



WIRRAL BOROUGH COUNCIL

PLAYING PITCH & OUTDOORS SPORTS STRATEGY

ASSESSMENT REPORT

MAY 2016

Integrity, Innovation, Inspiration

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WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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GLOSSARY

WBC	Wirral Borough Council
AGP	Artificial Grass Pitch
3G	Third Generation Turf
NGB	National Governing Body
FA	Football Association
ECB	England and Wales Cricket Board
EH	England Hockey
RFU	Rugby Football Union
S106	Section 106
FIT	Fields in Trust
GIS	Geographical Information Systems
KKP	Knight, Kavanagh and Page
LDF	Local Development Framework
NPPF	National Planning Policy Framework
FPM	Facilities Planning Model
FE	Further Education
HE	Higher Education
TGR	Team Generation Rate

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PART 1: INTRODUCTION AND METHODOLOGY

This is the Playing Pitch Assessment Report prepared by Knight Kavanagh & Page (KKP) for Wirral Borough Council (WBC) and its partners.

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

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

- ◀ Stage A: Prepare and tailor the approach (Step 1)
- ◀ Stage B: Gather information and views on the supply of and demand for provision (Steps 2 & 3)
- ◀ Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)
- ◀ Stage D: Develop the strategy (Steps 7 & 8)
- ◀ Stage E: Deliver the strategy and keep it robust and up to date (Steps 9 & 10)

Stages A to C are covered in this report.

Stage A: Prepare and tailor the approach

Why the PPS is being developed

WBC has a number of overarching strategies relevant to the development and implementation of the PPS. These include its Parks and Open Spaces Strategy, the Wirral Sport and Recreation Strategy and the Council's Asset Management Plan. The underpinning objectives which drive this study include the promotion of healthy lifestyles and the development of improved open space in the Authority. Taking these into consideration the PPS aims to:

- ◀ Provide an evidence base for Parks and Countryside and other Council and partner service planning and delivery.
- ◀ Provide a clear understanding of the mix of pitch provision in Wirral and the roles of different partners
- ◀ Provide an evidence base to support potential future funding decisions/applications.
- ◀ Provide evidence for Wirral's Local Plan and Infrastructure Delivery Plan, to inform site allocations and the consideration of planning applications.
- ◀ Underpin the provision of an accessible and realistic network of weather-resilient pitch facilities which are usable throughout the season.
- ◀ Inform and drive achievement of a high standard of pitch and facility maintenance at an affordable price for users and providers.
- ◀ Deliver the health and social cohesion benefits of pitch sports against a backdrop of major financial austerity and public sector budget reductions.
- ◀ Reduce the level of Council subsidy of pitch provision.
- ◀ Engage with stakeholders on new ways of working, e.g. increasing self-management

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One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraphs 73 and 74 of the NPPF discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. A Playing Pitch Strategy will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

Paragraph 76 and 77 promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

Meeting Sport England PPS Requirements

- ◀ To support the improving health and well-being and increasing participation in sport.
- ◀ Sports development programmes and changes in how the sports are played.
- ◀ The need to provide evidence to help protect and enhance existing provision.
- ◀ The need to inform the development and implementation of planning policy.
- ◀ The need to inform the assessment of planning applications.
- ◀ Potential changes to the supply of provision due to capital programmes e.g. for educational sites.
- ◀ To review budgetary pressures and ensure the most efficient management and maintenance of playing pitch provision.
- ◀ To develop a priority list of deliverable projects which will help to meet any current deficiencies provide for future demands and feed into wider infrastructure planning work.
- ◀ To prioritise internal capital and revenue investment.
- ◀ To provide evidence to help secure internal and external funding.

Wirral Borough Council Local Plan

The Council needs to review and revise its PPS in order to comply with the new guidance from Sport England. This new methodology will provide robust evidence for the Local Development Framework, statutory land use planning decisions and funding bids, which will involve the following:

- ◀ To provide updated information on Wirral’s existing and future needs for playing pitches and its current ability to meet those needs in terms of quality, quantity and location.
- ◀ To provide evidence to inform wider Green Infrastructure Planning across the Borough
- ◀ To review any surpluses or shortfalls in playing pitches to enable the Council to set priorities and review recommended standards for provision, to be incorporated within and used in the implementation of planning policy.
- ◀ To provide background evidence to support emerging Core Strategy Local Plan policies (to be finalised during 2016) to meet the requirements of the National Planning Policy Framework (NPPF) paragraphs 73 and 74

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- ◀ To review the information to enable the Council to justify collecting developer contributions and inform the Council on the distribution of developer contributions to sports and open space in line with Community Infrastructure Levy regulations.

Agreed scope

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

- ◀ Football pitches (including 3G pitches)
- ◀ Cricket pitches
- ◀ Rugby union pitches
- ◀ Hockey/artificial grass pitches (AGPs)

The report does not include rugby league, lacrosse or American football as part of the brief as there are no registered teams or pitches.

The Sport England guidance for producing a PPS is not as applicable for non-pitches as there is no capacity analysis. Non-pitches are therefore assessed via the Assessing Needs and Opportunities Guidance (ANOG).

- ◀ Tennis courts
- ◀ Bowling greens

Management arrangements

A strong and effective steering group will lead and drive a PPS forward during its development and also to ensure the delivery of its recommendations and actions.

The establishment of a steering group was approved following the Project Inception Meeting which took place in October 2014.

The membership of the group is balanced and representative of the different parties and key drivers behind the work and the providers and users of playing pitches in the study area.

High level officer representation from WBC has been confirmed to chair the steering group and will provide the high level officer link with elected members.

Further to this, the Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from Sport England and NGBs and WBC.

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

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

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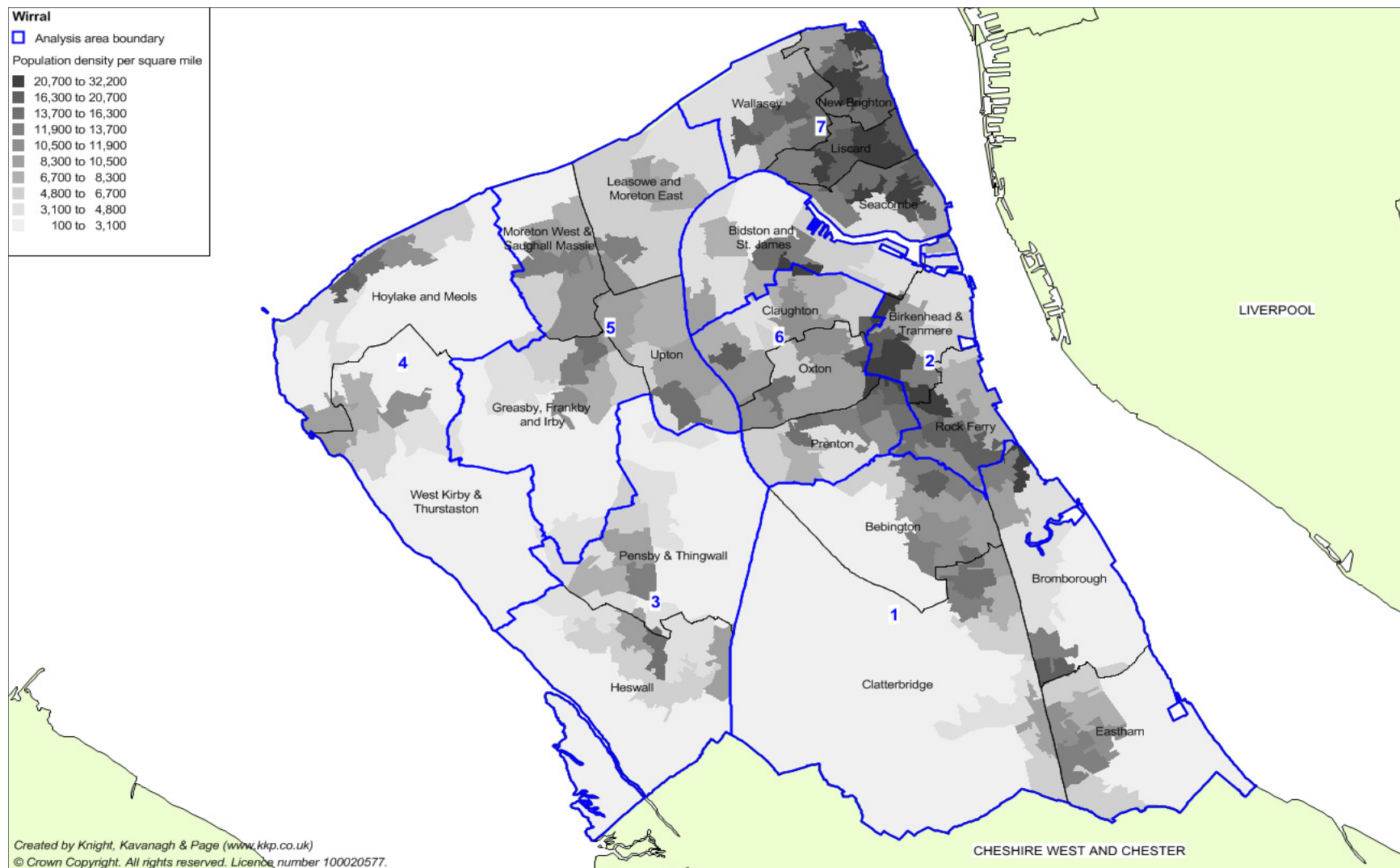
Study area

The study area is land within the boundary of the Metropolitan Borough of Wirral which has been divided into seven analysis areas based on groups of electoral wards as shown in Figure 1.1. The analysis areas are described below;

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoylake and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxton; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

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Figure 1.1: Analysis area map



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

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

Gather supply information and views – an audit of playing pitches

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order'.¹

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

The status of a playing pitch and playing field is the same, irrespective of whether the site is owned or operated by the public, private or voluntary sector,

Quantity

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

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

Accessibility

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

- ◀ ***Community use*** - pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ ***Available but unused*** - pitches that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ ***No community use*** - pitches which as a matter of policy or practice are not available for hire or used by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches, where play is restricted to the first or second team.

¹ www.sportengland.org>Facilities and Planning> Planning Applications

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- ◀ **Lapsed** - last known use as a playing field was more than five years ago (unless allocated for use as a playing field in a local plan, these fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 74 of the National Planning Policy Framework).
- ◀ **Disused** – pitches that are not being used at all by any users and are not available for community hire either. Once these sites have been disused for five or more years they are categorised as 'lapsed sites'.

Quality

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

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

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

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

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

Gather demand information and views

Presenting an accurate picture of current demand for playing pitches (i.e. recording how and when pitches are used) is important when undertaking a supply and demand assessment. Demand for playing pitches in Wirral tends to fall within the following categories:

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

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

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

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A variety of consultation methods were used to collate demand information about leagues, clubs, county associations and national/regional governing bodies of sport. Face to face consultation was carried out with key clubs from each sport. This allowed for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed.

For data analysis purposes an online survey (converted to postal if required) was utilised. This was sent to all clubs not covered by face to face consultation.

Future demand

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

Population growth

The resident population in Wirral using the 2013 Mid-Year Estimates, was 320,295 (males = 154,247 and females = 166,048).

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 3.4% in Wirral's population (+10,970) over the 25 years from 2012 to 2037.

Over this extended timeframe fluctuations are seen at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 15). For example, the number of 16-24 year olds falls by c.15% between 2012 and 2022 before rising again to 7.3%, to less than its 2012 baseline by 2037.

Team generation rates are used to provide an indication of how many people it may take to generate a team (by gender and age group), in order to help estimate the change in demand for pitch sports that may arise from any population change in the study area.

Future demand for pitches is calculated by adding the percentage increases, to the ONS population increases in each analysis area. The TGR is then applied to this figure and is presented on a sport by sport basis within the relevant sections of this report.

Other information sources that were used to help identify future demand include:

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

Stage C: Assess the supply and demand information and views

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

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Understand the situation at individual sites

Qualitative pitch ratings are linked to a pitch capacity rating derived from NGB guidance and tailored to suit a local area. The quality and use of each pitch is assessed against the recommended pitch capacity to indicate how many match equivalent sessions² per week (per season for cricket) a pitch could accommodate.

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

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

Develop the current picture of provision

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

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

Develop the future picture of provision - scenario testing

Modelling scenarios (which will be included within the strategy) to assess whether existing provision can cater for unmet, displaced and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future. Scenario testing occurs in the strategy report and therefore does not form part of the assessment report.

Identify the key findings and issues

By completing Steps 1-5 it is possible to identify several issues relating to the supply, demand and adequacy of playing pitch provision within the Metropolitan Borough of Wirral. This report seeks to identify and present the key findings and issues, which should now be checked, challenged and agreed by the Steering Group prior to development of the Strategy (Stage D).

The following sections summarise the local administration of the main grass pitch sports in Wirral. Each section provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities and the governing body of each sport and regional strategic plan (where they exist). Local league details are provided in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are also summarised.

²

The number of games played on a given pitch and by whom on a regular basis. The amount of training and associated activity taking place on a pitch on a regular basis

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PART 2: FOOTBALL

2.1: Introduction

Football is a key sport in Wirral at both competitive and recreational level. Cheshire County FA is the organisation primarily responsible for football development (and some elements of administration) in Wirral. The County FA is responsible for the administration, in terms of discipline, rules and regulations, cup competitions, representative matches, development of clubs and facilities, referees, coaching courses and delivering national football schemes. In addition, however, Wirral District FA supports Cheshire FA with some aspects of the administration at a local level.

This section of the report focuses on the supply and demand for grass football pitches in Wirral. The supply and demand for artificial grass pitches (AGPs) is considered in Section 2.7. It should be noted, however, a growing demand for the use of AGPs for competitive football fixtures in the future is anticipated, especially to accommodate mini and youth football.

To note the analysis areas to be used within the football assessment are as follows:

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoylake and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxtan; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

Consultation

In addition to face to face consultation with nine key clubs (as identified by The FA), the remaining 95 clubs were invited to complete an electronic survey. The invitation was initially sent out to clubs via e-mail by KKP after which, a subsequent e-mail was sent directly to clubs by Cheshire County FA (in an attempt to increase response rates).

An overall response rate of 84% (club) and 97% (team) was achieved via consultation (either via face to face consultation or online survey response). The following nine clubs were met on a face to face basis:

- ◀ AC Hoylake FC
- ◀ Eastham Rangers FC
- ◀ Heswall FC
- ◀ Manor Club JFC
- ◀ Shaftsbury FC
- ◀ Tranmere Rovers FC
- ◀ Upton FC
- ◀ West Kirby & Wasps FC
- ◀ West Kirby Panthers FC

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In addition, Wirral District FA was also consulted via a face to face meeting and the following Leagues were consulted via an online survey:

- ◀ Chester & Wirral Football League
- ◀ Wallasey & District Sunday Football League
- ◀ Wallasey Junior Football League
- ◀ West Cheshire League

The Birkenhead Sunday League and the Eastham & District Junior Football League failed to respond to the survey or any correspondence from KKP.

The findings from such consultation are used to inform key issues within this section of the report.

2.2: Supply

The audit identifies a total of 207 grass football pitches located across 82 sites in Wirral. Of these, 179 pitches are known to be available, at some level, for community use. It should be noted that of these, 11 pitches are identified as available for community use but are not currently utilised. All pitches with community use are listed in Table 2.15.

Table 2.1: Summary of pitches available for community use (used and unused)³

Analysis area	Number of pitches				
	Adult football	Youth football		Mini soccer	
	(11v11)	11v11	9v9	7v7	5v5
1	29	-	13	9	6
2	4	-	2	1	1
3	12	-	6	8	2
4	6	1	4	5	4
5	13	1	2	2	1
6	7	1	4	5	2
7	12	-	11	4	1
Wirral	83	3	42	34	17

Please refer to the FA website page to view pitch and goal posts sizes:

<http://www.thefa.com/my-football/football-volunteers/runningaclub/yourfacilities/technicalstandards.aspx>

In addition to the above, numerous primary school sites within Wirral report having generic grassed areas where pitches could be marked should additional capacity be required in the future.

The table above identifies a large number of adult pitches in Wirral when compared to other pitch sizes, reflecting that the majority of teams use adult pitches. It should be noted, however, that a large number of youth 11v11 teams (u13s-u16s) are playing on adult pitches, which may in part be due to a lack of dedicated youth 11v11 pitches rather than a preference for adult pitches.

³ Table 2.1 does not include pitches that are located outside of the Wirral boundary

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In total, 143 youth teams (u13s-u16s) currently use adult pitches for home matches in Wirral (u11-u16), a practice which is not ideal for youth players or in line with the FA Youth Review (which states u17s and u18s can play on adult pitches). In addition, there are also 33 mini teams playing across adult pitches or marking pitches with cones.

Of the total pitches in Wirral, 28 are identified as not available for community use, all of which are located on education sites, with the exception of Prenton Park (Site ID: 179), home of Tranmere Rovers FC. The availability (or lack) of such pitches is driven by school policy with access issues, costs associated with community use and retaining pitch quality for school use the main reasons cited. Nevertheless, these pitches could offer potential capacity should the available supply not meet demand.

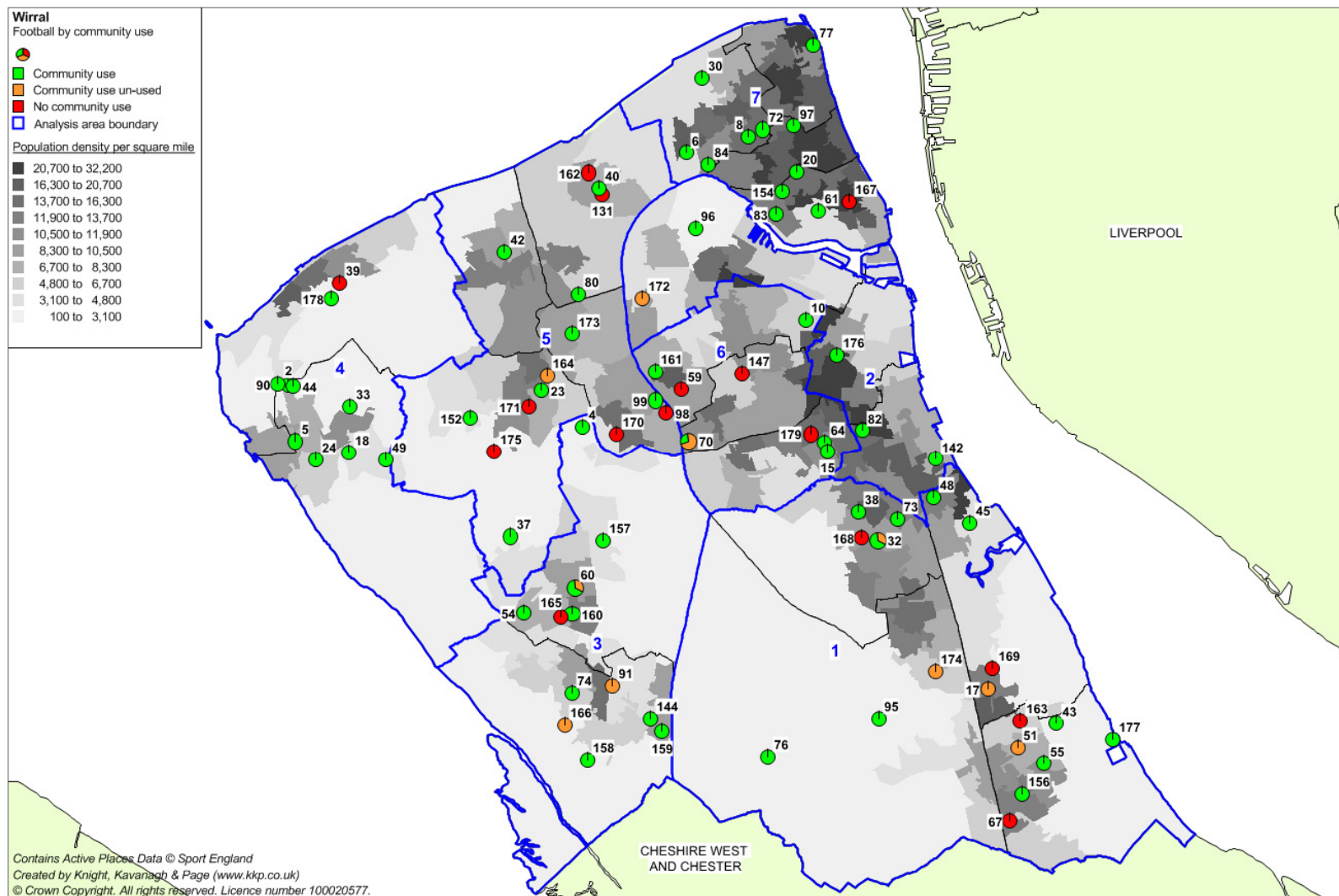
The largest multi-pitch football site within Wirral is Plymyard Playing Fields (Site ID: 55). This contributes 15 pitches (nine adult, four youth and two mini) to the total number of pitches in Wirral. Other significant-sized local authority sites include Arrowe Park (Site ID: 4) which has 13 pitches, The Oval Leisure Centre (Site ID: 73) which has a total of ten pitches and Lord Leverhulme Playing Fields (Site ID: 43) which has six pitches.

Education sites

Educational sites account for 59 pitches across Wirral, with just over a half (53%) available for community use. All pitches are listed in Table 2.15.

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Figure 2.1: Location of all football pitches in Wirral mapped by availability for community use



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Please refer to Table 2.15 for a key to the map.

Disused/lapsed sites

Several sites within Wirral are currently not in use and, therefore, classified as disused/lapsed sites. The venues of which we are aware, which previously contained football pitch provision include:

- ◀ Bromborough Pool Price Sports & Social Club (Analysis area 1)
- ◀ Green Lane Playing Fields (1)
- ◀ OC Sport & Leisure (1)
- ◀ Conway Playing Fields (2)
- ◀ Gayton Playing Fields (3)
- ◀ Greenbank Road (4)
- ◀ Sandringham Avenue Playing Fields (4)
- ◀ Leasowe Road Playing Field (5)
- ◀ Premier Brands Playing Field (5)
- ◀ Solar Campus Playing Field (5)
- ◀ School Lane Recreation Ground (7)
- ◀ Rock Ferry School (2)

Consultation with West Kirby & Wasps FC and Greasby JFC suggests that both clubs have aspirations to bring land at Greenbank Road back into use.

Sandringham Avenue Playing Fields is a local authority site that is currently licensed to West Kirby & Wasps FC as part of the Club's 25 year lease of Elm Grove (Site ID: 178 adjacent). Nevertheless, despite the five year licence (at a cost of £1,200 per annum), the Club is unable to use Sandringham Avenue Playing Fields due to poor drainage.

Consultation suggests that both Leasowe Road Playing Field and Solar Campus Playing Field are being developed by Tranmere Rovers FC as part of the Club's development at the Solar Campus (former education site). Work has commenced to create five new professional pitches (to be used solely by the Club) and three community pitches. The Club also has aspirations for a full size 3G AGP on site. As part of the development, Tranmere Rovers FC will also be responsible for the maintenance of the pitches.

Consultation with Ashville FC confirms that the Club intends to apply for a long term lease of School Lane Recreation Ground in the near future with a view to bring the pitches back into use for the Club's junior teams.

The Council has resolved to work with a local resident's association to bring forward proposals for the management of the playing fields at the former Rock Ferry High School.

Pitch management

Wirral Council is responsible for the management and maintenance of its parks and open spaces (excluding school sites). The allocation and booking of sports pitches within these sites is managed by the Council's Parks and Countryside Service department with maintenance of pitches completed via the same department.

In addition to a number of sites that are privately owned and managed by sports clubs, the Council owns a number of sites that are leased to, and maintained by, sports clubs. Table 2.2 provides a summary of sites currently leased to sports clubs.

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Table 2.2: Summary of leased sites

Club	Site	Analysis area	Tenure
AC Hoylake FC	Acres Road Playing Field (Site ID: 1)	4	Site is leased from Wirral Council on a 25 year lease (signed in 2014).
Ashville FC	Ashville Sports & Social Club (Site ID: 6)	7	Site is leased from Wirral Council.
Glenavon JFC	The Glen (Site ID: 70)	6	Site is leased from Wirral Council.
Heswall FC	Gayton Park (Heswall FC) (Site ID: 144)	3	Site is leased from Wirral Council on a 25 year lease (signed in 2002).
Higher Bebington JFC	Kings Lane Playing Fields (Site ID: 38)	1	Site is leased from Wirral Council on a five year lease (signed in 2010).
Newton FC	Millcroft Ground (Site ID: 152)	5	Site is leased from Wirral Council.
Tranmere Rovers FC	Solar Campus Playing Field	5	Site is leased from Wirral Council on a 99 year lease.
Wallasey Junior Football League	Withensfield Playing Field (The Delph) (Site ID: 97)	7	Site is leased from Wirral Council on a ten year lease (signed in 2013).
West Kirby & Wasps FC	Marine Park (Site ID: 44)	4	Site is leased from Wirral Council on a 25 year lease (signed in 2009).
	Anglesy Road Playing Fields (Site ID: 2)	4	Club has agreed and signed a lease for the site. Awaiting confirmation from Wirral Council.
	Elm Grove (Site ID: 178)	4	Site is leased from Wirral Council on a 25 year lease (signed in 2013).
	Sandringham Avenue Playing Fields (Site ID: 62)	4	Site is licensed to the Club (five year license) as part of the Club's lease at Elm Grove (see above).

Tenure of sites in Wirral is generally secured via long term leases or a guarantee that the pitch will continue to be provided for at least the next three years. During consultation, a number of clubs also report aspirations to obtain long term leases in order to supplement club development.

Accessibility

Consultation with clubs indicates that most players travel between two and five miles to access pitches in Wirral. Nevertheless, a number (particularly those playing within the non-league football pyramid) report having the ability to attract players from further afield due to the standard of football on offer. Consultation also confirms that in some areas, clubs are willing to travel further in order to access better quality pitches/ facilities.

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Pitch quality

Pitch quality primarily influences the carrying capacity of a site; often pitches lack the drainage and maintenance necessary to sustain levels of use. It is likely that pitches which receive little to no ongoing repair or post-season remedial work will be assessed as poor, therefore limiting the number of games able to take place each week without it having a detrimental effect on quality. Conversely, well maintained pitches which are tended to regularly are likely to be of a higher standard and capable of taking a number of matches without a significant reduction in surface quality.

Private sites (e.g. sports clubs) typically offer better quality facilities than Council parks/playing fields and school pitches. In general, such sports clubs tend to have dedicated ground staff or volunteers working on pitches and the fact that they are often secured by fencing prevents unofficial use.

Percentage parameters used for the non-technical assessments were as follows;

- ◆ Poor = 0-49.9%
- ◆ Standard = 50-79.9%
- ◆ Good = 80%+

As such, each pitch within Wirral has a quality rating of good, standard or poor.

The table below summarises the quality of pitches in Wirral. It shows that 80% of all pitches that are available for community use are rated as standard quality. The remaining pitches are rated as either good (1%) or poor (19%) quality.

Table 2.3: Summary of grass pitch quality of sites available for community use⁴

Adult pitches			Youth pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
2	61	20	0	37	8	0	45	6
83			45			51		

The quality ratings for all individual pitches available for community use are shown in Table 2.15 and 2.15a.

Of responding clubs, 15% rate pitch quality as good and 39% as standard. Of the remaining clubs, 46% report pitch quality as poor with the majority suggesting that sites such as Arrowe Park (Site ID: 4), Belvidere Recreation Ground (Site ID: 8), Borough Road Playing Fields (Site ID: 15), Wallacre Recreation Ground (Site ID: 84) and Woodchurch Leisure Centre (Site ID: 99) have poor quality pitches. It should be noted, however, that other users of such sites rate pitch quality as adequate. In general, the most reported issues with regard to pitch quality relate to poor drainage, unofficial use and what is perceived by users as minimal maintenance and overuse.

Specific comment with reference to pitch quality at individual sites can be seen in Table 2.4. These comments are a combination of club feedback and site assessment information.

⁴ Non technical site assessments for football were carried out in December 2015. Figures correspond to tables 2.15 and 2.15a

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.4: Summary of pitch quality comments

Site	Comments
Arrowe Park (Site ID: 4)	Insufficient maintenance and poor drainage.
Belvidere Recreation Ground (Site ID: 8)	Insufficient maintenance, poor drainage and dog foul.
Borough Road Playing Fields (Site ID: 15)	Insufficient maintenance and poor drainage.
Wallacre Recreation Ground (Site ID: 84)	Insufficient maintenance and poor drainage.
Woodchurch Leisure Centre (Site ID: 99)	Insufficient maintenance and poor drainage.

In addition to the comments listed above, a number of survey responses cited the following as reasons for their perception that there had been a decline in pitch quality:

- ✦ Weather (and playing on pitches during bad weather)
- ✦ Uneven surfaces
- ✦ Significant overplay
- ✦ Casual use of pitches
- ✦ Dog foul/litter

Maintenance regime

Consultation with the Council's Parks and Countryside Service department confirmed that all Council managed pitches are maintained on a regular basis. A generic maintenance schedule is summarised below (although certain pitches may receive additional maintenance depending on condition):

- ✦ Seeded - Yes, as required
- ✦ Aerated - Never
- ✦ Sand dressed - Never
- ✦ Fertilised – all pitches fertilised every two years
- ✦ Weed killed – selected pitches fertilised every two years

It should be noted that all of the maintenance elements listed above form part of the FA's non-technical site assessment form.

Of the 70 responding clubs which play at local authority sites, 4% suggest that the maintenance of pitches is good quality while 37% report it to be adequate. The remaining 59% report maintenance of Council owned pitches is of a poor quality.

Ancillary facilities

Consultation with users indicates that a number of sites in Wirral do not have on-site changing provision. Of the local authority sites that do have changing provision, Wirral Council has classified changing provision using the following criteria:

- ✦ Class A - modern changing provision with hot and cold showers
- ✦ Class B - adequate or older changing provision with hot and cold showers
- ✦ Class C - adequate changing provision with no showers

In addition, a number of local authority sites also have an attendant on site when the pitches are in use.

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Table 2.5: Changing provision at local authority sites

Site ID	Site name	Analysis area	Changing provision	Class	Attendant on site
32	Higher Bebington Recreation Ground	1	Yes	A	-
43	Lord Leverhulme Playing Fields	1	Yes	A	Yes
45	Mayfields Playing Fields	1	Yes	B	-
48	New Ferry Park	1	Yes	C	-
55	Plymyard Playing Fields	1	Yes	A	Yes
73	The Oval Leisure Centre	1	Yes	A	Yes
76	Thornton Hough	1	Yes	B	-
82	Victoria Park	2	No	-	-
96	Wirral Tennis & Leisure Centre	2	Yes	A	-
4	Arrowe Park	3	Yes	A	Yes
60	Ridgewood Park	3	Yes	A	-
74	The Puddydale	3	No	-	-
5	Ashton Park	4	No	-	-
24	Devonshire Road Playing Fields	4	No	-	-
49	Newton Park	4	No	-	-
23	Coronation Park	5	Yes	A	Yes
37	Irby Playing Fields	5	Yes	C	-
40	Leasowe Leisure Centre	5	No	-	-
42	Lingham Park	5	Yes	A	Yes
80	Upton Park	5	Yes	A	Yes
99	Woodchurch Leisure Centre	5	Yes	A	Yes
10	Birkenhead Park	6	Yes	A	-
15	Borough Road Playing Fields	6	Yes	B	-
8	Belvidere Recreation Ground	7	Yes	A	-
20	Central Park	7	Yes	A	Yes
30	Harrison Park	7	Yes	A	-
154	Oxton Park	7	Yes	C	-
61	Rycroft Playing Fields	7	Yes	A	-
77	Tower Grounds	7	No	-	-
84	Wallacre Recreation Ground	7	Yes	B	Yes

Based on clubs' consultation, it is apparent that there are various teams based at Council sites that do not have access to on-site changing provision. A number of clubs also report no access to changing provision where they play, despite facilities on site. Indeed, a number of clubs report being unable to access changing provision at Arrowe Park (Site ID: 4), Coronation Park (Site ID: 23), Plymyard Playing Fields (Site ID: 55) and The Oval Leisure Centre (Site ID: 73). Although such clubs confirmed that changing provision was not always required, it was suggested during consultation that changing provision should not be included in the cost of pitch hire if such provision is not available to users.

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In addition, various clubs based at education sites (particularly primary school sites) report no access to changing provision. Nevertheless, these clubs did confirm that the majority of their junior and mini teams do not require changing provision. This is a nationwide trend; whereby most junior and mini teams make less use of changing provision and tend to arrive at pitch sites already changed and ready to participate. That said, access to toilet facilities is often of greater priority and such facilities are also not available for clubs at these sites.

Of the clubs that do have access to changing provision (and completed the survey), 11% rate it as being of a good quality, with the remaining clubs rating it as either standard (54%) or poor (35%). It should be noted, however, that of the 11% of clubs which rate changing provision as good quality, all are users of private/leased club or education sites.

Table 2.6: Clubs response to quality of changing facilities:

Good	Standard	Poor
11%	54%	35%

According to consultation, changing provision at Belvidere Recreation Ground (Site ID: 8), Borough Road Playing Fields (Site ID: 15), Central Park (Site ID: 20), Wallacre Recreation Ground (Site ID: 84) Plymyard Playing Fields (Site: 55), and Woodchurch Leisure Centre (Site ID: 99) are poor quality. That said, other users at such sites rate changing provision as adequate. There is, nevertheless, general acceptance amongst users that changing provision, particularly at local authority sites (where applicable), is dated and often too small (insufficient changing space).

Pitch costs

The biggest challenge in the current economic climate is to achieve a balance between maintenance and pitch hire costs. A growing number of local authorities are looking at full recovery costs as a way of increasing maintenance and removing the significant subsidy given to football.

The table below illustrates the cost of hiring pitches (per season) in Wirral compared with neighbouring local authorities (Cheshire West & Chester, Liverpool).

Table 2.7: Local authority pitch-hire charges (per season)

Local authority	Adult teams		Youth teams		Mini teams	
	Pitch	Inc. Changing	Pitch	Inc. Changing	Pitch	Inc. Changing
Wirral Class A	-	£549	-	£292	-	£105
Wirral Class B	-	£442	-	£220	-	-
Wirral Class C	-	£348	-	£171	-	-
CWAC - Ellesmere Port & Neston (Season)	£29.27	£349.86	-	£14.68	-	-
CWAC – Chester (Season)	£130	£360	-	-	-	-
CWAC – Chester (Per game)	-	-	-	£8.36	-	-
Liverpool (Class A)		£600				
Liverpool (Class B)	£300	£450				

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As indicated above, the cost of an adult pitch per season (including changing) in Wirral is considerably cheaper than some of its neighbours. The price of a Class A pitch in Wirral is £51 cheaper per season than a Class A pitch in Liverpool. That said, the cost of a Class A or Class B pitch in Wirral is more expensive than a pitch in Cheshire West and Chester (please note that Cheshire West and Chester Council operates a blanket charge for all adult pitches regardless of quality of changing provision, although this is to be reviewed in the near future).

Football pyramid facilities

Five clubs in Wirral currently play within the non-league football pyramid:

- ◀ Tranmere Rovers FC (Step 1)
- ◀ Cammell Laird 1907 FC (Step 5)
- ◀ Heswall FC (Step 7)
- ◀ Newton FC (Step 7)
- ◀ West Kirby & Wasps FC (Step 7)

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

Tranmere Rovers FC plays in the Vanarama National League at Step 1 of the football pyramid structure having been relegated from the Football League at the end of the 2014/2015 season. It is based at Prenton Park (Site ID: 179), a 16,500 seater stadium located in the Suburban Birkenhead Analysis Area. The ground is owned by the Club.

Cammell Laird 1907 FC plays in the North West Counties Football League Premier Division at Step 5 of the football pyramid structure. The Club's Reserve team also plays in the Carlsberg West Cheshire League Div 1 at Step 7 of the football pyramid. It is based at the North West Construction Stadium (Cammell Laird 1907 FC) (Site ID: 142). The ground is owned by the Club.

Heswall FC plays in the Carlsberg West Cheshire League Div 1 at Step 7 of the football pyramid. It is based at Gayton Park (Heswall FC) (Site ID: 144). The ground is leased from Wirral Council on a 25 year lease (signed in 2002).

Newton FC plays in the Carlsberg West Cheshire League Div 1 at Step 7 of the football pyramid. It is based at the Millcroft Ground (Site ID: 152). The ground is leased from Wirral Council.

West Kirby & Wasps FC also plays in the Carlsberg West Cheshire League Div 1 at Step 7 of the football pyramid. It is based at the Marine Park (West Kirby & Wasps FC) (Site ID: 44). The ground is leased from Wirral Council on a 25 year lease (signed in 2009).

Throughout the life of the playing pitch strategy there is a need to monitor clubs working in partnership with Cheshire CFA as to the promotion and ground requirements closely so that pitch requirements can be monitored.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

2.3: Demand

Demand for football pitches in Wirral tends to fall within the categories of organised competitive play, organised training and informal play.

Competitive play

There are a total of 568 football teams from Wirral playing competitive home fixtures on grass pitches. This includes three teams which are currently accessing pitches outside of the Borough and, therefore, are classed as displaced demand (see Table 2.12).

Table 2.8: Summary of competitive teams from Wirral⁵

Analysis area	Adult football		Youth football		Mini soccer	
	Men	Women	11v11	9v9	7v7	5v5
1	26	3	42	25	24	25
2	4	-	-	4	4	24
3	9	-	12	13	11	12
4	3	-	18	17	28	26
5	17	-	25	3	2	1
6	13	-	11	5	5	2
7	19	1	34	42	40	18
Wirral	91	4	142	109	114	108
	95		251		222	

Although growing demand is anticipated for the use of 3G pitches for competitive football fixtures in the future, especially to accommodate mini and youth football, some competitive football is already played on 3G pitches. Indeed, one youth team currently plays all competitive home fixtures at Bebington High Sports College (Site ID: 7) and 22 mini teams access 3G pitch provision at Birkenhead Youth Club (Site ID: 150) for competitive fixtures.

As indicated in Table 2.8, Analysis Area 7 accommodates the largest number of teams (154 teams), although a similar number of teams are accommodated in the Analysis Area 1 (145 teams). During consultation, all clubs were asked about changes in the number of teams they have run at adult, youth and mini level (where applicable) during the previous three years. The response rates can be seen in Table 2.9.

Table 2.9: Change in the number of teams over the previous three years

Team type	Clubs response		
	Increased	Stayed the same	Decreased
Adult	15%	70%	15%
Youth	22%	59%	19%
Mini	34%	60%	6%

⁵ Demand information taken from 2015/16 football season. Current number of teams is equal to all teams that are Wirral based regardless of where they play, (training or match play).

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According to clubs, the number of teams at all ages has generally remained static for the last three years. Nevertheless, the biggest growth in football in Wirral during the previous three years appears to be at mini level.

Significant increases in the number of teams at this level were reported by:

- ◀ New Ferry Rangers FC
- ◀ West Kirby & Wasps FC
- ◀ West Kirby Panthers FC

Consultation with clubs also suggests that the success and popularity of the Wallasey Junior Football League and the Eastham & District Junior Football League has resulted in an increase in the number of mini teams, particularly within the Wallasey and Bromborough & Eastham analysis areas, in recent years.

Women's and girls' football

There are currently four women's teams (Birkenhead Youth FC, Tranmere Rovers Ladies FC, Wallasey Athletic FC and Wallasey Wanderers FC) and 27 youth girls' teams that are currently competing in Wirral. In addition, however, numerous clubs report girls participating in mixed teams (mini football). It should be noted that several clubs report aspirations to increase the number of girls' teams via club development (see Table 2.14).

