global so membership information has been taken from Kent Bowls



## SITES WITH NO FORMAL DEMAND

- 10.4.1 The Darnley Road Recreation Ground currently has no formal demand following the collapse of the RACS Bowling Club that were previously based at the site. The site is owned by the Local Authority and it is thought the club closed due to lack of members.

## 10.5 Club Consultations

Table 10.3 below contains summaries of the consultations undertaken with the bowls clubs that responded to 4global.

**Table 10.3: Club consultation summaries**

| Club                    | Consultation Summary   |
|-------------------------|--|
| Chatham Bowls Club      | <p>The club have 82 members. They are struggling to keep members, mostly due to competition from other activities. Their site is owned by Medway Council on a 100 year lease that is reviewed every 5-7 years. An in-house team of volunteers do most of the maintenance. They do get some specialist advice but this comes at a cost. Main issue is trying to keep fees and costs down. They supplement membership subs with coffee mornings, lunches etc.</p> <p>The club finds funding hard to come by and, if they had the money, would like to carry out water repairs and refurbish the gents toilet. They have been offered a loan from Bowls England but are unsure whether they will go down this route.</p>  |
| Cranborne Bowls Club    | <p>The club have 26 members which is an increase of 6 over the past 3 years. The club have been at their current site for 81 years and it is leased from Medway Council on a 10 year basis. The last renewal was in 2012 and it was reviewed last year. They are a small club and all members are over 60 with a maximum age of 92. They also have partially sighted bowls twice per week.</p> <p>The club believes the site needs new a fence due to vandalism. They have been quoted between £15k and £18k for a replacement which they cannot afford.</p>   |
| Palm Cottage Bowls Club | <p>The bowls club are a section of Palm Cottage Social Club, although they are self managed. However, members have to join social first which means they can't advertise as they need to be proposed and seconded to the Social Club. There are currently 18-20 members which is down from 22 over the past 3 years. 5 years ago the club had 30 members. There are a variety of reasons that membership has declined, but the difficulty in recruitment is seen to be a key factor.</p> <p>The users need to request access to social club to access toilets. This is difficult for wheelchair users and relies on the social club being open/ accessible when the bowls club is open. This is not always the case, especially when volunteers are doing maintenance work. The bowls club would like to upgrade their separate ancillary building but have no funds to do so.</p> |
| Winget Bowls Club       | <p>Based at Blaw Knox, leased from Church on a 10-year agreement. It is due to be renewed in 2020. There are 70 members and numbers remained consistent over the past 3 years. This is apparently unusual for the area as numbers at other clubs are falling. Maintenance is done in-house by volunteers, but the club finds it difficult to pay for equipment which is expensive. The club struggles to get grants/ funding to help with costs.</p> <p>Only other issue occurred last year when a tree fell their perimeter and it took a long time to be removed.</p>  |

## 10.6 Bowls Summary

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

**Table 10.4 - Key PPS findings for bowls in Medway**

| Key Question  | Analysis   |
|---|--|
| What are the main characteristics of the current supply and demand for provision?       | The Medway study area has a large amount of provision of bowls facilities. There is a total of 10 bowling greens, spread over 10 separate sites. 3 out of the 10 sites are secured for community use. Upon consultation with various bowls clubs, a common theme emerged with regards to decreasing membership numbers.  |
| Is there enough accessible and secured community use provision to meet current demand?  | With membership numbers falling at many bowls clubs and with there being a relatively large amount of provision in Medway, it can be seen that there is enough supply of bowls facilities to meet current demand.  |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | There are 10 bowls sites that have been identified in the study area. Of these 10 sites, all of them were rated as being of good quality. This shows that the current quality of bowls provision in Medway is sufficient and that maintenance procedures are of a good standard. During consultation with bowls clubs it was evident that the majority of clubs have an extensive maintenance regime, and this translates into the high quality of provision that is seen. |
| What are the main characteristics of the future supply and demand for provision?        | The large amount of secured provision of bowls facilities in Medway suggests that in terms of supply there is expected to be little change. However, the declining membership that is being experienced by a number of clubs is compounded by falling population projections, meaning future demand for bowls is expected to decline further.  |
| Is there enough accessible and secured community use provision to meet future demand?   | The current level of supply of bowls provision is able to accommodate current demand. Despite this, future demand growths are projected to increase demand for bowls. This is particularly relevant in the Peninsula sub area, which is expected to have the highest growth. This sub area does not currently have any bowls facilities present and so demand in this sub area will not be met in this area.   |

## 11 Golf

### 11.1 Introduction

11.1.1 England Golf is the organisation responsible for the governance of Golf in England.

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

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

- The supply of facilities and demand for these
- The adequacy of facilities in Medway
- Recommendation moving forward

### 11.2 Strategic Context

11.2.1 Golf is the fifth largest participation sport in the Country, with around 675,000 members belonging to one of 1900 affiliated clubs and a further 2 million people playing golf independently outside of club membership. Since 2004, participation and club membership has been in decline and has only recently shown signs of levelling off.

11.2.2 England Golf published the 'Raising Our Game' strategy in 2014, which clearly defined the organisation's strategic direction for the 2014-2017 window. This document highlights the need for a strategy to enhance market understanding of current golf facilities, one of the key considerations to increasing participation, and map alongside segmentation.

11.2.3 Jigsaw research were commissioned by England Golf in 2015, in order to create a market segmentation which is specific to golf. The research identified that 24% of adults in England are potential players. This is made up of: 9% current players, 8% lapsed players and 7% latent players – amounting to a target market of 9.6 million. It also provided England Golf with 9 defined profiles and clearly identified behaviours, motivations and barriers within each one.

11.2.4 England Golf's mapping report is able to identify the total number of golfers within a 20-minute catchment. This number will include current, lapsed and latent golfers – the full 24%.