Leagues

Table 2.10: Summary of the main leagues servicing Wirral teams

League	Match day	Comments
Chester & Wirral Football League	Saturday	The League has three open age divisions and one veterans division. There are 49 teams competing across all four divisions, eight of which are Wirral based and access pitches within the Borough for home fixtures.
Wallasey & District Sunday Football League	Sunday	The League has three open age divisions and two youth divisions. There are 32 adult teams and 17 youth teams.
Wallasey Junior Football League	Saturday / Sunday	The League manages nine junior leagues (u7s to u15s) and four junior girl's league (u9s, u11s, u13s and u15s) with approximately 30 clubs affiliated to the League. The League signed a ten year lease in 2013 for Withensfield Playing Field (The Delph) (Site ID: 97). The site is a central venue for u7s and u8s on a Saturday morning and u9s on a Sunday morning.
West Cheshire League	Saturday	The League has three open age divisions and one youth division. There are 57 teams competing across all four divisions, 22 of which are Wirral based and access pitches within the Borough for home fixtures. The League's 1 st Division is at Step 7 of the football league pyramid.
Birkenhead Sunday League	Sunday	League failed to respond to the survey.
Eastham & District Junior Football League	Saturday	League failed to respond to the survey.

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Latent demand

A number of clubs suggested during consultation that if more pitches were available, at either the club site or in the local area, they could develop more teams in the future (latent demand). Table 2.11 below highlights latent demand expressed by the clubs and the additional teams that could *potentially* be fielded were more pitches to be available.

Table 2.11: Summary of latent demand expressed by clubs

Club	Analysis area	Latent demand	Pitch requirement	
			Number ⁶	Type
Eastham Rangers FC	1	2 x Youth	1	Youth
		1 x Mini	0.5	Mini
West Kirby & Wasps FC	4	6 x Youth	3	Youth
		6 x Mini	3	Mini
West Kirby Panthers FC	4	4 x Mini	2	Mini
Shaftsbury FC	6	4 x Mini	2	Mini
Totals			0	Adult
			4	Youth
			7.5	Mini

As indicated in Table 2.11, the level of latent demand appears to be low in Wirral, with no latent demand recorded for adult pitches. As such, it is perhaps unsurprising that Wirral Council confirm that there is currently no waiting list for pitch access across the Borough. As such, demand appears to be met at least for local authority pitches.

Nevertheless, a number of clubs suggest that improvements to ancillary facilities would enable an increase in team numbers. Facility requirements such as 3G pitches for training, floodlights and clubhouse improvements were all reported by clubs including improvements to the number and/or quality of current changing room provision. It should be noted that some clubs expressing a desire to develop women's and girls' football report being constrained by the number and/or quality of current changing provision.

The Wallasey Girls League also expressed through consultation that to develop and build on their current numbers, the league requires; two additional 5v5 pitches, two 7v7 pitches, two 9v9 pitches, and two 11v11 youth pitches and adequate changing facilities.

Further to this, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in football but are not currently doing so' in Wirral. It identifies latent demand of 2,942 people. 20.2% of the population that would like to participate in football is the segment 'Jamie - sports team lads'. Of the 2,942 people, 236 (8%) are females; the largest segment of which is 'Leanne - supportive singles'.

⁶ Two teams require one pitch to account for playing on a home and away basis. As such, 0.5 pitches can be seen in the table where there is latent demand for one team.

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Displaced demand

Displaced demand refers to Wirral based teams that are currently accessing pitches outside the Borough for home fixtures. In total, there are three teams based in Wirral that are currently accessing pitches outside of the Borough. i.e., they are playing all home fixtures outside of the Authority area.

Table 2.12: Summary of displaced demand

Club	Teams displaced	Sites currently used by displaced teams
Mallaby FC	1 x Adult	The Grove Sports & Social Club (Ellesmere Port)
Cammell Laird 1907 FC	1 x Youth (Girls) 1 x Mini (Girls)	Long Lane, Aintree (Liverpool)
Totals	1 Adult 1 Youth 1 Mini	

Consultation with Mallaby FC confirms that the Club is currently accessing pitches outside of the Borough in order to comply with ground criteria for the Carlsberg West Cheshire League. Indeed, the Birkenhead based Club was unable to find a ground within the Borough that met the correct specifications and, therefore, is accessing provision in Ellesmere Port (Cheshire West and Chester) to maintain their position in Division 2.

Consultation with Cammell Laird 1907 FC confirms that two of its girl's teams are currently accessing provision outside of the Borough due to their participation in a central venue league.

Future demand

Future demand can be defined in two ways, via evaluation of participation increases and using population forecasts. Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 2.13: Team generation rates⁷

Age group	Current population within age group (2012)	Current no. of teams	Team Generation Rate⁸	Future population within age group (2025)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (16-45)	55,113	91	1:606	53,276	88.0	0
Senior Women (16-45)	57,642	4	1:14,411	54,278	3.8	0
Youth Boys (10-15)	11,187	224	1:50	12,262	245.5	21.5
Youth Girls (10-15)	10,725	27	1:397	11,819	29.8	2.8
Mini-Soccer Mixed (6-9)	14,719	222	1:66	15,687	237.7	15.7

⁷ Current number of teams (568) is equal to all teams that are Wirral based regardless of where they play, (training or match play)

⁸ To note the TGR numbers have been rounded up within the report to the nearest number to allow for whole numbers.

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Population increases are not expected to create any additional future demand for adult teams, although 25 youth teams and 16 mini teams may be created. This equates to the need for an additional 12.5 youth and 8 mini match sessions per week to satisfy future demand.

In addition to team generation rates, a number of clubs expressed aspirations to increasing the number of teams in the future.

Table 2.14: Summary of club future demand

Club	Analysis area	Future demand	Pitch requirement	
			Number ⁹	Type
Allport Hawks JFC	1	1 x Adult (Mens)	0.5	Adult
		2 x Youth (Boys)	1	Youth
		2 x Mini	1	Mini
Cammell Laird 1907 FC	1	1 x Youth (Boys)	0.5	Youth
		3 x Mini	1.5	Mini
Eastham Rangers FC	1	2 x Mini	1	Mini
		2 x Youth (Boys)	1	Youth
Halfway House Prenton	1	1 x Adult (Mens)	0.5	Adult
MSC Eastham FC	1	2 x Mini	1	Mini
New Ferry Rangers	1	1 x Adult (Mens)	0.5	Adult
		2 x Youth (Boys)	1	Youth
		4 x Mini	2	Mini
Shore Villa FC	1	2 x Youth (Boys)	1	Youth
		2 x Mini	1	Mini
Stork Youth JFC	1	1 x Adult (Mens)	0.5	Adult
		2 x Youth (Boys)	1	Youth
		2 x Mini	1	Mini
Heswall FC	3	1 x Adult (Vets)	0.5	Adult
		1 x Mini	0.5	Mini
Heswall Juniors FC	3	2 x Mini	1	Mini
Wirral Scorpions FC	3	1 x Youth (Boys)	0.5	Youth
		1 x Youth (Girls)	0.5	Youth
		1 x Mini	0.5	Mini
AC Hoylake	4	2 x Mini	1	Mini
West Kirby & Wasps FC	4	4 x Youth (Boys)	2	Youth
		4 x Youth (Girls)	2	Youth
		5 x Mini	2.5	Mini
West Kirby Panthers FC	4	6 x Mini	3	Mini
Upton FC	5	2 x Mini	1	Mini
Birkenhead Youth FC	6	1 x Youth (Girls)	0.5	Youth
		2 x Mini	1	Mini
Glenavon JFC	6	4 x Mini	2	Mini
Shaftsbury FC	6	2 x Mini	1	Mini
Ashville Youth FC	7	4 x Youth (Boys)	2	Youth
		2 x Youth (Girls)	1	Youth

⁹ Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

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Club	Analysis area	Future demand	Pitch requirement	
Greenleas JFC	7	2 x Mini	1	Mini
		1 x Youth (Girls)	0.5	Youth
		2 x Mini	1	Mini
Liscard Panthers FC	7	1 x Mini	0.5	Mini
Manor JFC	7	2 x Mini	1	Mini
New Brighton Saints JFC	7	1 x Mini	0.5	Mini
Oxton Ladies FC	7	2 x Mini	1	Mini
Peninsula Stars JFC	7	1 x Mini	0.5	Mini
Wallasey Wanderers FC	7	3 x Mini	1.5	Mini
Total			2.5	Adult
			14.5	Youth
			29	Mini

Future demand in Wirral equates to 2.5 adult, 14.5 youth and 29 mini pitches (46 match sessions in total), equating to predicted growth of 92 teams through club development.

Organised training

No clubs report training on grass pitches. Indeed, clubs which currently train throughout the week access AGPs and/or indoor facilities (sports halls/ gymnasia). The supply of, and demand for, AGPs in the Borough for football use is discussed in more detail in Section 2.7. It should be noted, however, that clubs report a lack of access to affordable floodlit training facilities, particularly AGPs with a 3G surface. A total of 48 clubs report demand for additional training facilities, 39 of which suggest additional 3G facilities are required.

2.4: Capacity analysis

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

As a guide, The FA has set a standard number of match equivalent sessions¹⁰ that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity). Taking into consideration the FA's guidelines on capacity, the following is considered to be a reasonable benchmark for the assessment of capacity in the Borough:

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

¹⁰ The number of games played on a given pitch and by whom on a regular basis. The amount of training and associated activity taking place on a pitch on a regular basis.

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Table 2.15 overleaf relates the above guidelines to the actual level of weekly play recorded to determine a capacity rating as follows:

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

Education sites

To account for curricular/extra-curricular use of education pitches it is deemed that carrying capacity should be adjusted. The only time this does not apply is when a school does not use its pitches at all and the sole use is that made by the community.

To reflect daily curriculum use, school team training, extracurricular clubs and fixtures, the carrying capacity of pitches is reduced where appropriate. Where local information was available from a school and/or users, an informed judgement has been made to adjust the pitch capacity to one which reflects the carrying capacity for community use.

At education sites where there is no information available on school usage, the following capacity table has been used to identify the carrying capacity of pitches:

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

**WIRRAL BOROUGH COUNCIL
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Table 2.15¹¹: Football quality and capacity summary for sites used for community use

Site ID	Site name	Management	Secured use?	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Recorded usage ¹² (match equivalent sessions per week) ¹³	FA recommended site capacity ¹⁴ (sessions per week)	Capacity rating (sessions per week)	Comments
156	Heygarth Primary School**	Education	Yes	1	Mini (7v7)	Standard	1	1	3	2	Pitches are used by Allport Hawks JFC (u7s-u10s). No changing provision on site.
					Mini (5v5)	Standard	2	1	6	5	
32	Higher Bebington Recreation Ground	Local Authority	Yes	1	Adult*	Standard	1	2.5	2	0.5	Pitches are used by Higher Bebington JFC and Shore Villa FC. Changing provision available (Class A).
					Mini (7v7)	Standard	1	1	4	3	
38	Kings Lane Playing Fields	Leased Club	Yes	1	Adult	Standard	1	0.5	2	1.5	Leased by Higher Bebington Junior FC. Changing provision available (Class C).
					Youth (9v9)	Standard	2	2.5	4	1.5	
					Mini (7v7)	Standard	2	3.5	8	4.5	
					Mini (5v5)	Standard	2	5.5	8	2.5	
43	Lord Leverhulme Playing Fields***	Local Authority	Yes	1	Adult*	Standard	6	10.5	12	1.5	Pitches are used by multiple teams. Changing provision available (Class A).
45	Mayfields Playing Fields	Local Authority	Yes	1	Adult*	Poor	1	3	1	2	Pitches are used by multiple teams including New Ferry Rangers FC. Changing provision available (Class B).
					Youth (9v9)	Standard	2	2	4	2	
					Mini (7v7)	Standard	1	2	4	2	
					Mini (5v5)	Standard	1	1	4	3	
48	New Ferry Park	Local Authority	Yes	1	Adult*	Standard	1	3	2	1	Pitch is used by New Ferry Rangers FC. Changing provision available (Class C).
55	Plymyard Playing Fields	Local Authority	Yes	1	Adult*	Standard	9	11	18	7	Pitches are used by multiple teams including Cammell Laird 1907 FC, Eastham Rangers JFC and Shore Villa FC. Changing provision available (Class A).
					Youth (9v9)	Standard	4	2.5	8	5.5	
					Mini (7v7)	Standard	2	5	8	3	
177	Riverside Football Ground (Eastham)	Leased Club/Peel Ports	Yes	1	Adult*	Standard	1	4	2	2	Leased by MSC Eastham FC (from Peel Holdings Ltd). Changing provision available.
73	The Oval Leisure Centre	Local Authority	Yes	1	Adult*	Standard	6	5	12	7	Pitches are used by multiple teams including Young Lions FC. Changing provision available (Class A).
					Youth (9v9)	Standard	3	2.5	6	3.5	
					Mini (7v7)	Standard	1	2	4	2	
76	Thornton Hough	Local Authority	Yes	1	Adult	Standard	1	0.5	2	1.5	Pitch is used by AFC Tima. Changing provision available (Class B).
95	Wirral RUFC	Leased Club	Yes	1	Adult	Standard	1	0.5	2	1.5	Pitch is managed by Wirral RUFC (leased from Leverhulme Estates) and rented to Wirral Masters FC). Changing provision available.

¹¹ Where a primary school has indicated the quality through the survey, the rating has been taken from the "Wirral Primary School Survey"

¹² Demand information taken from 2015/16 football season.

¹³ Where known, training and casual use on pitches has been factored in based on local knowledge provided by the Council and Cheshire FA.

¹⁴ As recommended by The FA nationally. Please refer to Section 2.4: Capacity analysis for further details.

**WIRRAL BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Management	Secured use?	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Recorded usage ¹² (match equivalent sessions per week) ¹³	FA recommended site capacity ¹⁴ (sessions per week)	Capacity rating (sessions per week)	Comments
142	Northwest Construction Stadium (Cammell Laird FC 1907)	Private/Freehold	Yes	2	Adult	Good	1	1	3	2	Pitch is used by the Club's 1 st and 2 nd teams only. Changing provision available.
176	St. Werburgh's R C Primary School**	Education	Yes	2	Youth (9v9)	Standard	1	1	1		Pitch is used by Peninsula Stars JFC. No changing provision on site.
82	Victoria Park	Local Authority	Yes	2	Youth (9v9)	Standard	1	1	2	1	Pitches are used by Victoria Colts JFC. No changing provision on site. Research indicates that pitch is used for 5v5 football also / over marked.
					Mini (7v7)	Standard	1	2	4	2	
					Mini (5v5)	Standard	1	1	4	3	
96	Wirral Tennis & Leisure Centre	Local Authority	Yes	2	Adult	Poor	2	1	2	1	Pitches are used by Beechwood Athletic FC and Crown FC. Changing provision available (Class A).
4	Arrowe Park***	Local Authority	Yes	3	Adult*	Poor	7	3	7	4	Pitches are used by multiple teams including JFC Greasby. Changing provision available (Class A).
					Youth (9v9)	Poor	2	3	2	1	
					Mini (7v7)	Poor	2	2.5	4	1.5	
					Mini (5v5)	Poor	2	2.5	4	1.5	
159	Barnston Primary School**	Education	Yes	3	Mini (7v7)	Standard	1	2	3	1	Pitch is used by Heswall Juniors FC. No changing provision on site.
158	Gayton Primary School**	Education	Yes	3	Mini (7v7)	Standard	1	0.5	3	2.5	Pitch is used by Heswall Juniors FC. No changing provision on site.
144	Gayton Park (Heswall FC)***	Local Authority	Yes	3	Adult*	Good	1	2	3	1	Leased by Heswall FC. Pitch is used by the Club's 1 st team, 2 nd team and two youth teams. Changing provision available.
160	Pensby Primary School**	Education	Yes	3	Mini (7v7)	Standard	1	0.5	3	2.5	Pitch is used by Heswall Juniors FC. No changing provision on site.
54	Pensby Sports Complex**	Education	Yes	3	Adult*	Standard	1	2.5	1	1.5	Pitches are used by Heswall FC and Barnstoneworth Utd FC. Changing provision available.
					Youth (9v9)	Standard	2	3	2	1	
60	Ridgewood Park	Local Authority	Yes	3	Adult*	Standard	2	2.5	4	1.5	Pitches are used by multiple teams including Gelnavon Junior FC. Changing provision available (Class A).
74	The Puddydale	Local Authority	Yes	3	Youth (9v9)	Standard	1	2.5	2	0.5	Pitch is used by Heswall Juniors FC. No changing provision on site.
157	Thingwall Primary School**	Education	Yes	3	Youth (9v9)	Poor	1	1.5	0	1.5	Pitch is used by Heswall Juniors FC. No changing provision on site.
1	Acres Road Playing Field	Local Authority	Yes	4	-	-	-	-	-	-	Leased by AC Hoylake FC. Currently no pitches marked following the installation of pitch drainage (Football Foundation funding). Site will be back in use for the 2016/2017 season with two adult pitches, one mini 7v7 pitch and one mini 5v5 pitch. Changing provision on site.

**WIRRAL BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Management	Secured use?	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Recorded usage ¹⁵ (match equivalent sessions per week) ¹⁶	FA recommended site capacity ¹⁷ (sessions per week)	Capacity rating (sessions per week)	Comments
2	Anglesey Road Playing Fields	Leased Club	Yes	4	Adult*	Standard	1	3	2	1	Leased by West Kirby & Wasps FC. Changing provision available at Marine Park (Site ID: 44) adjacent that is also leased by the Club.
					Youth (9v9)	Standard	1	1.5	2	0.5	
					Mini (7v7)	Standard	1	1.5	4	2.5	
					Mini (5v5)	Standard	1	1	4	3	
5	Ashton Park	Local Authority	Yes	4	Youth (9v9)	Standard	1	1	2	1	Pitch is used by West Kirby Panthers FC. No changing provision on site.
18	Caldy Grange Grammar School**	Education	Yes	4	Adult*	Standard	1	9.5	1	8.5	Pitch is used by West Kirby Panthers FC (mini pitches marked by cones). Changing provision available but not used.
24	Devonshire Road Playing Fields	Local Authority	Yes	4	Youth (11v11)	Standard	1	1	2	1	Pitch is used by West Kirby Panthers FC. No changing provision on site.
178	Elm Grove	Local Authority	Yes	4	Adult*	Poor	1	3	1	2	Leased by West Kirby & Wasps FC. No changing provision on site.
33	Hilbre High School Sports Centre**	Education	Yes	4	Adult*	Standard	1	0.5	1	0.5	Pitches are used by West Kirby Panthers FC. Changing provision available.
					Youth (9v9)	Standard	1	2	1	1	
					Mini (7v7)	Standard	1	4	3	1	
44	Marine Park (West Kirby & Wasps FC)	Local Authority	Yes	4	Adult	Standard	1	1.5	2	0.5	Leased by West Kirby & Wasps FC. Changing provision available.
					Youth (9v9)	Standard	1	1	2	1	
49	Newton Park	Local Authority	Yes	4	Adult*	Poor	1	8.5	1	7.5	Pitch is used by AC Hoylake. No changing provision on site.
90	West Kirby Grammar School (off site)	Education	Yes	4	Mini (7v7)	Standard	3	4.5	9	4.5	Pitches are leased to West Kirby & Wasps FC. Changing provision available.
					Mini (5v5)	Standard	3	3	9	6	
23	Coronation Park	Local Authority	Yes	5	Adult*	Standard	3	6.5	6	0.5	Pitches are used by multiple teams including West Kirby Panthers FC. Changing provision available (Class A).
37	Irby Playing Fields	Local Authority	Yes	5	Adult*	Standard	1	2.5	2	0.5	Pitches are used by multiple teams including Irby Juniors FC. Changing provision available (Class C).
					Youth (9v9)	Standard	1	0.5	2	1.5	
40	Leasowe Leisure Centre	Local Authority	Yes	5	Youth (9v9)	Poor	1	0.5	1	0.5	Pitches are used by Rakers FC. No changing provision on site.
					Mini (7v7)	Standard	1	1	4	3	
					Mini (5v5)	Standard	1	0.5	4	3.5	
42	Lingham Park***	Local Authority	Yes	5	Adult*	Standard	4	2.5	8	5.5	Pitches are used by multiple teams. Changing provision available (Class A).
152	Millcroft Ground	Local Authority	Yes	5	Adult	Standard	1	1.5	2	0.5	Leased by Newton FC. Changing provision available.
173	Overchurch Junior School**	Education	Yes	5	Youth (11v11)	Standard	1	0.5	1	0.5	is used by Upton FC. No changing provision on site.

¹⁵ Demand information taken from 2015/16 football season.

¹⁶ Where known, training and casual use on pitches has been factored in based on local knowledge provided by the Council and Cheshire FA.

¹⁷ As recommended by The FA nationally. Please refer to Section 2.4: Capacity analysis for further details.

**WIRRAL BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Management	Secured use?	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Recorded usage ¹⁵ (match equivalent sessions per week) ¹⁶	FA recommended site capacity ¹⁷ (sessions per week)	Capacity rating (sessions per week)	Comments
80	Upton Park	Local Authority	Yes	5	Adult*	Poor	2	4	2	2	Pitches are used by multiple teams including Upton FC. Changing provision available (Class A).
99	Woodchurch Leisure Centre	Local Authority	Yes	5	Adult*	Poor	2	4.5	2	2.5	Pitches are used by multiple teams including Woodchurch Stars FC. Changing provision available (Class A).
10	Birkenhead Park**	Local Authority	Yes	6	Adult*	Poor	3	2.5	3	0.5	Pitches are used by multiple teams including Birkenhead Youth FC. Changing provision available (Class A).
					Youth (9v9)	Standard	2	1	4	3	
15	Borough Road Playing Fields	Local Authority	Yes	6	Adult	Standard	1	1	2	1	Pitches are used by multiple teams. Changing provision available (Class B).
					Youth (11v11)	Standard	1	2	2		
64	Shaftesbury Youth Club***	Private/Freehold	Yes	6	Adult*	Standard	2	5	4	1	Privately owned site but pitches are rented by other teams. Changing provision available.
					Youth (9v9)	Standard	1	0.5	2	1.5	
					Mini (7v7)	Standard	1	1.5	4	2.5	
					Mini (5v5)	Standard	1	1	4	3	
161	St. Peters RC Primary School**	Education	Yes	6	Mini (7v7)	Standard	1	1	3	2	Pitch is used by Heswall Juniors FC. No changing provision on site.
70	The Glen***	Club	Yes	6	Adult*	Standard	1	1.5	2	0.5	Short term lease from the Council to Glenavon JFC. No changing provision available.
					Youth (9v9)	Standard	1	2	2		
66	Solly Recreation Ground	Club	Yes	6	Mini (5v5)	Standard	3	3	12	9	Private site held in trust by Birkenhead Scout Association. Large area that can accommodate more pitches and can be marked out differently for tournaments.
					Mini (7v7)	Standard	1	1	4	3	
6	Ashville Sports & Social Club	Local Authority	Yes	7	Adult*	Standard	1	4.5	2	2.5	Leased by Ashville FC. Changing provision available.
8	Belvidere Recreation Ground	Local Authority	Yes	7	Adult*	Poor	1	3	1	2	Pitches are used by multiple teams including Peninsular Stars JFC. Changing provision available (Class A).
20	Central Park	Local Authority	Yes	7	Adult*	Standard	3	4.5	6	1.5	Pitches are used by multiple teams including Liscard Panthers JFC and Wallasey Wanderers JFC. Changing provision available (Class A). Users indicate that the youth pitches are poor quality.
					Youth (9v9)	Poor	2	3	2	1	
30	Harrison Park***	Local Authority	Yes	7	Adult*	Standard	2	3.5	4	0.5	Pitches are used by multiple teams. Changing provision available (Class A).
154	Oxton Park	Local Authority	Yes	7	Youth (9v9)	Standard	2	7.5	4	3.5	Pitches are used for girl's football. Changing provision available (Class C).

**WIRRAL BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Management	Secured use?	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Recorded usage ¹⁵ (match equivalent sessions per week) ¹⁶	FA recommended site capacity ¹⁷ (sessions per week)	Capacity rating (sessions per week)	Comments
61	Rycroft Playing Fields***	Local Authority	Yes	7	Adult*	Standard	2	1.5	4	2.5	Pitches are used by multiple teams including Peninsular Stars JFC. Changing provision available (Class A).
72	The Oldershaw Academy**	Education	Yes	7	Youth (9v9)	Standard	2	1	2	1	Pitches are used by Oldershaw Athletic FC. Changing provision available.
77	Tower Grounds	Local Authority	Yes	7	Youth (9v9)	Standard	1	1	2	1	Pitch is used by New Brighton Saints JFC. No changing provision on site.
83	Victoria Park (The Manor Ground) ***	Leased Club	Yes	7	Adult*	Standard	1	1	2	1	Leased by Manor FC (from Poulton Victoria Sports & Social Club). Changing provision available.
84	Wallacre Recreation Ground	Local Authority	Yes	7	Adult* Youth 9v9	Standard	2 2	13	4	9	Pitches are used by multiple teams. There is one 9v9 pitch marked inside each adult pitch. Changing provision available (Class B).
97	Whithensfield Playing Field (The Delph)	Leased League	Yes	7	Youth (9v9)	Standard	2	8	4	4	Leased by Wallasey Junior Football League. Changing provision available (Class A).
					Mini (7v7)	Standard	4	16	16		
					Mini (5v5)	Standard	1	7.5	4	3.5	

*Adult pitch is used for mini (u7s-u10s) and/or youth (u11s-u16s) match sessions.

**Capacity at the site is reduced by one match equivalent per pitch to incorporate school use at education sites.

***Pitches are used by teams playing different formats of the game by using cones for example. E.g. adult 11v11 pitch used by a Youth 11v11 teams

Table 2.15a: Pitches available for community use but currently unused

Site ID	Site name	Secured use?	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Level of spare capacity (sessions per week)
17	Bromborough Recreation Ground	Yes	1	Youth (9v9)	Poor	1	1
32	Higher Bebington Recreation Ground	Yes	1	Mini (5v5)	Standard	1	4
51	OC Sport & Leisure	Yes	1	Adult	Standard	1	2
174	Poulton Lancelyn Primary School**	Yes	1	Youth (9v9)	Poor	1	
				Mini (7v7)	Poor	1	1
172	Manor Primary School**	Yes	2	Adult	Standard	1	1
60	Ridgewood Park	Yes	3	Mini (7v7)	Standard	1	4
91	Whitfield Common	Yes	3	Adult	Standard	1	2
166	St. Peter's CE Primary School**	Yes	3	Mini (7v7)	Standard	2	6
164	Greasby Infant School**	Yes	5	Mini (7v7)	Poor	1	1
Total						11	

**Capacity at the site is reduced by one match equivalent per pitch to incorporate school use at education sites

Table 2.15 b: Pitches not available for community use:

Site ID	Site name	Analysis area	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
67	South Wirral High School	1	1	-	1	-	-
163	Mendell Primary School	1	-	-	-	2	-
168	Town Lane Infant School	1	1	-	-	-	-

**WIRRAL BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
169	Woodslee Primary School	1	-	-	1	1	-
165	Ladymount Catholic Primary School	3	-	-	1	-	-
39	Kingsmead School	4	2	-	-	-	-
171	Brookdale Primary School	5	1	-	-	-	-
162	Castleway Primary School	5	1	-	-	-	-
175	Greasby Junior School	5	-	-	1	1	-
131	Kingsway Academy	5	2	-	1	-	-
170	Woodchurch CoE Primary School	5	-	-	-	1	-
98	Woodchurch High School Sports Complex (Sport for the Community)	5	2	-	-	-	-
147	Birkenhead School (McAllester Memorial Field)	6	-	2	-	-	-
179	Prenton Park (Tranmere Rovers FC)	6	1	-	-	-	-
59	Ridgeway High School	6	3	-	1	-	-
167	St. Joseph's Catholic Primary School	7	-	-	-	1	-
Totals			14	2	6	6	-
				28			

2.5 Supply and demand analysis

Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'spare capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, spare capacity may not be available when it is needed or the site may be retained in a 'strategic reserve' to enable pitch rotation to reduce wear and tear.

A total of 120 pitches across 40 sites (*with secured community use*) express potential spare capacity. The extent to which this is within the stated peak time is quantified in Table 2.16.

Peak demand

Temporal demand identifies times of peak demand and use of pitches throughout the week. The peak time usage of **adult** football pitches in Wirral is Saturday AM. Although only 29% of adult teams play competitive fixtures on a Saturday (with the remaining 71% of adult teams playing Sunday), a total of 109 youth/mini teams play on adult pitches on a Saturday morning. Similarly, the peak time demand for all **youth** and **mini** football pitches is Saturday AM.

Table 2.16: Actual spare capacity (of used sites with secured community use)

Site ID	Site name	Analysis Area	Pitch type	Agreed quality rating	No. of pitches	Current play (match sessions)	Potential spare capacity (match sessions)	Match equivalent sessions available in peak period	Comments
156	Heygarth Primary School**	1	Mini (7v7)	Standard	1	1	2	1	Spare capacity identified
			Mini (5v5)	Standard	2	1	5	2	Spare capacity identified
32	Higher Bebington Recreation Ground	1	Mini (7v7)	Standard	1	1	3	0	No spare capacity at peak time
38	Kings Lane Playing Fields	1	Adult	Standard	1	0.5	1.5	0.5	Minimal spare capacity identified
			Youth (9v9)	Standard	2	2.5	1.5	0	No spare capacity at peak time
			Mini (7v7)	Standard	2	3.5	4.5	0	No spare capacity at peak time
			Mini (5v5)	Standard	2	5.5	2.5	0	No spare capacity at peak time
43	Lord Leverhulme Playing Fields	1	Adult	Standard	6	10.5	1.5	1.5	Spare capacity identified
45	Mayfields Playing Fields	1	Youth (9v9)	Standard	2	2	2	0	No spare capacity at peak time
			Mini (7v7)	Standard	1	2	2	0	No spare capacity at peak time
			Mini (5v5)	Standard	1	1	3	0	No spare capacity at peak time
55	Plymyard Playing Fields	1	Adult	Standard	9	11	7	6	Spare capacity identified
			Youth (9v9)	Standard	4	2.5	5.5	1.5	Spare capacity identified
			Mini (7v7)	Standard	2	5	3	0	No spare capacity at peak time
73	The Oval Leisure Centre	1	Adult	Standard	6	5	7	1	Spare capacity identified
			Youth (9v9)	Standard	3	2.5	3.5	0.5	Minimal spare capacity identified
			Mini (7v7)	Standard	1	2	2	0	No spare capacity at peak time
76	Thornton Hough	1	Adult	Standard	1	0.5	1.5	0.5	Minimal spare capacity identified
95	Wirral RUFC	1	Adult	Standard	1	0.5	1.5	1	Spare capacity identified
142	Northwest Construction Stadium (Cammell Laird FC 1907)	2	Adult	Good	1	1	2	1	Spare capacity identified but not included in order to retain pitch quality.
82	Victoria Park	2	Youth (9v9)	Standard	1	1	1	0	No spare capacity at peak time
			Mini (7v7)	Standard	1	1	2	0	No spare capacity at peak time due to over marking
			Mini (5v5)	Standard	1	1	3	0	No spare capacity at peak time due to over marking
96	Wirral Tennis & Leisure Centre	2	Adult	Poor	2	1	1	1	Spare capacity identified

**WIRRAL BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis Area	Pitch type	Agreed quality rating	No. of pitches	Current play (match sessions)	Potential spare capacity (match sessions)	Match equivalent sessions available in peak period	Comments
4	Arrowe Park	3	Adult	Poor	7	3	4	4	Spare capacity identified
			Mini (7v7)	Poor	2	2.5	1.5	0	No spare capacity at peak time
			Mini (5v5)	Poor	2	2.5	1.5	0	No spare capacity at peak time
159	Barnston Primary School**	3	Mini (7v7)	Standard	1	2	1	0	No spare capacity at peak time
158	Gayton Primary School**	3	Mini (7v7)	Standard	1	0.5	2.5	0.5	Minimal spare capacity identified
144	Gayton Park (Heswall FC)	3	Adult	Good	1	2	1	1	Spare capacity identified but not included in order to retain pitch quality.
160	Pensby Primary School**	3	Mini (7v7)	Standard	1	0.5	2.5	0.5	Minimal spare capacity identified
60	Ridgewood Park	3	Adult	Standard	2	2.5	1.5	1.5	Spare capacity identified
2	Anglesey Road Playing Fields	4	Youth (9v9)	Standard	1	1.5	0.5	0	No spare capacity at peak time
			Mini (7v7)	Standard	1	1.5	2.5	0	No spare capacity at peak time
			Mini (5v5)	Standard	1	1	3	0	No spare capacity at peak time
5	Ashton Park	4	Youth (9v9)	Standard	1	1	1	0	No spare capacity at peak time
24	Devonshire Road Playing Fields	4	Youth (11v11)	Standard	1	1	1	0	No spare capacity at peak time
33	Hilbre High School Sports Centre**	4	Adult	Standard	1	0.5	0.5	0.5	Minimal spare capacity identified
44	Marine Park (West Kirby & Wasps FC)	4	Adult	Standard	1	1.5	0.5	0	No spare capacity at peak time
			Youth (9v9)	Standard	1	1	1	0	No spare capacity at peak time
90	West Kirby Grammar School (STP)	4	Mini (7v7)	Standard	3	4.5	4.5	0	No spare capacity at peak time
			Mini (5v5)	Standard	3	3	6	0	No spare capacity at peak time
37	Irby Playing Fields	5	Youth (9v9)	Standard	1	0.5	1.5	0.5	Minimal spare capacity identified
40	Leasowe Leisure Centre	5	Youth (9v9)	Poor	1	0.5	0.5	0.5	Minimal spare capacity identified
			Mini (7v7)	Standard	1	1	3	0	No spare capacity at peak time
			Mini (5v5)	Standard	1	0.5	3.5	0.5	Minimal spare capacity identified
42	Lingham Park	5	Adult	Standard	4	2.5	5.5	1.5	Spare capacity identified
152	Millcroft Ground	5	Adult	Standard	1	1.5	0.5	0	No spare capacity at peak time
173	Overchurch Junior School**	5	Youth (11v11)	Standard	1	0.5	0.5	0.5	Minimal spare capacity identified
10	Birkenhead Park	6	Adult	Poor	3	2.5	0.5	0.5	Minimal spare capacity identified
			Youth (9v9)	Standard	2	1	3	1	Spare capacity identified
15	Borough Road Playing Fields	6	Adult	Standard	1	1	1	1	Spare capacity identified
64	Shaftesbury Youth Club	6	Youth (9v9)	Standard	1	0.5	1.5	0	No spare capacity at peak time
			Mini (7v7)	Standard	1	1.5	2.5	0	No spare capacity at peak time
			Mini (5v5)	Standard	1	1	3	0	No spare capacity at peak time
161	St. Peters RC Primary School**	6	Mini (7v7)	Standard	1	1	2	0	No spare capacity at peak time
66	Solly Recreation Ground	6	Mini (5v5)	Standard	3	3	9	0	No spare capacity at peak time
			Mini (7v7)	Standard	1	1	3	0	No spare capacity at peak time
70	The Glen	6	Adult	Standard	1	1.5	0.5	0.5	Minimal spare capacity identified
20	Central Park	7	Adult	Standard	3	4.3	1.5	0.5	Minimal spare capacity identified
30	Harrison Park	7	Adult	Standard	2	3.5	0.5	0.5	Minimal spare capacity identified
61	Rycroft Playing Fields	7	Adult	Standard	2	1.5	2.5	0.5	Minimal spare capacity identified
72	The Oldershaw Academy**	7	Youth (9v9)	Standard	2	1	1	1	Spare capacity identified
83	Victoria Park (The Manor Ground)	7	Adult	Standard	1	1	1	1	Spare capacity identified

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

At peak time, 47 pitches at which potential capacity is expressed are actually unavailable or are classified as being unavailable in order to help protect quality. As a consequence, they should not be classified as offering actual spare capacity. Of the remaining 73 pitches with actual spare capacity, an aggregate of 33.5 match equivalent sessions are available in the peak period per week.

Actual spare capacity has been aggregated (highlighted as green in the comments column in the table above) by area and by pitch type.

Table 2.17: Actual spare capacity summary (of used sites with secured community use)

Analysis area	Actual spare capacity (match sessions per week)		
	Adult	Youth	Mini
1	10.5	2	3
2	1	-	-
3	5.5	-	1
4	0.5	-	-
5	1.5	1.5	0.5
6	2	1	-
7	2.5	1	-
Wirral	23.5	5.5	4.5

Overplay

Overplay occurs when there is more play accommodated than the site is able to sustain (which is, as noted above, often dependent upon pitch quality). In summary, 24 sites (38 pitches) are overplayed by a total of 64 match equivalent sessions per week.

Table 2.18: Overplay summary (of used sites with secured community use)

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating
32	Higher Bebington Recreation Ground	1	Adult	1	0.5
45	Mayfields Playing Fields	1	Adult	1	2
48	New Ferry Park	1	Adult	1	1
177	Riverside Football Ground (Eastham)	1	Adult	1	2
4	Arrowe Park	3	Youth (9v9)	2	1
54	Pensby Sports Complex**	3	Adult	1	1.5
			Youth (9v9)	2	1
74	The Puddydale	3	Youth (9v9)	1	0.5
157	Thingwall Primary School**	3	Youth (9v9)	1	1.5
2	Anglesey Road Playing Fields	4	Adult	1	1
18	Caldy Grange Grammar School**	4	Adult	1	8.5
178	Elm Grove	4	Adult	1	2
33	Hilbre High School Sports Centre**	4	Youth (9v9)	1	1
			Mini (7v7)	1	1

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating
49	Newton Park	4	Adult	1	7.5
23	Coronation Park	5	Adult	3	0.5
37	Irby Playing Fields	5	Adult	1	0.5
80	Upton Park	5	Adult	2	2
99	Woodchurch Leisure Centre	5	Adult	2	2.5
64	Shatesbury Youth Club***	6	Adult	2	1
6	Ashville Sports & Social Club	7	Adult	1	2.5
8	Belvidere Recreation Ground	7	Adult	1	2
20	Central Park	7	Youth (9v9)	2	1
154	Oxton Park	7	Youth (9v9)	2	3.5
84	Wallacre Recreation Ground	7	Adult	2	9
97	Whithensfield Playing Field (The Delph)	7	Youth (9v9)	2	4
			Mini (5v5)	1	3.5

All overplayed pitches are either standard or poor quality. In particular, Caldy Grange Grammar (standard), Newton Park (poor) and Wallacre Recreation Ground (standard) are most overplayed.

Overplay has been aggregated by area and by pitch type and displayed in the table below.

Table 2.19: Overplay summary

Analysis area	Overplay (match sessions per week)		
	Adult	Youth	Mini
1	5.5	-	-
2	-	-	-
3	1.5	4	-
4	19	1	1
5	5.5	-	-
6	1	-	-
7	13.5	8.5	3.5
Wirral	46	13.5	4.5

In addition, five sites contain pitches which are being played to capacity (as indicated in Table 2.15):

- ◀ Borough Road Playing Fields (Site ID: 15)
- ◀ Poulton Lancelyn Primary School (Site ID: 174)
- ◀ St. Werburgh's R C Primary School (Site ID: 176)
- ◀ The Glen (Site ID: 70)
- ◀ Whithensfield Playing Field (The Delph) (Site ID: 97)

Although sites with spare capacity can accommodate play that presently occurs on overused sites, improvements to the quality of the pitches presently rated as poor would also help to alleviate this situation.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

2.6 Conclusions

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

Table 2.20: Summary of current and future provision of secured adult pitches

Analysis area	Actual spare capacity	Demand (match sessions per week)				
		Overplay	Latent demand	Total (current)	Future demand	Total (future)
1	10.5	5.5	-	5	2	3
2	1	-	-	1	-	1
3	5.5	1.5	-	4	0.5	3.5
4	0.5	19	-	18.5	-	18.5
5	1.5	5.5	-	4	-	4
6	2	1	-	1	-	1
7	2.5	13.5	-	11	-	11
Wirral	23.5	46	-	22.5	2.5*	25

* Includes future demand expressed by clubs (2.5) and from population increases (zero).

The table highlights that overall in Wirral, there are insufficient adult pitches available to meet total current and future demand although there are small amounts of match sessions available in some analysis areas (1, 2, 3 and 6). Shortfalls on adult pitches are primarily a result of significant overplay resulting from poor quality pitches or where adult pitches are over marked.

It should be noted, however, that 71.5 youth (u11s-u16s) match sessions (143 youth teams) and 16.5 mini (u7s-u10s) match sessions (33 mini teams) are recorded as playing on adult pitches per week in the Borough.