11.2.5 Table 11.1 below outlines the key findings from the consultation with England Golf.

**Table 11.1 Golf England Consultation Summary**

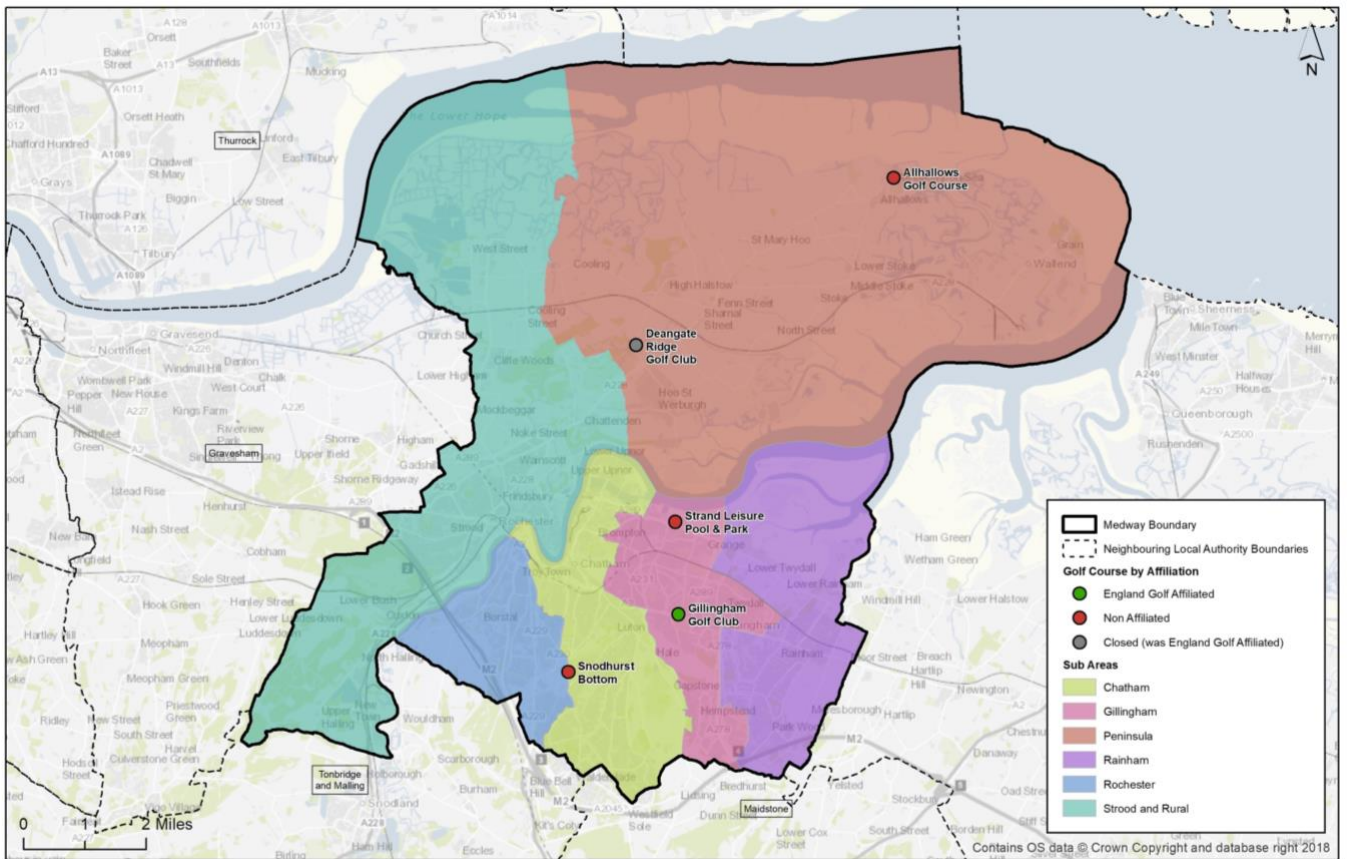
| England Golf  |
|---|
| Improved market understanding is all about supporting clubs to ensure they retain their existing members and players as well as capitalise on untapped demand. Customer focus is critical to this success. Given the high level of demand across both club based and independent profiles, there is clearly scope for the existing clubs to offer additional non-traditional playing opportunities wherever appropriate. As each club/facility has its own place in the market, there may also be further opportunities for some clubs to work more collaboratively in terms of creating pathways where appropriate and collectively cater for the needs of all golfing profiles. |

### 11.3 Supply of Golf Facilities in Medway

11.3.1 This section summarises the supply of golf facilities in Medway.

11.3.2 Figure 11.1 shows the distribution of golf facilities across the area. The figure also shows which facilities are available on each facility type.

Figure 11.1: Golf Sites in Medway by Facility Type



11.3.3 Figure 11.1 shows the type of facility, indicated by the colour of the dots. Two of the four golf clubs in Medway are affiliated with England golf, three clubs; Strand Leisure Pool (closed down), Snodhurst Bottom (pitch and putt) and Park Allhallows Golf Course are not affiliated with England Golf, whilst Deangate Golf Course was affiliated however it closed down in April 2018.

11.3.4 Table 11.2 below details the supply of golf facilities across the study area.

Table 11.2: Formal Golf facilities in Medway

| Site Name                              | Access Type                               | Management Type       | Quality  | Facilities             | Notes    |
|--|---|-----------------------|----------|------------------------|----------|
| Allhallows Golf Course                 | Pay and Play (Part of Haven Holiday Park) | Commercial Management | Standard | Standard Course        | 9 holes  |
|  |   |                       |          | Driving Range          | No       |
|  |   |                       |          | Putting Practice Area  | Yes      |
|  |   |                       |          | Chipping Practise Area | N/A      |
| Deangate Ridge Golf and Sports Complex | N/A (Site Closed)                         | N/A                   | N/A      | Standard Course        | N/A      |
|  |   |                       |          | Driving Range          | N/A      |
|  |   |                       |          | Putting Practice Area  | N/A      |
|  |   |                       |          | Chipping Practise Area | N/A      |
| Gillingham Golf Club                   | Membership, Pay and Play                  | Sports Club           | Good     | Standard Course        | 18 holes |
|  |   |                       |          | Driving Range          | No       |
|  |   |                       |          | Putting Practice Area  | Yes      |
|  |   |                       |          | Chipping Practise Area | Yes      |
| Snodhurst Bottom Pitch and Putt        | Pay and Play                              | Commercial Management | Good     | Pro Shop               | Yes      |
|  |   |                       |          | Chip and Putt Course   | 18 holes |

11.3.5 Table 11.2 shows there are 2 golf facilities in Medway. Once is a 9 hole course, the other 18, both have pro shops and neither have a driving range. Allhallows golf course is a non-affiliated 9 hole course that is part of a leisure park. One of the facilities is a privately-owned Golf Club with predominately membership only

access, however with some availability for pay and play. The other is owned and managed by commercial entities. 'Standard' Length Courses

- 11.3.6 Table 11.2 shows that both of the golf courses located in Medway are 'standard length', with Medway Municipal Golf Course covering a total of 6,324 yards.
- 11.3.7 The courses are split in two, with one being privately owned, managed by the sports club and predominately membership-based access, and the other being a commercial ran and more accessible to the community.