Table 2.21: Summary of current and future provision of secured youth pitches

Analysis area	Actual spare capacity	Demand (match sessions per week)				
		Overplay	Latent demand	Total (current)	Future demand	Total (future)
1	2	-	1	1	9	8
2	-	-	-	-	-	-
3	-	4	-	4	2	6
4	-	1	3	4	6	10
5	1.5	-	-	1.5	1.5	
6	1	-	-	1	1.5	0.5
7	1	8.5	-	7.5	7	14.5
Wirral	5.5	13.5	4	12	27*	39

* Includes future demand expressed by clubs (14.5) and from population increases (12.5).

The table highlights that overall in Wirral, there are insufficient youth pitches available to meet current and future demand although there are small amounts of spare capacity in analysis areas 1, 5 and 6. Shortfalls on youth pitches are generally a result of significant overplay resulting from poor quality pitches.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In addition to the above, it should be noted that a further 71.5 youth (u11s-u16s) match sessions (143 youth teams) are recorded as playing on adult pitches per week in Wirral and, therefore, further exacerbates the shortfall of youth pitches across the Borough.

Table 2.22: Summary of current and future provision of secured mini pitches

Analysis area	Actual spare capacity	Demand (match sessions per week)				
		Overplay	Latent demand	Total (current)	Future demand	Total (future)
1	3	-	0.5	2.5	10	7.5
2	-	-	-	-	-	-
3	1	-	-	1	3	2
4	-	1	5	6	11	17
5	0.5	-	-	0.5	2	1.5
6	-	-	2	2	5	7
7	-	3.5	-	3.5	6	9.5
Wirral	4.5	4.5	7.5	7.5	37*	44.5

* Includes future demand expressed by clubs (29) and from population increases (8).

The table highlights that overall in Wirral, there are insufficient match sessions available to meet current and future demand, although there are small amounts of match sessions available in three analysis areas (1, 3 and 5). Shortfalls on mini pitches are generally a result of some overplay and latent demand expressed by clubs for access to more pitches.

In addition to the above, it should be noted that a further 16.5 mini (u7s-u10s) match sessions (33 mini teams) are recorded as playing on adult pitches per week in Wirral and, therefore, further exacerbates the shortfall of mini pitches across the Borough.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Football summary

- ◀ The audit identifies a total of 207 grass football pitches located across 82 sites in Wirral. Of these, 179 pitches are known to be available, at some level, for community use. Those not available for community use are all located on education sites, with the exception of Prenton Park (Site ID: 179), home of Tranmere Rovers FC.
- ◀ The non-technical assessment of the quality of pitches in Wirral. It shows that 80% of all pitches that are available for community use are rated as standard quality. The remaining pitches are rated as either good (1%) or poor (19%) quality.
- ◀ There are a total of 568 football teams from Wirral playing competitive home fixtures on grass pitches. This includes three teams which are currently accessing pitches outside of the Borough and, therefore, are classed as displaced demand.
- ◀ The level of latent demand appears to be low in Wirral. The highest latent demand is for mini pitches (7.5 match sessions).
- ◀ Population increases are not expected to create any additional future demand for adult teams, although 25 youth teams and 16 mini teams may be created.
- ◀ 24 sites (38 pitches) are overplayed by a total of 64 match equivalent sessions per week. All overplayed pitches are either standard or poor quality. In particular, Caldby Grange Grammar (standard), Newton Park (poor) and Wallacre Recreation Ground (standard) are most overplayed.
- ◀ At peak time, 47 pitches at which potential capacity is expressed are actually unavailable. As a consequence, they should not be classified as offering actual spare capacity. Of the remaining 73 pitches with potential spare capacity, an aggregate of 33.5 match equivalent sessions are available in the peak period per week.
- ◀ Overall in Wirral, there are insufficient adult pitches available to meet total current and future demand although there are small amounts of match sessions available in analysis areas 1, 2, 3 and 6. Shortfalls on adult pitches are primarily a result of significant overplay resulting from poor quality pitches or where adult pitches are over marked with youth/mini pitches.
- ◀ Overall in Wirral, there are insufficient youth pitches available to meet current and future demand although there are small amounts of spare capacity in analysis areas 1, 5 and 6. Shortfalls on youth pitches are generally a result of significant overplay resulting from poor quality pitches.
- ◀ Overall in Wirral, there are insufficient mini pitches available to meet current and future demand, although there are small amounts of match sessions available in three analysis areas (1, 3 and 5). Shortfalls on mini pitches are generally a result of some overplay and latent demand expressed by clubs for access to more pitches.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

SECTION 2.7: ARTIFICIAL GRASS PITCHES (AGPS)

Introduction

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

Table 2.23: AGP type and suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (65mm with shock pad)	Rugby surface – must comply with World Rugby type 22, requires a minimum of 60mm. Football surface.
Rubber crumb	Medium Pile 3G (55-60mm)	Preferred football surface
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football

A full size pitch is considered to be 100x64 metres (excluding run-offs).

To note the analysis areas to be used within the football assessment are as follows:

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoylake and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxton; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

2.8 Current provision

As seen in the table below, there are three full size AGPs in Wirral. According to the FA Football Turf Pitch Register 2015/16, none of the three full size AGPs in Wirral are FA approved and, therefore, should not be used for competitive fixtures. That said, the AGP at Wirral Tennis & Leisure Centre (Site ID: 96) has recently been tested and is awaiting certification.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.24: Full size AGPs in Wirral

Site ID	Site name	Ownership/management	Analysis area	Pitch type	Floodlit	Size m	FA Approved
54	Pensby Sports Complex	Education	3	Medium Pile 3G	Yes	100 x 64	No
96	Wirral Tennis & Leisure Centre	Local Authority	2	Medium Pile 3G	Yes	100 x 64	Yes
98	Woodchurch High School Sports Complex	Education	5	Medium Pile 3G	Yes	100 x 64	No

2.9: Quality

Of the three full size AGPs in Wirral, two are assessed as good quality and one is assessed as poor quality.

Table 2.25 Quality of full size AGPs in Wirral

Site ID	Site name	Analysis area	Floodlit?	Quality	Built	Refurb	Comments
54	Pensby Sports Complex	3	Yes	Poor	2006	-	New carpet required in the near future.
96	Wirral Tennis & Leisure Centre	2	Yes	Good*	1994	2007 & 2015	Recently refurbished with 3G carpet.
98	Woodchurch High School Sports Complex	5	Yes	Good	2012	-	Regularly maintained by an external contractor.

Additional provision

In addition to the supply of full size AGPs in Wirral, there are a variety of smaller sized pitches that could help to accommodate demand for training.

Table 2.26: Additional supply of AGPs in Wirral

Site ID	Site name	Ownership/management	Analysis area	Pitch type	Floodlit	Size sqm
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20

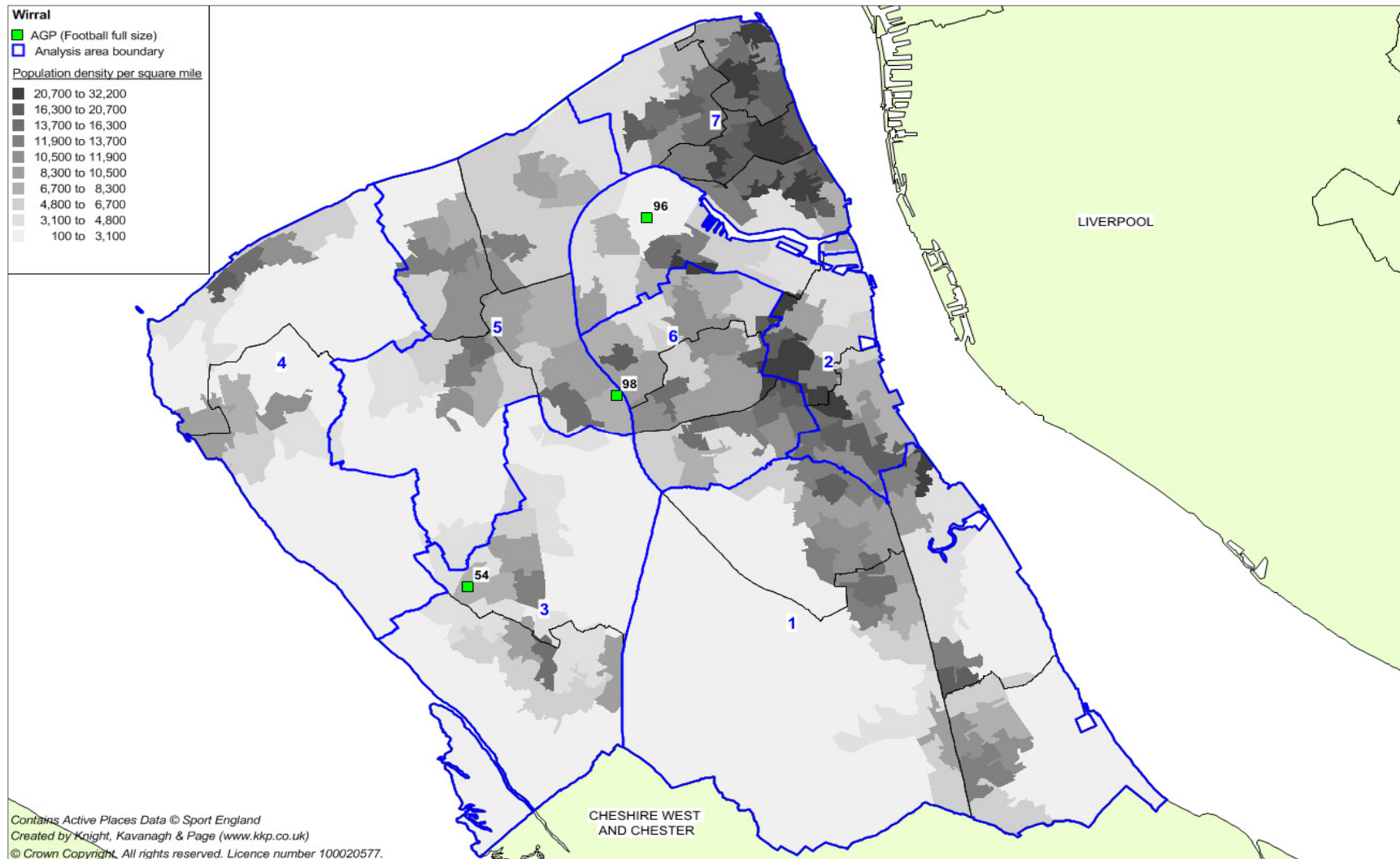
WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Ownership/ management	Analysis area	Pitch type	Floodlit	Size sqm
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20
73	The Oval Leisure Centre	Local Authority	1	3G	Yes	30 x 20
150	Birkenhead Youth Club	Private	2	3G	Yes	30 x 20
150	Birkenhead Youth Club	Private	2	3G	Yes	30 x 20
96	Wirral Tennis & Leisure Centre	Local Authority	2	3G	Yes	40 x 20
96	Wirral Tennis & Leisure Centre	Local Authority	2	3G	Yes	40 x 20
96	Wirral Tennis & Leisure Centre	Local Authority	2	3G	Yes	40 x 20
96	Wirral Tennis & Leisure Centre	Local Authority	2	3G	Yes	40 x 20
12	Birkenhead Park Rugby Club	Leased Club	6	3G	Yes	55 x 36
64	Shaftsbury Youth Club	Private	6	3G	Yes	40 x 30
64	Shaftsbury Youth Club	Private	6	3G	Yes	40 x 30
29	Guinea Gap Leisure Centre	Local Authority	7	3G	Yes	32 x 20
29	Guinea Gap Leisure Centre	Local Authority	7	3G	Yes	32 x 20
50	North Wirral Soccer Dome	Private	7	3G	Indoor	28 x 15
50	North Wirral Soccer Dome	Private	7	3G	Indoor	28 x 15
50	North Wirral Soccer Dome	Private	7	3G	Indoor	28 x 15
7	Bebington High Sports Complex	Education	1	3G	Yes	96 x 61 ¹⁸

¹⁸ Please note that although this AGP is almost full size it is being counted as a small pitch due to the run-offs

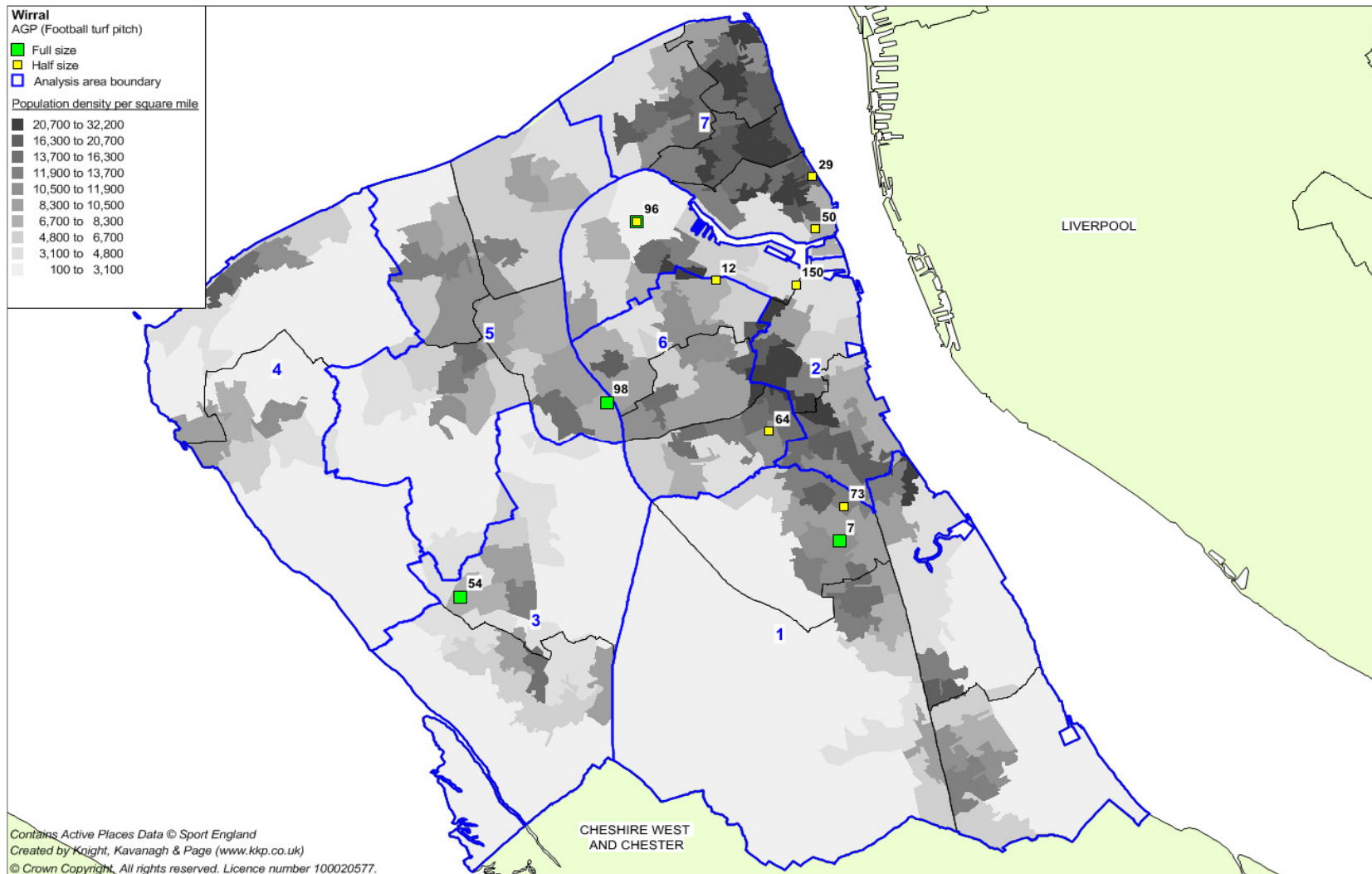
WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 2.2: Location of AGPs in Wirral by size



WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 2.3: Location of all AGPs in Wirral



WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

2.8 Availability

The table below summarises the availability of full size AGPs in Wirral. In addition, it records the availability of provision within the peak period based on information provided by the operators during consultation. The peak period for AGPs is identified as 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00). This has been applied in conjunction with findings from consultation to provide a total number of hours available for community use per week during the peak period.

Table 2.27: Community opening times of full size 3G pitches

Site ID	Site name	Analysis area	Pitch type	Availability for community use	Hours available in the peak period
96	Wirral Tennis & Leisure Centre	2	Medium Pile 3G	Mon-Fri 09:00-21:00 Sat-Sun 09:00-18:00	34
54	Pensby Sports Complex	3	Medium Pile 3G	Mon-Fri 18:00-22:00 Sat-Sun 09:00-16:00	27
98	Woodchurch High School Sports Complex	5	Medium Pile 3G	Mon-Thurs 18:00-22:00 Fri 18:00-21:00 Sat-Sun 09:00-13:00	21

In the main, availability of provision in the peak period is generally good. Where there is provision on education sites, this is generally made available after school and at weekends.

2.9 Demand

Football

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

Training demand

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

A number of clubs in Wirral report a lack of access to affordable floodlit training facilities, particularly AGPs with a 3G surface. A total of 48 clubs report demand for additional training facilities, 39 of which suggest additional 3G facilities are required.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The FA's long term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA Standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012".

Assuming that half of 3G pitch usage is by sports clubs, when factoring in the number of training slots available per pitch type per hour at peak time, it is estimated that one full size 3G pitch can service 42 teams. On the basis that there are 568 teams playing competitive home fixtures on pitches within Wirral, there is a recommended borough wide need for at least 14 (13.5 rounded up to 14) full size 3G pitches. On the basis that there are currently three full size 3G pitches this leaves a shortfall of 11 in Wirral.

Alternatively, the table below considers the number of full size 3G AGPs required if every team was to remain within their respective analysis area for training.

Table 2.28: 3G pitch requirements in each analysis area:

Analysis area	Current number of teams	3G requirement ¹⁹	Current number of 3G pitches	Potential shortfall
1	145	4	-	4
2	36	1	1	-
3	57	1	1	-
4	92	3	-	3
5	48	1	1	-
6	36	1	-	1
7	154	4	-	4
Wirral	568	15	3	12

Based on the number of teams in each analysis area, there is a potential need for 15 full size 3G AGPs within Wirral, meaning a current shortfall of 12 full size 3G AGPs.

Moving match play to 3G pitches

Improving pitch quality is one way to increase the capacity at sites but given the cost of doing such work and the continued maintenance required (and associated costs) alternatives need to be considered that can offer a more sustainable model for the future of football.

The alternative to grass pitches is the use of AGPs for competitive matches and this is something that the FA is supporting, particularly for mini football. The table below tests a scenario in which all 5v5 and 7v7 football in Wirral is moved to 3G AGPs.

A programme of play has been created based on the current peak time demand for mini pitches in Wirral (Saturday AM).

Time	AGP 1	Total games/teams
9.30am – 10.30am	4 x 5v5	4/8
10.30am – 11.30am	2 x 7v7	2/4
11.30am – 12.30pm	2 x 7v7	2/4
12.30pm – 1.30pm	2 x 7v7	2/4

¹⁹ All figures rounded up to the nearest full size pitch

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

There are currently 108 5v5 teams which would require **13.5 (rounded to 14) AGPs** and there are 114 7v7 teams which would require **9.5 (rounded to ten) AGPs**. Based on the above programming and separate start times for 5v5 and 7v7 matches, the overall need is for **14 full size 3G** pitches to accommodate all mini football demand within Wirral. This is consistent with the total overall number required for training provision (14) as detailed earlier.

Summary of usage

Table 2.29 highlights the current usage of full size AGPs and the number of hours that the pitches are available in the peak period. The table shows that all AGPs are well used and that spare capacity exists during the peak period, albeit during weekends and outside of the most popular slots (Monday to Thursday). There is, however, potential to increase the hours that some of the pitches are available during the peak period.

For more information with regard to hockey usage, please refer to Part 5.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.29: Summary of usage and spare capacity of 3G pitches

Site ID	Site name	Analysis area	Surface type	Size	Total number of hours available for community use during peak period	Usage (during peak period)	Spare Capacity (during peak period)	Comments
96	Wirral Tennis & Leisure Centre	2	Medium Pile 3G	Full Size	34	-	-	Pitch is currently closed due to drainage issues. Consultation with the Leisure Manager suggests significant interest in the facility since a new 3G carpet was installed in November 2015.
54	Pensby Sports Complex	3	Medium Pile 3G	Full Size	27	48%	52%	Usage estimated by the school. Spare capacity available at weekends.
98	Woodchurch High School Sports Complex	5	Medium Pile 3G	Full Size	21	90%	10%	Usage estimated by the school. Minimal spare capacity available Monday and Sunday.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

AGP summary

- ◀ There are three full size AGPs in Wirral. According to the FA Football Turf Pitch Register 2015/16, the only pitch that is certified is Wirral Tennis & Leisure Centre (Site ID: 96).
- ◀ A variety of additional, smaller AGPs are available throughout the Borough, which provide for the small sided game as well as some training.
- ◀ Two 3G pitches are assessed as good quality and one is assessed as poor quality (Pensby Sports Complex).
- ◀ A number of clubs report a lack of access to affordable floodlit training facilities, particularly AGPs with a 3G surface. A total of 48 clubs report demand for additional training facilities, 39 of which suggest additional 3G facilities are required
- ◀ On the basis that there are 568 teams playing competitive home fixtures on pitches within Wirral, there is a recommended need for at least 14 (13.5 rounded up to 14) full size 3G pitches to enable every team a one hour training slot per week (estimating that one full size AGP can service 42 teams). This is a shortfall of 11 in Wirral.
- ◀ Given the level of mini football demand within Wirral, there is a requirement of 14 full size 3G pitches should all mini football be accommodated.
- ◀ All three full size 3G pitches in Wirral are well used but spare capacity exists during the peak period, albeit during weekends and outside of the most popular slots (Monday to Thursday). There is, however, potential to increase the hours that some of the pitches are available during the peak period.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 3: CRICKET

3.1: Introduction

The Cheshire Cricket Board (CCB) is the governing and representative body for cricket within Wirral. The Board's aim is to promote the game of cricket at all levels through partnerships with professional and recreational cricket clubs as well as appropriate agencies within the County. A Club Development Manager, employed by the CCCB, is responsible for all clubs and leagues within Wirral.

To note the analysis areas to be used within the cricket assessment are as follows:

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoylake and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxton; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

Consultation

In addition to face to face consultation with four clubs, an electronic survey was sent to all remaining cricket clubs playing within Wirral. An invitation to complete the survey was sent to clubs directly from KKP via e-mail and a further e-mail was sent from the CCCB in an attempt to increase response rate.

An overall response rate of 94% (15 out of 16 clubs) was achieved with Eastham Cricket Club the only Club not to respond to the survey. The results from such consultation are used to inform key issues within this section of the report.

3.2: Supply

In total, there are 39 cricket pitches located across 25 sites in Wirral, of which 25 pitches are available for community use and used. Of the remaining 14 pitches, 10 pitches are not available for community use and four pitches, located at South Wirral High School (Site ID: 67) and The Kingsway Academy (Site ID: 131), are disused.

Of the 39 pitches in Wirral, 14 pitches are located at educational sites and eight are standalone non-turf wickets.

Please note that for the purposes of this report, being available for community use refers to pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for use/hire by teams/clubs.

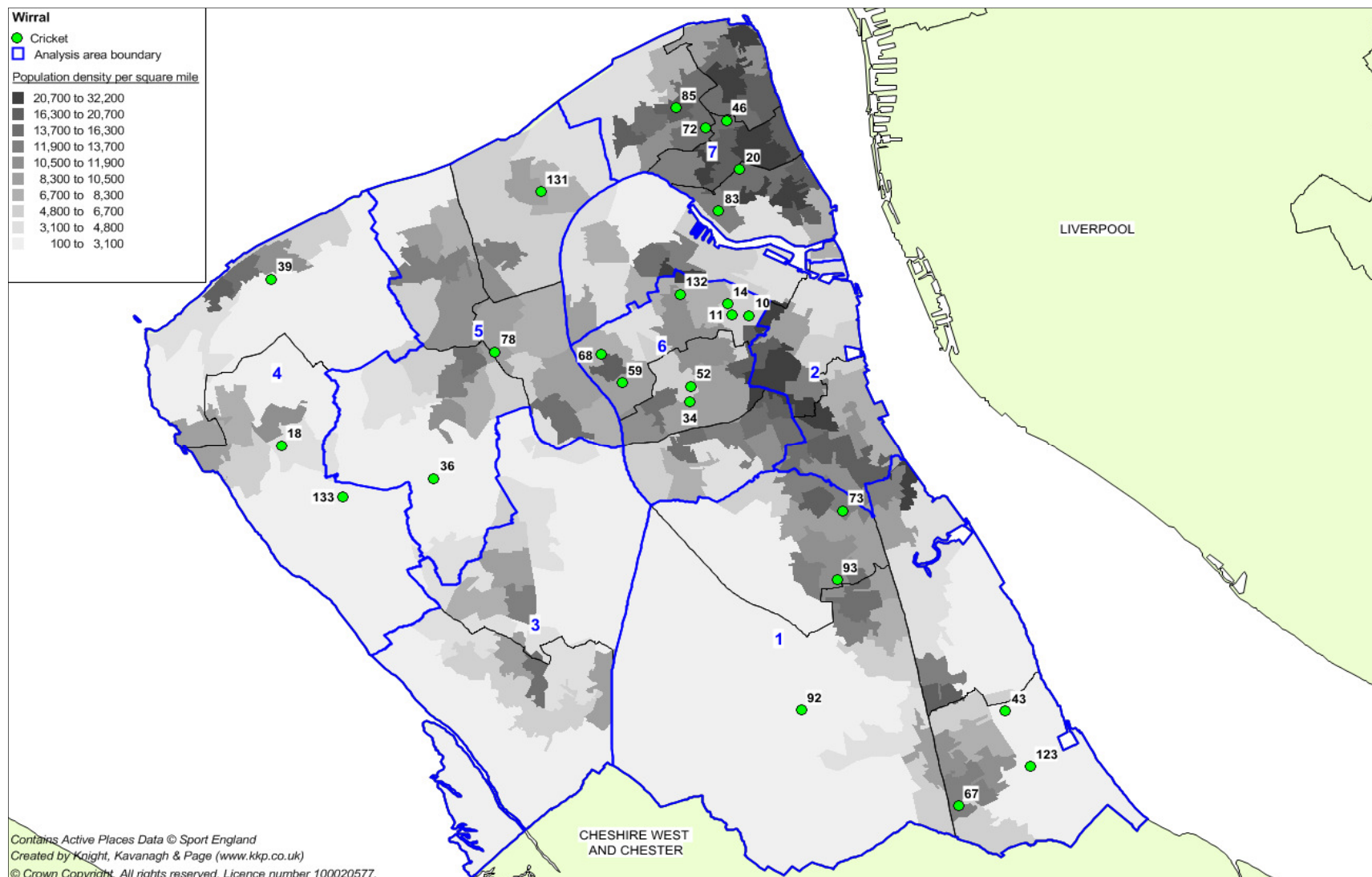
WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.1: Summary of pitches available for community use

Analysis area	No. of pitches
1	8
2	-
3	-
4	2
5	4
6	7
7	4
Wirral	25

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 3.1: Location of cricket pitches in Wirral



WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.2: Key to map of cricket pitches in Wirral

Site ID	Site name	Analysis area	Community use?	No. of pitches
43	Lord Leverhulme Playing Fields	1	Yes	3
67	South Wirral High School	1	No-disused	2
73	The Oval Leisure Centre	1	Yes	1
123	Torr Park	1	Yes	1
92	Wirral Cricket Club	1	Yes	3
93	Wirral Grammar School for Boys	1	No	2
18	Caldy Grange Grammar School	4	No	1
133	Caldy Sports Club	4	Yes	2
39	Kingsmead School	4	No	1
36	Irby Cricket Club	5	Yes	2
131	The Kingsway Academy	5	No-disused	2
78	Upton Cricket Club	5	Yes	2
10	Birkenhead Park	6	Yes	1
11	Birkenhead Park Cricket Club	6	Yes	1
146	Birkenhead School	6	No	1
147	Birkenhead School (McAllester Memorial Field)	6	No	1
148	Birkenhead School (Noctorum Field)	6	No	1
14	Birkenhead St. Mary's Cricket Club	6	Yes	1
34	HM Curphey Memorial Ground	6	Yes	1
132	New Brighton Cricket Club (Wayfarers Ground)	6	Yes	1
52	Oxton Cricket Club	6	Yes	2
59	Ridgeway High School	6	No	1
68	St. Anselms College Playing Fields	6	No	1
20	Central Park	7	Yes	1
46	New Brighton Cricket Club	7	Yes	1
72	The Oldershaw School & Business Enterprise College	7	No	1
83	Victoria Park	7	Yes	1
85	Wallasey Cricket Club	7	Yes	1

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Security of tenure

Pitch ownership and management across Wirral is varied. Although four clubs own their respective grounds, eight clubs lease their grounds with the remaining four clubs renting pitches at local authority sites.

Table 3.3: Summary of pitch ownership across Wirral

Club	Pitch ownership	Security of tenure	Details
Irby CC	Owned	Secured	N/A
New Brighton CC	Owned	Secured	Owned.
Old Parkonians CC	Owned	Secured	N/A
Oxton CC	Owned	Secured	N/A
Birkenhead Park CC	Leased	Secured	Ground is leased from Wirral Council and the Club report that it is currently negotiating a renewal.
Birkenhead St. Mary's CC	Leased	Secured	Ground is leased from Wirral Council (expiry date unknown).
Caldy CC	Leased	Secured	Ground is leased from the National Trust with the lease due to expire in 2030.
Parkfield Liscard CC	Leased	Secured	Ground is leased from Wirral Council with the lease due to expire in 2034.
Tranmere Victoria CC	Leased	Secured	Ground is leased a rolling year on year lease agreement with Wirral Council.
Upton CC	Leased	Secured	Ground is leased from Leverhulme Estates with the lease due to expire in 2020. The Club hope to renegotiate a new long term lease prior to 2020.
Wallasey CC	Leased	Secured	Ground is leased from Wirral Council on a 99 year lease (signed in 2007).
Wirral CC	Leased	Secured	Ground is leased from Leverhulme Estates with the lease due to expire in 2025.
Bromborough CC	Rented	Secured	Pitch at Lord Leverhulme Playing Fields (Site ID: 43) is rented from Wirral Council.
Eastham and Bromborough Pool CC	Rented	Secured	Pitch at Torr Park (Site ID: 123) is rented from Wirral Council.
Merseyside Cricket & Cultural Club	Rented	Secured	Pitch at The Oval Leisure Centre (Site ID: 73) is rented from Wirral Council.
Port Sunlight CC	Rented	Secured	Pitches at Lord Leverhulme Playing Fields (Site ID: 43) are rented from Wirral Council. Previous lease expired in 2014 and the Club is hoping to secure a new long term lease at the site.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Pitch quality

The audit of cricket pitches in Wirral identifies 24 to be of good quality and a further 11 pitches to be standard quality. The remaining four pitches, located at located at South Wirral High School (Site ID: 67) and The Kingsway Academy (Site ID: 131) are disused and, therefore, identified as poor quality.

It should be noted, however, that pitches located at Caldy Sport Club (Site ID: 133) and HM Curphey Memorial Ground (Site ID: 34) are also used during the winter months due to rugby played on both sites. As a result, rugby pitches marked during the rugby playing season encroach onto a large proportion of the cricket outfield. Nevertheless, rugby usage does not appear to affect cricket pitch quality with both Caldy CC and Old Parkonians CC rating pitch quality as good.

Although no clubs raised concerns with regard to pitch quality during consultation, Upton CC reports that the drainage to the outfield of the 1st team pitch is starting to cause some concern following heavy rainfall. The Club suggest that the trees lining the public highway (Upton Bypass) are now overgrown and roots are starting to encroach onto the pitch, possibly affecting pitch drainage. It has contacted Wirral Council regarding such concerns but, as yet, no response has been received.

The table below summarises pitch quality (agreed quality rating by the EWCB, Clubs and site assessments) by wicket type following non-technical site assessments and user quality ratings.

Table 3.4: Summary of pitch quality by wicket type (agreed quality rating)

Wicket type	Good	Standard	Poor
Grass / Non-turf	4	2	-
Grass	17	6	-
Standalone Non-turf	3	3	4
Wirral	24	11	4

Of the 24 pitches identified as good quality, 17 are club pitches and four pitches are located at educational sites.

Maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether the pitch meets the Performance Quality Standards that are benchmarked by the Institute of Groundsmanship. In total, seven clubs confirm that they have received the Performance Quality Standard (PQS) acknowledging clubs' ability to maintain wickets and outfields to Premier League quality:

- ◀ Birkenhead Park CC
- ◀ Caldy CC
- ◀ Oxton CC
- ◀ Parkfield Liscard CC
- ◀ Tranmere Victoria CC
- ◀ Upton CC
- ◀ Wallasey CC

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Although some clubs report aspirations to obtain a PQS, this is currently only a requirement for those clubs competing in a Premier League. For further guidance on PQS, please contact the ECB.

Ancillary facilities

All responding clubs report that they have access to changing facilities. Clubs quality ratings of changing facilities are varied with ten clubs rating changing facilities as good quality and one club rating changing facilities as acceptable. The remaining four clubs report that changing facilities are poor.

Table 3.5: Summary of changing provision quality at club sites

Good	Acceptable	Poor
Birkenhead Park CC Birkenhead St Mary's CC Irby CC New Brighton CC Old Parkonians CC Oxton CC Parkfield Liscard CC Tranmere Victoria CC Upton CC Wirral CC	Caldy CC	Bromborough CC Merseyside C&CC Port Sunlight CC Wallasey CC

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. Consultation with clubs indicates that 13 out of the 15 club sites in Wirral have practice net facilities. Indeed, Bromborough CC and Merseyside Cricket & Cultural Club are the only clubs that report no access to practice net facilities on site. Nevertheless, five clubs expressed demand for new or improved cricket training facilities.

Table 3.6: Expressed demand for cricket training facilities

Club	Demand expressed
Birkenhead Park CC	Reports that a mobile batting cage is required.
Bromborough CC	Reports that non-turf practice nets are required.
Merseyside C&CC	Reports that non-turf practice nets are required.
Port Sunlight CC	Report that practice net facilities need to be enclosed to prevent vandalism.
Wirral CC	Reports that current non-turf practice nets require refurbishment.

Indoor training facilities

In addition to numerous educational sites having indoor cricket nets available for community use, Birkenhead Park CC has a four lane indoor cricket school that is also available for community use. The indoor school, which was refurbished in 2015 and has cricket specific flooring, is hired by numerous Wirral cricket clubs throughout the winter months. In total, 14 clubs confirmed that indoor facilities are used throughout the winter months to allow both junior and senior members to net through the winter.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.7: Summary of indoor training

Club	Indoor Training Location
Birkenhead Park CC	Birkenhead Park CC
Birkenhead St. Mary's CC	Birkenhead Park CC
Caldy CC	Birkenhead School
Irby CC	Birkenhead Park CC
Merseyside C&CC	Birkenhead Park CC
New Brighton CC	Birkenhead Park CC
Old Parkonians CC	Birkenhead Park CC
Oxton CC	Birkenhead School
Parkfield Liscard CC	Birkenhead Park CC
Port Sunlight CC	Bebington High Sports College & Birkenhead Park CC
Tranmere Victoria CC	Bebington High Sports College
Upton CC	Weatherhead School
Wallasey CC	St. Mary's Catholic College
Wirral CC	Wirral Grammar School for Boys

3.3: Demand

The audit identifies 15 clubs in Wirral with a total of 118 teams. As indicated in Table 3.8, there are a total of 55 senior teams (of which 54 are men's teams) and 63 junior teams in Wirral. Furthermore, just over a quarter (27%) of all teams in Wirral are located in Analysis Area 6.

Table 3.8: Summary of teams by analysis area

Analysis area	No. of competitive teams	
	Seniors	Juniors
1	9	11
2	-	-
3	-	-
4	5	9
5	10	15
6	18	14
7	13	14
Wirral	55	63

There is national recognition that cricket is currently experiencing a reduction in participation numbers. Indeed, the 2014 National Cricket Playing Survey indicates a seven per cent decrease in the number of people participating in cricket teams; down from 908,000 in 2013 to 844,000 in 2014. Nevertheless, the survey also revealed that poor weather contributed to the decline in participation. With an estimated 70% of amateur cricket played on a Saturday, only 15 Saturdays were rated 'dry' in 2014 compared to 20 Saturdays in 2013.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Notwithstanding the issues highlighted above, Caldy Cricket Club report an increase in the number of senior teams in recent years and five clubs report an increase in junior teams during the same period. Although only one club reports an increase in the number of senior teams, 13 out of the 15 clubs in Wirral have at least three senior teams. Furthermore, of the 13 clubs that have junior membership, 11 have at least three junior teams. The biggest club, in terms of number of teams, is Oxton Cricket Club with seven senior and nine junior teams.

Table 3.9: Summary of teams by club

Name of club	No. of teams		Membership trends over previous three years
	Seniors	Juniors	
Birkenhead Park CC	4	2	Membership numbers at both senior and junior level have remained static in recent years and the Club has aspirations to increase the number of junior teams by two.
Birkenhead St. Mary's CC	4	-	Although senior membership has remained static in recent years, junior membership has decreased and the Club now has no junior teams. That said, the Club hope to form a junior team in the near future.
Bromborough CC	1	-	Senior membership has remained static in recent years and the Club has no plans to increase the number of teams in the future.
Caldy CC	5	9	Membership numbers at both senior and junior level have increased in recent years. The Club also report aspirations to increase the number of senior teams by two (one men's team and the introduction of women's cricket at the Club) and the number of junior teams by three.
Irby CC	4	7	Senior membership has decreased in recent years and the Club is no longer able to field four senior teams during the weekend. Junior membership has remained static and the Club has no plans in increase the number of teams in the future.
Merseyside Cricket & Cultural Club	1	1	Membership numbers at both senior and junior level have remained static in recent years and the Club has aspirations to increase the number of teams by two (one senior team and one junior team).
New Brighton CC	5	5	Although junior membership has remained static in recent years, senior membership has decreased resulting in a loss of teams. Nevertheless, the Club has no plans to increase the number of teams in the future.
Old Parkonians CC	3	3	Senior membership has remained static in recent years but junior membership has increased. The Club plans to increase the number of senior teams in the future.
Oxton CC	7	9	Senior membership has remained static in recent years but an increase in junior membership has meant two u10s teams this season. The Club has no plans in increase the number of teams in the future.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name of club	No. of teams		Membership trends over previous three years
	Seniors	Juniors	
Parkfield Liscard CC	3	2	Membership numbers at both senior and junior level have remained static in recent years and the Club has aspirations to increase the number of junior teams by one.
Port Sunlight CC	3	5	Membership numbers at both senior and junior level have remained static in recent years and the Club has no plans to increase the number of teams in the future.
Tranmere Victoria CC	3	1	Membership numbers at both senior and junior level have remained static in recent years and the Club has aspirations to increase the number of junior teams by one.
Upton CC	6	8	Although senior membership has remained static in recent years, junior membership has increased (especially girls) and the Club now has two additional teams (u9s and u11s). That said, the Club has no plans to further increase the number of teams.
Wallasey CC	3	6	Although senior membership has remained static in recent years, junior membership has increased and the Club now has an u15s team. That said, the Club has no plans to further increase the number of teams.
Wirral CC	3	5	Membership numbers at both senior and junior level have remained static in recent years and the Club has no plans to increase the number of teams in the future.

Women's and girls' cricket

Women's and girls' cricket is a national priority for the ECB and there is a target to establish two girls' and one women's team in every local authority over the next five years. Indeed, 8-10% of the Whole Sport Plan funding is focused around women and girls and talent identification. There is currently only one women's cricket team in Wirral based at Oxton Cricket Club. Nevertheless, Caldys Cricket Club report aspirations to introduce women's cricket in the near future. Although there are no girls' teams currently playing at clubs in Wirral, there are several clubs that indicate that they have a number of girls playing within their junior teams at various age groups.