**DRIVING RANGES**

- 11.3.8 Both of the sites have driving ranges. Medway Golf Club has a newly opened, small range whereas Medway Municipal has a floodlit 20-bay range that is open 12 hours a day and available for community use.

**SITE SUMMARIES**

- 11.3.9 Table 11.3 summaries each of the golf sites in Medway.

**Table 11.3: Golf Facilities in Medway**

| Site Name                       | Notes   |
|---------------------------------|---|
| Deangate Ridge Golf Club        | Site Closed   |
| Gillingham Golf Club            | The site is owned by the authority, and the golf club have a 40 year lease, however the club own the building facility on site. There is an 18 hole course, 3 practice nets and a pro shop on site. There is a good quality of provision on site, contributed to by the excellent ancillary facility that is present. The site have had numerous problems with anti-social behaviour through vandalism and fly tipping. The site have applied for planning permission for improved fencing, to prevent this, however this was rejected by the authority. The site struggles with school kids also, through riding bikes on the greens due to it being a shortcut to a local school. The club have around 400 members, and are looking to maintain this in the coming years. The club had plans to attract further junior members, however due to a local cub closing, the club have seen large increases in senior membership and their main focus is maintaining this. |
| Allhallows Golf Course          | Allhallows Golf Course is a non-affiliated 9-hole golf facility that is part of a Haven holiday park. The Strand Leisure Pool & Park operates a seasonal crazy golf course with nine challenging holes with a Wild West theme and a variety of obstacles. The site has a secure entrance and is a good size facility. It is ten minutes from any public transport connections and has a good car park.  |
| Snodhurst Bottom Pitch and Putt | The pitch and putt is of good quality and maintained to standard quality. There is a lockable gated entrance and an appropriate car park. The site is approximately 5 -10 minutes from the nearest public transport links. Some surface damage was observed to the grass site, however all posts were in place.   |

**DEMAND FOR GOLF FACILITIES IN MEDWAY**

- 11.3.10 Demand for golf facilities is calculated using Golf England's market profiling tool. The tool utilising the demographic information taken from the CACI Acorn model and applies a statistical analysis to convert demographics into a likely breakdown of the 9 golfing profiles, as identified by the Jigsaw Research. The golfing profiles are broken down and explained below.

**MARKET SEGMENTS**

- **Relaxed Members:** focus is on enjoying the game, not fanatical but like to play regularly
- **Older Traditionalists:** have a deep love for golf and take the game seriously
- **Younger Traditionalists:** focus on competing and playing well in a social setting. Really enjoy golf but also have other demands on their time.
- **Younger Fanatics:** focus on competition and playing well. Really enjoy playing but also have many other interests
- **Younger Actives:** balance between playing and socialising. Enjoy golf 'now and then'
- **Late Enthusiasts:** enjoy but do not love the game. This group could love golf if time pressures were alleviated. More about playing the game rather than socialising

- **Occasional Time Pressed:** social side is much more important a motivator than the game. Enjoy playing but little passion for golf. focus is on spending time with the family/ partner — this is a bigger draw than golf itself. Enjoy the game, but little passion.
- **Social Couples:** focus is on spending time with the family/ partner. This is a bigger draw than golf itself. Enjoy the game, but little passion.
- **Casual Fun:** only real appeal is social side Enjoy the game now and again, but no enthusiasm for golf

11.3.11 Table 11.4 below shows a breakdown of the average number of people who play golf in Medway by comparison to the rest of the Southeast region. This table further breaks down the participation numbers by segment, enabling us to understand where demand for golf is highest:

**Table 11.4: Demand for golf in Medway**

| Segment                    | Average number of people per club/ facility/ local authority (within a 20 minute drive time) |              |
|----------------------------|--|--------------|
|                            | Local Authority  | Region       |
|                            | Medway   | Southeast    |
| 1: Relaxed Members         | 7036   | 6149         |
| 2: Older Traditionalists   | 5742   | 5662         |
| 3: Younger Traditionalists | 7053   | 5836         |
| 4: Younger Fanatics        | 5941   | 6193         |
| 5: Younger Actives         | 6650   | 5960         |
| 6: Late Enthusiasts        | 5936   | 5943         |
| 7: Occasional Time Pressed | 6811   | 5941         |
| 8: Social Couples          | 6335   | 5781         |
| 9: Casual Fun              | 5661   | 6494         |
| <b>Total:</b>              | <b>57165</b>   | <b>53959</b> |

11.3.12 Table 11.4 shows there are 57,165 active golfers in Medway.

11.3.13 The table shows that Younger Traditionalists, Relaxed Members and Occasional Time Pressed are the top 3 most dominant segments in Medway, representing 37% of the demand in Medway.

**Table 11.5: Key Segments in Medway**

| Segment                 | Facilities Preferred   | Standard  | Frequency                   | Barriers                  |
|-------------------------|--|-----------|-----------------------------|---------------------------|
| Younger Traditionalists | 18 holes<br>9 holes<br>Ranges<br>Par 3<br>Pitch and Putt<br>Indoor | Mid-Good  | Regularly and at Peak times | Time, weather and expense |
| Relaxed Members         | 18 holes<br>9 holes<br>Ranges                                      | Mid-Level | Monthly                     | Poor weather and expense  |
| Occasional Time Pressed | 18 holes<br>9 holes<br>Ranges<br>Par 3<br>Pitch and Putt<br>Indoor | Mid-Level | Irregularly                 | Time and expense          |

Table 11.5 shows that there is a mixed demand for the type and style of golf in the study area with expense and time being a key barrier.

## CLUB MEMBERSHIP

- 11.3.14 Table 11.6 details the memberships from the last 3 available years for Gillingham Golf Club, the only affiliated golf club open in Medway.

**Table 11.6 Membership of Golf Clubs**

| Club Name            | 2015       | 2016       | 2017       |
|----------------------|------------|------------|------------|
| Gillingham Golf Club | 376        | 425        | 380        |
| <b>Total:</b>        | <b>932</b> | <b>890</b> | <b>885</b> |

- 11.3.15 Table 11.6 shows that membership to the golf club has decreased since 2016 and numbers are very similar to 2015.