Imported demand

Consultation with clubs confirmed that there is currently no imported demand within Wirral. Nevertheless, Oxton CC confirms that the Club hosts various u15s Cheshire fixtures as well as a Cheshire Women's fixture throughout the playing season. It also hopes to attract County fixtures in the near future. Such additional play has been factored into the capacity analysis and is shown in Table 3.12.

Latent demand

Consultation with clubs confirmed that there is currently no latent demand within Wirral. Nevertheless, Sport England's Segmentation Tool also enables analysis of 'the percentage of adults that would like to participate in cricket but are not currently doing so'.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The tool identifies latent demand of 1,198 people. 16.9% of the population that would like to participate in cricket is the segment 'Jamie - sports team lads'. Of the 1,198 people, 47 (3.9%) are females; the largest segment of which is 'Paula - stretched single mums'.

Unmet demand

Consultation with clubs confirmed that there is currently no unmet demand within Wirral. As such, no clubs report that the supply of pitches within Wirral is a significant factor in either the loss of teams or contributing to a growth of teams at either senior or junior level.

Last Man Stands

Last Man Stands (LMS) was founded in 2005, in London. LMS is a wide reaching amateur cricket league. The social outdoor eight-a-side T20 cricket game lasts approximately two hours and can only be played on non-turf wickets as opposed to grass wickets. All eight wickets are required to bowl a team out so when the seventh wicket falls, the 'Last Man Stands' on his own. This shorter format of the game has encouraged more people to participate in the sport and due to its increasing popularity approximately 30,000 players took part in LMS T20 cricket leagues in 2012.

According to consultation with CCCB, there is a vibrant LMS franchise in Wirral with all matches played at Wirral Cricket Club (Site ID: 92). The Club has three pitches, all of which have a non-turf wicket (funded by the ECB). The majority of LMS fixtures are played on the Club's back two pitches with a small number of fixtures being played on the Club's main pitch.

Peak time demand

An analysis of match play identifies that peak time demand for cricket pitches in Wirral is Saturday. Indeed, of the 118 teams (all ages) in Wirral, consultation with clubs indicates that 44 teams (37%) play on a Saturday with 34 (29%) teams playing on a Sunday. The remaining 40 teams (34%) play midweek.

As discussed, although senior cricket is typically played on Saturday afternoons, there is also a notable level of demand for senior midweek cricket (Chester 2020), with senior teams also playing on Sundays.

There are a number of local senior cricket leagues across the North West which service teams in Wirral. These include:

- ◀ Cheshire County Cricket League
- ◀ Cheshire Cricket Alliance
- ◀ Chester & District Midweek Cricket League (Chester 2020)
- ◀ TACS Cheshire Cricket League
- ◀ The Liverpool & District Cricket Competition
- ◀ Cheshire Junior County Cricket League
- ◀ Wirral Junior Cricket League

The youth league structure in Wirral tends to be club based with matches played mid-week. As such, there is usually no conflict with access to pitches and any midweek matches are scheduled around senior midweek leagues. The Wirral Junior Cricket League and the Cheshire Junior County Cricket League are the main junior cricket leagues in the area with the majority of junior teams in Wirral competing in both leagues.

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Although there are no girls' teams currently playing at clubs in Wirral, there are several clubs that indicate they have a number of girls playing within their junior teams at various age groups.

Future demand

Future demand can be defined in two ways, through participation increases and by using population forecasts. Team generation rates can also be used as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 3.10: Team generation rates

Age group	Current population within age group (2012)	Current no. of teams	Team Generation Rate	Future population within age group (2025)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (18-55)	73,446	54	1:1360	67,588	49.7	0
Senior Womens (18-55)	78,242	1	1:78242	70,208	0.9	0
Junior Boys (7-17)	21,062	63	1:334	22,191	66.4	3.4
Junior Girls (7-17)	19,877	0	0	21,514	0	0

Population growth in Wirral is not expected to create additional teams at senior level. Nevertheless, population growth is expected to create three additional junior teams within Wirral. That said, it is expected that no additional pitches will be required to service future demand.

Additionally, consultation highlights that seven clubs have plans to increase the number teams in the future. Where quantified, this expressed demand amounts to four senior and nine junior teams. The potential growth in senior teams equates to the need for two pitches during peak time, on the basis that one team can be accommodated on 0.5 of a pitch (playing on a home and away basis). There is less need for pitches to accommodate the potential increase in junior teams as junior teams generally play on a variety of days during midweek. Nevertheless, all seven clubs believe that these new teams could be accommodated on the current stock of pitches. The table below highlights the future demand expressed by clubs.

Table 3.11: Future demand expressed by clubs

Club	Analysis area	Senior	Junior
Birkenhead Park CC	6	-	2
Birkenhead St. Mary's CC	6	-	1
Caldy CC	4	2	3
Merseyside Cricket & Cultural Club	1	1	1
Old Parkonians CC	6	1	-
Parkfield Liscard CC	7	-	1
Tranmere Victoria CC	7	-	1
Wirral		4	9

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

It must be noted, however, future demand expressed by clubs are aspirations that the clubs have and, given that participation in cricket is declining nationally, such a large increase is unlikely. Indeed, the CCCB reports that it is not expecting participation levels to increase and focus is instead on ensuring clubs remain stable. Nevertheless, in line with the ECB Strategy, there is targeted growth of one women's team in Wirral.

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

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

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

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

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

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

- ◀ 5 matches per season per grass wicket
- ◀ 60 matches per season per synthetic (non-turf) wicket

This information is used to allocate capacity ratings as follows:

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

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Table 3.12: Cricket pitch capacity

Site ID	Site name	Community use category	Analysis area	Pitch quality ²⁰	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating (matches per season)	Actual Spare Capacity (pitches)	Comments
					No. of grass wickets	No. of non-turf wickets					
43	Lord Leverhulme Playing Fields	Yes	1	Good	11	-	46	55	9	-	No actual spare capacity identified in the peak period for senior cricket. Pitch is used by Port Sunlight CC.
43	Lord Leverhulme Playing Fields	Yes	1	Good	10	-	36	50	14	0.5	Minimal actual spare capacity identified in the peak period for senior cricket. Pitch is used by Port Sunlight CC.
43	Lord Leverhulme Playing Fields	Yes	1	Standard	9	-	12	45	33	0.5	Minimal actual spare capacity identified in the peak period for senior cricket. Pitch is used by Bromborough CC
67	South Wirral High School	No-disused	1	Poor (disused)	-	1	-	-	-	-	Not available for community use.
67	South Wirral High School	No-disused	1	Poor (disused)	-	1	-	-	-	-	Not available for community use.

²⁰ Agreed quality rating based upon non-technical assessments and user quality ratings

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Community use category	Analysis area	Pitch quality ²⁰	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating (matches per season)	Actual Spare Capacity (pitches)	Comments
					No. of grass wickets	No. of non-turf wickets					
73	The Oval Leisure Centre	Yes	1	Standard	12	-	32	60	28	-	No actual spare capacity identified in the peak period for senior cricket. Pitch is used by Merseyside Cricket & Cultural Club & Wallasey CC (3 rd XI).
123	Torr Park	Yes	1	Standard	7	-	35	35	0	-	Pitch is used by Eastham CC. Club failed to respond to survey. Current play estimated.
92	Wirral Cricket Club	Yes	1	Good	16	-	80	80	0	-	Pitch is being played to capacity. Junior play accounts for 42 matches per season.
					-	1	10	60	50	-	Pitch is used for Last Man Stands.
92	Wirral Cricket Club	Yes	1	Good	-	1	18	60	42	-	Pitch is used for Last Man Stands.
92	Wirral Cricket Club	Yes	1	Good	-	1	18	60	42	-	Pitch is used for Last Man Stands.
93	Wirral Grammar School for Boys	No	1	Good	12	-	-	-	-	-	Not available for community use.
93	Wirral Grammar School for Boys	No	1	Good	16	-	-	-	-	-	Not available for community use.
18	Caldy Grange Grammar School	No	4	Good	8	-	-	-	-	-	Not available for community use.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Community use category	Analysis area	Pitch quality ²⁰	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating (matches per season)	Actual Spare Capacity (pitches)	Comments
					No. of grass wickets	No. of non-turf wickets					
133	Caldy Sports Club (Caldy CC)	Yes	4	Good	12	-	60	60	0	-	Pitch is being played to capacity. Junior play accounts for 28 matches per season.
					-	1	0	60	60	-	The non-turf wicket is not used for competitive matches.
133	Caldy Sports Club (Caldy CC)	Yes	4	Good	10	-	40	50	10	-	No actual spare capacity identified in the peak period for senior cricket.
					-	1	32	60	28	-	Pitch is used by four junior teams (u9s & u11s).
39	Kingsmead School	No	4	Standard	-	1	-	-	-	-	Not available for community use.
36	Irby Cricket Club	Yes	5	Good	12	-	50	60	10	-	No actual spare capacity identified in the peak period for senior cricket. Minimal junior play.
					-	1	0	60	60	-	The non-turf wicket is not used for competitive matches.
				Good	10	-	50	50	0	-	Pitch is being played to capacity. Junior play accounts for 48 matches per season.

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Site ID	Site name	Community use category	Analysis area	Pitch quality ²⁰	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating (matches per season)	Actual Spare Capacity (pitches)	Comments
					No. of grass wickets	No. of non-turf wickets					
131	The Kingsway Academy	No-disused	5	Poor (disused)	-	1	-	-	-	-	Not available for community use.
131	The Kingsway Academy	No-disused	5	Poor (disused)	-	1	-	-	-	-	Not available for community use.
78	Upton Cricket Club	Yes	5	Good	12	-	60	60	0	-	Pitch is being played to capacity. Junior play accounts for 28 matches per season.
78	Upton Cricket Club	Yes	5	Good	12	-	88	60	28	-	Pitch is significantly overplayed by 28 matches per season. Junior play accounts for 40 matches per season.
10	Birkenhead Park	Yes	6	Standard	8	-	24	40	16	-	Pitch is used by Birkenhead Park CC 3 rd XI and 4 th XI. No actual spare capacity identified in the peak period for senior cricket.
11	Birkenhead Park Cricket Club	Yes	6	Good	13	-	44	65	21	-	No actual spare capacity identified in the peak period for senior cricket. Junior play accounts for 20 matches per season.

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Site ID	Site name	Community use category	Analysis area	Pitch quality ²⁰	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating (matches per season)	Actual Spare Capacity (pitches)	Comments
					No. of grass wickets	No. of non-turf wickets					
146	Birkenhead School	No	6	Good	12	-	-	-	-	-	Not available for community use.
147	Birkenhead School (McAllester Memorial Field)	No	6	Good	-	1	-	-	-	-	Not available for community use.
148	Birkenhead School (Noctorum Field)	No	6	Good	4	-	-	-	-	-	Not available for community use.
14	Birkenhead St. Mary's Cricket Club	Yes	6	Standard	12	-	48	60	12	-	No actual spare capacity identified in the peak period for senior cricket.
34	HM Curphey Memorial Ground (Old Parkonians CC)	Yes	6	Good	16	-	62	80	18	-	No actual spare capacity identified in the peak period for senior cricket. Junior play accounts for 28 matches per season.
132	New Brighton Cricket Club (Wayfarers Ground)	Yes	6	Good	6	-	12	30	18	0.5	Pitch is used by the Club's 3rd XI. Minimal actual spare capacity identified in the peak period for senior cricket.

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Site ID	Site name	Community use category	Analysis area	Pitch quality ²⁰	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating (matches per season)	Actual Spare Capacity (pitches)	Comments
					No. of grass wickets	No. of non-turf wickets					
52	Oxton Cricket Club	Yes	6	Good	12	-	57	60	3	-	No actual spare capacity identified in the peak period for senior cricket. Pitch is also used for County fixtures and junior play accounts for 10 matches per season.
52	Oxton Cricket Club	Yes	6	Good	9	-	60	45	15	-	Pitch is overplayed by 15 matches per season. junior play accounts for 18 matches per season.
					-	1	48	60	12	-	Pitch is used by six junior teams (u9s & u12s).
59	Ridgeway High School	No	6	Standard	-	1	-	-	-	-	Not available for community use.
68	St. Anselms College Playing Fields	No	6	Good	6	-	-	-	-	-	Not available for community use.
20	Central Park (Parkfield Liscard CC)	Yes	7	Standard	10	-	52	50	2	-	Pitch is overplayed by two matches per season. Junior play accounts for 16 matches per season.

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Site ID	Site name	Community use category	Analysis area	Pitch quality ²⁰	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating (matches per season)	Actual Spare Capacity (pitches)	Comments
					No. of grass wickets	No. of non-turf wickets					
46	New Brighton Cricket Club	Yes	7	Good	16	-	86	80	6	-	Pitch is overplayed by six matches per season. Junior play accounts for 40 matches per season.
72	The Oldershaw School & Business Enterprise College	No	7	Standard	-	1	-	-	-	-	Not available for community use.
83	Victoria Park (Tranmere Victoria CC)	Yes	7	Standard	11	-	46	55	9	-	No actual spare capacity identified in the peak period for senior cricket. Junior play accounts for 10 matches per season.
85	Wallasey Cricket Club	Yes	7	Good	18	-	76	90	14	-	No actual spare capacity identified in the peak period for senior cricket. Junior play accounts for 52 matches per season.
					-	1	0	60	60	-	The non-turf wicket is not used for competitive matches.

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3.5 Supply and demand analysis

As indicated in Table 3.12, there are currently five pitches being played to capacity located at:

- ◀ Torr Park (Site ID: 123)
- ◀ Wirral Cricket Club (Site ID: 92)
- ◀ Caldy Sports Club (Site ID: 133)
- ◀ Irby Cricket Club (Site ID: 36)
- ◀ Upton Cricket Club (Site ID: 78)

Although Caldy Sports Club (Site ID: 133), Irby Cricket Club (Site ID: 36) and Wallasey Cricket Club (Site ID: 85) have non-turf wickets, all clubs confirmed that competitive matches are only played on grass wickets. As such, all play is assigned to grass wickets.

Actual spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'spare capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site.

There are 13 pitches (grass wickets) that have potential spare capacity in Wirral. Nevertheless, only three pitches that are available for community use have actual spare capacity, equating to a total of 1.5 pitches in the peak period (Saturday), to accommodate senior cricket:

- ◀ Lord Leverhulme Playing Fields (Site ID: 43) - 0.5 pitches
- ◀ Lord Leverhulme Playing Fields (Site ID: 43) - 0.5 pitches
- ◀ New Brighton Cricket Club (Wayfarers Ground) (Site ID: 132) - 0.5 pitches

By analysis area this can be summarised as follows:

Analysis area	Actual spare capacity (grass pitches)
1	1
2	-
3	-
4	-
5	-
6	0.5
7	-
Wirral	1.5

As indicated in the table above, there is no actual spare capacity expressed in five of the seven analysis areas in Wirral.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Overplay

Four pitches are overplayed by a total of 51 match sessions per season and have no capacity to accommodate additional play:

- ◀ Upton Cricket Club (Site ID: 78) - 28 match sessions
- ◀ Oxtton Cricket Club (Site ID: 52) - 15 match sessions
- ◀ Central Park (Site ID 20) (Parkfield Liscard CC) - two match sessions
- ◀ New Brighton Cricket Club (Site ID: 46) - six match sessions

For the purposes of supply and demand analysis, 1 pitch (with 12 grass wickets) is required to meet demand expressed from overplay across Wirral. Please note that a pitch with 12 grass wickets can accommodate 60 matches per season.

By analysis area this can be summarised as follows:

Analysis area	Overplay (match sessions per season)
1	-
2	-
3	-
4	-
5	28
6	15
7	8
Wirral	51

Although four pitches are overplayed by a total of 51 match sessions per season, none of the four clubs identified overplay as a significant issue during consultation. Furthermore, it should be noted that three of the four clubs rate their respective pitches as good quality. In addition, a large proportion of overplay expressed is attributed to junior cricket which will not have as much of an adverse effect on quality than senior cricket due to the shorter format of matches.

3.6 Conclusions

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

As indicated in Table 3.13, there is limited overall spare capacity in Wirral (0.5 pitches) which is not sufficient to be classified as a surplus. In addition, overplay in analysis areas 5 and 7 cannot be met through spare capacity expressed in other areas. Furthermore, when future demand is taken into consideration, there is a shortfall of 1.5 pitches to meet total future demand. Indeed, there is a shortfall of pitches in four of the seven analysis areas due to overplay (5 and 7) and future demand (4 and 6).

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.13: Capacity of cricket pitches

Analysis area	Actual spare capacity (pitches)	Demand (pitches)				
		Overplay	Total Current	Latent demand	Future demand	Total Future
1	1	-	1	-	0.5	0.5
2	-	-	-	-	-	-
3	-	-	-	-	-	-
4	-	-	-	-	1	1
5	-	0.5	0.5	-	-	0.5
6	0.5	0.3	0.2	-	0.5	0.3
7	-	0.2	0.2	-	-	0.2
Wirral	1.5	1	0.5	-	2	1.5

Future demand equates to the potential growth in senior teams expressed by clubs during consultation (four teams). This equates to the need for two pitches during peak time on the basis that one team can be accommodated on 0.5 of a pitch (playing on a home and away basis). There is less need for pitches to accommodate the potential increase in junior teams as junior teams generally play on a variety of days during midweek. It should be noted, however, that all clubs believe that any future growth (new teams) can and will be accommodated on the current stock of pitches.

Cricket summary

- ◀ There are 39 cricket pitches located across 25 sites in Wirral. A total of 25 pitches are available for community use and used.
- ◀ Of the remaining 14 pitches, ten pitches are not available for community use and four pitches are disused.
- ◀ Pitch ownership and management across Wirral is varied with four clubs owning their respective grounds, eight clubs leasing their grounds with the remaining four clubs renting pitches at local authority sites.
- ◀ The audit of cricket pitches identifies 24 to be of good quality and a further 11 pitches to be standard quality. The remaining four pitches are disused.
- ◀ All clubs report access to changing facilities, although quality is varied. Indeed, ten clubs rating changing facilities as good quality, one club rates changing facilities as acceptable and the remaining four clubs report poor quality changing facilities.
- ◀ Five clubs report additional practice facilities are required.
- ◀ The audit identifies 15 clubs in Wirral with a total of 118 teams (55 senior teams and 63 junior teams), just over a quarter (27%) of which are located in the Analysis Area 7.
- ◀ There is currently only one women's cricket team based at Oxtou Cricket Club. Nevertheless, Caldby Cricket Club report aspirations to introduce women's cricket in the near future
- ◀ There is currently no latent or unmet demand within Wirral.
- ◀ According to consultation with CCCB, there is a vibrant LMS franchise on the Wirral with all matches played at Wirral Cricket Club (Site ID: 92).
- ◀ Despite national recognition that cricket is currently experiencing a reduction in participation numbers, Caldby Cricket Club report an increase in the number of senior teams in recent years and five clubs report an increase in junior teams during the same period.
- ◀ An analysis of match play identifies that peak time demand for cricket pitches in Wirral is Saturday. Indeed, of the 118 teams (all ages) 44 teams (37%) play on a Saturday with 34 (29%) teams playing on a Sunday. The remaining 40 teams (34%) play midweek.
- ◀ There are 13 pitches (grass wickets) that have potential spare capacity but only three pitches that are available for community use have actual spare capacity.
- ◀ Four pitches are overplayed by a total of 51 match sessions per season and have no capacity to accommodate additional play, albeit three pitches are rated as good quality and none of the clubs suggest the overplay is a major issue.
- ◀ Overall in Wirral, there is limited overall spare capacity in Wirral (0.5 pitches) which is not sufficient to be classified as a surplus. In addition, overplay in Mid-Wirral and Wallasey cannot be met through spare capacity expressed in other areas.
- ◀ When future demand is taken into consideration, there is a shortfall of 1.5 pitches to meet total future demand. Indeed, there is a shortfall of pitches in four of the seven analysis areas due to overplay (5 and 7) and future demand (4 and 6).

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 4: RUGBY UNION

4.1: Introduction

The Rugby Football Union (RFU) is the governing body for the sport across England. It is split into six areas across the country with a workforce team that covers development, coaching, governance and competitions. A full-time development officer is responsible for Wirral and works with clubs to maximise their potential. This work involves developing club structures, including working towards the RFU accreditation (Clubmark) and the development of school-club structures. The rugby union playing season operates from September to May.

To note the analysis areas to be used within the rugby union assessment are as follows:

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoylake and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxton; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

Consultation

Face to face consultation was completed with all 11 rugby union clubs playing in Wirral. Cheshire County RFU was also consulted to provide a strategic overview of rugby union within Wirral. The results from such consultation are used to inform key issues within this section of the report.

4.2: Supply

In total, there are 65 grass rugby union pitches in Wirral located across 22 sites. Of the 47 pitches that are available for community use, three pitches (located at Hilbre High School Sports Centre, South Wirral High School and Wallacre Recreation Ground) are available for community use but not currently used.

There is currently no 3G AGP in Wirral that is World Rugby Regulation 22 compliant. The small sided 3G AGP at Birkenhead Park RUFC (Site ID: 12), which was built in 2007 following funding from the Rugby Football Union, is no longer compliant with World Rugby specification. That said, the Club has aspirations for a new full size 3G AGP (World Rugby Regulation 22 compliant) on site.

Please note that the audit only identifies dedicated, line marked pitches. For the purposes of this report, being available for community use refers to pitches in public, voluntary, private or commercial ownership or management (including education sites) that are recorded as being available for use/hire by teams/clubs.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.1: Summary of grass rugby union pitches available for community use

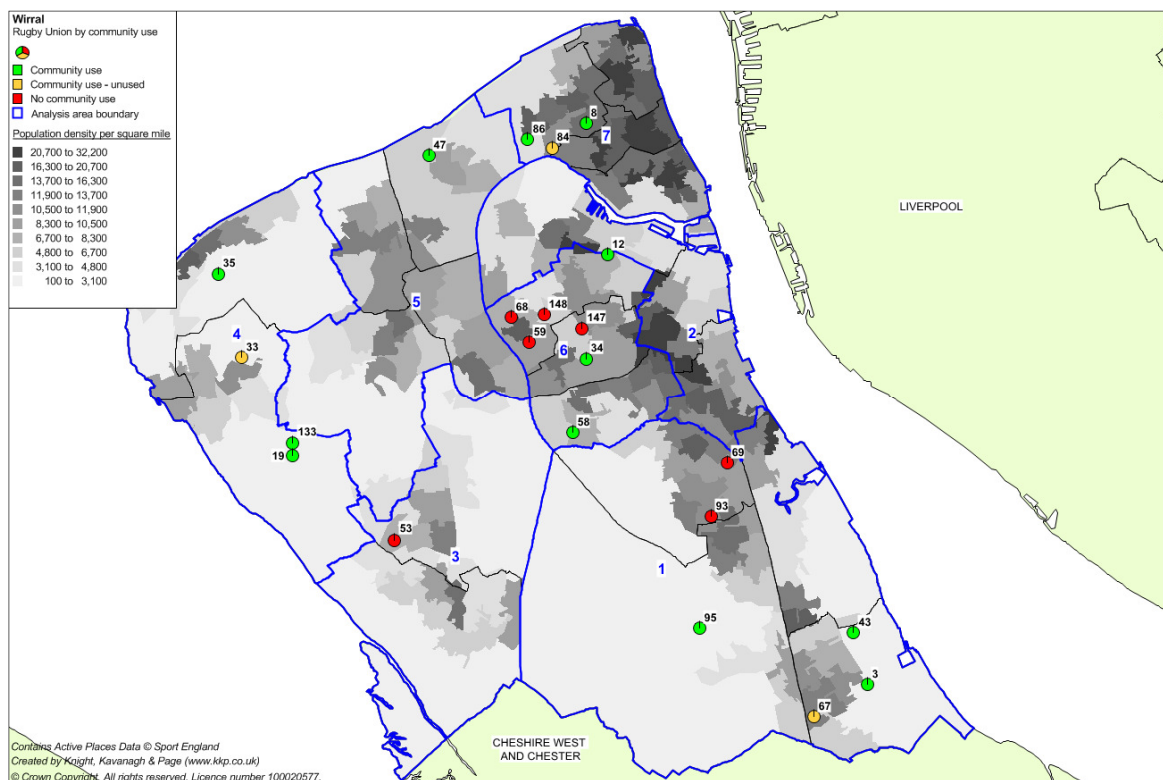
Analysis area	No. of senior pitches	No of mini/midi pitches
1	10 (1 junior)	5
2	-	-
3	-	-
4	9	7
5	2	1
6	7	-
7	5	-
Wirral	34	13

For rugby union pitch dimension sizes please refer to RFU 'Grass Pitches for Rugby' at: <http://www.englandrugby.com/governance/club-support/facilities-kit-and-equipment/rugby-union-grass-pitches/>

Accessibility

Club consultation suggests that the majority of players at all 11 clubs travel between five and ten miles to play at their respective clubs. There is recognition, however, that some players, particularly senior players, travel in excess of ten miles to play at the club's home ground.

Figure 4.1: Location of grass rugby pitches in Wirral



WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.2: Key to map

Site ID	Site name	Analysis area	Community use?	No. of pitches		
				Senior	Mini	Junior
3	Anselmians RUFC	1	Yes	2	5	1
43	Lord Leverhulme Playing Fields (Port Sunlight RUFC)	1	Yes	2	-	-
67	South Wirral High School	1	Yes-unused	1	-	-
69	St. John Plessington Catholic College	1	No	1	-	-
93	Wirral Grammar School for Boys	1	No	6	-	-
95	Wirral RUFC	1	Yes	5	-	-
53	Pensby High School for Girls	3	No	1	-	-
19	Caldy Grange Grammar School (Sports Field)	4	Yes	3	-	-
133	Caldy Sports Club	4	Yes	3	6	-
33	Hilbre High School Sports Centre	4	Yes-unused	1	-	-
35	Hoylake RUFC	4	Yes	2	1	-
47	New Brighton RUFC	5	Yes	2	1	-
12	Birkenhead Park RUFC	6	Yes	2	-	-
147	Birkenhead School (McAllester Memorial Field)	6	No	2	2	-
148	Birkenhead School (Nocturum Field)	6	No	1	-	-
34	HM Curphey Memorial Ground (Oxton Parkonians RUFC)	6	Yes	3	-	-
58	Prenton Rugby Club	6	Yes	2	-	-
59	Ridgeway High School	6	No	1	-	-
68	St. Anselms College Playing Fields	6	No	4	-	-
8	Belvidere Recreation Ground (Oldershaw RUFC)	7	Yes	2	-	-
84	Wallacre Recreation Ground	7	Yes-unused	1	-	-
86	Wallasey RUFC	7	Yes	2	-	-

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Security of tenure

Pitch ownership and management across Wirral is varied. Although seven clubs own their respective grounds, the remaining four clubs lease their pitches / sites.

Table 4.3: Summary of pitch ownership across Wirral

Club	Pitch ownership	Security of tenure	Details
Anselmians RUFC	Owned	Secured	The Club also leases land adjacent to the site from Wirral Council on a 99 year lease (signed in 2012). The cost, £1,500 per annum, will be waived for the first 25 years. Consultation suggests that the Club may look to sell some of its land for housing development in order to raise funds for a new clubhouse.
Birkenhead Park RUFC	Owned	Secured	N/A
Hoyle RUFC	Owned	Secured	The Club also leases land adjacent to the site from a private land owner (expiry unknown). This land is used by the Club for junior matches with one junior pitch marked.
New Brighton RUFC	Owned	Secured	N/A
Oxton Parkonians RUFC	Owned	Secured	N/A
Prenton RUFC	Owned	Secured	N/A
Wallasey RUFC	Owned	Secured	N/A
Caldy RUFC	Leased	Secured	Ground is leased from the National Trust with the lease due to expire in 2030. Clubhouse is owned by the Club.
Oldershaw RUFC	Leased	Secured	The Club leases two pitches at Belvidere Recreation Ground (Site ID: 8) from Wirral Council on a 25 year lease (signed 2015). The cost of £340 per annum is in line with football charges on the same site. Clubhouse is owned by the Club.
Port Sunlight RUFC	Leased	Secured	The Club leases two pitches at Lord Leverhulme Playing Fields (Site ID: 43) from Wirral Council on a rolling year on year basis (£1,275 per annum). The Clubhouse (on site) is also leased from Wirral Council on a rolling five year basis (£1,000 per annum) with the latest lease due to expire in 2016. Consultation with the RFU suggests that The Club is a high priority for renewal and a long term lease is required to attract inward investment.
Wirral RUFC	Leased	Secured	Part of the ground is leased on a 99 year lease (signed 2012) at a cost of £3,500 per annum. The Club also leases land from Leverhulme Estates on a ten year lease (signed 2013) at a cost of £11,500 per annum. Clubhouse is owned by the Club.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Pitch quality

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

Table 4.4: Quality ratings based on maintenance and drainage scores:

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

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

Table 4.5: Definition of maintenance categories

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

Table 4.6: Definition of drainage categories

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

There are a total of eight pitches in Wirral that have had pipe drainage installed. These are located at Birkenhead School (McAllester Memorial Field) (four pitches), Hoylake RUFC (two senior pitches) and Wirral RUFC (two main pitches in front of clubhouse). The drainage at Wirral RUFC (Site ID: 95) was installed in 2011 following match funding from the RFU (total cost of £110,000). Although pitch drainage at both Birkenhead School (McAllester Memorial Field) (Site ID: 147) and Hoylake RUFC (Site ID: 35) was installed approximately ten years ago, such drainage is still said to be working well and deemed good quality. That said, the drainage may require an upgrade in the near future should the quality of drainage deteriorate.

Six clubs, Birkenhead Park RUFC, New Brighton RUFC, Oldershaw RUFC, Oxtan Parkonians RUFC, Prenton RUFC and Wallasey RUFC all report issues with pitch drainage and suggest that the installation of pipe drainage is a priority in the future.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Changing facilities

All 11 clubs in Wirral have access to changing facilities on site. The quality of such facilities varies significantly between clubs and is show below.

Table 4.7: Summary of ancillary qualities

Club	Quality	Details
Anselmians RUFC	Poor	<ul style="list-style-type: none"> ✦ Four changing rooms (all communal showers/toilets). ✦ One official's changing (no shower/toilet). ✦ Showers said to be poor quality. ✦ New Clubhouse required (architect plans received).
Birkenhead Park RUFC	Good	<ul style="list-style-type: none"> ✦ £100,000 Rugby Football Foundation loan in 2006 to build and refurbish changing facilities (to be repaid over 15 years). ✦ Six changing rooms (all have own showers that are said to be good quality but communal toilets). ✦ Two officials changing rooms (both have own showers but communal toilets).
Caldy RUFC	Standard	<ul style="list-style-type: none"> ✦ Four changing rooms (all communal showers/toilets). ✦ One officials changing (own shower but communal toilet). ✦ Club has aspirations for a new clubhouse.
Hoylake RUFC	Good	<ul style="list-style-type: none"> ✦ £50,000 Inspired Facilities funding and £50,000 Rugby Football Foundation loan in 2012 to refurbish changing rooms / social spaces. ✦ Four changing rooms (all have own showers and toilets). ✦ One officials changing (own shower and toilet).
New Brighton RUFC	Poor	<ul style="list-style-type: none"> ✦ Changing facilities require investment. ✦ Six changing rooms (all communal showers/toilets). ✦ One officials changing (no shower/toilet).
Oldershaw RUFC	Poor	<ul style="list-style-type: none"> ✦ Changing facilities require investment. ✦ Four changing rooms (all communal toilets). ✦ No shower facilities on site (communal bath only). ✦ One officials changing (no shower/toilet).
Oxton Parkonians RUFC	Good	<ul style="list-style-type: none"> ✦ £50,000 Biffa grant, £50,000 Rugby Football Foundation loan and £40,000 club funds to refurbish changing facilities. ✦ Four changing rooms (main changing room has own showers and toilets but others are serviced by communal showers/toilets). ✦ One officials changing (no shower/toilet).
Port Sunlight RUFC	Standard	<ul style="list-style-type: none"> ✦ Council run facilities. ✦ All changing rooms have communal showers and toilets. ✦ Club has key holder access but hot water (showers) is only available if Council representative on site.
Prenton RUFC	Poor	<ul style="list-style-type: none"> ✦ Changing facilities require investment. ✦ Four changing rooms (all communal showers/toilets). ✦ One officials changing (no shower/toilet).
Wallasey RUFC	Poor	<ul style="list-style-type: none"> ✦ Changing facilities require investment. ✦ Four changing rooms (all communal showers/toilets). ✦ One officials changing (has own shower/toilet).

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Club	Quality	Details
Wirral RUFC	Standard	<ul style="list-style-type: none"> ◀ Changing facilities require investment. ◀ Five changing rooms (all communal showers/toilets). ◀ One officials changing (own shower but communal toilet). ◀ Club seeking funding for changing room refurbishment / extension.

All clubs report that car parking is available at their respective grounds. Although consultation suggests that each site can become congested, particularly on Sunday (junior matches / training), no club reported car parking as a significant issue.

4.3: Demand

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

Competitive play

There are a total of 120 competitive rugby union teams within Wirral. A breakdown of the number of teams within each club is shown in the following table.

Table 4.7: Summary of demand by club

Club	Analysis area	No. of rugby union teams		
		Senior	Juniors	Mini
Anselmians RUFC	1	3	6	6
Birkenhead Park RUFC	6	5	5	8
Caldy RUFC	4	3	6	7
Hoylake RUFC	4	3	1	5
New Brighton RUFC	5	3	6	7
Oldershaw RUFC	7	2	0	0
Oxton Parkonians RUFC	6	2	4	6
Port Sunlight RUFC	1	2	1	4
Prenton RUFC	6	4	0	0
Wallasey RUFC	7	2	0	1
Wirral RUFC	1	5	6	7
	Total	34	35	51

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Organised Training

Consultation confirms that all 11 clubs in Wirral have access to floodlit training facilities to enable organised training throughout the winter months. A breakdown of the facilities available to each club is shown in Table 4.8 below.

Table 4.8: Summary of ancillary qualities

Club	Facilities available	Organised training
Anselmians RUFC	Training lights on 2 nd team pitch	Senior - Tuesday & Thursday (7.30-9pm) Junior (u14s-u18s) - Wednesday (7.30-9pm) Junior (u7s-u13s) - Sunday (match or training)
Birkenhead Park RUFC	Floodlit training pitch and floodlit small AGP (no longer World Rugby compliant)	Senior men - Tuesday & Thursday (7.30-9pm) (grass) Senior ladies - Monday & Thursday (7.30-9pm) (grass) Junior (u13s-u18s) - Wednesday (7-9pm) (grass/AGP) Junior (u7s-u12s) - Sunday (match or training)
Caldy RUFC	Floodlit training pitch and portable training lights.	Senior - Tuesday & Thursday (7.30-9pm) Junior - Mon/Tues/Wed/Thurs (various times)
Hoylake RUFC	Training lights on 2 nd team pitch	Senior men - Tuesday & Thursday (7.30-9pm) Senior ladies - Wednesday (7.30-9pm) Junior - Sunday (match or training)
New Brighton RUFC	Floodlit training pitch	Senior - Monday & Thursday (7.30-9pm) Junior - Monday & Wednesday (7-8.30pm)
Oldershaw RUFC	Training lights on 2 nd team pitch	Senior - Tuesday & Thursday (7.30-9pm)
Oxton Parkonians RUFC	Training lights on 2 nd team pitch	Senior - Wednesday (7.30-9pm) Junior (u14s-u17s) - Thursday (7-8.30pm) Junior (u7s-u13s) - Sunday (match or training)
Port Sunlight RUFC	Floodlit training area	Senior men - Tuesday & Thursday (7-8.30pm) Junior - Sunday (match or training)
Prenton RUFC	Floodlit training area	Senior men - Tuesday & Thursday (7.30-9pm) Senior ladies - Monday (7.30-9pm)
Wallasey RUFC	Training lights on 2 nd team pitch	Senior men - Tuesday (AGP at Wirral Tennis & Leisure Centre - 7-8pm) Senior men - Thursday at Club (7.30-9pm) Junior - Sunday (match or training)
Wirral RUFC	Floodlit training area	Senior men - Tuesday & Thursday (7.30-9pm) Senior ladies - Wednesday (7.30-9pm) Junior (u12s-u17s) - Wednesday (7-9pm) Junior (u7s-u11s) - Sunday (match or training)

In addition to the table above, the first team pitches located at Birkenhead Park RUFC (Site ID: 12) and New Brighton RUFC (Site ID: 47) are also floodlit, although these pitches are not used for training. It should be noted that New Brighton RUFC and Oxton Parkonians RUFC both suggest that floodlights require upgrading.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Casual play

No clubs report that their pitches are used by the local community (predominantly local children using the posts for informal football) for casual use. That said, Anselmians RUFC, Hoylake RUFC, Oldershaw RUFC, Oxton Parkonians RUFC, and Port Sunlight RUFC all report that their sites are heavily used by dog walkers resulting in major issues with regard to dog foul.

Unmet demand

Unmet demand is existing demand that is unable to gain access to pitches. It is usually expressed, for example, where a team is training but is unable to access a match pitch or where a league has a waiting list due to a lack of pitch provision, which in turn is hindering growth.

Although there is no current unmet demand in Wirral, a number of clubs suggested that if more pitches were available, at either the club site or in the local area, they could develop more teams in the future. Birkenhead Park RUFC, Caldy RUFC and New Brighton RUFC suggest they are currently at saturation point and require additional pitch space in order to increase the number of teams.

Future demand

Consultation with clubs suggests that nine clubs have a desire to increase the number of teams within their club in the near future.

Table 4.9: Summary of future demand expressed by clubs

Club	Analysis area	Future demand	Match sessions required
Anselmians RUFC	1	1 x mini	0.5
Birkenhead Park RUFC	6	1 x mini	0.5
Caldy RUFC	4	1 x mini	0.5
Hoylake RUFC	4	1 x junior	0.5
New Brighton RUFC	5	1 x senior 4 x junior 3 x mini	4
Oldershaw RUFC	7	1 x senior 1 x junior	1
Oxton Parkonians RUFC	6	1 x mini	0.5
Port Sunlight RUFC	1	1 x junior 1 x mini	1
Prenton RUFC	6	1 x junior	0.5
Wallasey RUFC	7	-	-
Wirral RUFC	1	-	-
		Total	9

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future demand expressed by clubs equates to an increase of 18 teams (two senior, eight junior and eight mini) in Wirral. This is converted to a requirement of nine match equivalent sessions per week (1.5 match sessions aligned to analysis area 1, one match session aligned to analysis area 4, four match sessions aligned to analysis area 5, 1.5 match sessions aligned to analysis area 6 and one match session aligned to analysis area 7). It should be noted that such future demand will increase both match and training demand.

In addition, however, team generation rates can also be used as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 4.10: Team generation rates

Age group	Current population within age group (2012)	Current no. of teams	Team Generation Rate	Future population within age group (2025)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	48,831	31	1:1575	47,396	30.1	0
Senior Women (19-45)	51,866	3	1:17289	48,577	2.8	0
Junior Boys (13-18)	12,091	35	1:345	12,073	34.9	0
Junior Girls (13-18)	11,356	0	0	11,641	0.0	0.0
Mini rugby mixed (7-12)	21,460	51	1:421	23,741	56.4	5.4

Population growth (by 2025) in Wirral is not expected to create additional teams at senior or junior level. Nevertheless, population growth is expected to create five additional mini teams within Wirral. This is converted to 2.5 match sessions per week (one match session aligned to analysis area 1, 0.5 match sessions aligned to Analysis Area 4, 0.5 match sessions aligned to Analysis Area 5 and 0.5 match sessions aligned to Analysis Area 6).

4.4: Capacity analysis

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

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

- ◀ All sites that are used for competitive rugby matches are included on the supply side.
- ◀ All competitive play is on senior-sized pitches unless mini pitches are provided.
- ◀ From U13 upwards, teams play 15-a-side rugby and use a full senior-sized pitch.
- ◀ Mini teams (U7-12) play across half one adult pitch i.e. two matches per senior pitch.
- ◀ For senior and junior teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played 'away').
- ◀ For mini teams, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half one adult pitch.