## SUPPLY AND DEMAND BALANCE

- 11.3.16 Within Medway, there is a significant demand for golf, which is greater than regional average for the Southeast. There is very limited formal provision in the area, particularly since Deangate Ridge Golf Club closed down. There is a small amount of informal provision in addition to the course at Gillingham Golf Course. There is a mix of provision within the area, with both Clubs offering a variety of formats, to try and target a variety of different segments to the game of golf.
- 11.3.17 Medway Golf Club has a significant number of members in comparison to the national average, where Medway Municipal Golf Club has lower than average membership but is still notable. Further to this, membership numbers have remained relatively stable over the last three years.

## RECOMMENDATIONS

- 11.3.18 Given the high level of demand for golf, and the significant number of people within a 20-minute drive of the local authority, it would benefit all clubs to consider their current facility mix and look to incorporate additional, non-traditional playing opportunities to cater for a broader golfing audience. As each club offers quite specific services, they could also work collaboratively with other clubs in the area offering a different service, to cater for the needs of all golfing profiles.
- 11.3.19 Further analysis at club or facility level, along with some additional England Golf tools can be used to better understand the existing members and visitors of each venue. This in turn may help to establish a clearer picture of the overall facility landscape and how well it caters for the local demographic. We believe success is reliant upon utilising a combination of the customer profiles, the mapping tool and local knowledge and experience.

## CONCLUSION

- 11.3.20 Our work around mapping demand and supply, and the need for improved market understanding is all about supporting clubs to ensure they retain their existing members and players as well as capitalise on untapped demand. Customer focus is critical to this success, which very much aligns to England Golf's refreshed strategy 'Growing the Game of Golf in England 2017-2020'.
- 11.3.21 A more detailed description of the different customer profiles can be found within the 'Understanding Your Market' resource that accompanies this report. The 9 golfing profiles are designed to illustrate the wants and needs of different customers and are intended as a guide for clubs to assist with tailoring their initiatives and approach and are not meant to be a commentary on any particular golf club or facility.
- 11.3.22 There is a mix of facilities within the area, but given the low level of provision, it may be hard to cater for the potential demand. Locally, membership numbers are slightly lower than the national average, but worth noting each club will have a different financial model in terms of income generation from membership vs green fees etc. We know that clubs showing growth are developing new income streams and catering for a wide range of needs, which provides an opportunity for each of the facilities to engage a broader audience.

- 11.3.23 Given the relatively high level of demand across all of the golfing profiles, there is clearly scope for clubs to offer additional non-traditional and flexible playing opportunities wherever appropriate. As each club/facility has its own USP and place in the market, there may also be further opportunities for clubs to work more collaboratively in terms of creating pathways where appropriate and collectively cater for the needs of all golfing profiles.
- 11.3.24 Further analysis at club or facility level, along with some additional England Golf tools can be used to better understand the existing members and visitors of each venue. This in turn may help to establish a clearer picture of the overall facility landscape and how well it caters for the local demographic. We believe success is reliant upon utilising a combination of the customer profiles, the mapping tool and local knowledge and experience.

**Table 11.6 Golf key findings**

| Key Question  | Analysis  |
|---|---|
| What are the main characteristics of the current supply and demand for provision?       | There is one golf club in Medway that has affiliated club data. There is a mix of facilities within the area, however given the low level of provision it may be hard to cater for the potential demand.  |
| Is there enough accessible and secured community use provision to meet current demand?  | There is one formal golf club in Medway, Gillingham Golf Club which has consistent throughput. However, there are signs of decline in golfing provision in Medway, indicated by the closure of Deangate Ridge golf club. In the future this may impact on available provision.  |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | The consultation indicates that broadly the quality of provision is sufficient and is well maintained.  |
| What are the main characteristics of the future supply and demand for provision?        | Given the relatively high level of demand across all of the golfing profiles, there is clearly scope for clubs to offer additional non-traditional and flexible playing opportunities wherever appropriate. Current facilities may not cater for the variety of golfing profiles that exist in Medway.                        |
| Is there enough accessible and secured community use provision to meet future demand?   | Locally, membership numbers are slightly lower than the national average, but worth noting each club will have a different financial model in terms of income generation from membership vs green fees etc. The only formal golf club, Gillingham Golf Club, currently has 400 members and they are looking to maintain this. |



## 12 Tennis

### 12.1 Introduction

12.1.1 The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis. Kent Tennis is locally responsible for the sport in terms of county teams and county-based initiatives in Medway.

12.1.2 The following section provides greater detail of the existing strategies and national facility plans, that are currently being delivered by the LTA.

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

- The supply of courts and demand for these courts
- The adequacy of courts in Medway
- Recommendations moving forward.

### 12.2 Strategic Context

12.2.1 The LTA's new 5-year strategy "Tennis Opened Up" will take effect from January 2019. Following extensive research and collaboration with a wide range of partners and stakeholders the insight informing the strategy points to many challenges for tennis.

12.2.2 There is a perception that tennis is costly, difficult to access, and difficult to play, with too many people thinking that tennis starts and finishes with Wimbledon. As with many traditional sports that are struggling to compete with people's time and attention, there is a concern that tennis is losing its relevance.

12.2.3 In order to address these challenges, the stated mission of the strategy is to grow tennis by making it more relevant, accessible, welcoming and enjoyable. There are 3 key objectives:

- Increasing the number of fans engaging with tennis
- Grow participation by increasing the number of adults and juniors playing tennis
- Enabling new players to break into the world top 100.

12.2.4 Key Elements connected to growing participation include:

- Widening the appeal of tennis through inclusion of flexible formats of the game
- Improving the customer journey by making it easier to find a court, book it, and find somebody to play with
- Develop more relevant and enjoyable competitions at grass roots level for all abilities and ages
- Support community facilities & schools to provide more opportunities to play
- Help clubs grow & retain members
- Create more opportunities for children to play at school
- Facilitate partnerships to further increase rate of participation in parks
- Support venues to provide a welcoming and enjoyable experience.