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- ◀ All male adult club rugby takes place on Saturday afternoon.
- ◀ All U13-18 rugby takes place on Sunday morning.
- ◀ Training that takes place on club pitches is reflected by addition of team equivalents.
- ◀ Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

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

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

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

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

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established. Peak time for senior rugby union matches in Wirral is Saturday afternoon with all junior and mini rugby taking place on Sunday. Nevertheless, as the majority of junior and mini rugby in Wirral takes place on senior pitches, the overall peak time for senior pitches is Sunday.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.11: Rugby union quality and capacity summary

Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Actual match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²¹	Comments
3	Anselmians RUFC	1	Yes	Senior	M0 / D0 (poor)	No	1	0.5	0.5	Pitch is used by the Club's 1 st & 2 nd teams for matches.
				Senior	M0 / D0 (poor)	No	2	0.5	1.5	Pitch is used by the Club's 3 rd XI, Colts team and two junior teams (u17s and u16s) for matches.
				Junior	M0 / D0 (poor)	Yes	6	0.5	5.5	Caters for all training.
				5 x mini	M0 / D0 (poor)	No	3	10	7	Pitches are used by six mini teams (u7s-u12s) for matches or training.
43	Lord Leverhulme Playing Fields (Port Sunlight RUFC)	1	Yes	Senior	M1 / D1 (standard)	No	1	2	1	Pitch is used by the Club's 1 st & 2 nd teams for matches.
				Senior	M1 / D1 (standard)	No	1.5	2	0.5	Pitch is used by one junior and four mini teams for matches.
67	South Wirral High School	1	Yes-unused	Senior	M0 / D0 (poor)	No	0.5	0.5	0	Available for community use but currently not used (0.5 match sessions added to accommodate for school use).

²¹ Please note that one match equivalent session equates to 90 minutes of pitch usage per week and could be made up of training sessions and/or competitive fixtures. One team playing on a home and away basis i.e. a home match every other week is equal to 0.5 match sessions.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Actual match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²¹	Comments
69	St. John Plessington Catholic College	1	No	Senior	M0 / D0 (poor)	No	-	-	-	Not available for community use. School use only.
93	Wirral Grammar School for Boys	1	No	Senior	M1 / D0 (poor)	No	-	-	-	Not available for community use. School use only.
				Senior	M1 / D0 (poor)	No	-	-	-	
				Senior	M1 / D0 (poor)	No	-	-	-	
				Senior	M1 / D0 (poor)	No	-	-	-	
				Senior	M1 / D0 (poor)	No	-	-	-	
95	Wirral RUFC	1	Yes	Senior	M1 / D2 (standard)	No	1	2.5	1.5	Pitch is used by the Club's 1 st & 2 nd teams for matches.
				Senior	M1 / D2 (standard)	No	2	2.5	0.5	Pitch is used by the Club's 3 rd , 4 th , u18s and u17s teams for matches.
				Senior	M1 / D1 (standard)	No	2	2	0	Pitch is used by four junior teams (u13s-u16s) for matches.
				Senior	M1 / D1 (standard)	No	1	2	1	Pitch is used by four mini teams (u9-u12s) for matches.
				Senior	M1 / D1 (standard)	No	0.5	2	1.5	Pitch is used by two mini teams (u7s-u8s) for matches.

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Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Actual match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²¹	Comments
53	Pensby High School for Girls	3	No	Senior	M0 / D0 (poor)	No	-	-	-	Not available for community use. School use only.
19	Caldy Grange Grammar School (Sports Field)	4	Yes	Senior	M1 / D1 (standard)	No	2	2	0	Pitch is used by two Caldyp RUFC junior teams (u15s-u16s) for matches. One match equivalent session added to accommodate school fixtures.
				Senior	M1 / D1 (standard)	No	2	2	0	Pitch is used by two Caldyp RUFC junior teams (u13s-u14s) for matches. One match equivalent session added to accommodate school fixtures.
				Senior	M1 / D1 (standard)	No	2	2	0	Two match sessions added to accommodate school use.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²²	Comments
133	Caldy Sports Club	4	Yes	Senior	M1 / D1 (standard)	No	1.5	2	0.5	Pitch is used by the Club's 1 st , 2 nd and senior Colts (u18s) teams for matches.
				Senior	M1 / D1 (standard)	Yes	6	2	4	Training pitch is used for all training (six sessions).
				Senior	M1 / D1 (standard)	No	3.5	2	1.5	Pitch is used by the Club's 3 rd XI and junior Colts (u17s) team as well as two mini teams (u11s-u12s), for matches.
				6 x mini	M1 / D1 (standard)	No	6	12	6	Pitches are used by five mini teams (u6s-u10s) for matches. That said, each age group can have up to 50 children and all pitches are used on a Sunday morning.
33	Hilbre High School Sports Centre	4	Yes-unused	Mini	M0 / D1 (poor)	No	1.5	1.5	0	Available for community use but currently not used (1.5 match sessions added to accommodate for school use).

²² Please note that one match equivalent session equates to 90 minutes of pitch usage per week and could be made up of training sessions and/or competitive fixtures. One team playing on a home and away basis i.e. a home match every other week is equal to 0.5 match sessions.

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Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²³	Comments
35	Hoylake RUFC	4	Yes	Senior	M1 / D2 (standard)	No	1	2.5	1.5	Pitch is used by the Club's 1 st & 2 nd teams for matches. Pitch drainage installed c.10 years and may require an upgrade in the near future.
				Senior	M1 / D2 (standard)	Yes	6	2.5	3.5	Pitch is used by two junior teams (u11s and u13s) for matches (1 session) and all training (2 sessions), including all women's and junior training mid-week.
				Mini	M1 / D1 (standard)	No	2	2	0	Pitch is used by four mini teams (u7s-u10s) for matches.
47	New Brighton RUFC	5	Yes	Senior	M1 / D0 (poor)	Yes	6	1.5	4.5	Pitch is used by the Club's 1 st & 2 nd teams for matches. In addition, the pitch is also used by three junior teams (u16s-u18s) and LJMU University for matches.

²³ Please note that one match equivalent session equates to 90 minutes of pitch usage per week and could be made up of training sessions and/or competitive fixtures. One team playing on a home and away basis i.e. a home match every other week is equal to 0.5 match sessions.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²³	Comments
				Senior	M1 / D0 (poor)	Yes	8.5	1.5	7	Pitch is used by the Club's 3 rd XI and three junior teams (u13s-u15s) for matches (2 sessions) as well as all training (5 sessions). The pitch is also used once a week for Tranmere goal keeping training sessions, and Greenleas FC U15 training.
				Mini	M1 / D0 (poor)	No	3	1.5	1.5	Pitch is used by six mini teams (u7s-u12s) for matches.
12	Birkenhead Park RUFC	6	Yes	Senior	M1 / D1 (standard)	Yes	2	2	0	Pitch is used by the Club's three senior teams and u17s for matches.
				Senior	M1 / D0 (poor)	Yes	12.5	1.5	11	Pitch is used by the Club's 3 rd XI, Ladies team, five junior teams (u13s-u16s) and five mini teams (u9s-u12s) for matches (4 sessions) and all training (5 sessions).
147	Birkenhead School (McAllester Memorial Field)	6	No	Senior	M1 / D3 (good)	No	-	-	-	Not available for community use. School use only.
				Senior	M1 / D3 (good)	No	-	-	-	
				Mini	M1 / D3 (good)	No	-	-	-	
				Mini	M1 / D3 (good)	No	-	-	-	

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²³	Comments
148	Birkenhead School (Nocturum Field)	6	No	Senior	M1 / D1 (standard)	No	-	-	-	Not available for community use. School use only.
34	HM Curphey Memorial Ground (Oxton Parkonians RUFC)	6	Yes	Senior	M1 / D0 (poor)	No	1.5	1.5	0	Pitch is used by the Club's 1 st & 2 nd teams as well as the u17s for matches.
				Senior	M1 / D0 (poor)	Yes	3.5	1.5	2	Pitch is used by three junior teams (u13s-u15s) for matches (1.5 sessions) and all training (2 sessions).
				Senior	M1 / D0 (poor)	No	1.5	1.5	0	Pitch is used by six mini teams (u7s-u12s) for matches.
58	Prenton Rugby Club	6	Yes	Senior	M0 / D0 (poor)	No	2	0.5	1.5	Pitch is used by the Club's 1 st & 2 nd teams for matches.
				Senior	M0 / D0 (poor)	No	2	0.5	1.5	Pitch is used by the Club's 3 rd & Ladies teams for matches.
59	Ridgeway High School	6	No	Senior	M0 / D0 (poor)	No	-	-	-	Not available for community use. School use only.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²⁴	Comments
68	St. Anselms College Playing Fields	6	Yes	Senior	M1 / D1 (standard)	No	-	-	-	Not available for community use. School use only.
				Senior	M1 / D1 (standard)	No	-	-	-	Not available for community use. School use only.
				Senior	M1 / D1 (standard)	No	-	-	-	Not available for community use. School use only.
				Senior	M1 / D1 (standard)	No	-	-	-	Not available for community use. School use only.
8	Belvidere Recreation Ground (Oldershaw RUFC)	7	Yes	Senior	M0 / D0 (poor)	No	1	0.5	0.5	Pitch is used by the Club's 1 st & 2 nd teams for matches.
				Senior	M0 / D0 (poor)	Yes	3	0.5	2.5	Pitch is used for all training (3 sessions).
84	Wallacre Recreation Ground	7	Yes-unused	Senior	M0 / D0 (poor)	No	1.5	0.5	1	Available for community use but currently not used (1.5 match sessions added to accommodate for curriculum use by The Mosslands School).

²⁴ Please note that one match equivalent session equates to 90 minutes of pitch usage per week and could be made up of training sessions and/or competitive fixtures. One team playing on a home and away basis i.e. a home match every other week is equal to 0.5 match sessions.

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Site ID	Site name	Analysis area	Community use category	Pitch type	Quality rating	Floodlit?	Match equivalent sessions per week	Pitch capacity (match sessions per week)	Capacity rating (match sessions per week) ²⁵	Comments
86	Wallasey RUFC	7	Yes	Senior	M1 / D0 (poor)	No	2	1.5	0.5	Pitch is used by the Club's 1 st & 2 nd teams for matches.
				Senior	M1 / D0 (poor)	Yes	1.5	1.5	0	Pitch is used by one junior team (u13s) for matches and all training (1 session).

²⁵ Please note that one match equivalent session equates to 90 minutes of pitch usage per week and could be made up of training sessions and/or competitive fixtures. One team playing on a home and away basis i.e. a home match every other week is equal to 0.5 match sessions.

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4.5 Supply and demand analysis

Spare capacity

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

Table 4.12: Actual spare capacity (of used sites with secured community use)

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Spare capacity (match sessions)	Match sessions available in peak period	Comments
3	Anselmians RUFC	1	Mini	5	7	0	No spare capacity at peak time.
43	Lord Leverhulme Playing Fields (Port Sunlight RUFC)	1	Senior	2	1.5	0.5	Pitch could accommodate 1 senior team playing home and away.
95	Wirral RUFC	1	Senior	4	4.5	0	Spare capacity identified but not included in order to retain pitch quality.
133	Caldy Sports Club	4	Senior	2	1	0	Spare capacity identified but not included in order to retain pitch quality.
			Mini	6	6	0	No spare capacity at peak time.
35	Hoylake RUFC	4	Senior	1	1.5	0	Spare capacity identified but not included in order to retain pitch quality.
86	Wallasey RUFC	7	Senior	1	0.5	0	Spare capacity identified but not included in order to retain pitch quality.
Total				22	23	0.5	

There is one pitch available in the peak period equating to one match session every other week for senior rugby.

As indicated in the table above, there are a number of club sites in Wirral that have spare capacity on senior pitches. Nevertheless, due to a desire to retain pitch quality, these pitches are often only used for 1st and 2nd team fixtures as well as cup competitions (Saturday). Although these pitches will, therefore, be unused during the peak period (Sunday), spare capacity (in the peak period) is not included in order to retain pitch quality.

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Overplay

Nine sites (15 pitches) are overplayed by a total of 49.5 match sessions per week.

Table 4.13: Overplay summary

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Match sessions	Quality rating
3	Anselmians RUFC	1	Senior	1	0.5	M0 / D0 (poor)
3	Anselmians RUFC	1	Senior	1	1.5	M0 / D0 (poor)
3	Anselmians RUFC	1	Junior	1	5.5	M0 / D0 (poor)
133	Caldy Sports Club	4	Senior	1	5.5	M1 / D1 (standard)
35	Hoylake RUFC	4	Senior	1	3.5	M1 / D2 (standard)
7	New Brighton RUFC	5	Senior	2	11.5	M1 / D0 (poor)
			Mini	1	1.5	M1 / D0 (poor)
12	Birkenhead Park RUFC	6	Senior	1	11	M1 / D0 (poor)
4	HM Curphey Memorial Ground (Oxton Parkonians RUFC)	6	Senior	1	2	M1 / D0 (poor)
58	Prenton Rugby Club	6	Senior	2	3	M0 / D0 (poor)
	Belvidere Recreation Ground (Oldershaw RUFC)	7	Senior	2	3	M0 / D0 (poor)
84	Wallacre Recreation Ground	7	Senior	1	1	M0 / D0 (poor)
Total				15	49.5	

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Conclusions

Having considered supply and demand above, the table below identifies the overall spare capacity in each of the analysis areas, based on match equivalent sessions.

Table 4.14: Spare capacity of match equivalent sessions per week

Analysis area	Actual spare capacity ²⁶	Demand (match equivalent sessions)				
		Overplay	Unmet demand ²⁷	Current demand	Future demand ²⁸	Total
1	0.5	7.5	-	8	2.5	10.5
2	-	-	-	-	-	-
3	-	-	-	-	-	-
4	-	9	-	9	1.5	10.5
5	-	13	-	13	4.5	17.5
6	-	16	-	16	2	18
7	-	-	-	4	1	5
Wirral	0.5	49.5	-	50	11.5	61.5

Overall in Wirral, there is a shortfall of 50 match sessions to meet current demand. This is further exacerbated to account for future demand (11.5 match sessions) resulting in a shortfall of 61.5 match sessions to meet current and future demand. The shortfalls expressed are mostly as a result of overplay in four of the seven analysis areas.

²⁶ In match equivalent sessions

²⁷ Although unmet/latent demand could not be expressed fully by the clubs, the RFU confirms it does exist and as such two match sessions has been applied to each of the three clubs.

²⁸ The future demand is equated through population predicted growth (2.5) and future demand from clubs (9)

Rugby union summary

- ◀ In total, there are 65 grass rugby union pitches in Wirral located across 22 sites. Of the 47 pitches that are available for community use, three pitches (located at Hilbre High School Sports Centre, South Wirral High School and Wallacre Recreation Ground) are available for community use but not currently used.
- ◀ There is currently no 3G AGP in Wirral that is World Rugby Regulation 22 compliant. The small sided 3G AGP at Birkenhead Park RUFC (Site ID: 12), which was built in 2007 following funding from the Rugby Football Union, is no longer compliant with World Rugby specification. That said, the Club has aspirations for a new full size 3G AGP (World Rugby Regulation 22 compliant) on site.
- ◀ There is a total of 120 competitive rugby union teams within Wirral; 34 senior, 35 junior and 51 mini.
- ◀ Consultation confirms that all 11 clubs in Wirral have access to floodlit training facilities to enable organised training throughout the winter months, however this is restricted by the number of and quality of pitches and the amount of play on pitches.
- ◀ Peak time for senior mens rugby union matches in Wirral is Saturday afternoons, Senior women's is Sunday afternoon and all junior and mini rugby taking place on Sundays. Nevertheless, as the majority of junior and mini rugby in Wirral takes place on senior pitches, the overall peak time for requirement of senior pitches is Sundays.
- ◀ Future demand expressed by clubs equates to an increase of 18 teams (two senior, eight junior and eight mini) in Wirral. This is converted to a requirement of nine match equivalent sessions per week. Population growth alone is expected to create five additional mini teams within Wirral which is converted to 2.5 match sessions per week. This equates to a total of 11.5 match equivalent sessions per week.
- ◀ In total, there are 0.5 match sessions available in the peak period per week in Wirral.
- ◀ In total, nine sites (15 pitches) are overplayed by a total of 49.5 match sessions per week in Wirral.
- ◀ Overall in Wirral, there is a shortfall of 50 match sessions to meet current demand. This is further exacerbated to account for future demand (11.5 match sessions) resulting in a shortfall of 61.5 match sessions to meet current and future demand.

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PART 5: HOCKEY

5.1: Introduction

Governance of the sport is devolved by England Hockey (EH) at a regional and local level to regional and county associations. The game is played predominantly on sand based/filled AGPs. Although competitive play cannot take place on third generation turf pitches (3G), 40mm pitches may be suitable, in some instances, for beginner training and are preferred to poor grass or tarmac surfaces.

To note the analysis areas to be used within the hockey assessment are as follows:

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoyle and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxton; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

Consultation

There are currently two hockey clubs within Wirral, Bebington and Oxton. Both clubs completed an electronic survey. The findings from such consultation are used to inform key issues within this section of the report.

5.2: Supply

There are currently six full sized sand based AGPs suitable to accommodate competitive Hockey in Wirral.

Table 5.1: Full Size AGPs in Wirral suitable to accommodate hockey

Site ID	Site name	Analysis area	Community use?	Ownership/ management	Pitch type	Floodlit?	Quality
73	The Oval Leisure Centre	1	Yes (secured)	Local Authority	Sand filled	Yes	Standard
19	Caldy Grange Grammar School (Sports Field)	4	Yes (secured)	Education	Sand filled	Yes	Standard
90	West Kirby Grammar School	4	Yes (secured)	Education	Sand filled	No	Standard
9	Birkenhead High School Academy	6	Yes (secured)	Education	Sand filled	No	Poor

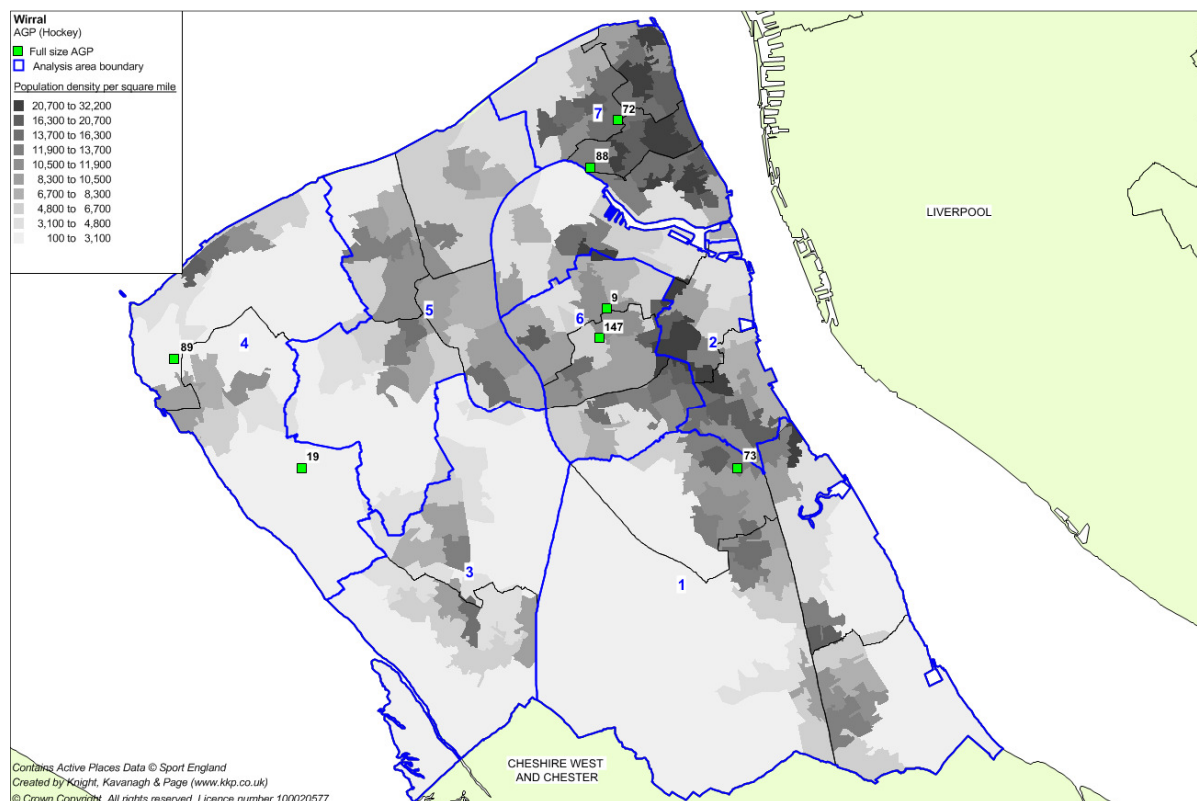
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Site ID	Site name	Analysis area	Community use?	Ownership/management	Pitch type	Floodlit?	Quality
147	Birkenhead School (McAllester Memorial Field)	6	Yes (secured)	Education	Sand filled	Yes	Good
88	Weatherhead High School	7	No	Education	Sand filled	Yes	Standard

The run offs at Weatherhead High School (Site ID: 88) are said to be short according to England Hockey.

In addition, there is an AGP located at The Oldershaw Academy (Site ID: 72). Although this AGP is not full size, this would be suitable to accommodate some training as it has floodlights.

Figure 5.1: Location of AGPs suitable to accommodate hockey



5.3: Demand

Demand for hockey pitches in Wirral falls within the categories of organised competitive play and organised training.

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Competitive play

The audit identifies two clubs in Wirral with a total of 25 teams. As indicated in Table 5.2, there are a total of 15 senior teams and ten junior teams within Wirral.

Table 5.2: Summary of teams by analysis area

Analysis area	No. of competitive teams		
	Senior men	Senior women	Juniors
1	5	1	2
2	-	-	-
3	-	-	-
4	6	3	8
5	-	-	-
6	-	-	-
7	-	-	-
Wirral	11	4	10

*Please note that Oxton Hockey Club is now based at Caldý Grange Grammar School Sports Field (Site ID: 19) in Analysis Area 4.

Consultation with Wirral clubs suggests that senior membership has remained static in recent years, although junior membership has increased during the same period.

Table 5.3: Competitive hockey teams playing in Wirral

Name of club	No. of competitive teams playing on AGPs in Wirral				Current membership		Membership trends over previous three years
	Senior men	Senior women	Vets	Juniors	Adults	Juniors	
Bebington Hockey Club	5	1	-	2	110	35	Senior membership has remained static in recent years although there has been an increase in junior membership during the past two seasons. The Club reports aspirations to increase membership in the near future to enable the addition of two senior teams and two junior teams. It is hoped that a link with Wirral Grammar Schools and their feeder primary schools will provide coaching and opportunities to participate in Hockey.
Oxton Hockey Club	6	3		8	120	180	Senior membership has remained static in recent years although there has been an increase in junior membership at all age groups. The Club hopes this will continue via work in schools and satellite clubs. That said, there is also a desire to increase the number of senior teams by two (one men's and one women's).

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Training

Consultation with clubs indicates that Oxton HC currently has access provision for organised training with no reported additional demand for training facilities. Bebington Hockey Club confirm that the Club would like additional usage of the pitch at the Oval Leisure Centre for training. However, the cost is prohibitive.

Table 5.4: Summary of competitive play and organised training in Wirral

Club	Competitive play	Training
Bebington Hockey Club	The Oval Leisure Centre Seniors - Saturday PM Juniors - Sunday AM/PM	The Oval Leisure Centre Seniors - Wed (8.30-9.30pm) Juniors - Sun (10.30-11.30am)
Oxton Hockey Club	Caldy Grange Grammar School Senior - Saturday PM Junior - Sunday AM/PM Club uses West Kirby Grammar School for games on Saturday	Caldy Grange Grammar School Seniors - Midweek Juniors – Midweek

Oxton Hockey Club confirms that it also accesses provision at West Kirby Grammar School (Site ID: 90), for matches. The Club confirms that it is unable to accommodate all competitive play and organised training at Caldly Grange Grammar School (Sports Field) (Site ID: 19) due to a lack of availability.

Unmet/latent demand

Consultation with clubs indicates that there is currently no unmet or latent demand within Wirral. As such, the supply of hockey pitches (sand based AGPs) is currently not preventing an increase in the number of teams.

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in hockey but are not currently doing so'. The tool identifies latent demand of 441 people. 10.2% of the population that would like to participate in hockey is the segment 'Jackie - mums juggling work, family and finance'. Of the 441 people, 248 (56%) are females.

Displaced demand

Consultation with clubs indicates that there is currently no displaced demand within Wirral. That said, Oxton Hockey Club was previously based at Oxton Sports Club and used the AGP at Birkenhead School (McAllester Memorial Field) (Site ID: 147) for all competitive matches and organised training (there is no AGP located at Oxton Sports Club). According to consultation, Oxton Hockey Club is now based at Caldly Sports Club and use the AGP at Caldly Grange Grammar School (Sports Field) (Site ID: 19) for competitive matches and organised training (there is no AGP located at Caldly Sports Club). As such, Oxton Hockey Club has relocated from Analysis Area 6 to Analysis Area 4.

It should be noted that, Neston South Wirral Hockey Club (based outside Wirral in Cheshire West & Chester), is currently using provision at Birkenhead School (McAllester Memorial Field) (Site ID: 147). This is said to be a short term arrangement until 2017 when the new AGP is built at Neston Recreation Centre.

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Future demand

Both clubs within Wirral confirmed aspirations to increase the number of teams and members, particularly at junior level via links and partnerships with local schools. As outlined in Table 5.3, there are aspirations for an additional four senior teams and two junior teams (across both clubs).

In addition, England Hockey predicts there to be a growth in membership of 5% in Wirral (based on affiliation data trends). In particular, this is useful to show a truer picture of future needs for mid-week training usage, junior training and adult/junior matches at the weekends.

Table 5.5: Team generation rates (TGR)

Age group	Current population within age group (2012)	Current no. of teams	Team Generation Rate	Future population within age group (2025)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (16-45)	55,113	11	1:5010	53,276	10.6	0
Senior Womens (16-45)	57,642	4	1:14411	54,278	3.8	0
Junior Boys (11-15)	9,378	8	1:1172	10,245	8.7	0.7
Junior Girls (11-15)	9,051	2	1:4526	9,870	2.2	0.2

The TGR information for hockey in Wirral indicates that there is no expected growth in additional teams at senior or junior level. However, EH predicts a growth of 5% across seniors and juniors which equates to a total of 0.5 match sessions.

In addition to this, the hockey clubs in Wirral wish to increase by a total of four senior and two junior teams. This is converted to three match sessions per week (one match session aligned to Analysis Area 1, one match session aligned to Analysis Area 4, 0.5 match sessions aligned to Analysis Area 5 and 0.5 match sessions aligned to Analysis Area 6).

5.4: Usage

The following table summarises the availability of full size AGPs for community use in Wirral. In addition, it records the availability of provision within the peak period. Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

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Table 5.6: Community opening times of full size sand based AGPs

Site ID	Site name	Analysis area	Community use?	Hours available in the peak period	Hours used by sport	Spare capacity	Comments
73	The Oval Leisure Centre	1	Yes (secured)	34	34	No capacity	AGP available for community use Mon-Fri 9am-9pm and Sat-Sun 7am-7pm.
19	Caldy Grange Grammar School (Sports Field)	4	Yes (secured)	-	-	-	Information unavailable.
90	West Kirby Grammar School	4	Yes (secured)	15	5	Spare capacity midweek – restricted	Used by Oxton Hockey Club for one - two hours per week (sat PM). The School indicate that community use is limited due to no floodlighting and retaining the quality of the pitch. No additional usage is allowed by the School even though there is capacity.
9	Birkenhead High School Academy	6	Yes (secured)	15.5	5	Spare capacity available (midweek only) (This is minimal as no floodlights) Monday PM Tuesday PM Wednesday PM Thursday PM	AGP is currently not used by hockey clubs within the community. The pitch is hired to football clubs only (limited). Use of this facility during winter months is restricted due to no floodlights.
147	Birkenhead School (McAllester Memorial Field)	6	Yes (secured)	-	-	-	Used by Neston South Wirral Hockey Club. Information unavailable.

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Site ID	Site name	Analysis area	Community use?	Hours available in the peak period	Hours used by sport	Spare capacity	Comments
72	The Oldershaw Academy	7	Yes (secured)	15.5	15	Minimal (as the pitch is not floodlit so evening usage is restricted)	AGP available for community use Mon-Fri 5.30pm-9.30pm.
88	Weatherhead High School	7	No	-	-	-	PFI school not available for community use.

The table suggests that hockey is utilising the AGPs in Wirral, however the availability to develop further or access more hours is limited. Bebington HC suggest that the cost of hiring the pitch at The Oval Leisure Centre (between £100 and £130 per hour) is preventing the Club hiring the pitch for additional training/games.

The following sites are available and used by Hockey Clubs; The Oval Leisure Centre, West Kirby Grammar School, Birkenhead School (McAllester Memorial Field) and Caldy Grange Grammar School (Sports Field).

Information as to usage was not available from Caldy Grange Grammar School (Sports Field), however this is used by Oxton Hockey Club. Weatherhead High School is not available for community use and Birkenhead School (McAllester Memorial Field) is not normally available although Neston South Wirral Hockey Club are utilising it until 2017.

Birkenhead High School Academy is available for community use, but is restricted as there are no floodlights and is currently only used for five hours per week by football teams.

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Table 5.7: Summary of usage

Site ID	Site name	Community use?	Hockey play	Hockey training	Comments
73	The Oval Leisure Centre	Yes (secured)	Bebington HC Seniors - Sat PM Juniors - Sun	Bebington HC Seniors - Wed (8.30-9.30pm) Juniors - Sun (10.30-11.30am)	No spare capacity available for additional hockey use. Consultation suggests significant football usage.
19	Caldy Grange Grammar School (Sports Field)	Yes (secured)	Oxton HC Seniors - Sat PM Juniors - Sun	Oxton HC Seniors - Midweek Juniors - Midweek	Consultation suggests no spare capacity for additional hockey use.
90	West Kirby Grammar School	Yes (secured)	Oxton HC (as and when required on Saturdays)	Oxton HC (as and when required)	Spare capacity available for hockey use, however this is restricted due to the lack of floodlights. Consultation suggests Oxton HC is using site for matches on Saturday due to no spare capacity at Caldys Grange Grammar School.
9	Birkenhead High School Academy	Yes (secured)	School use only	School use only	Restricted by no floodlights. Limited usage by football only.
147	Birkenhead School (McAllester Memorial Field)	Yes (secured)	School use only	School use only	Not available for community use besides NSWHC No community besides Neston South Wirral Hockey Club (based outside Wirral in Cheshire West & Chester).
72	The Oldershaw Academy	Yes (secured)	School use only	School use only	Spare capacity available for hockey use. Consultation suggests significant football usage.
88	Weatherhead High School	No (secured)	School use only	School use only	Not available for community use.

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5.5: Quality

Of the six full size AGPs suitable to accommodate hockey in Wirral, four are assessed as standard quality, one is assessed as poor quality and the one remaining AGP, located at Birkenhead School (McAllester Memorial Field) (Site ID: 147), is assessed as good quality.

Table 5.8 Quality of full size sand AGPs

Site ID	Site name	Analysis Area	Floodlit?	Quality	Built	Refurb?	Comments
73	The Oval Leisure Centre	1	Yes	Standard	1999	2010	-
19	Caldy Grange Grammar School (Sports Field)	4	Yes	Standard	2001	2006	New carpet required within the next couple of years. School has aspirations to upgrade floodlights.
90	West Kirby Grammar School	4	No	Standard	2001	-	New carpet required within the next couple of years.
9	Birkenhead High School Academy	6	No	Poor	2006	-	New carpet required within the next couple of years.
147	Birkenhead School (McAllester Memorial Field)	6	Yes	Good	1994	2010	-
88	Weatherhead High School	7	Yes	Standard	2007	-	New carpet required within the next couple of years.

Ancillary facilities

Consultation confirms that both clubs have access to changing facilities for both competitive play and organised training. Oxtun Hockey Club suggests that changing facilities at Caldys Grange Grammar School (Sports Field) are good quality with Bebington Hockey Club suggesting that changing facilities at The Oval Leisure Centre are adequate.

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5.6 Conclusions

There is significant football use of AGPs in Wirral, which is in some instances hindering the development of hockey and the availability for hockey to develop. In addition to this, some of the AGPs have no floodlights, are not available for community use and/or too expensive. For example, Bebington Hockey Club wish to have more AGP time but there is no capacity at the Oval Leisure Centre and the costs are restrictive.

The following sites are available and used by Hockey Clubs;

- ◀ The Oval Leisure Centre, no spare capacity and costs are restrictive.
- ◀ West Kirby Grammar School, is used by Oxton Hockey Club on Saturday for matches, but as there are no floodlights cannot be used for mid-week training and the school wishes to retain quality of the pitch.
- ◀ Birkenhead School (McAllester Memorial Field), is not formally available for community use but is currently used by a club from outside the area.
- ◀ Caldy Grange Grammar School (Sports Field), is used by Oxton Hockey Club.
- ◀ The Oldershaw Academy, is available for community use (albeit limited) but is not used by any hockey clubs.
- ◀ Weatherhead High School, is not available for community use.

Only four of the six full size sand based AGPs in Wirral are currently being used for hockey, although consultation with the remaining three schools suggest that hockey is delivered as part of the curriculum.

Hockey summary

- ◀ The audit identifies two clubs in Wirral with a total of 25 teams (15 senior teams and ten junior teams).
- ◀ There are currently six full sized sand based AGPs suitable to accommodate competitive hockey in Wirral; four are assessed as standard quality, one is assessed as poor quality and the one remaining AGP, located at Birkenhead School (McAllester Memorial Field) (Site ID: 147), is assessed as good quality.
- ◀ Consultation with Bebington Hockey Club indicates that further demand is required at The Oval Leisure Centre. Both clubs confirmed aspirations to increase the number of teams and members, particularly at junior level via links and partnerships with local schools.
- ◀ Future demand equates to the need for an additional four senior teams and two junior teams (across both clubs).
- ◀ Only four of the six full size sand based AGPs in Wirral are currently being used for hockey. That said, consultation with the remaining three schools suggest that hockey is delivered as part of the curriculum.
- ◀ For the clubs to increase the number of teams would require additional use of sand based AGPs, which is currently restricted by the amount of time available, some pitches having no flood lights, some not being available for community use and the expense of using The Oval.
- ◀ There is significant use of the AGP's by football within Wirral.
- ◀ Consultation with clubs suggests that The Oval Leisure Centre (Site ID: 73) and Caldy Grange Grammar School (Sports Field) (Site ID: 19) have no spare capacity to accommodate additional hockey usage.
- ◀ The priority in Wirral for hockey is to ensure that the quality of pitches is maintained and that a number of AGPs have new carpets in the next couple of years. In addition to this, more access is required on the pitches for hockey usage and future growth.

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PART 6: TENNIS

6.1: Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally in Wirral. Consultation with the LTA confirms that Wirral is a priority authority for the LTA and ranks within the top ten local authorities nationally. There is a dedicated Wirral Tennis & Leisure Centre (Site ID: 96) that provides both indoor and outdoor facilities with a Tennis Development Officer based at the site.

To note the analysis areas to be used within the tennis assessment are as follows:

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoylake and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxton; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

Consultation

An electronic survey was sent to all 14 tennis clubs within Wirral. An invitation to complete the survey was sent to clubs via e-mail directly from KKP. An overall response rate of 86% (12 out of 14 clubs) was achieved. The two clubs which failed to complete the survey were Port Sunlight Lawn Tennis Club and Prenton Lawn Tennis Club. Results from the consultation are used to inform key issues within this section of the report.

6.2: Supply

There are a total of 173 tennis courts identified in Wirral across a range of sites including private sports clubs, parks and educational sites. Of these, 148 (86%) are categorised as being available for community use (either used competitively or available for recreational use). There are a total of 39 floodlit tennis courts within Wirral.

Please note that for the purposes of this report, being available for community use refers to courts in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire by teams/clubs.

Table 6.1: Summary of the number of courts by analysis area

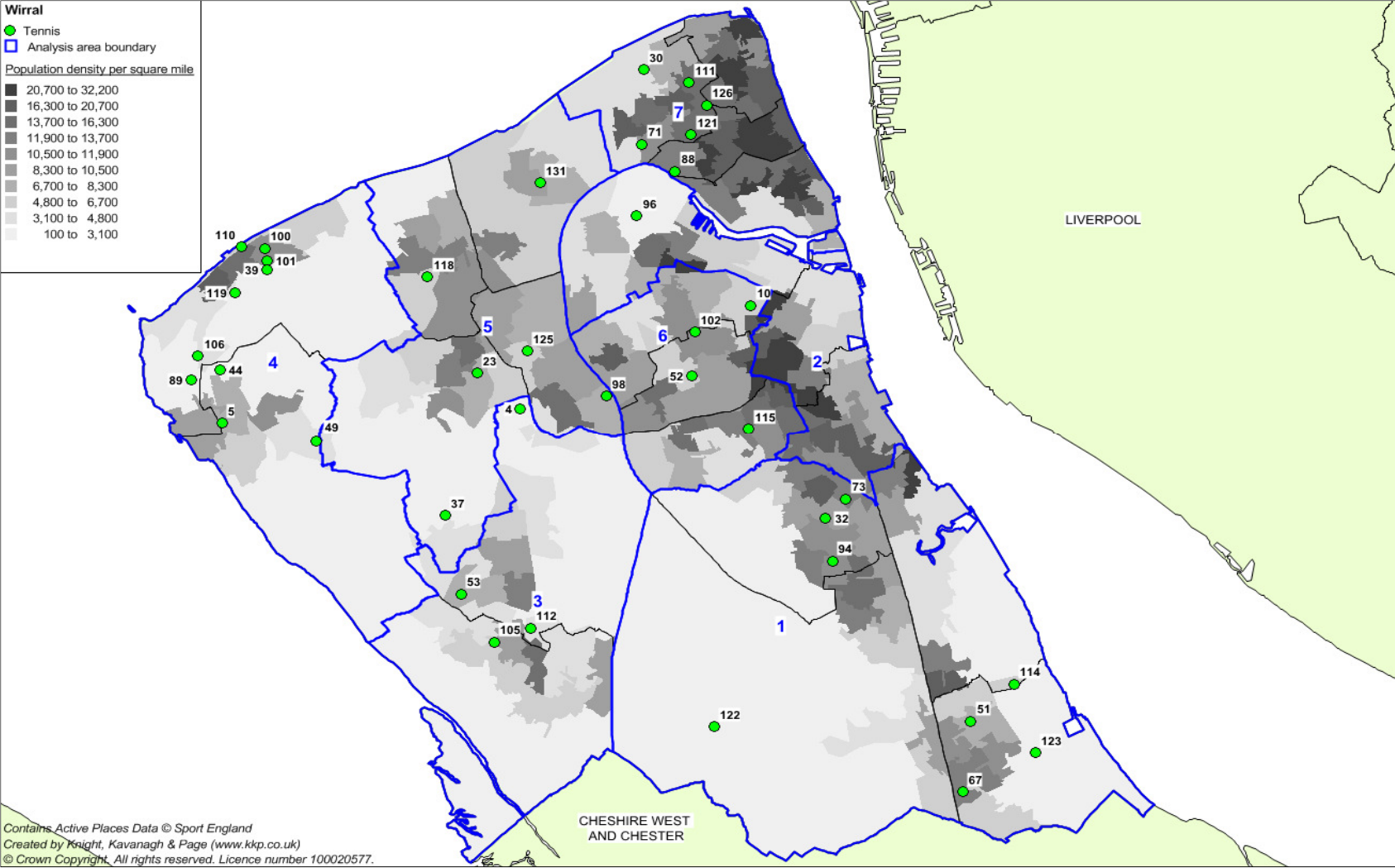
Analysis area	Courts available for community use	Courts unavailable for community use
1	30	8
2	3	-
3	20	4
4	29	8
5	17	3
6	24	-
7	25	2
Wirral	148	25

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As indicated in Table 6.1, just over a fifth (22%) of all courts within Wirral are located in Analysis Area 1 with a similar number of courts located in Analysis Area 4. Of the 25 tennis courts that are unavailable for community use, just under two thirds (64%) are located in either analysis areas 1 and 4.

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Figure 6.1: Location of tennis courts in Wirral



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Table 6.2: Key to map

Site ID	Site name	Ownership	Analysis area	Availability for community use?	No. of courts	No. of floodlit courts	Court type	Court quality ²⁹
32	Higher Bebington Recreation Ground	Local Authority	1	Yes	3	-	Hard	Good
51	OC Sport & Leisure	Private	1	Yes	4	-	Hard	Good
114	Port Sunlight Lawn Tennis Club	Leased Club	1	Yes	8	4	Hard	Good
67	South Wirral High School	Education	1	No	3	-	Hard	Poor
73	The Oval Leisure Centre	Local Authority	1	Yes	6	6	Hard	Good
122	Thornton Hough Tennis Club	Leased Club	1	Yes	2	-	Hard	Good
123	Torr Park	Local Authority	1	Yes	2	-	Hard	Poor
94	Wirral Grammar School for Girls	Education	1	Yes	5	-	Hard	Good
				No	5	-	Hard	Poor
96	Wirral Tennis & Leisure Centre	Local Authority	2	Yes	3	-	Hard	Good
4	Arrowe Park	Local Authority	3	Yes	1	-	Hard	Good
					3	-	Grass	Standard
105	Heswall Lawn Tennis Club	Club	3	Yes	8	4	Artificial	Good
53	Pensby High School for Girls	Education	3	Yes	4	4	Hard	Good
				No	4	-	Hard	Standard
112	Pinewood Lawn Tennis Club	Club	3	Yes	4	-	Hard	Good
100	Alderley Lawn Tennis Club	Club	4	Yes	4	-	Hard	Good
5	Ashton Park	Local Authority	4	Yes	2	-	Hard	Good
					3	-	Grass	Poor
101	Bertram Lawn Tennis Club	Club	4	Yes	5	-	Hard	Good

²⁹ Assessed using a non-technical site assessment proforma and also takes account of user comments.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Ownership	Analysis area	Availability for community use?	No. of courts	No. of floodlit courts	Court type	Court quality ²⁹
18	Caldy Grange Grammar School	Education	4	No	4	-	Hard	Standard
106	Hoylake Lawn Tennis Club	Club	4	Yes	8	3	Artificial	Good
39	Kingsmead School	Education	4	No	1	-	Hard	Good
44	Marine Park	Local Authority	4	Yes	4	-	Hard	Poor
110	Meols Parade Gardens	Local Authority	4	Yes	2	-	Hard	Standard
49	Newton Park	Local Authority	4	Yes	1	-	Hard	Standard
119	St. Lukes Lawn Tennis Club*	Private	4	No	2	-	Hard	Good
90	West Kirby Grammar School	Education	4	No	5	-	Hard	Good
23	Coronation Park	Local Authority	5	Yes	1	-	Hard	Poor
37	Irby Playing Fields	Local Authority	5	Yes	2	-	Hard	Standard
131	Kingsway Academy	Education	5	No	3	-	Hard	Standard
118	Saughall Grange	Local Authority	5	Yes	2	-	Hard	Good
79	Upton Hall	Education	5	No	3	-	Hard	Poor
125	Upton Victory Hall	Club	5	Yes	4	-	Artificial	Good
					4	-	Grass	Good
98	Woodchurch High School Sports Complex	Education	5	Yes	4	4	Hard	Good
147	Birkenhead School (McAllester Memorial Field)	Education	6	No	9	Yes	Artificial	Good
102	Birkenhead Lawn Tennis Club	Leased Club	6	Yes	6	3	Hard	Good
10	Birkenhead Park	Local Authority	6	Yes	6	-	Hard	Good

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Site ID	Site name	Ownership	Analysis area	Availability for community use?	No. of courts	No. of floodlit courts	Court type	Court quality ²⁹
52	Oxton Cricket & Sports Club	Club	6	Yes	4	-	Hard	Good
					1	-	Grass	Good
115	Prenton Lawn Tennis Club	Club	6	Yes	4	-	Hard	Good
				Yes	3	3	Artificial	Good
30	Harrison Park	Local Authority	7	Yes	6	-	Hard	Poor
111	North Cheshire Lawn Tennis Club	Club	7	Yes	4	-	Hard	Standard
71	The Mosslands School	Education	7	No	2	-	Hard	Standard
121	Thorndale Lawn Tennis Club	Club	7	Yes	5	5	Hard	Good
126	Wallasey Manor Tennis Club	Club	7	Yes	6	3	Hard	Good
88	Weatherhead High School	Education	7	Yes	4	-	Hard	Good

*Please note that consultation with St. Luke's Lawn Tennis Club (Site ID: 119) indicates that the Club has recently folded. St. Luke's Church is said to be selling the land in the near future resulting in the loss of two courts. It is reported that many members have joined other clubs within the local area.

In addition to courts listed above, there are also four mini courts marked at Birkenhead Park (Site ID: 10).

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Table 6.3: Courts available for community use by ownership/type

Analysis area	Private/club courts	Council	Educational courts
1	14	11	5
2	-	3	-
3	12	4	4
4	17	12	-
5	8	5	4
6	18	6	-
7	15	6	4
Wirral	84	47	17

As indicated above, there are 84 club courts and 47 Council courts (located at parks or leisure centres) available for community use in Wirral. In addition, there are 17 educational courts that are available for community use located at Wirral Grammar School for Girls (Site ID: 94), Pensby High School for Girls (Site ID: 53), Woodchurch High School Sports Complex (Site ID: 98) and Weatherhead High School (Site ID: 88). Nevertheless, consultation with such schools suggests that community use is predominantly throughout the summer months and is limited due to a perceived lack of demand.

Quality

Of the provision that is available for community use, 120 courts (81%) are assessed as good quality and 12 courts (8%) assessed as standard quality. The remaining 16 courts (11%), located at Torr Park (Site ID: 123), Ashton Park (Site ID: 5), Marine Park (Site ID: 44), Coronation Park (Site ID: 23) and Harrison Park (Site ID: 30) are assessed as poor quality.

Table 6.4: Summary of the quality of courts available for community use by surface type

Surface type	Good	Standard	Poor
Hard	92	9	13
Grass	5	3	3
Artificial grass	23	-	-
Total	120	12	16

Issues affecting the courts assessed as standard and/or poor quality include evidence of moss, loose gravel, poor grip underfoot, poor quality posts and nets, poor line marking and poor surrounding fencing.

The quality of the sites is further summarised in table 6.5 below. There are 28 sites with good quality courts (72%), of which ten are club sites. Local Authority sites have the highest number of standard and poor quality courts.

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Table 6.5: Summary of quality of site by ownership type

Ownership	Good	Standard	Poor	Total
Local Authority	7	3	4	14
Club	10	1	0	11
Education	6	2	1	9
Leased Club	3	0	0	3
Private	2	0	0	2
Total	28	6	5	39

Birkenhead Park

The courts in Birkenhead Park (Site ID: 10) were refurbished in 2014 following a £100,000 investment from WBC. The courts were resurfaced with new fencing installed around the perimeter. The improved facility now meets LTA guidelines as well as providing four mini courts for younger players. Birkenhead Park is a focus area for the LTA and it is hoped additional investment at the site in the near future will create a community hub with both toilet and changing facilities to be provided for users as well as the installation of floodlights.

In partnership with the LTA, WBC will trial a new online booking tool which will allow users to book courts in advance (via Birkenhead Park Visitor Centre), although this will only be available for two of the six full size courts. In addition to providing free tennis for users, the courts will also be used for various programmes and a new local tennis league, although the LTA and WBC are keen to balance such programmes with opportunities for free play.

The Oval Leisure Centre

The Oval Leisure Centre (Site ID: 73) has six hard courts, all of which are floodlit. In a joint programme between WBC and the LTA, it is hoped the site may benefit from capital investment in the near future to provide a new club room. The Tennis Development Officer based at Wirral Tennis & Leisure Centre (Site ID: 96) is also starting to work at the site in an attempt to increase participation. It is hoped that the venue will host tournaments in the near future and act as an overspill for local clubs to use for competitive fixtures.

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6.3: Demand

Competitive tennis

Name of Club	Senior	Junior	Membership trends over previous three years
Alderley Lawn Tennis Club	50	35	<ul style="list-style-type: none"> ◀ Membership has decreased (Club estimating that both senior and junior numbers have halved). ◀ Plans to increase membership (20 seniors and 20 juniors). ◀ Three senior teams (two mixed and one men's) and two junior teams completing in the Wirral Tennis League (midweek and Sunday AM), and the North Cheshire Winter Tennis League (Sunday AM). ◀ The Club has four hard courts and reports no issues with regard to court quality, access to courts or demand for additional facilities.
Bertram Lawn Tennis Club	-	-	<ul style="list-style-type: none"> ◀ Membership has remained static. ◀ Plans to increase both senior and junior membership. ◀ Four senior teams competing in the Wirral Tennis League (two in summer and two in winter). ◀ The Club has five hard courts and reports no issues with regard to court quality, access to courts or demand for additional facilities.
Birkenhead Lawn Tennis Club	60	42	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Junior membership has increased. ◀ Plans to increase membership (20 seniors and 30 juniors). ◀ Four senior teams and two junior teams that compete in the Wirral Tennis League and two senior teams that compete in the Wirral Winter Tennis League. ◀ The Club has six hard courts, three of which are floodlit. The facility is leased from the Girls Day School Trust and the Club reports no issues with regard to court quality, access to courts or demand for additional facilities.

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Name of Club	Senior	Junior	Membership trends over previous three years
Heswall Lawn Tennis Club	283	177	<ul style="list-style-type: none"> ◀ Membership has increased. ◀ Plans to increase membership (ten seniors and ten juniors). ◀ Four senior mixed teams competing in the Wirral Tennis League (midweek), six senior teams (four men's and two ladies) competing in the North Cheshire Winter Tennis League (Sunday AM) and 21 junior teams competing in various leagues (weekends). ◀ The Club has eight artificial courts, four of which are floodlit. It has a rolling programme of maintenance and repair, with the Club reporting that two courts will be re-carpeted when sufficient funds are available. ◀ That said, the Club reports no issues with regard to court quality, access to courts or demand for additional facilities.
Hoylake Lawn Tennis Club	160	196	<ul style="list-style-type: none"> ◀ Membership has remained static. ◀ Plans to increase senior membership. ◀ Four senior mixed teams competing in the Wirral Tennis League (midweek), one senior men's team competing in the Chester Tennis League (midweek) and two senior teams (one men's and one ladies) competing in the Cheshire Vets Tennis League (Sunday AM). In addition, there are six senior teams (four men's and two ladies) competing in the Wirral Winter Tennis League and 13 junior teams competing in the Aagon Tennis League (midweek). ◀ The Club has eight artificial courts, three of which are floodlit, and reports no issues with regard to court quality, access to courts or demand for additional facilities.
North Cheshire Lawn Tennis Club	36	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ No plans to increase membership. ◀ Two teams (one mixed and one men's) competing in the Wirral Tennis League (midweek and Sunday AM) and one senior men's team competing in the West Cheshire Winter Tennis League (Sunday AM). ◀ The Club has access to four courts (shale surface). Although court quality is assessed as standard, it is reported that the courts are often unusable during the winter and, therefore, the Club is forced to play all winter matches away from home.

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Name of Club	Senior	Junior	Membership trends over previous three years
Oxton Tennis Club	40	60	<ul style="list-style-type: none"> ◀ Membership has decreased. ◀ Plans to increase membership (20 seniors and 20 juniors). ◀ Five senior teams (three mixed, one men's and one ladies) competing in the Wirral Tennis League (midweek and Sunday AM) and two senior teams (one men's and one ladies) competing in the Wirral Winter Tennis League (Sunday AM). ◀ The Club has access to five courts (four hard courts and one grass court). It is reported that the Club is unable to host two 'home' matches at the same time due to capacity and, therefore, it hires courts at The Oval Leisure Centre (Site ID: 73). ◀ In addition, the Club hires courts at Wirral Tennis & Leisure Centre (Site ID: 96) for winter training. There are aspirations to improve changing facilities at the Club (currently no ladies changing) and the installation of floodlights would also increase participation.
Pinewood Lawn Tennis Club	45	25	<ul style="list-style-type: none"> ◀ Membership has increased. ◀ Plans to increase membership (five senior and ten junior). ◀ Three senior teams competing in the Wirral Tennis League (midweek). ◀ The Club has four hard courts and reports no issues with regard to court quality, access to courts or demand for additional facilities.
Port Sunlight Lawn Tennis Club	-	-	<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey. ◀ Eight hard courts, four of which are floodlit.
Prenton Lawn Tennis Club			<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey. ◀ Four hard courts and three artificial floodlit courts.

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Name of Club	Senior	Junior	Membership trends over previous three years
Thorndale Lawn Tennis Club	88	82	<ul style="list-style-type: none"> ◀ Membership has increased. ◀ Plans to increase membership (20 senior and 20 junior) by providing coaching sessions for all ages as well as encouraging participation via cardio tennis, social tennis, competition tennis and tennis camps. ◀ Nine senior teams (five mixed, three men's and one ladies) competing in the Wirral Tennis League (midweek and Sunday AM), four senior teams (two men's and two ladies) competing in the Cheshire Winter Tennis League (Sunday AM) and two junior teams in the Aagon Tennis League (midweek). ◀ Due to a lack of court space for matches, the Club also hires courts at Wirral Tennis & Leisure Centre (Site ID: 96). ◀ The Club has five hard courts (all of which are floodlit), but more courts are said to be required due to increasing demand. ◀ Recently received a Sport England Inspired Facilities grant of £50,000 to upgrade the courts and clubhouse.
Thornton Hough Tennis Club	70	10	<ul style="list-style-type: none"> ◀ Membership has remained static. ◀ No plans to increase membership. ◀ Two senior teams (one men's and one ladies) competing in the Chester Tennis League (midweek) and one senior ladies team competing in the West Cheshire Winter Tennis League (Sunday AM). ◀ The Club has two hard courts which are leased from Wirral Council and reports no issues with regard to court quality, access to courts or demand for additional facilities.
Upton Victory Hall Tennis Club	63	50	<ul style="list-style-type: none"> ◀ Senior membership has decreased by approximately 20 due to age/injury. ◀ Junior membership has increased by approximately 15. ◀ Plans to increase membership (20 senior and 10 junior) via coaching and open days. ◀ Four senior teams (two mixed and two men's) competing in the Wirral Tennis League (midweek), three senior teams (two men's and one ladies) competing in the Wirral Winter Tennis League (Sunday AM) and several junior teams. ◀ The Club has eight courts (four artificial and four grass) but reports that the artificial courts require refurbishment and the installation of floodlights would increase usage.

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Name of Club	Senior	Junior	Membership trends over previous three years
Wallasey Manor Tennis Club	95	25	<ul style="list-style-type: none"> ◀ The Club has, however, recently received a Sport England Inspired Facilities grant to refurbish the clubhouse and improve security. ◀ Senior membership has remained static. ◀ Junior membership has increased by approximately 30. ◀ The Club has appointed a head coach to provide a coaching programme and increase membership while the committee is said to have been more proactive in promoting the Club and driving membership through various open days. ◀ Five senior teams (three mixed and two men's) competing in the Wirral Tennis League (midweek and Sunday AM), one senior ladies team competing in the Cheshire Shield (midweek) and four senior teams (two men's and two ladies) competing in the West Cheshire Winter Tennis League (Sunday AM). ◀ The Club has recently received Sport England Inspired Facilities funding and hope to complete a clubhouse refurbishment by early 2016. In addition, it aims to increase community use and grow current school to club links. ◀ The Club has six hard courts, three of which are floodlit and reports no issues with regard to court quality, access to courts or demand for additional facilities.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Participation trends

The following section uses Sport England participation analysis tools to provide an understanding of the key participation trends in Wirral in relation to tennis.

Sport England has developed a segmentation model with 19 'sporting' segments to help better understand attitudes, motivations and perceived barriers to participation. Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The segmentation profile for Wirral is shown in Table 6.6 and is compared to both regional and national figures. The most dominant segment in Wirral for Tennis participation is 'Philip - Comfortable Mid-Life Males (12.8%)', compared to the region the dominant segment is 'Ben - Competitive Male Urbanites' (12.4%) and nationally 'Tim - Setting Down Males (14.7%)

Table 6.6: Population participating in tennis

Name	Description	Wirral		North West	England
		Number	Rate	Rate	Rate
Philip	Comfortable Mid-Life Males	623	12.8%	12.0%	11.1%
Ben	Competitive Male Urbanites	598	12.3%	12.4%	14.1%
Tim	Setting Down Males	587	12.1%	13.0%	14.7%
Jamie	Sports Team Lads	385	7.9%	9.6%	8.6%
Helena	Career Focused Female	356	7.3%	6.6%	6.5%
Elaine	Empty Nest Career Ladies	331	6.8%	6.0%	5.5%
Chloe	Fitness Class Friends	305	6.3%	6.2%	7.8%
Roger & Joy	Early Retirement Couples	271	5.6%	4.5%	4.3%
Jackie	Middle England Mums	205	4.2%	4.1%	3.5%
Ralph & Phyllis	Comfortable Retired Couples	180	3.7%	3.1%	3.7%
Alison	Stay at Home Mums	174	3.6%	4.3%	5.4%
Leanne	Supportive Singles	170	3.5%	3.9%	3.4%
Kev	Pub League Team Mates	153	3.1%	3.7%	3.0%
Paula	Stretched Single Mums	119	2.4%	2.7%	2.4%
Brenda	Older Working Women	103	2.1%	2.2%	1.6%
Elsie & Arnold	Retirement Home Singles	103	2.1%	1.8%	1.5%
Terry	Local 'Old Boys'	87	1.8%	1.8%	1.3%
Frank	Twilight Years Gent	79	1.6%	1.4%	1.1%
Norma	Late Life Ladies	40	0.8%	0.8%	0.6%
Total			4,869	100.0%	100.0%

Summary of demand

Responding clubs provide a total of 990 senior members and 702 junior members playing tennis across Wirral. The largest club, in terms of membership, is Heswall Lawn Tennis Club with a total membership of 460. Of the 12 clubs which responded to the survey, three report that membership has remained static in recent years. Although five clubs report a decrease in senior membership, three report an increase in senior membership. Similarly, two clubs report a decrease in junior membership but six report an increase. Of the 10 clubs which report plans to increase membership, all are able to sustain future demand on existing provision (either club sites or facilities currently hired).

Tennis for Free (TFF)

According to Tennis For Free (TFF), the community sports charity 'was established in 2004 to address the barriers for participation in tennis and to bring the benefits of playing tennis to as many young people and families as possible'. TFF works in partnership with local schools, tennis clubs and local authorities throughout the UK, providing free access to community tennis courts, free coach led group tennis sessions and free usage of equipment. The Charity aims launch 50 TFF sites (that deliver the weekly free TFF sessions) nationwide by 2016'.

TFF, in partnership with WBC, currently offers free weekly coach led sessions for children, young people and adults at Birkenhead Park (Site ID: 10) every Sunday between May and August (10am-12pm). The TFF sessions are family oriented and suited to players of all levels and ages. Players attending the sessions will be split into three sub groups (suited to the playing standard of the attendees). The sub groups within the TFF session are:

- ◀ Parent & Child Session (equipment is left out until 12:00 to allow parents to continue playing with child after the 10:00-11:00 session)
- ◀ Beginners (typically juniors & beginner adults)
- ◀ Improvers+ (typically rally capable adults & strong juniors).

Informal tennis

Courts on education sites are largely unavailable for community use, likely due to the poor quality of areas where marked courts are used daily as playground and social areas, staff availability and school security for example. However, all park courts located across the Borough are open to the public and free of charge daily during daylight hours.

It is likely that demand for recreational play increases annually following events such as Wimbledon. Although the LTA reports that it is hard to measure casual use as some courts are available for free, it is assumed that courts are generally busy throughout the summer months when weather is favourable.

Further research conducted by the LTA suggests that many more people would play tennis if they knew where courts. The LTA believes that improved promotion would not only increase demand for courts, but also increase participation.

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Latent demand

No clubs within Wirral report any latent demand and all clubs confirm that the number of courts available at their club is adequate to meet the needs of members. Nevertheless, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in tennis but are not currently doing so'. The tool identifies latent demand of 5,496 people. 9.4% of the population that would like to participate in tennis is the segment 'Tim - settling down males'. Of the 5,496 people, 2,799 (51%) are females, the largest segment of which is 'Helena - career-focused females'.

Tennis summary

- ◀ Wirral is a priority authority for the LTA and ranks within the top ten local authorities nationally. There is a dedicated Wirral Tennis & Leisure Centre (Site ID: 96) that provides both indoor and outdoor facilities and a Tennis Development Officer is also based at the site.
- ◀ There are a total of 173 tennis courts identified in Wirral across a range of sites including private sports clubs, parks and educational sites.
- ◀ Of the 173 courts, 148 (86%) are categorised as being available for community use (either used competitively or available for recreational use).
- ◀ There are a total of 39 floodlit tennis courts within Wirral.
- ◀ Of the provision that is available for community use, there are 84 club courts, 47 Council courts (located at parks or leisure centres) and 17 educational courts.
- ◀ Of the provision that is available for community use, 120 courts (81%) are assessed as good quality and 12 courts (8%) assessed as standard quality. The remaining 16 courts (11%), located at Torr Park (Site ID: 123), Ashton Park (Site ID: 5), Marine Park (Site ID: 44), Coronation Park (Site ID: 23) and Harrison Park (Site ID: 30) are assessed as poor quality.
- ◀ There are 28 sites with good quality courts, of which ten are club sites. Local Authority sites have the highest number of standard and poor quality courts.
- ◀ There are a total of 14 tennis clubs located in Wirral.
- ◀ An overall response rate of 86% (12 out of 14 clubs) was achieved. The two clubs which failed to complete the survey were Port Sunlight Lawn Tennis Club and Prenton Lawn Tennis Club.
- ◀ Responding clubs provide a total of 990 senior members and 702 junior members playing tennis across Wirral. The largest Club, in terms of membership, is Heswall Lawn Tennis Club with a total membership of 460.
- ◀ As no unmet or latent demand is identified within Wirral, there are a sufficient number of courts that are available for community use to accommodate current demand. However, there are qualitative improvements which can be made, particularly at park sites.
- ◀ The LTA is working to improve accessibility to tennis in order to help deliver its Strategy and is keen to encourage parks and clubs to make use of technology solutions, which includes online court booking and fob access to courts and facilities.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 7: BOWLS

7.1: Introduction

All bowling greens in Wirral are crown greens. There are no flat greens located within the Borough. The British Crown Green Bowling Association is the governing body responsible for ensuring effective governance of crown green bowls across the Country. County representation of the Borough is via the Merseyside Crown Green Bowls Association although the majority of clubs are affiliated to the Wirral & District Crown Green Bowling Association. The bowling season for crown green runs from April to September. There is strong participation in Wirral with numerous clubs competing in various leagues on multiple days of the week.

To note the analysis areas to be used within the bowls assessment are as follows:

Analysis area	Description (includes the electoral wards of)
1	Bebington; Bromborough; Clatterbridge; Eastham
2	Bidston and St James; Birkenhead and Tranmere; Rock Ferry
3	Pensby and Thingwall Heswall
4	Hoylake and Meols; West Kirby and Thurstaston
5	Greasby; Frankby and Irby; Moreton West and Saughall Massie; Leasowe and Moreton East; Upton
6	Claughton; Oxton; Prenton
7	Liscard; New Brighton; Seacombe; Wallasey

Consultation

An electronic survey was sent to all 74 bowls clubs within Wirral. An invitation to complete the survey was sent to clubs via e-mail directly from KKP. An overall response rate of 92% (68 out of 74 clubs) was achieved. The six clubs which failed to complete the survey were:

- ◀ Heswall Royal British Legion Bowling Club
- ◀ Higher Bebington Legion
- ◀ Hoylake Central Bowling Club
- ◀ New Brighton Bowling Club
- ◀ Prenton Bowls Club
- ◀ Upton Victory Hall Bowling Club

7.2: Supply

There are 51 crown green bowling greens in Wirral located across 35 sites. Of these, 34 greens are provided by WBC across 21 sites.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

Analysis area	Number of greens
1	6
2	-
3	8
4	10
5	6
6	8
7	13
Wirral	51

In addition to the greens listed in Table 7.1, there are a total of nine greens that have been taken out of use for the 2015 season by WBC. For more information, please see table 7.5.

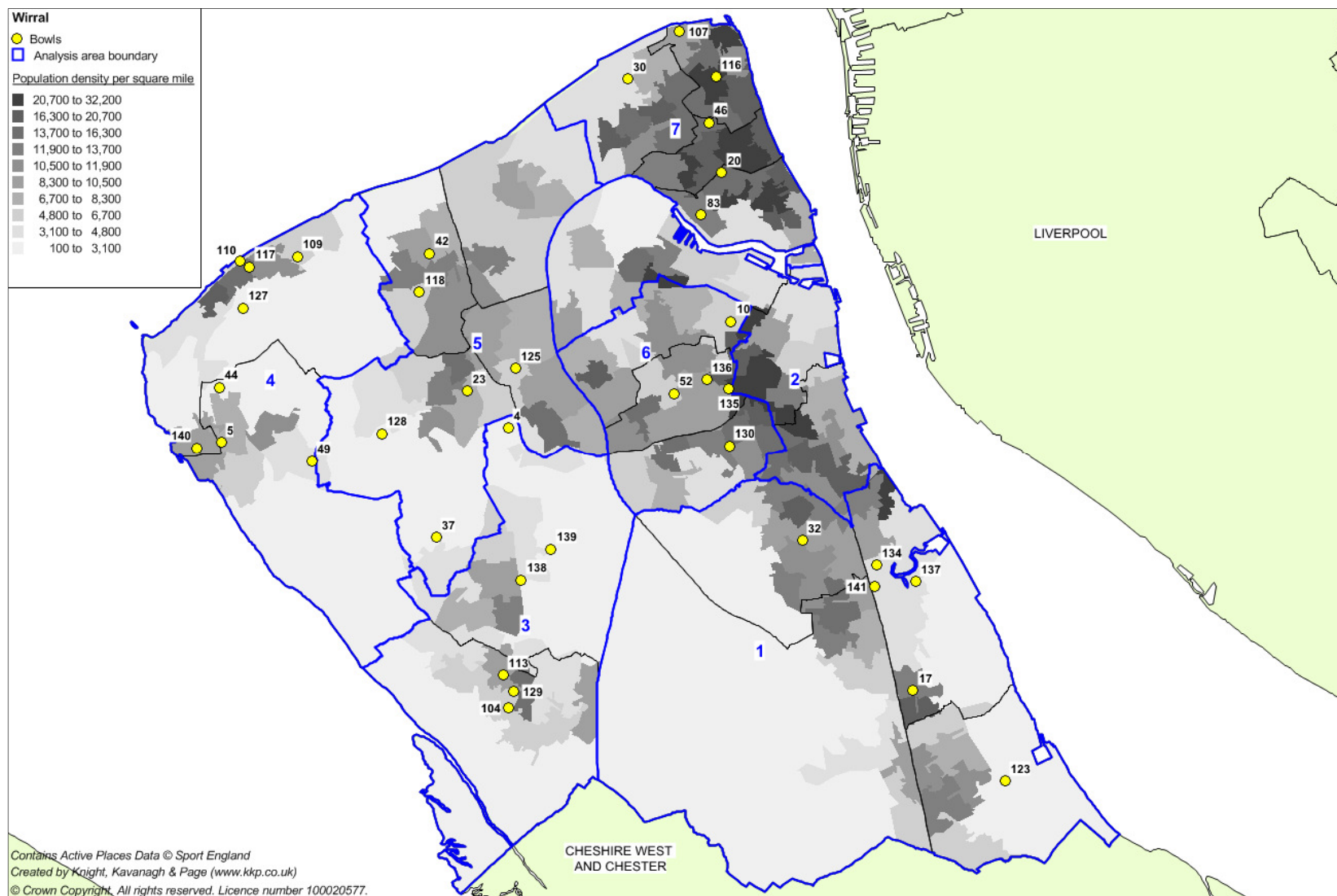
The largest site, in terms of the number of greens, within Wirral is Central Park (Site ID: 20) with five greens. In addition, however, Birkenhead Park (Site ID: 10) has four greens and Harrison Park (Site ID: 30) has three greens. All three sites are Council owned and rented by numerous bowling clubs. Bowling green distribution is fairly spread throughout Wirral, although a quarter of all greens (25%) are located in Analysis Area 7. That said, there are no bowling greens located in Analysis Area 2.

Ownership and management

Of the 51 bowling greens located in Wirral, 17 are privately owned or managed by a leased club with the remaining 34 greens located on Council owned sites, all of which are rented by numerous bowling clubs. No Council owned greens are available for community use on a pay and play basis. The ownership and management of bowling greens is shown in Table 7.2.

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Figure 7.1: Distribution of bowling greens across Wirral



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Table 7.2: Key to map

Site ID	Site	Analysis area	No. of greens	Ownership / management	Quality ³⁰	Pavilion	Floodlights	Available for pay & play?
137	Bromborough Pool Bowling Club	1	1	Private	Standard	Yes	Yes	No
17	Bromborough Recreation Ground	1	1	Local Authority	Good	-	-	No
32	Higher Bebington Recreation Ground	1	1	Local Authority	Good	Yes	-	No
141	Lever Club	1	1	Leased Club	Good	Yes	-	No
134	Port Sunlight Village Bowling Club	1	2	Leased Club	Good	Yes	-	No
4	Arrowe Park	3	2	Local Authority	Good	Yes	-	No
104	Heswall Hall	3	1	Local Authority	Poor	Yes	-	No
129	Heswall Royal British Legion Bowling Club	3	1	Private	Good	Yes	-	No
138	Pensby Bowling Club	3	1	Private	Good	Yes	Yes	No
113	Poll Hill	3	1	Local Authority	Good	Yes	-	No
139	Thingwall Bowling Club	3	2	Private	Standard	Yes	Yes	No
5	Ashton Park	4	2	Local Authority	Good	Yes	-	No
127	Hoylake Central Bowling Club	4	1	Private	Good	Yes	-	No
44	Marine Park	4	2	Local Authority	Standard	Yes	-	No
109	Meols Lower Green	4	1	Local Authority	Standard	Yes	-	No
110	Meols Parade Gardens	4	1	Local Authority	Poor	Yes	-	No
49	Newton Park	4	1	Local Authority	Standard	Yes	-	No
117	Queens Park (Meols)	4	1	Local Authority	Standard	Yes	-	No
140	Victoria Gardens	4	1	Local Authority	Standard	Yes	-	No
23	Coronation Park	5	1	Local Authority	Good	Yes	-	No

³⁰ Quality scores derived from non-technical site assessments.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site	Analysis area	No. of greens	Ownership / management	Quality ³⁰	Pavilion	Floodlights	Available for pay & play?
37	Irby Playing Fields	5	1	Local Authority	Standard	Yes	-	No
42	Lingham Park	5	1	Local Authority	Poor	Yes	-	No
128	Royden Hall Bowling Club	5	1	Community	Poor	Yes	-	No
118	Saughall Grange	5	1	Local Authority	Poor	Yes	-	No
125	Upton Victory Hall	5	1	Private	Poor	Yes	-	No
10	Birkenhead Park	6	4	Local Authority	Good	Yes	-	No
136	Oxton Conservatives Bowling Club	6	1	Private	Good	Yes	Yes	No
52	Oxton Cricket & Sports Club	6	1	Private	Good	Yes	-	No
130	Prenton Bowls Club	6	1	Private	Good	Yes	-	No
135	Tixall Bowling & Social Club	6	1	Private	Good	Yes	Yes	No
20	Central Park	7	5	Local Authority	Good	Yes	-	No
30	Harrison Park	7	3	Local Authority	Good	Yes	-	No
46	New Brighton Cricket & Bowling Club	7	2	Private	Good	Yes	-	No
116	Quarry Rec	7	1	Local Authority	Good	Yes	-	No
83	Victoria Park	7	2	Local Authority	Good	Yes	-	No

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Quality

All 51 greens located in Wirral were assessed through use of a non-technical site assessment. Just over two thirds of all greens (68%) are assessed as good quality. Of the remaining 16 greens, ten are assessed as standard quality and six are assessed as poor quality. Of the 35 greens assessed as good quality, 23 are Council owned greens.

Just under half (48%) of responding clubs rate the quality of their respective green to be of a standard quality. Of the remaining clubs, 39% rate their green to be of a good quality with 13% suggesting green quality is poor. Furthermore, approximately one third of clubs suggest that the quality of their respective green has improved during the previous year with an increase in quality attributed to standards of green keeping and increased maintenance. It should be noted, however, that numerous clubs report unofficial use and/or vandalism of greens to be a significant issue, particularly at local authority sites.

Ancillary facilities

Of the 68 clubs who completed the online survey, 67 confirmed access to a pavilion/clubhouse on site. Bromborough Recreation Bowling Club is the only club with no access to a pavilion/clubhouse at Bromborough Recreation Ground (Site ID: 17). A total of 44% of responding clubs report clubhouse facilities to be good quality and 33% of clubs report clubhouse facilities to be adequate. The remaining 23% suggest clubhouse facilities to be poor quality. It should be noted, however, that one in ten clubs who completed the survey did not have access to toilet facilities.

None of the clubs which responded to the survey report any facility development plans or other plans for ground improvements.

7.3: Demand

Clubs

As stated previously, there are 74 clubs using bowling greens in Wirral. The analysis below summarises information gathered from consultation with 68 clubs which responded to the survey.

- ◀ There are a total of 2,189 members across the 68 responding clubs within Wirral (1,382 males, 796 females and 11 juniors).
- ◀ The average playing membership is 32 members per club (of the clubs which responded to the survey).
- ◀ The level of membership varies from five members (Great Float Social Bowling Club) to 115 members (Tixall Bowling & Social Club).
- ◀ The majority of members will travel between two to five miles to access their home green.
- ◀ Of responding clubs, 46 report that senior membership remained static over the previous three years, with 12 clubs reporting an increase in senior membership during the same period. The remaining ten clubs suggest that senior membership has decreased in recent years.
- ◀ Only six clubs report junior membership, although four clubs (Grange Bowling Club, Great Float Social Bowling Club, Harrison Park Ladies Bowling Club and Oxtton Conservatives Bowling Club) report aspirations to introduce junior membership in the future.
- ◀ A total of 41 clubs report aspirations to increase senior membership.

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 7.3 Summary of membership by club

Name of club	Current membership			Membership trends over previous three years
	Seniors		Juniors	
	Male	Female		
Ashville Ladies Bowling Club	-	14	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Bebington Park Bowling Club	28	15	-	<ul style="list-style-type: none"> ◀ Membership has remained static. ◀ No plans to increase membership.
Birkenhead Park (Winter) Flyers	36	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership.
Birkenhead Park Vets Bowling Club	26	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Bromborough Pool Bowling Club	51	2	2	<ul style="list-style-type: none"> ◀ Membership has remained static. ◀ Aspirations to increase senior membership by 20 and junior membership by ten.
Bromborough Recreation Bowling Club	48	7	2	<ul style="list-style-type: none"> ◀ Senior membership has remained static but junior membership has increased. ◀ Aspirations to increase senior membership by five.
Bromborough Social Club	27	17	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ No plans to increase membership.
Bronze Bowling Club	18	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by three.
Central Park Ladies Bowling Club	-	15	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Aspirations to increase senior membership.
Dawpool Women's Institute Bowling Club	-	12	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Plans to increase senior membership by ten.
Gayton Ladies Bowling Club	-	31	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by two.
Gayton Probus Bowling Club	28	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership.
Gladstone Vets Bowling Club	14	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Grange Bowling Club	18	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by ten and junior membership by four.
Greasby Bowling Club	18	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Greasby Ladies Bowling Club	-	18	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Aspirations to increase senior membership by five.
Great Meols Bowling Club	50	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.

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Name of club	Current membership			Membership trends over previous three years
	Seniors		Juniors	
	Male	Female		
Great Float Social Bowling Club	2	3	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase senior membership by five and junior membership by three.
Greenheys Ladies Bowling Club	-	23	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ No plans to increase membership.
Harrison Park Bowling Club	64	-	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ No plans to increase membership.
Harrison Park Ladies Bowling Club	-	22	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase both senior and junior membership.
Hawk Bowling Club	16	18	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase senior membership by four.
Heswall Ladies Bowling Club	-	21	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase senior membership by six.
Heswall Probus Bowling Club	20	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by ten.
Heswall Royal British Legion Bowling Club	-	-	-	<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey.
Higher Bebington Ladies Bowling Club	-	26	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Higher Bebington Legion	-	-	-	<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey.
Higher Tranmere Vets Bowling Club	31	-	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ No plans to increase membership.
Hoylake Central Bowling Club	-	-	-	<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey.
Hoylake Marine Bowling Club	20	1	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by ten.
Irby Ladies Bowling Club	-	24	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase senior membership.
Kendal Bowling Club	32	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Kings 2000	24	3	3	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase senior membership.
Leasowe Ladies Bowling Club	-	15	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership.
Lever Club	77	2	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership. ◀

WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name of club	Current membership			Membership trends over previous three years
	Seniors		Juniors	
	Male	Female		
Lingham Ladies Bowling Club	-	28	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Liscard Bowling Club	22	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Liscard Ladies Bowling Club	-	20	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by four.
Lord Napier Bowling Club	18	-	1	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Marine Park Bowling Club	35	2	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Marine Park Ladies Bowling Club	-	11	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Aspirations to increase senior membership by 20.
Melrose Ladies Bowling Club	-	36	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Meols Ladies Bowling Club	-	26	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Plans to increase senior membership by eight.
New Brighton Bowling Club	-	-	-	<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey.
New Brighton Ladies Bowling Club	-	15	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
New Brighton Queen's Royal	18	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Newton Park Bowling Club	17	18	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Aspirations to increase senior membership by ten.
Oxton Conservatives Bowling Club	56	-	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase senior membership by ten and junior membership by three.
Oxton Cricket & Sports Club (Bowls Section)	20	20	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Parkfield Bowling Club	28	4	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Paxton Ladies Bowling Club	-	16	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Aspirations to increase senior membership.
Penketh Argyle Bowling Club	25	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Plans to increase senior membership by three.
Pensby Bowling Club	59	45	1	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership.
Perch Rock Bowling Club	14	3	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.

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Name of club	Current membership			Membership trends over previous three years
	Seniors		Juniors	
	Male	Female		
Port Sunlight Village Bowling Club	36	16	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Aspirations to increase senior membership by six.
Prenton Bowls Club	-	-	-	<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey.
Queens Bowling Club	18	-	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Aspirations to increase senior membership by two.
Royden Hall Bowling Club	40	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Sacred Heart Bowling Club	18	6	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by 12.
Sandridge Bowling Club	10	12	-	<ul style="list-style-type: none"> ◀ Senior membership has increased. ◀ Plans to increase senior membership.
Sea Dog Bowling Club	31	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
Telegraph Bowling Club	9	8	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by three.
Thingwall Bowling Club	55	35	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by eight.
Tixall Bowling & Social Club	83	30	2	<ul style="list-style-type: none"> ◀ Senior membership has decreased but junior membership has remained static. ◀ Aspirations to increase senior membership by ten and junior membership by five.
Tranmere Ladies Bowling Club	-	34	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by five.
Upton Victory Hall Bowling Club	-	-	-	<ul style="list-style-type: none"> ◀ The Club failed to respond to the survey.
Vanser Ladies Bowling Club	-	10	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ Aspirations to increase senior membership by four.
Victoria Park Ladies Bowling Club	-	25	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by six.
Wallasey Vets Social Club	12	-	-	<ul style="list-style-type: none"> ◀ Senior membership has decreased. ◀ No plans to increase membership.
Warren Ladies Bowling Club	-	30	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ No plans to increase membership.
West Kirby Ladies Bowling Club	-	52	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by six.
West Kirby Park Bowling Club	17	4	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by ten.

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Name of club	Current membership			Membership trends over previous three years
	Seniors		Juniors	
	Male	Female		
West Kirby Promenaders Bowling Club	34	-	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership.
West Kirby Victoria Bowling Club	59	1	-	<ul style="list-style-type: none"> ◀ Senior membership has remained static. ◀ Aspirations to increase senior membership by ten.