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

- Around 5 million people play once per year– majority of this in parks
- 46% of tennis played by those aged 14+ in London is on parks (21% clubs and 10% Schools)
- 80% of those that don't play tennis but would like to see parks as their first option
- For people who want to play tennis in parks, they are most dissatisfied with the state and condition of courts, ease of booking and the number of courts available to play
- Demand for tennis is amongst those who stopped playing in the last 5 years – but the age profile is wide ranging from 14 upwards, demand for parks tennis is strong
- Although there is demand amongst the C2 D and E demographic classifications, the highest latent demand is for ABC 1 demographic classification.

- 12.2.6 The Sport England Active People Survey confirms the seasonal participation peaks in the summer. This is particularly pronounced amongst non-club and occasional players.
- 12.2.7 It is key to note that the correlation between the lack of ‘community’ tennis in the non-summer months is likely to be heavily influenced by the lack of floodlighting, which is often a characteristic of local authority owned courts.
- 12.2.8 Further research carried out by the LTA suggests that many more people would play tennis if they knew where courts were located, particularly local authority courts. Its assertion is that better promotion would increase demand.
- 12.2.9 Technology development is evolving, and it is now possible for an access gate to have a unit that is opened by keypad or swipe card. This key pad can be used to open the gate with a code, automatically generated by an online booking system. There are also now mobile phone and tablets applications that can allow customers to book and pay for courts.
- 12.2.10 It is hoped that increasing the awareness of facility location and availability, the ease of bookings and the security of facilities from petty crime and vandalism will increase the conversion of latent demand to actual demand across the country. The LTA is therefore keen to work with local authorities, especially those in areas of high population, to deliver fit-for-purpose projects at sites with community access.
- 12.2.11 Table 12.1 below summarises the consultations held with the LTA regarding Medway.

**Table 12.1 LTA Consultation Summary**

| LTA Consultation Summary   |
|--|
| <p>In line with the LTA tennis participation strategy, the key priorities in the Medway area would be to see tennis opened up across all environments community, club, education and parks. With the Club network the key priority to support clubs to grow, retain membership, increase participation and be financially sustainable.</p> <p>The Club network within Medway is fairly small with the majority of clubs growing membership and looking to enhance their facilities through indoor and/or floodlights enabling all year round play as well as attracting additional players to the game and driving participation however there is potentially not enough court time to cater for additional demand shown through Sport England data therefore we will be looking to open tennis up across additional environments eg parks.</p> <p>Currently within the parks, we know that 36% of all tennis players pick up a racket within parks and currently within Medway there is a lack of the following to help residents get on court</p> <ul style="list-style-type: none"> <li>• <b>Good Customer Journey</b> – not knowing where they can play and how they can book – we would recommend an online presence through clubspark to show people where and how they can book a court – enabling the residents to know where there local courts are and importantly know how they can book a court and play.</li> <li>• <b>Programmes to address inactivity</b> – we would recommend looking at programmes such as Serves or Tennis For Free which would enable harder to reach communities to ability to try tennis in a welcoming and accessible environment.</li> <li>• <b>Community Programmes</b> – longer term we would recommend looking at exploring community coaching on certain sites where demand for coaching is shown with low cost accessible programmes such as Tennis For kids, cardio tennis, this could be delivered a number of ways.</li> <li>• <b>Investment</b> – a large amount of dissatisfaction amongst park players centres around the condition of the courts. The LTA has audited the quality of the courts in Medway and these are shown to be poor, therefore investment into the current stock should be prioritised to enhance the level of facility and in turn the level of participation. The LTA investment strategy is currently being revised, and should be available before the summer of 2019. The LTA will then look to work with Medway council to identify priorities for investment and align to the LTA funding strategies if applicable.</li> <li>• Given the lack of floodlit provision in a community setting throughout Medway, attention should also be given to attempting to increase the amount of floodlit courts that are available on a pay and play basis, therefore making tennis accessible throughout the year.</li> </ul> |

- 12.2.12 Figure 12.1 summarises the LTA’s Facilities Investment Framework, which are aligned with the areas of focus within Medway, identified in the LTA consultation above. The investment stream specifically relevant to Medway is the improvement of the quality and accessibility of park courts.

Figure 12.1 LTA Facilities Investment Framework



## 12.3 Court Supply

12.3.1 Table 12.2 provides an analysis of tennis courts sites in the area. The quality rating of a site is calculated using the following LTA criteria:

- **Good:** Good playing surface, courts recently been upgraded, resurfaced, nets and fencing in working order
- **Average:** Playing surface ok, playing surface is fading, jet wash/repaint will bring it back to life although courts will be-in-need of refurbishment/resurfacing in a couple of years' time.
- **Poor:** Playing surface poor, slippery playing surface, poor drainage, cracks on the playing surface and surrounding area, court markings hardly visible, no nets or nets damaged, surrounding fencing poor/dangerous.

**Table 12.2 – Outdoor Tennis Provision by Site (Commercial management includes which organization runs or operates the particular site)**