Of the clubs which confirm aspirations to increase membership, all confirmed that any potential increases in membership could be accommodated on existing home greens.

The majority of clubs report that teams play on multiple days of the week and compete in various leagues. The main leagues servicing Wirral are:

- ◀ Bebington & District Crown Green Bowling League
- ◀ Birkenhead & Wirral Crown Green Bowling League
- ◀ Birkenhead & Wirral Ladies Bowling League
- ◀ Birkenhead & Wirral Veterans Bowling league
- ◀ Ellesmere Port Bowling League
- ◀ North Wirral Bowling League
- ◀ Wallasey Crown Green Bowling Association
- ◀ Wallasey Ladies Crown Green Association League
- ◀ Wirral & District Crown Green Bowling Association

It should be noted, however, that numerous clubs are social clubs and, as such, do not complete in leagues. That said, a number of clubs confirmed that they participate in frequent friendly matches with other social clubs across the Borough.

Participation trends

The following section uses Sport England participation analysis tools to provide an understanding of the key participation trends in Wirral in relation to bowls.

Sport England has developed a segmentation model with 19 'sporting' segments to help better understand attitudes, motivations and perceived barriers to participation. Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The segmentation profile for Wirral is shown in Table 7.3 and is compared to both regional and national figures. The most dominant segment in Wirral for Bowls participation is 'Elsie & Arnold - retirement home singles' (27.2%). This is perhaps unsurprising given the similar trends both regionally (26.8%) and nationally (24.3%). Furthermore, just over three quarters (77.4%) of all bowls participation in Wirral is from the segments 'Elsie & Arnold', 'Frank', 'Roger & Joy' and 'Ralph & Phyllis'. Again, this is similar to the participation of such segments both regionally (74.9%) and nationally (75.5%). The remaining segments that are currently participating in bowls in Wirral are shown in the table below.

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Table 7.4: Population participating in bowls

Name	Description	Wirral		North West	England
		Number	Rate	Rate	Rate
Elsie & Arnold	Retirement Home Singles	750	27.2%	26.8%	24.3%
Frank	Twilight Years Gent	700	25.4%	25.0%	22.7%
Ralph & Phyllis	Comfortable Retired Couples	350	12.7%	11.9%	16.3%
Roger & Joy	Early Retirement Couples	335	12.1%	11.2%	12.2%
Philip	Comfortable Mid-Life Males	127	4.6%	4.9%	5.1%
Elaine	Empty Nest Career Ladies	109	3.9%	3.9%	4.1%
Terry	Local 'Old Boys'	109	3.9%	4.5%	3.8%
Brenda	Older Working Women	68	2.5%	2.9%	2.4%
Norma	Late Life Ladies	67	2.4%	2.6%	2.3%
Kev	Pub League Team Mates	45	1.6%	2.2%	2.0%
Tim	Setting Down Males	28	1.0%	1.2%	1.6%
Helena	Career Focused Female	18	0.7%	0.7%	0.7%
Jamie	Sports Team Lads	15	0.5%	0.7%	0.7%
Ben	Competitive Male Urbanites	14	0.5%	0.5%	0.7%
Jackie	Middle England Mums	13	0.5%	0.5%	0.5%
Alison	Stay at Home Mums	7	0.3%	0.3%	0.5%
Paula	Stretched Single Mums	3	0.1%	0.1%	0.1%
Chloe	Fitness Class Friends	2	0.1%	0.1%	0.1%
Leanne	Supportive Singles	0	0%	0%	0%
Total		2760	100%	100%	100.1%

Latent demand

Consultation with clubs confirmed that there is currently no latent demand within Wirral and none of the responding clubs suggest that they currently have a waiting list. Nevertheless, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 614 people. 22% of the population that would like to participate in bowls is the segment 'Elsie & Arnold - retirement home singles'. In addition, however, the segments 'Frank - twilight year gents' (21.5%), 'Roger & Joy - early retirement couples' (15.6%) and 'Ralph & Phyllis - comfortable retired couples' (10.3%) would also like to participate in bowls.

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8.4 Capacity analysis

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

The British Crown Green Bowling Association indicates that approximately 60 members are needed to sustain one green. This is supported in other local authority areas, for example, where greens that accommodate six teams (ten members per team) are considered to be at capacity. Using this as a guide, Table 7.5 identifies the capacity of bowling greens in Wirral based upon club membership. A green with 60 members is considered to be at capacity. It should be noted that some greens may be at capacity with fewer than 60 members but also that some greens will be able to sustain more than 60 members.

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

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Table 7.5: Bowling green capacity

Site ID	Site name	Analysis area	No. of greens	Club	No. of members	Capacity (in members)	Capacity rating
137	Bromborough Pool Bowling Club	1	1	Bromborough Pool Bowling Club	55	60	5
17	Bromborough Recreation Ground	1	1	Bromborough Recreation Bowling Club	57	60	41
				Bromborough Social Club	44		
32	Higher Bebington Recreation Ground	1	1	Bebington Park Bowling Club	43	60	19
				Higher Bebington Ladies Bowling Club	26		
				Higher Bebington Legion	10		
141	Lever Club	1	1	Lever Club	79	60	19
134	Port Sunlight Village Bowling Club	1	2	Port Sunlight Village Bowling Club	52	120	68
4	Arrowe Park	3	2	Penketh Argyle Bowling Club	25	120	95
104	Heswall Hall	3	1	Gayton Probus Bowling Club	28	60	11
				Heswall Ladies Bowling Club	21		
129	Heswall Royal British Legion Bowling Club	3	1	Heswall Royal British Legion Bowling Club*	-	60	
138	Pensby Bowling Club	3	1	Pensby Bowling Club	105	60	45
113	Poll Hill	3	1	Gayton Ladies Bowling Club	31	60	9
				Heswall Probus Bowling Club	20		
139	Thingwall Bowling Club	3	2	Thingwall Bowling Club	90	60	30
5	Ashton Park	4	2	West Kirby Ladies Bowling Club	52	120	13
				West Kirby Park Bowling Club	21		
				West Kirby Victoria Bowling Club	60		
127	Hoylake Central Bowling Club	4	1	Hoylake Central Bowling Club*	-	60	
				Melrose Ladies Bowling Club	36		
44	Marine Park	4	2	Marine Park Bowling Club	37	120	72

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Site ID	Site name	Analysis area	No. of greens	Club	No. of members	Capacity (in members)	Capacity rating
				Marine Park Ladies Bowling Club	11		
109	Meols Lower Green	4	1	Great Meols Bowling Club	50	60	16
				Meols Ladies Bowling Club	26		
110	Meols Parade Gardens	4	1	Hoylake Marine Bowling Club	21	60	39
49	Newton Park	4	1	Newton Park Bowling Club	35	60	25
117	Queens Park (Meols)	4	1	Hawk Bowling Club	34	60	26
140	Victoria Gardens	4	1	West Kirby Promenaders Bowling Club	34	60	26
23	Coronation Park	5	1	Greasby Bowling Club	18	60	24
				Greasby Ladies Bowling Club	18		
37	Irby Playing Fields	5	1	Dawpool Women's Institute Bowling Club	12	60	24
				Irby Ladies Bowling Club	24		
42	Lingham Park	5	1	Leasowe Ladies Bowling Club	15	60	7
				Lingham Ladies Bowling Club	28		
				Sacred Heart Bowling Club	24		
128	Royden Hall Bowling Club	5	1	Royden Hall Bowling Club	40	60	20
118	Saughall Grange	5	1	Grange Bowling Club	18	60	42
125	Upton Victory Hall	5	1	Upton Victory Hall Bowling Club*	-	60	

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Site ID	Site name	Analysis area	No. of greens	Club	No. of members	Capacity (in members)	Capacity rating
10	Birkenhead Park	6	4	Ashville Ladies Bowling Club	14	240	71
				Birkenhead Park Vets Bowling Club	26		
				Birkenhead Park (Winter) Flyers	36		
				Gladstone Vets Bowling Club	14		
				Kendal Bowling Club	32		
				Paxton Ladies Bowling Club	16		
				Sea Dog Bowling Club	31		
136	Oxton Conservatives Bowling Club	6	1	Oxton Conservatives Bowling Club	56	60	4
52	Oxton Cricket & Sports Club	6	1	Oxton Cricket & Sports Club (Bowls Section)	40	60	20
130	Prenton Bowls Club	6	1	Prenton Bowls Club*	-	60	
135	Tixall Bowling & Social Club	6	1	Tixall Bowling & Social Club	115	60	55
20	Central Park	7	5	Bronze Bowling Club	18	300	128
				Central Park Ladies Bowling Club	15		
				Great Float Social Bowling Club	5		
				Greenheys Ladies Bowling Club	23		
				Liscard Bowling Club	22		
				Liscard Ladies Bowling Club	20		
				Telegraph Bowling Club	17		
				Vanser Ladies Bowling Club	10		
				Wallasey Vets Social Club	12		
Warren Ladies Bowling Club	30						

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Site ID	Site name	Analysis area	No. of greens	Club	No. of members	Capacity (in members)	Capacity rating
30	Harrison Park	7	3	Harrison Park Bowling Club	64	180	27
				Harrison Park Ladies Bowling Club	22		
				Parkfield Bowling Club	32		
				Perch Rock Bowling Club	17		
				Queens Bowling Club	18		
46	New Brighton Cricket & Bowling Club	7	2	New Brighton Bowling Club	18	120	84
				New Brighton Queen's Royal	18		
116	Quarry Rec	7	1	New Brighton Ladies Bowling Club	15	60	23
				Sandridge Bowling Club	22		
83	Victoria Park	7	2	Higher Tranmere Vets Bowling Club	31	120	19
				Kings 2000	30		
				Lord Napier Bowling Club	19		
				Tranmere Ladies Bowling Club	34		
				Victoria Park Ladies Bowling Club	25		

*Membership information not available (club failed to respond to survey).

In addition to the greens listed in Table 7.5, there are a total of nine greens that have been taken out of use for the 2015 season by WBC, where greens were identified as having minimal use/play or no use/play. These greens are located at:

- ◀ Arrow Park (Site ID: 4) - Analysis Area 3
- ◀ Birkenhead Park (Site ID: 10) - Analysis Area 6
- ◀ Birkenhead Park (Site ID: 10) - Analysis Area 6
- ◀ Coronation Park (Site ID: 23) - Analysis Area 5
- ◀ Kings Parade Gardens (Site ID: 107) - Analysis Area 7
- ◀ Kings Parade Gardens (Site ID: 107) - Analysis Area 7
- ◀ Meols Parade Gardens (Site ID: 110) - Analysis Area 4
- ◀ Torr Park (Site ID: 123) - Analysis Area 1
- ◀ Victoria Park (Site ID: 83) - Analysis Area 7

7.4 Supply and demand analysis

Generally, through consultation, it is considered that there are a sufficient number of bowling greens across the Borough to satisfy current demand with no clubs reporting access to greens as a specific issue. This is further demonstrated in the capacity analysis which shows a total of 20 sites that are under capacity and, therefore, can accommodate additional play. That said, the capacity analysis also shows at least 11 sites are being overplayed (according to the British Crown Green Bowling Association suggested capacity of 60 members per green).

The capacity of greens at Heswall Royal British Legion Bowling Club, Hoylake Central Bowling Club, Upton Victory Hall Bowling Club and Prenton Bowls Club is unknown as no membership information is available (clubs failed to respond to the survey).

Although a number of greens in Wirral are said to be over capacity, a total of 41 clubs report plans to increase senior membership and suggest that any potential increases in membership could be accommodated on existing home greens. As such, it is assumed that there is currently a sufficient number of bowling greens across the Borough to accommodate both current and future demand.

Bowls summary

- ◀ All bowling greens in Wirral are crown greens and, therefore, there are no flat greens located within the Borough.
- ◀ An electronic survey was sent to all 74 bowls clubs within Wirral with an overall response rate of 92% (68 out of 74 clubs) achieved.
- ◀ There are 51 crown green bowling greens in Wirral located across 35 sites. Of these, 34 greens are provided by the Council across 21 sites.
- ◀ Bowling green distribution is fairly evenly spread throughout Wirral, although a quarter of all greens (25%) are located in the Wallasey Analysis Area.
- ◀ Of the 51 bowling greens located in Wirral, 17 are privately owned or managed by a leased club with the remaining 34 greens located on Council owned sites, all of which are rented by numerous bowling clubs.
- ◀ Just over two thirds of all greens (68%) within Wirral are assessed as good quality. Of the remaining 16 greens, ten are assessed as standard quality and six are assessed as poor quality. It should be noted, however, that of the 35 greens assessed as good quality, 23 are Council owned greens.
- ◀ There is strong participation in Wirral with 74 clubs accessing bowling greens.
- ◀ There are a total of 2,189 members across 68 clubs within Wirral (1,382 males, 796 females and 11 juniors) with an average playing membership of 32 members per club.
- ◀ Consultation with clubs confirmed that there is currently no latent demand within Wirral.
- ◀ The capacity analysis shows a total of 20 sites that are under capacity, although 11 sites are being overplayed (according to the British Crown Green Bowling Association suggested capacity of 60 members per green).
- ◀ Although a number of greens in Wirral are said to be played over capacity, a total of 41 clubs report plans to increase senior membership and suggest that any potential increases in membership would be accommodated on existing home greens. As such, it is assumed that there are a sufficient number of bowling greens across the Borough to accommodate both current and future demand.

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APPENDIX 1: DISTRICT PROFILE

Demographics

Located in the North West, the area is dissected by a series of A roads, the main north/south link being the M53, while in an west/east direction there is the A5137 and A552.

Figure 1: Wirral with main roads



The data used to describe the area is taken from a range of nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian.

Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly and at different intervals.

Unemployment data is, for example, released every month while population projections and deprivation data tend to be produced every three to four years and the census of population is conducted once every decade.

Population (Data source: 2013 Mid Year Estimate, ONS)

The total population, from the 2013 MYE, in Wirral was 320,295 (males = 154,247 and females = 166,048).

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Figure 2: Comparative age/sex pyramid for Wirral and the North West

The following chart illustrates the population's age and gender composition while, overlaying the red line for Wirral on top of the grey bars for the region it is easy to see where one dataset is higher or lower than the other.

There is a lower proportion of 10-34 year olds (Wirral = 28.4%, North West = 31.6%), this may suggest a lower level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, more in the age groups from 50-64 (Wirral = 20.1%, North West = 18.6%); these groups are likely to have higher disposable income and may also still be physically active. As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area – Sport England's segmentation model may be interpreted in relation to this age structure (see later).

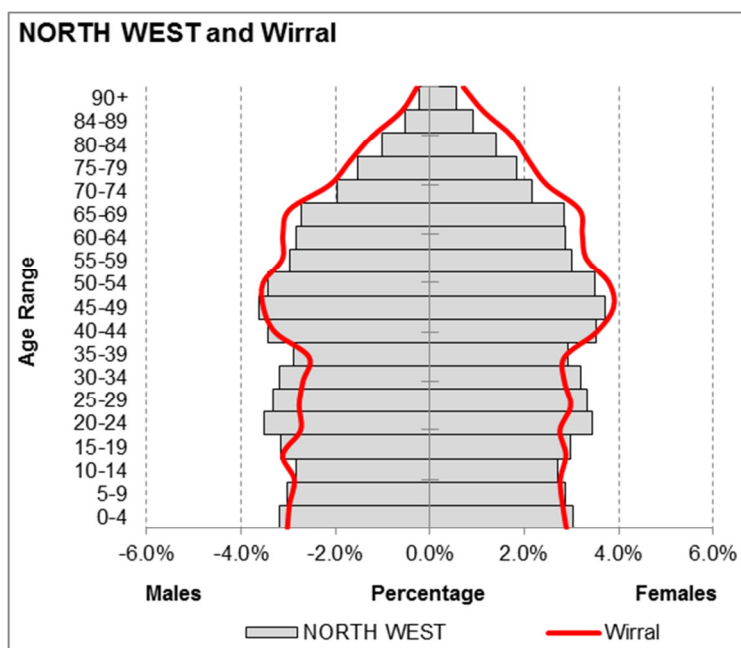
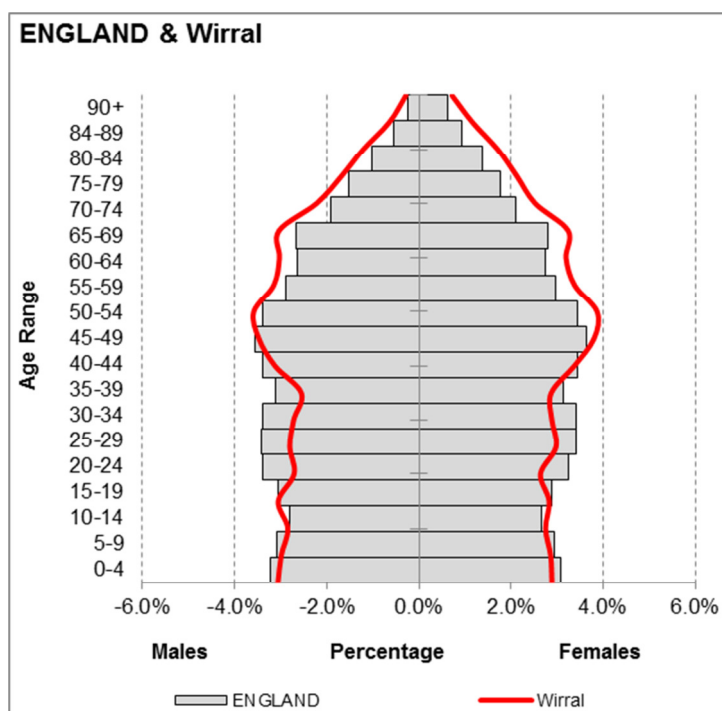


Figure 2A: Comparative age/sex pyramid for Wirral and England

The following chart illustrates the population's age and gender composition while, overlaying the red line for Wirral on top of the grey bars for the England it is easy to see where one dataset is higher or lower than the other.

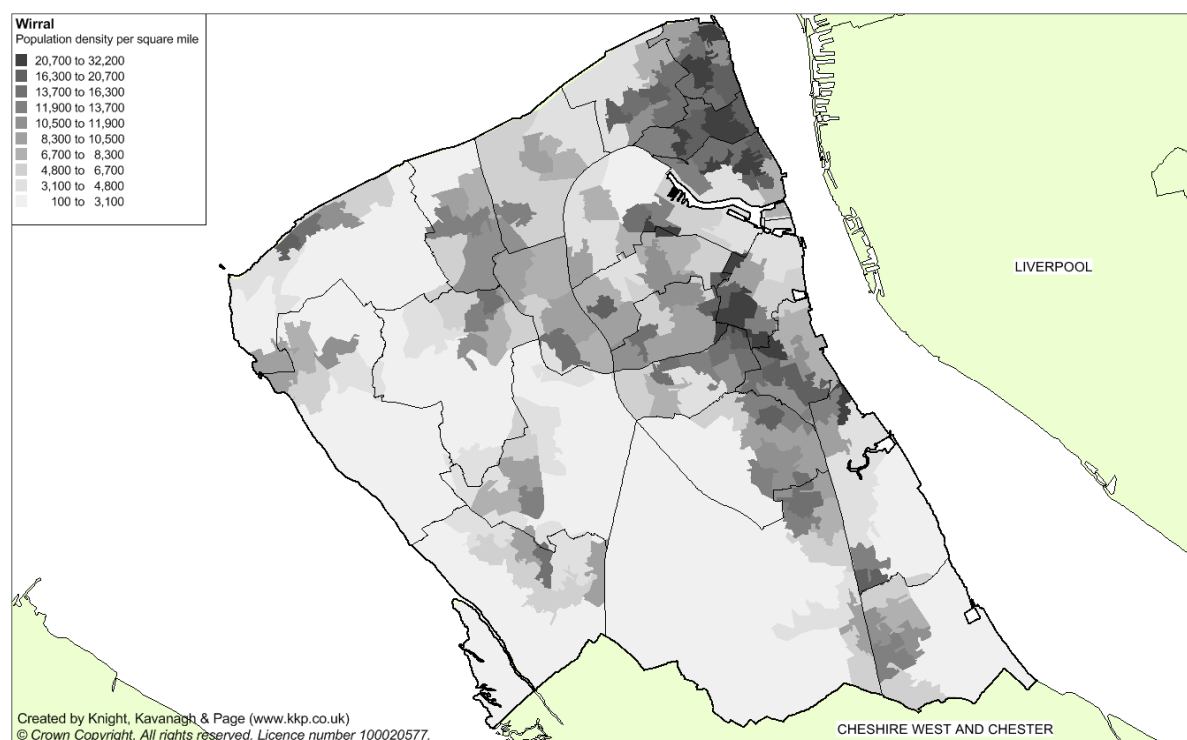
There is a lower proportion of 20-39 year olds (Wirral = 22.2%, England = 31.6%), this may suggest a lower level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, more in the age groups from 50-89 (Wirral = 39.8%, England = 34.8%); these groups are likely to have higher disposable income and may also still be physically active. As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area – Sport England's segmentation model may be interpreted in relation to this age structure (see later).



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The population density map is based on super output areas (SOA) from ONS' most recent Census of population. It covers all parts of the country irrespective of whether the SOA is in an area of high density housing and flats or it covers farms and rural villages. The map's shading, however, allows concentrations of population to be easily identified, for example, major urban areas such as flats, terraced houses and estates tend to show up as the darkest shading while rural areas, housing adjoining parks and other non-residential land uses tend to be the lightest shades.

Figure 3: Population density 2013 MYE: Wirral lower super output areas (LSOAs)



Ethnicity (Data source: 2011 census of population, ONS)

In broad terms, Wirral's ethnic composition reflects that of England as a whole. According to the 2011 Census of population, the largest proportion (97.0%) of the local population classified their ethnicity as White; this is considerably higher than the comparative England rate of 85.4%. The next largest population group (by self classification) is Asian, at 1.6% this is markedly lower than the national equivalent (7.8%).

Table 1: Ethnic composition – Wirral and England

Ethnicity	Wirral		England	
	Number	Percentage	Number	Percentage
White	310,156	97.0%	45,281,142	85.4%
Mixed	3,286	1.0%	1,192,879	2.3%
Asian	5,116	1.6%	4,143,403	7.8%
Black	695	0.2%	1,846,614	3.5%
Other	530	0.2%	548,418	1.0%
Total	319,783	100.0%	53,012,456	100.0%

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Crime (Data source: 2014 Recorded Crime, Home Office)

During the 12 months to December 2014 the rate for recorded crimes per 1,000 persons in Wirral was 57.9; this is lower than the equivalent rate for England and Wales as a whole which was 61.3. Since 2011 the crime rate in Wirral has risen by 19.3% compared to a fall of 12.3% for England & Wales.

Table 2: Comparative crime rates - Wirral and England & Wales

Authority	Recorded crime (Jan '14 – Dec '14)	Population 2013 MYE	Recorded crime per 1,000 population
Wirral	18,532	320,295	57.9
England & Wales	3,493,006	56,948,229	61.3

Economic indicators (Data source: NOMIS 2014)

Economic activity and inactivity

7 in 10 (72.9%) of Wirral's Borough Council (WBC)'s 16-64 year olds are economically active (in or seeking employment – March 2015) compared to a national figure of 77.4%. The unemployment rate³¹ in Wirral is 7.1%, above both the North West figure (6.4%) and the national rate (6.0%).

Over a quarter (27.1%) of WBC's 16-64 year olds are economically inactive, of these around 1 in 5 are students and more than a quarter suffer from long term ill health.

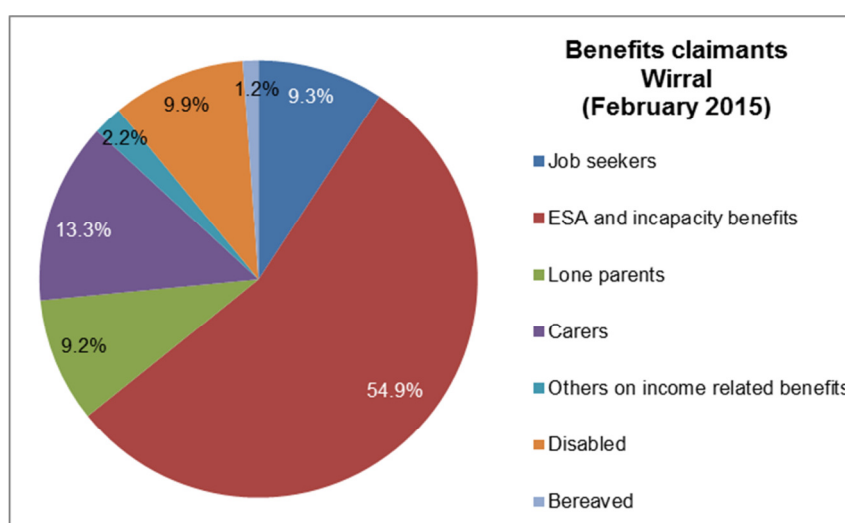
Over a quarter (27.1%) of WBC's 16-64 year olds are economically inactive, of these around 1 in 5 are students and more than a quarter are long term sick.

Income and benefits dependency

The median figure for full-time earnings (2014) in Wirral is £25,886; the comparative rate for the North West is £25,199 (-2.6%) and for Great Britain is £27,082 (+4.6%).

Figure 4: Benefits by type of claimant

In July 2015 there were 2,884 people in Wirral claiming Job Seekers Allowance (JSA); this represents a decrease of 66.3% when compared to July 2010 (8,551). People claiming JSA only represented 9.6% of benefits claimants in February 2015, with a further 54.9% claiming ESA³² and incapacity



³¹ Note the unemployment rate is modelled by the Office for National Statistics

³² Employment and Support Allowance is directly targeted to support those who are ill or disabled.

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benefits while 13.3% are carers.

Deprivation *(Data source: 2010 indices of deprivation, DCLG)*

The following deprivation maps illustrate the ranking of super output areas (SOAs) in Wirral based on the Department for Communities and Local Government's (DCLG) 'Indices of Multiple Deprivation 2010'.

The IMD ranks 32,482 SOAs throughout England³³, with a rank position of one indicating the most deprived SOA in the Country. The IMD 2010 is a valuable source of information about spatial patterns of deprivation in England and can be used to help focus policy and interventions on deprived areas and particular types of deprivation. It comprises 37 different indicators which are grouped into seven separate 'domains' of deprivation, these cover income, employment, health deprivation and disability, education, skills and training, barriers to housing and services, living environment deprivation and crime. The seven main 'domains' are combined to make an overall 'multiple rank' of deprivation; this is the most frequently used measure.

Relative to other parts of the country Wirral experiences average levels of deprivation; over a third of the Borough's population (37.6%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 27.0% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

Table 3: IMD cohorts - Wirral

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	69,289	22.4%	22.4%	90,281	29.2%	29.2%
	20.0	25,562	8.3%	30.7%	41,345	13.4%	42.6%
	30.0	21,262	6.9%	37.6%	41,054	13.3%	55.9%
	40.0	32,531	10.5%	48.1%	34,475	11.2%	67.1%
	50.0	22,977	7.4%	55.6%	47,718	15.5%	82.5%
	60.0	23,148	7.5%	63.1%	37,874	12.3%	94.8%
Least deprived	70.0	30,792	10.0%	73.0%	16,090	5.2%	100.0%
	80.0	23,154	7.5%	80.5%	0	0.0%	100.0%
	90.0	44,443	14.4%	94.9%	0	0.0%	100.0%
	100.0	15,679	5.1%	100.0%	0	0.0%	100.0%

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – yet more so. Over half of Wirral's population (55.9%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, none live in the three least deprived groupings compared to a 'norm' of c.30%.

³³ SOAs relate to the geography used for the 2001 Census.

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Figure 5: Index of multiple deprivation

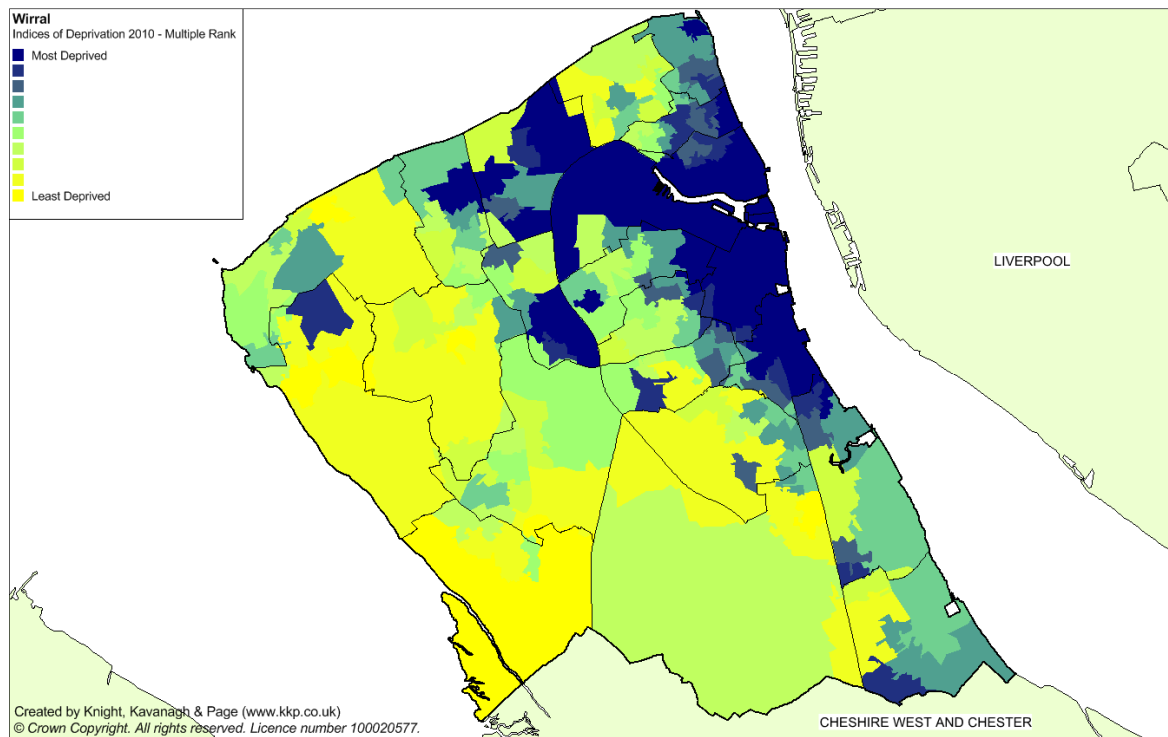
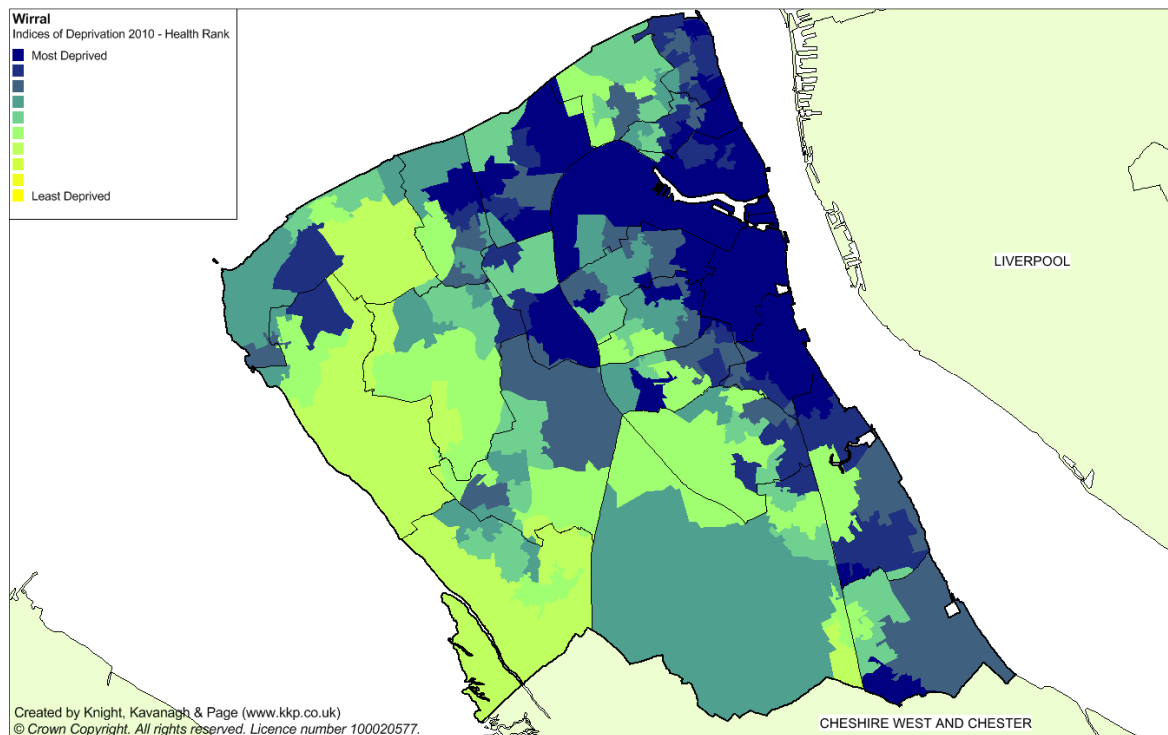
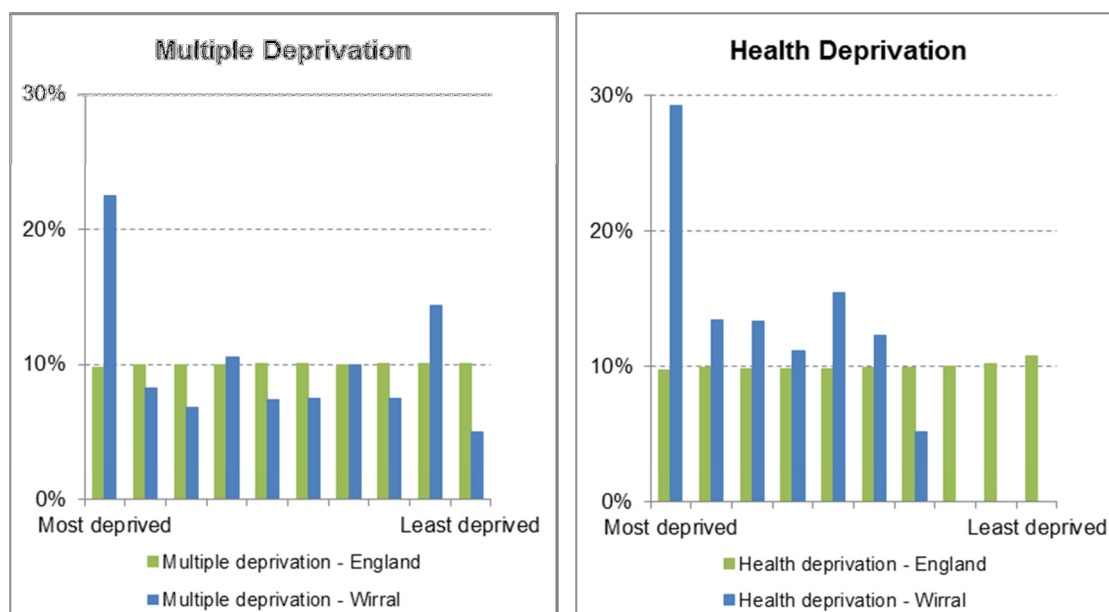


Figure 6: IMD Health domain



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Figure 7: IMD and Health domain comparisons – Wirral and England



Health data

(Data sources: ONS births and deaths, NCMP³⁴ and NOO³⁵)

In 2013 there were 3,560 live births in Wirral; there were also 3,633 deaths; consequently there were 73 more deaths than births in 2013. Population change combines these factors alongside internal and international migration statistics.

In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Wirral is lower than the national figure; the male rate is currently 77.8 years of age compared to 79.4 years for England, and the female equivalent is 82.3 years compared to 83.1 year nationally.³⁶

³⁴ National Child Measurement Program

³⁵ National Obesity Observatory

³⁶ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

Weight and obesity

Figure 8: Adult and child obesity rates

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity³⁷ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

Adult obesity rates in Wirral are below the regional and national averages. Child rates for obesity are below the regional and equal to the national rates.

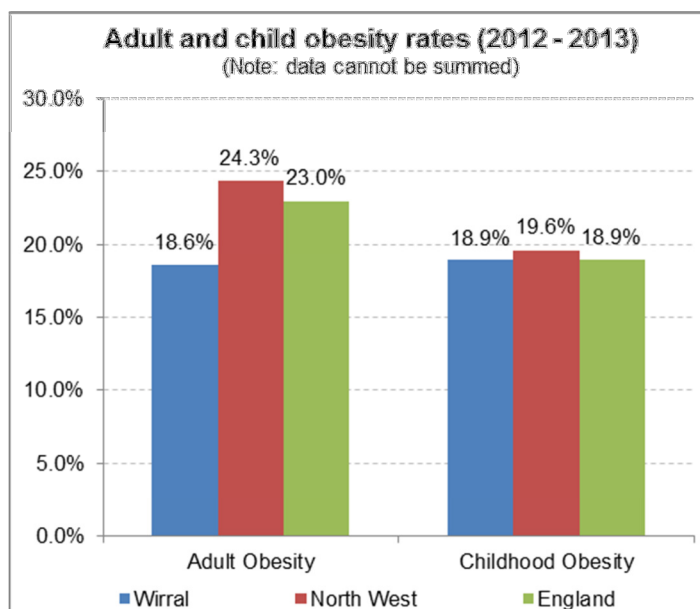
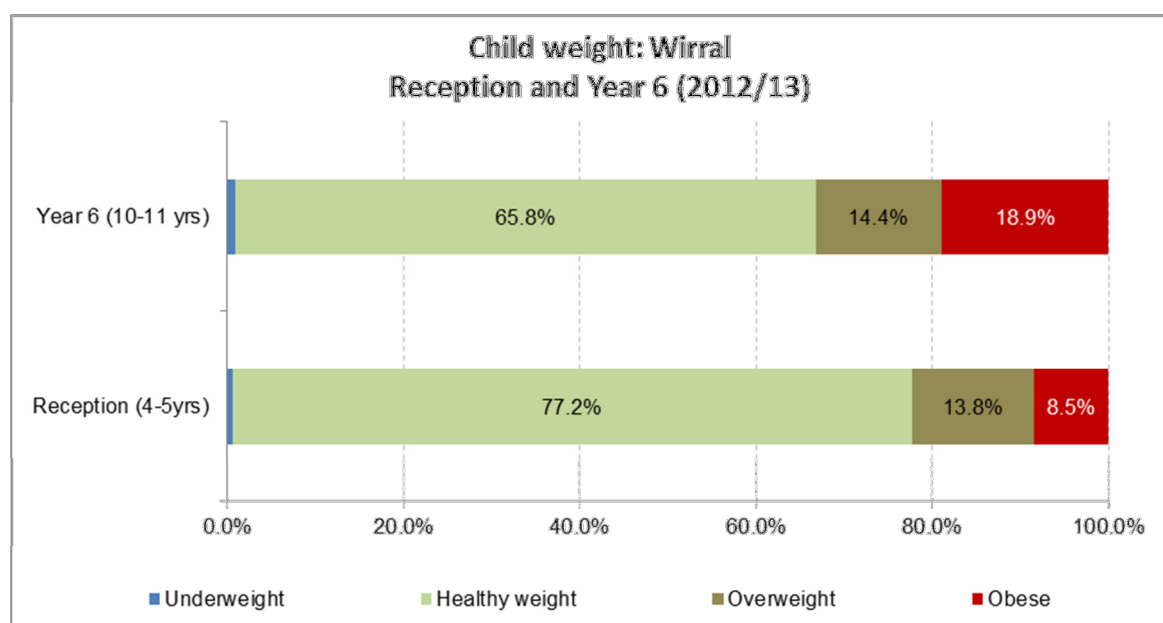


Figure 9: Child weight – reception and year 6



As with many other areas, obesity rates increase significantly between the ages of 4 and 11. Under 1 in 12 (8.5%) of children in Wirral are obese in their Reception Year at school and 13.8% are overweight; by Year 6 these figures have risen to just under 1 in 5 (18.9%) being obese and 14.4% being overweight. In total, by Year 6, a third (33.3%) are either overweight or obese.