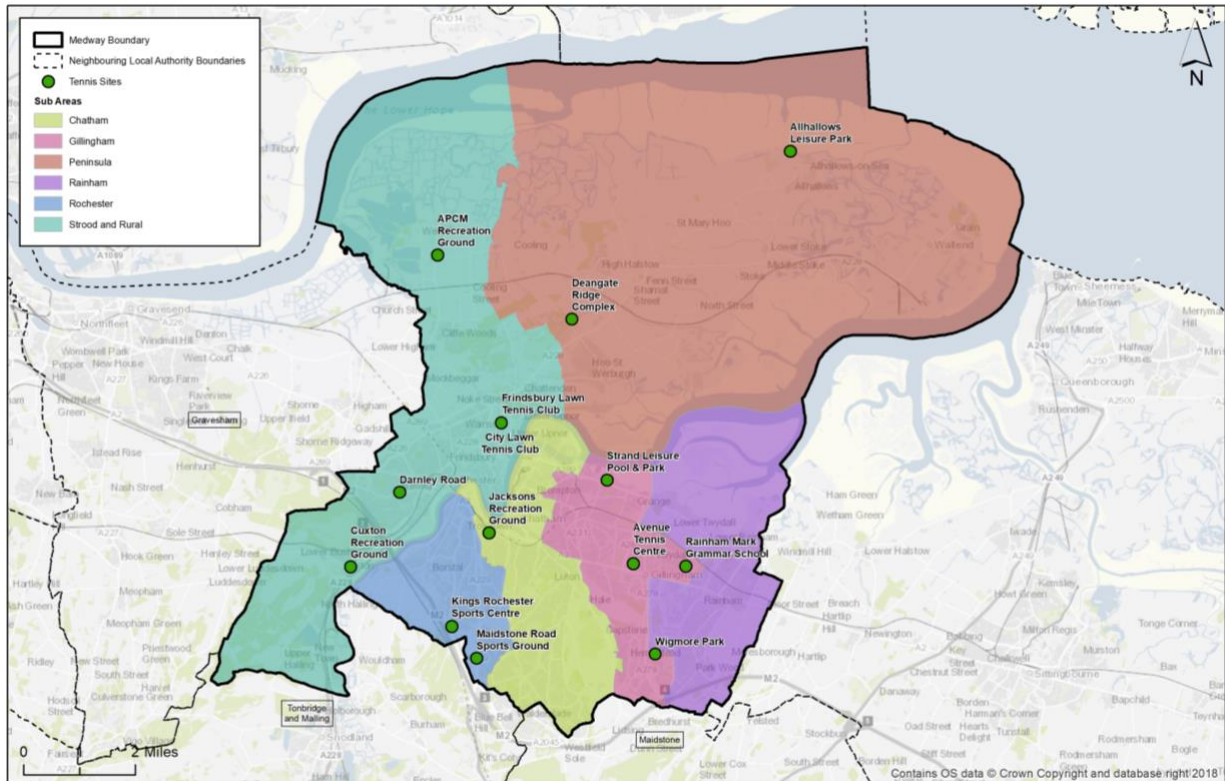
| Site Name                   | Community Use | Security of Community Use | Ownership       | Management      | Maintenance         | All Courts | Surface         | Floodlit | Quality  |
|-----------------------------|---------------|---------------------------|-----------------|-----------------|---------------------|------------|-----------------|----------|----------|
| APCM Recreation Ground      | Available     | Secured                   | Local Authority | Local Authority | External Contractor | 2          | Grass           | No       | Standard |
| Allhallows Leisure Park     | Available     | Unsecured                 | Private         | Private         | In house team       | 1          | Plexi           | Yes      | Standard |
| Avenue Tennis Centre        | Available     | Unsecured                 | Private         | Sport Club      | In house team       | 5          | Clay            | Yes      | Good     |
|                             |               |                           |                 |                 |                     | 4          | Grass           | No       | Good     |
|                             |               |                           |                 |                 |                     | 2          | Synthetic Grass | No       | Good     |
| City Lawn Tennis Club       | Available     | Unsecured                 | Local Authority | Sport Club      | In house team       | 3          | Grass           | No       | Good     |
| Cuxton Recreation Ground    | Available     | Unsecured                 | Local Authority | Local Authority | Hired               | 2          | Macadam         | Yes      | Poor     |
| Darnley Road                | Available     | Secured                   | Local Authority | Local Authority | In house team       | 2          | Tarmac          | No       | Poor     |
| Deangate Ridge Complex      | Available     | Secured                   | Local Authority | Local Authority | In house team       | 3          | Tarmac          | No       | Standard |
| Frindsbury Lawn Tennis Club | Available     | Unsecured                 | Charity, Trust  | Sport Club      | In house team       | 6          | Macadam         | Yes      | Good     |
|                             |               |                           |                 |                 |                     | 4 (2 mini) | Grass           | Yes      | Good     |

| Site Name                     | Community Use | Security of Community Use | Ownership       | Management                    | Maintenance   | All Courts | Surface | Floodlit | Quality |
|-------------------------------|---------------|---------------------------|-----------------|-------------------------------|---------------|------------|---------|----------|---------|
| Kings Rochester Sports Centre | Available     | Secured                   | Education       | School, College or University | In house team | 7          | Macadam | Yes      | Good    |
| Maidstone Road Sports Ground  | Available     | Secured                   | Local Authority | Local Authority               | In house team | 4          | Tarmac  | No       | Good    |
| Rainham Mark Grammar School   | Not Available | Unsecured                 | Education       | School, College or University | Hired         | 6          | Macadam | Yes      | Poor    |
| Jacksons Recreation Ground    | Available     | Secured                   | Local Authority | Local Authority               | In house team | 4          | Tarmac  | No       | Poor    |
| Strand Leisure Pool & Park    | Available     | Secured                   | Local Authority | Local Authority               | In house team | 4          | Macadam | No       | Poor    |
| The Garrison Ground           | Available     | Secured                   | Local Authority | Local Authority               | In house team | 6          | Tarmac  | No       | Poor    |
| Wigmore Park                  | Available     | Secured                   | Local Authority | Local Authority               | In house team | 2          | Tarmac  | No       | Poor    |

### 12.3.2 Provisional findings from the supply-side analysis:

- There is a total of 69 outdoor tennis courts across 14 sites in Medway. 61 of the courts are full-sized.
- One site containing 6 courts is unavailable for community use.
- 5 out of 15 sites are considered to be of good quality, 3 are standard quality and the remaining 7 are poor quality.
- There are 31 full-sized floodlit courts in the study area.

Figure 12.1: Map highlighting tennis sites in Medway



## 12.4 Key Site and Club Consultation Summaries

12.4.1 Table 12.3 below summarises the key tennis sites in Medway

Table 12.3: Selected site summaries

| Site/ Club               | Consultation Summary  |
|--------------------------|---|
| Avenue Tennis Centre     | <p>Along with outdoor tennis provision, the site also has 3 indoor acrylic courts that act as junior courts also. The site is of excellent quality throughout and there are many amenities within it such as; gym, spar, sauna and access to relevant physiotherapy and massaging also. The site has been opened since March 2017 and has over 1000 members. The owners try to price the courts competitively and the site has a large number of community bookings. This site is seen as a community asset rather than a commercial business.</p> <p>There are 5 coaches present in the club and around 50 employees throughout the catering and health club elements of the club. The club has an extensive outreach programme into 11 local schools and they see this as a key priority for a sustainable club. The club was runner up in the LTA national club of the year award and they have been recognised on a national and regional level since opening. The main issue for the club at the moment are the rates they are charged by the authority. It was previously £20,000 a year however this has recently increased to £140,000 a year and the club are struggling to pay this. This has been escalated to numerous council, LTA and Sport England reps however nothing has been actioned so far. It is a priority for the club to sort this. The club believed that when the new brown road signs were installed that the club would be mentioned, however this has not been carried out and is of importance for the club.</p> |
| City Lawn Tennis Club    | <p>Small tennis club with the land owned by the LA and leased to the club on a 7-year lease. A development priority for the club is to secure a long-term of the agreement in order to apply for grants etc. There has been a history of break-ins and anti-social behaviour on site due to where the site is located, away from main roads and behind a tree line. The club have been investigating methods to secure the site.</p>  |
| Cuxton Recreation Ground | <p>There are two poor floodlit tennis courts on site, both overmarked with netball courts. The fencing surrounding the courts are of a standard condition, with evidence of the fencing being bent and damaged. There are no other formal playing pitches on site, however, there is a park which is in a significantly better condition. The courts have evidence of rubbish and surface damage present, along with moss build up present</p>  |

| Site/ Club                  | Consultation Summary   |
|-----------------------------|--|
|                             | in the corners of the courts. The courts can be hired out to the community however, due to their condition, it is hard to imagine they are well utilised.  |
| Frindsbury Lawn Tennis Club | The land is currently leased out to the tennis club by Church commissioners' group with an original 30-year lease that is up in 2022 with the idea to extend with some break clauses in the contract for possible future development. This has created some uncertainty within the club as they are reluctant to sign with this break clause, which is similar as cricket club adjoining the site. The development issues facing the club is the relaying of the playing surface to middle three macadam courts for which the club is trying to raise funds. There are currently 90+ reported members at the club. |

## 12.5 Demand

12.5.1 This section of the analysis examines the demand for tennis in the study area.

### ACTIVE LIVES SURVEY

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

12.5.3 Sport England's Active Lives Survey represents the most robust data-set regarding participation in sport in England amongst those aged 16 or older. The latest iteration of this data is taken from surveys carried out in May 2017/18. The data shows the following:

- 2.3% residents in Kent reported playing tennis twice within the last 28 days (survey carried out in May). Not enough data specific to Medway was gathered for a Medway specific participation rate to pass robustness tests.
- The 2.3% Medway 'twice-monthly' participation rate is higher than the national equivalent participation rate of 1.9%.
- 7.5% of residents in Kent reported playing tennis at least once over the past year.
- The 7.5% Kent annual participation rate is lower than the average across London, which stands at 9.6%. The national average is 6.6%.

12.5.4 According to the population figures used throughout this report, there are 220,340 residents in Medway aged 16 or over. This means that when translated in to demand, the Active Lives Figures show that 5,067 people play tennis at least twice every 28 days and 16,525 play at least once per year. These figures can be taken forward to analysis the utilisation the court capacity in Medway.

## 12.6 Tennis Club capacity analysis

12.6.1 Table 12.4 shows the capacity for membership at each Club, by using the capacity per court type in the previous table to calculate the total capacity for all club sites.

**Table 12.4 – Club tennis site capacity**

| Site Name                   | All Courts | Surface                      | Floodlit | Quality | Capacity |
|-----------------------------|------------|------------------------------|----------|---------|----------|
| Avenue Tennis Centre        | 11         | Clay, Grass, Synthetic Grass | 5/11     | Good    | 400      |
| City Lawn Tennis Club       | 3          | Grass                        | No       | Good    | 0        |
| Frindsbury Lawn Tennis Club | 10         | Macadam, Grass               | Yes      | Good    | 360      |

## 12.7 Future Demand

**Table 12.5 – Future 16+ population projection**

| Current 16+ population | Future 16+ population projection (2035) |
|------------------------|---|
| 220,340                | 265,743 (+21%)                          |

- 12.7.1 Table 12.5 shows that, should participation and tennis club memberships grow in-line with the population increase there will be around a 21% increase in membership numbers. This is broken down further in detail in table 9.7 below.

**Table 12.6 – Future demand estimates**

| Participant Category | Current | Future Projection |
|----------------------|---------|-------------------|
| Club Members         | 1,150   | 1,392             |
| Non-club players     | 15,375  | 18,604            |
| Total Participants   | 16,525  | 19,996            |

- 12.7.2 Table 12.7 illustrates the supply and demand analysis for the single club site, by comparing the number of members to the estimated capacity. Table 12.9 presents the level of membership expected in the study area and the future balance position, following population projections.

**Table 12.7 – Medway tennis club membership capacity**

| Club                        | Current Membership | Current Capacity | Balance     |
|-----------------------------|--------------------|------------------|-------------|
| Avenue Tennis Club          | 1000               | 400              | -600        |
| City Lawn Tennis Club       | 100                | 0                | -100        |
| Frindsbury Lawn Tennis Club | 175                | 360              | 185         |
| <b>Total</b>                | <b>1275</b>        | <b>760</b>       | <b>-515</b> |

**Table 12.8 – Medway tennis club membership capacity (future projection)**

| Club                        | Future Membership | Future Capacity | Balance     |
|-----------------------------|-------------------|-----------------|-------------|
| Avenue Tennis Club          | 1210              | 400             | -810        |
| City Lawn Tennis Club       | 121               | 0               | -121        |
| Frindsbury Lawn Tennis Club | 212               | 360             | 148         |
| <b>Total</b>                | <b>1543</b>       | <b>760</b>      | <b>-783</b> |

### PUBLIC COURTS

- 12.7.3 This section summarises the current supply and demand balance of public (non-club) courts in Medway. To be clear, only courts accessible on a free-to-access or pay-and-play basis can be considered as 'public courts'.
- 12.7.4 The LTA devises the capacity of public courts to be 7 hours per day for non-floodlit courts and 12 hours per day for floodlit courts. This equates to 2,555 hours per year on non-floodlit courts and 4,380 on floodlit courts.
- 12.7.5 It is estimated that there are 2163 hours per week of playing capacity among the existing public courts stock in Medway.
- 12.7.6 Table 12.7 above shows that there are currently an estimated 15,375 people who are not members of clubs that have demand to access public tennis courts. According to Active Lives data, around 33% of the 15,375 people will play at least twice per month; which equates to 5,067 people.



- 12.7.7 Assuming an average of 3 people per court per 'booking / use' (to account for an even split between singles, doubles and some sessions where 3 people share a court) this equates to 1,689 sessions per month played on public courts. If each match lasts for 1 hour on average, then this equates to 79% of the public court capacity being utilised in Medway.
- 12.7.8 According to data provided by the LTA's online booking system (Clubspark) with court access technology, the average level of utilisation in venues (UK wide) is 53%. By this barometer, Medway is operating above average in terms of its utilisation of public courts.
- 12.7.9 If demand for courts increases in line with population, there will be an estimated 2,043 sessions on public courts by 2035. This would equate to between 94% of existing public court capacity.
- 12.7.10 This shows that there is a good level of current provision to meet demand at public courts in Medway; however, when incorporating future demand growth there is only a small amount of spare capacity available.

## 12.8 Tennis Summary

- 12.8.1 This section summarises the findings from the Tennis analysis, which will form the basis of the recommendation and action plan section for Medway.

**Table 12.9 – Key findings for Tennis in Medway**

| Key Question  | Analysis  |
|---|---|
| What are the main characteristics of the current supply and demand for provision?       | The study has identified that there are currently 69 outdoor courts across 15 sites in Medway. There is floodlit provision present at 6 of these sites, amounting to 31 floodlit courts in total. A large proportion of tennis sites are available to the community with 14 out of 15 sites (93%) being seen as available for community use. There are 3 affiliated community tennis clubs, with a combined membership number of 1,150 members. The club with the largest membership base is at Avenue Tennis Club, making up 87% of total membership in the study area.  |
| Is there enough accessible and secured community use provision to meet current demand?  | When analysing the capacity balance of community tennis club courts in Medway, it was identified that courts are over capacity by 515 people, with the largest deficit seen at Avenue Tennis Club.<br>In terms of the current position for public courts, spare capacity was identified. Using active lives data and analysing supply of public courts in the study area, it can be seen that 79% of public courts capacity are being utilised in Medway. According to data provided by the LTA's online booking system (Clubspark) with court access technology, the average level of utilisation in venues (UK wide) is 53%. By this barometer, Medway is operating above average in terms of its utilisation of public courts. |
| Is the provision that is accessible of sufficient quality and appropriately maintained? | Out of the 69 outdoor tennis sites in Medway, 59% are of good quality and 10% being rated as standard and 31% poor. Out of the 5 sites that are rated as having good quality tennis courts, 3 of these are located at club sites. This shows that although there are more sites rated as good than standard or poor, a large proportion are found at club sites. Due to this, the sites that are of lower quality are predominantly managed by the council.   |
| What are the main characteristics of the future supply and demand for provision?        | When analysing the future capacity balance of community tennis club courts in Medway, it was projected that the level of deficit of outdoor tennis court capacity will increase to 783 people. This is down to increases in the population within the study area. This means that there is an even greater level of deficit in the future position. When looking at public courts, it can be seen that utilisation of courts will increase by 2035. If demand for courts changes in line with population projections, then 94% of existing public court capacity will be taken up. This means that public courts will be 6% below their operational capacity.   |
| Is there enough accessible and secured community use provision to meet future demand?   | The analysis demonstrates that there is enough accessible tennis provision to meet future demand on public courts; however, the level of utilisation is expected to increase by greatly during the period of the study and increasing the demand pressures on these courts greatly. Increases in population is expected to increase the level of deficit of community club tennis courts, meaning that the current level of provision is not able to accommodate the current level of demand and even less so, the future level of demand.  |

## 13 Glossary of terms

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

### ACRONYMS

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

### PHRASES

- 13.1.2 **National Governing Body of Sport (NGB)** - typically these are independent, self-appointed organisations that govern their sports through the common consent of their sport. Sport England has a recognition process for NGBs that aims to identify a single lead NGB structure which governs a sport at UK, GB or home country level.
- 13.1.3 **Unsecured Community Use** - these are pitches that are currently used or available for community-use, however there is no secure management/usage agreement in place.
- 13.1.4 **Secured Community Use** - these pitches will be managed as either; a 'play & play' site by the local authority or leisure trust, by a specific sports club or Parish Council, or by an education establishment with secure community-use agreements in place.
- 13.1.5 **Team Generation Rate** - ratio between the number of teams within a defined area, and the total population within a given age range for that area.

- 13.1.6 **Displaced demand** generally relates to play by teams or other users of playing pitches from within the study area (i.e. from residents of the study area) which takes place outside of the area. This may be due to issues with the provision of pitches and ancillary facilities in the study area, just reflective of how the sports are played (e.g. at a central venue for the wider area) or due to the most convenient site for the respective users just falling outside of the local authority/study area.
- 13.1.7 **Unmet demand** is demand that is known to exist but unable to be accommodated on current supply of pitches. This could be in the form of a team with access to a pitch for matches but nowhere to train or vice versa. This could also be due to the poor quality and therefore limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement. League secretaries may be aware of some unmet demand as they may have declined applications from teams wishing to enter their competitions due to a lack of pitch provision which in turn is hindering the growth of the league.
- 13.1.8 **Latent demand** is demand that evidence suggests may be generated from the current population should they have access to more or better provision. This could include feedback from a sports club who may feel that they could set up and run an additional team if they had access to better provision.
- 13.1.9 **Future demand** is an informed estimate made of the likely future demand for pitches in the study area. This is generally based on the most appropriate current and future population projections for the relevant age and gender groupings for each sport. Key trends, local objectives and targets and consultation also inform this figure.
- 13.1.10 **Casual use or other use** could take place on natural grass pitches or AGPs and include:
- Regular play from non-sports club sources (e.g. companies, schools, fitness classes)
  - Infrequent informal/friendly matches
  - Informal training sessions
  - More casual forms of a particular sport organised by sports clubs or other parties
  - Significant public use and informal play, particularly where pitches are located in parks/recreation grounds.
- 13.1.11 **Carrying capacity** is the amount of play a site can regularly accommodate (in the relevant comparable unit) for community use without adversely affecting its quality and use. This is typically outlined by the NGB.
- 13.1.12 **Overplay** is when a pitch is used over the amount that the carrying capacity will allow, (i.e. more than the site can accommodate). Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected.
- 13.1.13 **Spare capacity** is the amount of additional play that a pitch could potentially accommodate in addition to current activity. There may be reasons why this potential to accommodate additional play should not automatically be regarded as actual spare capacity, for example, a site may be managed to regularly operate slightly below its carrying capacity to ensure that it can cater for a number of friendly matches and training activity. This needs to be investigated before the capacity is deemed actual spare capacity.

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

**End**