³⁷ In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

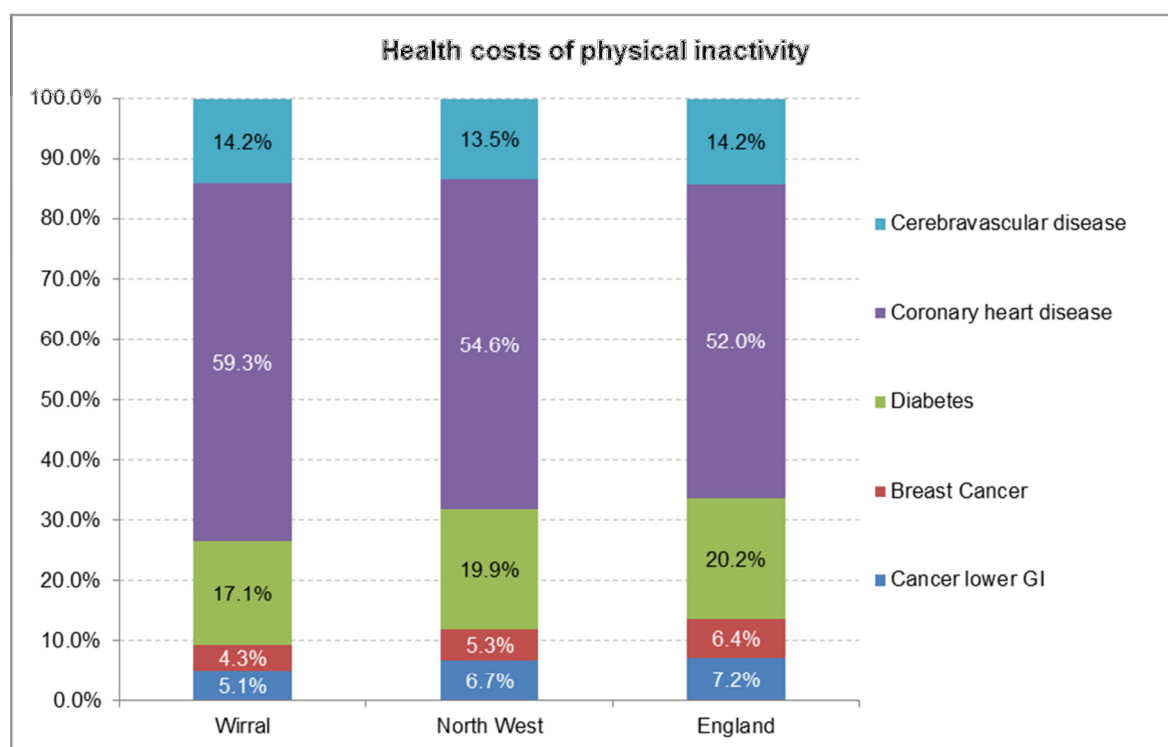
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Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England.

Illnesses, that the BHF research relates to, include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease eg: stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 10: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in Wirral is estimated at £7,347,940.

When compared to regional and national costs per 100,000, Wirral (£2,366,533) is 30.2% above the national average (£1,817,285) and 10.3% above the regional average (£2,145,919).

It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

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Active People Survey

Active People is the largest survey of sport and active recreation in Europe and is in its eighth year (APS8 October 2013 – 2014). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

The nearest neighbours are from CIPFA Nearest Neighbours 2014.

Table 4: Active People Survey for all adults – Wirral and nearest neighbours

KPI	National %	North West %	Wirral %	Nearest neighbours			
				Sefton %	North Tyneside %	Plymouth %	Northumberland %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2013/14	36.1	36.3	39.4	33.5	43.3	39.2	31.1
KPI 2 - At least 1 hour per week volunteering to support sport.							
2013/14	12.5	12.7	*	*	*	*	*
KPI 3 - Club membership in the last 4 weeks.							
2013/14	21.6	21.6	21.2	23.7	20.6	23.8	15.6
KPI 4 - Received tuition / coaching in last 12 months.							
2013/14	16.4	14.6	17.5	13.8	*	24.8	11.5
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2013/14	13.3	12.8	*	*	*	26.1	13.1

* Data unavailable, the question was not asked, or because of insufficient sample size

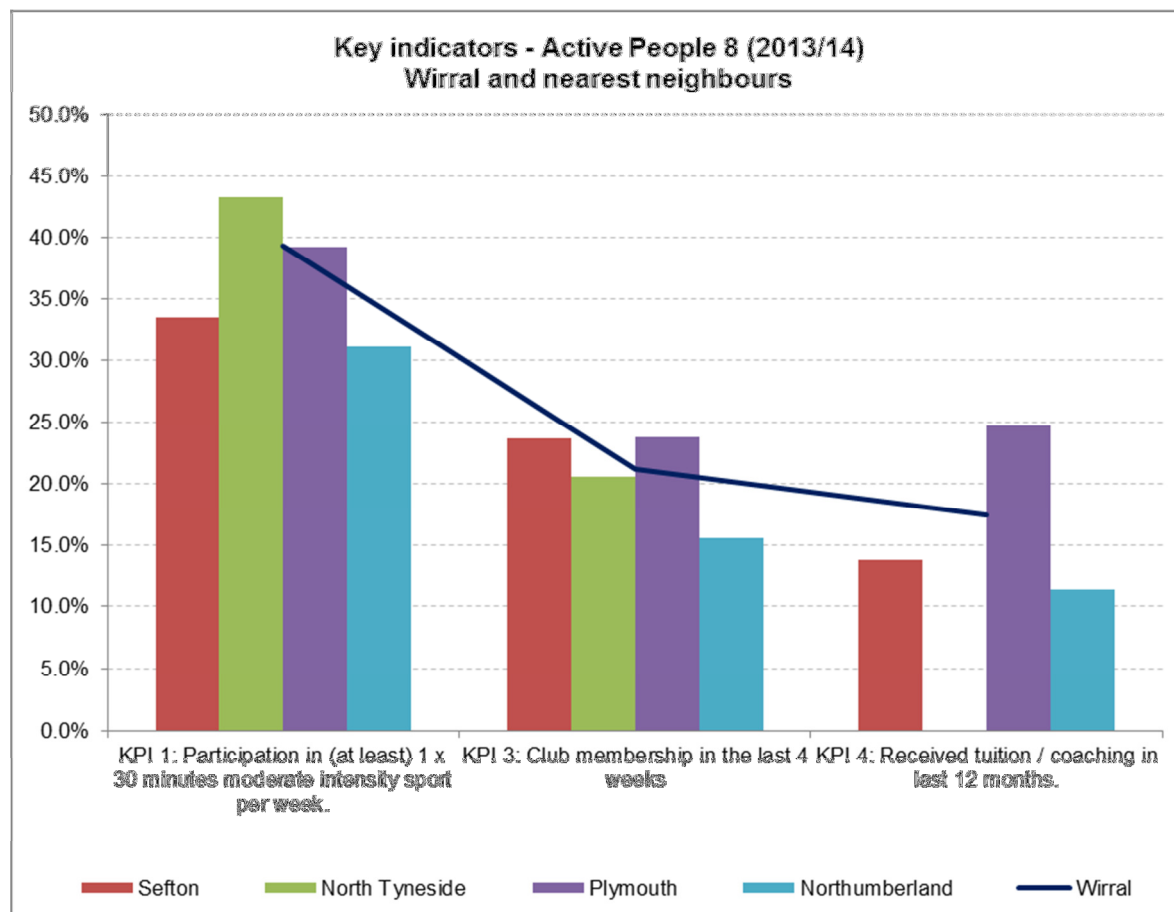
Table 4 shows key indicators from APS 8 for Wirral and compares these to the corresponding rates for the North West, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. This type of comparison has been developed to aid local authorities to compare and benchmark. The model applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. Key findings include:

- ▶ Participation – almost 4 in 10 (39.4%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was above the national average (36.1%) and the regional average (36.3%). It was above all but one of its 'nearest neighbours' which ranged from 31.1% to 43.3%.
- ▶ Volunteering - was only asked to around half of those questioned resulting in most of the data being suppressed.
- ▶ Sports club membership - just over 1 in 5 (21.2%) are members of a sports club, based on the four weeks prior to the AP survey. This is below the national average (21.6%) and the regional rate (21.6%) but is above the 'mid-point' of Wirral's 'nearest neighbours'.
- ▶ Sports tuition - just under 1 in 6 (17.5%) received sports tuition during the 12 months prior to the AP survey. This was above the regional (14.6%) and national (16.4%) averages. It is also above two of its 'nearest neighbours'.

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- Competitive sport – the data for Wirral is suppressed (indicates that data has been suppressed due to sample size)

Figure 11: Key AP indicators, Wirral and nearest neighbours (2013/14)



KPI 2 (Volunteering) and KPI 5 (organised competitive sport) are not shown on this chart due to suppressed data.

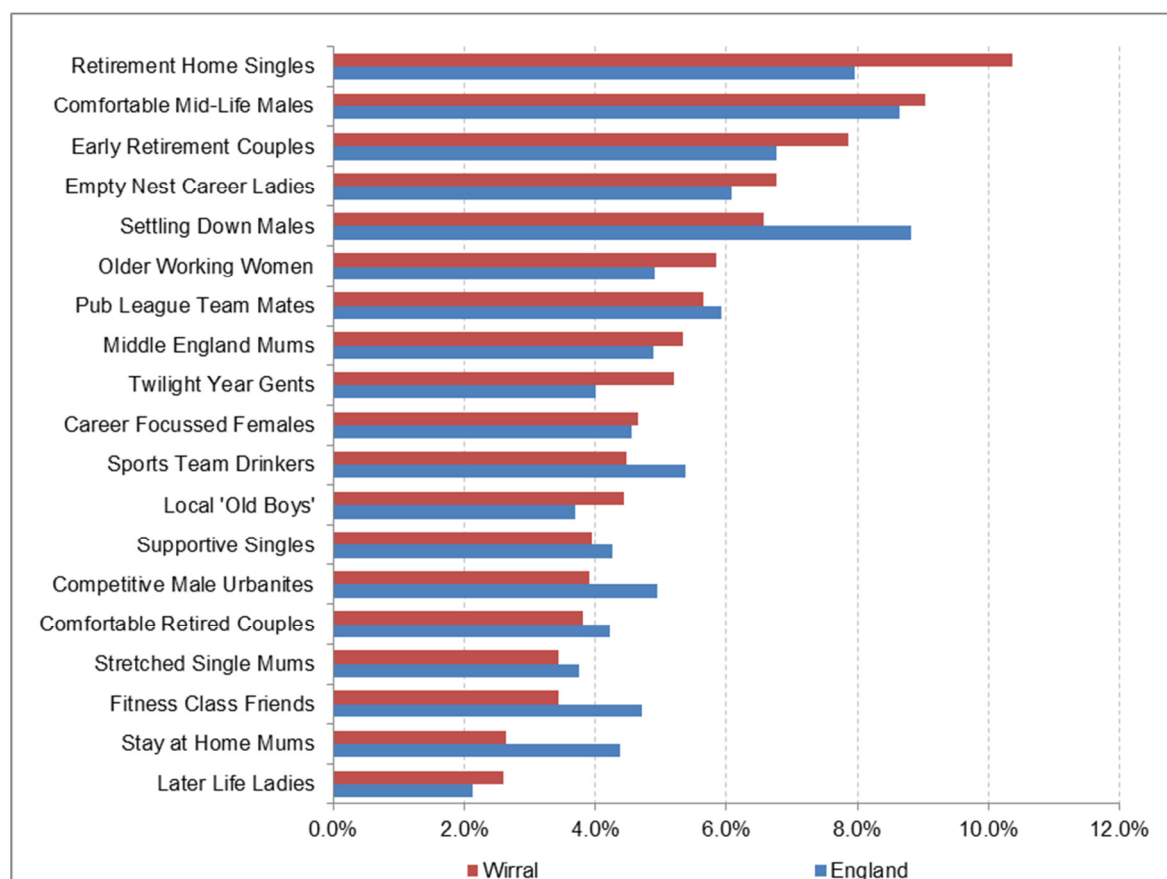
WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Sporting segmentation

(Data source: Market segmentation, Sport England)

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Wirral indicates 'Retirement Home Singles' to be the largest segment of the adult population at 10.4% (25,268) compared to a national average of 8.0%.

Figure 12: SE segmentation – Wirral compared to England



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

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The following data indicates that Elsie & Arnold, Philip and Roger & Joy are the three dominant groups, representing 27.3% (66,418) of the adult population, compared to 23.4% nationally.

Table 5: Sport England market segmentation summaries

Segment, description and its top three sports nationally				
Retirement Home Singles	Elsie & Arnold	25,268		Wirral
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.		10.37%		North West
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	7.97%	England
Comfortable Mid-Life Males	Philip	22,015		Wirral
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		9.04%		North West
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.67%	England
Early Retirement Couples	Roger & Joy	19,135		Wirral
Free-time couples nearing the end of their careers (aged 56-65).		7.86%		North West
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.49%	England
Empty Nest Career Ladies	Elaine	16,494		Wirral
Mid-life professionals who have more time for themselves since their children left home (aged 46-55).		6.77%		North West
Keep fit/gym (21%)	Swimming (18%)	Cycling (7%)	6.08%	England
Settling Down Males	Tim	15,995		Wirral
Sporty male professionals (aged 26-45), buying a house and settling down with partner.		6.57%		North West
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	7.25%	England
Older Working Women	Brenda	14,255		Wirral
Middle aged ladies (aged 46-65), working to make ends meet.		5.85%		North West
Keep fit/gym (15%)	Swimming (13%)	Cycling (4%)	6.22%	England
Pub League Team Mates	Kev	13,782		Wirral
Blokes (aged 36-45) who enjoy pub league games and watching live sport.		5.66%		North West
Keep fit/gym (14%)	Football (12%)	Cycling (11%)	6.78%	England
Middle England Mums	Jackie	13,009		Wirral
Mums (aged 36-45) juggling work, family and finance.		5.34%		North West
Keep fit/gym (27%)	Swimming (20%)	Cycling (9%)	5.28%	England
Twilight Year Gents	Frank	12,663		Wirral
Retired men (aged 66+) with some pension provision and limited sporting opportunities.		5.20%		North West
Golf (7%)	Keep fit/gym (6%)	Bowls (6%)	4.58%	England
Career Focussed Females	Helena	11,313		Wirral
Single professional women, enjoying life in the fast lane (aged 26-45).		4.64%		North West
Keep fit/gym (26%)	Swimming (23%)	Cycling (11%)	4.34%	England

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Segment, description and its top three sports nationally			
Sports Team Drinkers	Jamie	10,915	Wirral
Young blokes (aged 18-25) enjoying football, pints and pool.		4.48%	North West
Football (28%)	Keep fit/gym (22%)	Athletics (12%)	5.37%
England			
Local 'Old Boys'	Terry	10,819	Wirral
Generally inactive older men (aged 56-65), low income and little provision for retirement.		4.44%	North West
Keep fit/gym (8%)	Swimming (6%)	Cycling (5%)	3.69%
England			
Supportive Singles	Leanne	9,617	Wirral
Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.		3.95%	North West
Keep fit/gym (23%)	Swimming (18%)	Athletics (9%)	4.25%
England			
Competitive Male Urbanites	Ben	9,521	Wirral
Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.		3.91%	North West
Football (33%)	Keep fit/gym (24%)	Cycling (18%)	4.94%
England			
Comfortable Retired Couples	Ralph & Phyllis	9,305	Wirral
Retired couples (aged 66+), enjoying active and comfortable lifestyles.		3.82%	North West
Keep fit/gym (10%)	Swimming (9%)	Golf (7%)	4.22%
England			
Stretched Single Mums	Paula	8,358	Wirral
Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.		3.43%	North West
Keep fit/gym (18%)	Swimming (17%)	Cycling (5%)	3.74%
England			
Fitness Class Friends	Chloe	8,358	Wirral
Young (aged 18-25) image-conscious females keeping fit and trim.		3.43%	North West
Keep fit/gym (28%)	Swimming (24%)	Athletics (14%)	4.71%
England			
Stay at Home Mums	Alison	6,427	Wirral
Mums with a comfortable, but busy, lifestyle (aged 36-45).		2.64%	North West
Keep fit/gym (27%)	Swimming (25%)	Cycling (12%)	4.39%
England			
Later Life Ladies	Norma	6,335	Wirral
Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.		2.60%	North West
Keep fit/gym (12%)	Swimming (10%)	Cycling (2%)	2.12%
England			

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The most popular sports

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top five sports within Wirral. As with many other areas, swimming and gym are among the most popular activities and are known to cut across age groups and gender; in Wirral around 1 in 8 adults go swimming, on average, at least once a month. The next most popular activity is gym which 9.3% of adults do on a relatively regular basis.

Table 6: Most popular sports in Wirral (Source: SE Area Profiles)

Sport	Wirral		North West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	30.4	12.3%	650.4	11.6%	4,896.9	11.5%
Gym	22.9	9.3%	614.3	11.0%	4,622.7	10.9%
Cycling	22.4	9.1%	443.9	7.9%	3,458.9	8.1%
Football	17.9	7.3%	381.9	6.8%	2,689.7	6.3%
Athletics	15.9	6.5%	346.4	6.2%	2,778.8	6.5%

Trends in participation for key sports in Wirral can also be summarised as follows:

Football Segment	Description	Wirral		North West	England
		Number	Rate	Rate	Rate
Ben	Competitive Male Urbanites	3,176	22.0%	20.7%	24.1%
Jamie	Sports Team Lads	3,060	21.2%	24.2%	22.0%
Tim	Setting Down Males	2,377	16.5%	16.5%	19.2%
Philip	Comfortable Mid-Life Males	2,024	14.0%	12.3%	11.6%
Kev	Pub League Team Mates	1,668	11.6%	12.7%	10.5%
Leanne	Supportive Singles	346	2.4%	2.5%	2.2%
Terry	Local 'Old Boys'	322	2.2%	2.1%	1.6%
Paula	Stretched Single Mums	230	1.6%	1.6%	1.5%
Roger & Joy	Early Retirement Couples	211	1.5%	1.1%	1.1%
Chloe	Fitness Class Friends	184	1.3%	1.2%	1.5%
Jackie	Middle England Mums	180	1.2%	1.1%	1.0%
Frank	Twilight Years Gent	153	1.1%	0.9%	0.7%
Helena	Career Focused Female	128	0.9%	0.7%	0.7%
Brenda	Older Working Women	93	0.6%	0.6%	0.5%
Alison	Stay at Home Mums	75	0.5%	0.6%	0.7%
Elaine	Empty Nest Career Ladies	67	0.5%	0.4%	0.4%
Ralph & Phyllis	Comfortable Retired Couples	63	0.4%	0.3%	0.4%
Elsie & Arnold	Retirement Home Singles	48	0.3%	0.3%	0.2%
Norma	Late Life Ladies	33	0.2%	0.2%	0.2%
Total		14,438	100.0%	100.0%	100.0%

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Hockey Segment	Description	Wirral		North West	England
		Number	Rate	Rate	Rate
Ben	Competitive Male Urbanites	112	16.0%	15.9%	17.7%
Chloe	Fitness Class Friends	93	13.3%	13.0%	16.0%
Philip	Comfortable Mid-Life Males	87	12.4%	11.6%	10.4%
Tim	Setting Down Males	82	11.7%	12.5%	13.8%
Jamie	Sports Team Lads	47	6.7%	8.0%	7.0%
Helena	Career Focused Female	44	6.3%	5.7%	5.4%
Jackie	Middle England Mums	42	6.0%	5.7%	4.7%
Leanne	Supportive Singles	41	5.9%	6.5%	5.5%
Kev	Pub League Team Mates	30	4.3%	4.9%	3.8%
Elaine	Empty Nest Career Ladies	26	3.7%	3.3%	2.9%
Alison	Stay at Home Mums	25	3.6%	4.2%	5.1%
Roger & Joy	Early Retirement Couples	16	2.3%	1.7%	1.6%
Ralph & Phyllis	Comfortable Retired Couples	14	2.0%	1.6%	1.9%
Brenda	Older Working Women	12	1.7%	1.7%	1.2%
Elsie & Arnold	Retirement Home Singles	10	1.4%	1.2%	0.9%
Paula	Stretched Single Mums	9	1.3%	1.3%	1.2%
Frank	Twilight Years Gent	5	0.7%	0.6%	0.4%
Terry	Local 'Old Boys'	4	0.6%	0.6%	0.4%
Norma	Late Life Ladies	0	0.0%	0.0%	0.0%
Total		699	100.0%	100.0%	100.0%

Rugby Union Segment	Description	Wirral		North West	England
		Number	Rate	Rate	Rate
Ben	Competitive Male Urbanites	921	30.9%	29.1%	32.5%
Jamie	Sports Team Lads	662	22.2%	25.4%	22.2%
Tim	Setting Down Males	623	20.9%	21.0%	23.4%
Philip	Comfortable Mid-Life Males	323	10.8%	9.5%	8.6%
Kev	Pub League Team Mates	169	5.7%	6.2%	4.9%
Leanne	Supportive Singles	70	2.3%	2.5%	2.1%
Chloe	Fitness Class Friends	54	1.8%	1.6%	2.0%
Roger & Joy	Early Retirement Couples	33	1.1%	0.8%	0.8%
Terry	Local 'Old Boys'	29	1.0%	0.9%	0.7%
Jackie	Middle England Mums	26	0.9%	0.8%	0.6%
Helena	Career Focused Female	15	0.5%	0.4%	0.4%
Alison	Stay at Home Mums	13	0.4%	0.5%	0.6%
Elaine	Empty Nest Career Ladies	11	0.4%	0.3%	0.3%
Paula	Stretched Single Mums	9	0.3%	0.3%	0.3%
Ralph & Phyllis	Comfortable Retired Couples	9	0.3%	0.2%	0.3%
Frank	Twilight Years Gent	7	0.2%	0.2%	0.1%
Brenda	Older Working Women	5	0.2%	0.2%	0.1%

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Elsie & Arnold	Retirement Home Singles	2	0.1%	0.0%	0.0%
Norma	Late Life Ladies	0	0.0%	0.0%	0.0%
Total		2,981	100.0%	100.0%	100.0%

Tennis Segment	Description	Wirral		North West	England
		Number	Rate	Rate	Rate
Philip	Comfortable Mid-Life Males	623	12.8%	12.0%	11.1%
Ben	Competitive Male Urbanites	598	12.3%	12.4%	14.1%
Tim	Setting Down Males	587	12.1%	13.0%	14.7%
Jamie	Sports Team Lads	385	7.9%	9.6%	8.6%
Helena	Career Focused Female	356	7.3%	6.6%	6.5%
Elaine	Empty Nest Career Ladies	331	6.8%	6.0%	5.5%
Chloe	Fitness Class Friends	305	6.3%	6.2%	7.8%
Roger & Joy	Early Retirement Couples	271	5.6%	4.5%	4.3%
Jackie	Middle England Mums	205	4.2%	4.1%	3.5%
Ralph & Phyllis	Comfortable Retired Couples	180	3.7%	3.1%	3.7%
Alison	Stay at Home Mums	174	3.6%	4.3%	5.4%
Leanne	Supportive Singles	170	3.5%	3.9%	3.4%
Kev	Pub League Team Mates	153	3.1%	3.7%	3.0%
Paula	Stretched Single Mums	119	2.4%	2.7%	2.4%
Brenda	Older Working Women	103	2.1%	2.2%	1.6%
Elsie & Arnold	Retirement Home Singles	103	2.1%	1.8%	1.5%
Terry	Local 'Old Boys'	87	1.8%	1.8%	1.3%
Frank	Twilight Years Gent	79	1.6%	1.4%	1.1%
Norma	Late Life Ladies	40	0.8%	0.8%	0.6%
Total		4,869	100.0%	100.0%	100.0%

Mosaic

(Data source: 2014 Mosaic analysis, Experian)

Mosaic 2014 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. The following table shows the top five mosaic classifications in Wirral compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent almost 6 in 10 (58.7%) of the population compared to a national equivalent rate of just under 4 in 10 (39.1%).

Table 7: Mosaic – main population segments in Wirral

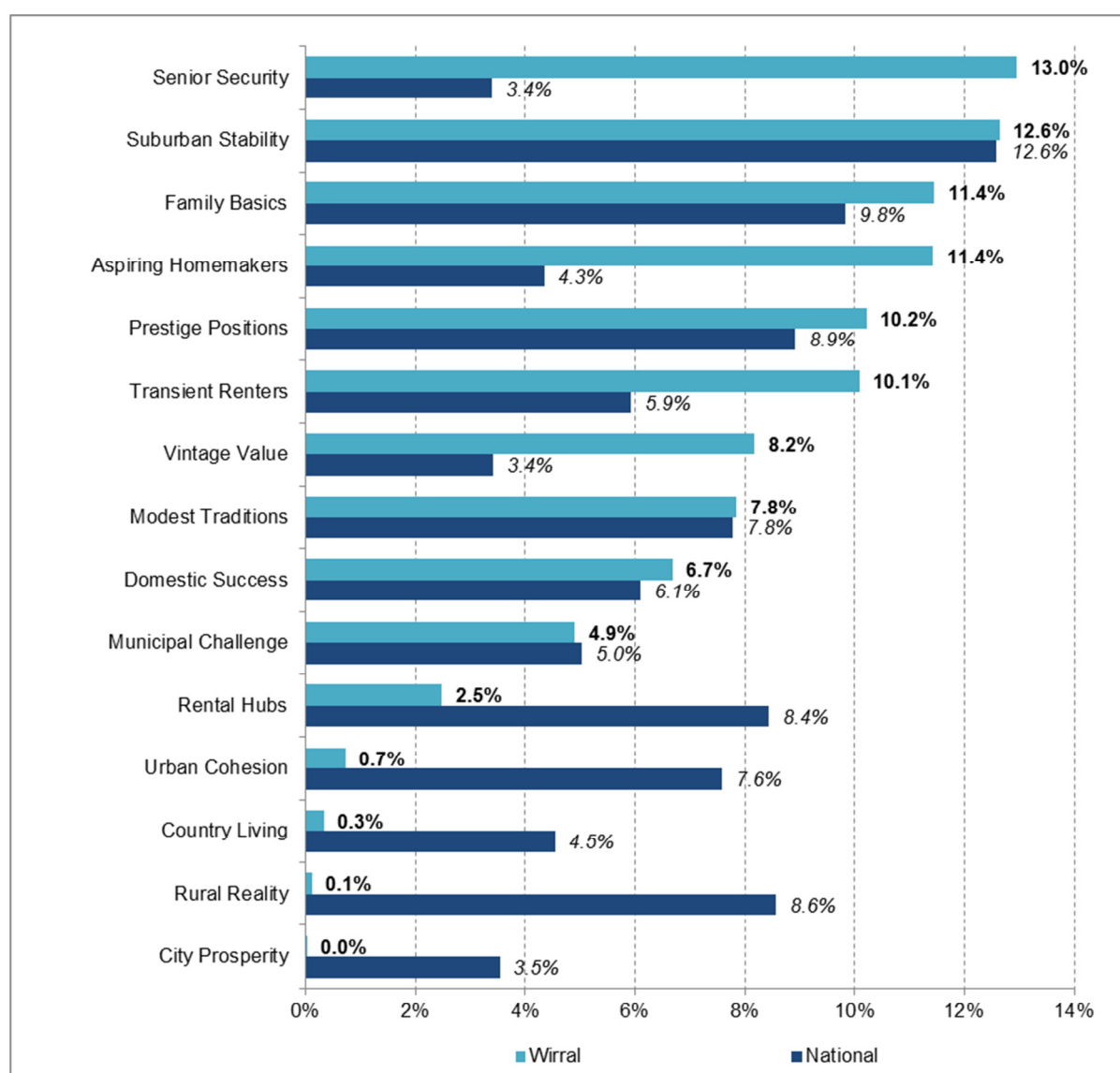
Mosaic group description	Wirral		National %
	#	%	
1 - Senior Security	41,501	13.0%	3.4%
2 - Suburban Stability	40,480	12.6%	12.6%

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3 - Family Basics	36,665	11.4%	9.8%
4 - Aspiring Homemakers	36,612	11.4%	4.3%
5 - Prestige Positions	32,720	10.2%	8.9%

The largest segment profiled for Wirral is the 'Senior Security' group, making up 13.0% of the adult population in the area, this approaches four times the national rate (3.4%). This group is defined as 'Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.'

Figure 13: Mosaic segmentation – Wirral compared to England



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Table 8: Dominant Mosaic profiles in Wirral




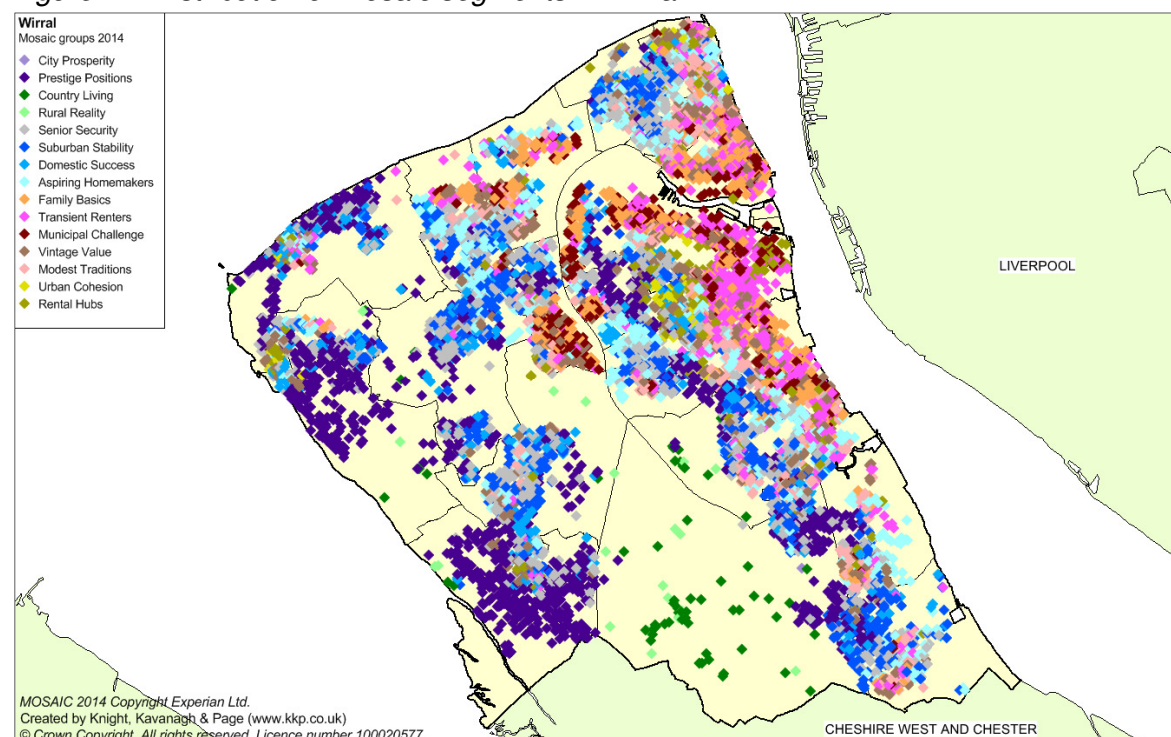
<p>Senior Security</p> 	<p>Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.</p>
<p>Suburban Stability</p> 	<p>Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.</p>
<p>Family Basics</p> 	<p>Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.</p>

Figure 14: Distribution of Mosaic segments in Wirral



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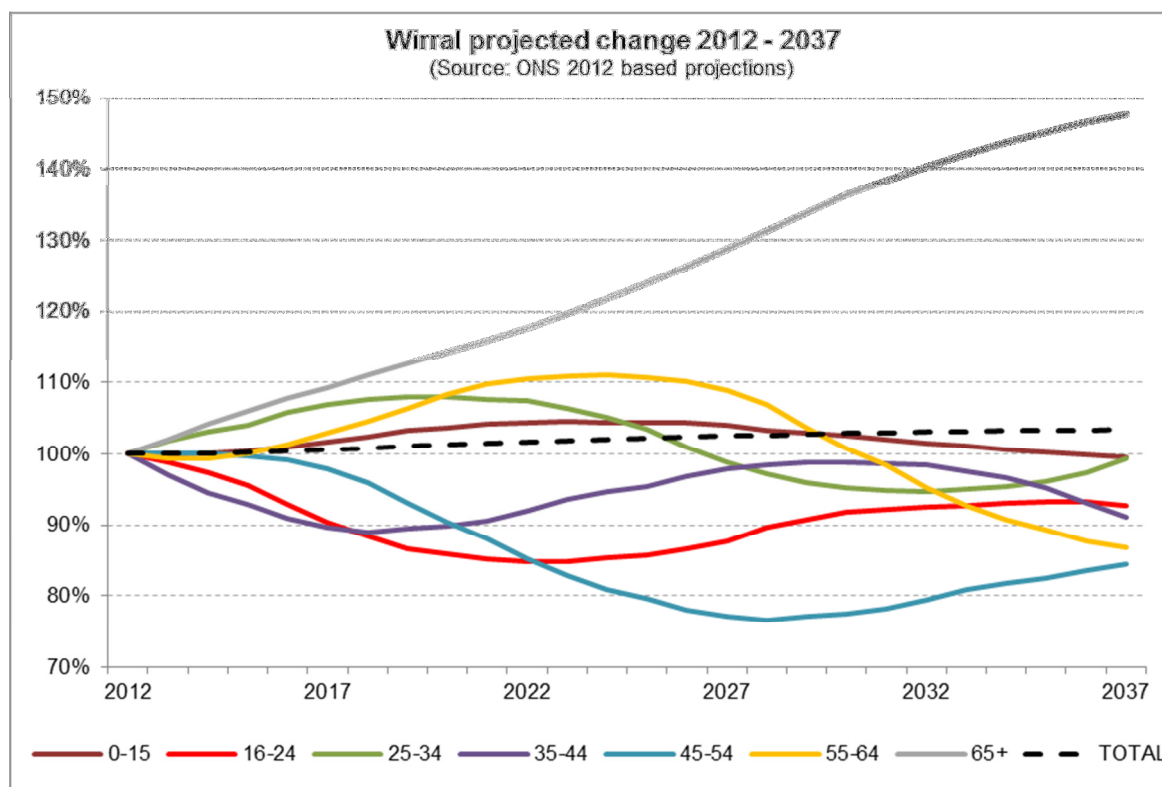
Population Projections

Strategic planning: Change over 25 years (2012 to 2037³⁸)

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 3.4% in Wirral's population (+10,970) over the 25 years from 2012 to 2037.

Over this extended timeframe fluctuations are seen at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 15). For example the number of 16-24 year olds falls by c.15% between 2012 and 2022, before rising again to 7.3%, to less than its 2012 baseline by 2037.

Figure 15: Projected population change (2012 -2037)



³⁸ Office for National Statistics 2012-based population projections (data released May 2014)

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Table 9: Wirral - ONS projected population (2012 to 2037)

Age (years)	Number			Age structure %			Change 2012 - 2037		
	2012	2024	2037	2012	2024	2037	2012	2024	2037
0-15	59,516	62,158	59,262	18.6%	19.0%	17.9%	100.0%	104.4%	99.6%
16-24	33,330	28,438	30,912	10.4%	8.7%	9.3%	100.0%	85.3%	92.7%
25-34	35,561	37,393	35,325	11.1%	11.4%	10.7%	100.0%	105.2%	99.3%
35-44	40,229	38,074	36,684	12.6%	11.6%	11.1%	100.0%	94.6%	91.2%
45-54	47,135	38,112	39,799	14.7%	11.7%	12.0%	100.0%	80.9%	84.4%
55-64	41,125	45,645	35,692	12.8%	14.0%	10.8%	100.0%	111.0%	86.8%
65+	63,333	77,160	93,525	19.8%	23.6%	28.2%	100.0%	121.8%	147.7%
Total	320,229	326,981	331,199	100.0%	100.0%	100.0%	100.0%	102.1%	103.4%

Population projections are based on observed trends in fertility and mortality rates plus migration factors. Nevertheless they can illustrate a relatively complex picture of change. Several key points are outlined below:

- One of the most notable points is the predicted decline in the number of 16-24 year olds, -14.7% in the first period (-4,892) followed by growth back to -7.3% (-2,418) in the second period. Consequently Sport England's target of 'increasing the number of 14-25 year olds playing sport once a week' may prove difficult during the first period in which numerical statistics would represent a marginal increase in participation rates.
- There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +21.8% (+13,827) in the first period continuing to rise to +47.7% (+30,192) between 2012 and 2037. While the age group represented 19.8% of Wirral's population in 2012 it is projected to be 28.2% of the total by 2037 - well over 1 in 4 of the population

Service planning: Change over the coming decade (2015 – 2025)

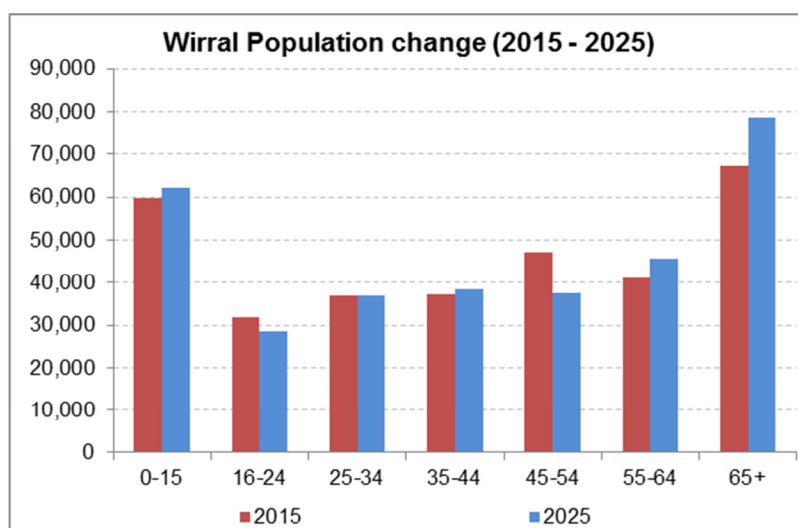
While strategic planning needs to consider change over 20 to 25 years, service planning is often more closely aligned to a much shorter time horizon, typically 5 to 10 years. Over the decade to 2025 it is projected that the overall number of people in Wirral will rise by +6,221 (+1.9%). However, significant age specific variations will have implications for different markets, economic and health issues, for example, there will be:

- +2,390 (+4.0%) more 0-15 year olds; and
- 9,488 (-20.2%) fewer 45-54 year olds; and
- +4,347 (+10.6%) more 55-64 year olds; and
- +11,398 (+17.0%) more people aged 65+.

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Figure 16: Projected population change (2015 -2025)

Facilities planning for increases in the 65+ and 0-15 age groups may lead the Council to determine that these opposing age groups require very different provision at key times of the day and week from other users. However, just as the 65+ age group often requires activities during the day activities for 0-5 year olds often follow similar time patterns. Conversely, activities for 5-15 year olds are focused more closely on after school and weekend activities.



Active Places (Data source: Active Places Power, Sport England)

The Active Places database contains information on c.60,000 facilities; the artificial grass pitches, sports halls and swimming pools in Wirral are listed below and shown on the map that follows.

Map ID	Site	Facilities			#
1	Barnston Dale Centre	Hall			1
2	Bebington High Sports College	Hall		STP	3
3	Beechwood Recreation Centre	Hall			1
4	Birkenhead High School Academy	Hall	Pool		2
5	Birkenhead High School Academy STP			STP	1
6	Birkenhead Park Rugby Club	Hall		STP	2
7	Birkenhead School	Hall		STP	3
8	Birkenhead Sixth Form College	Hall			1
9	Calday Grange Grammar School	Hall	Pool	STP	3
10	Calday Grange Grammar School Stp			STP	1
11	Christchurch C of E Primary School	Hall			1
12	Clare Mount Specialist Sports College	Hall			1
13	DW Sports Fitness (Bromborough)		Pool		1
14	Europa Pools	Hall	Pool		3
15	Foxfield School	Hall	Pool		2
16	Grange Road West Sports Centre	Hall			1
17	Guinea Gap Leisure Centre		Pool	STP	3

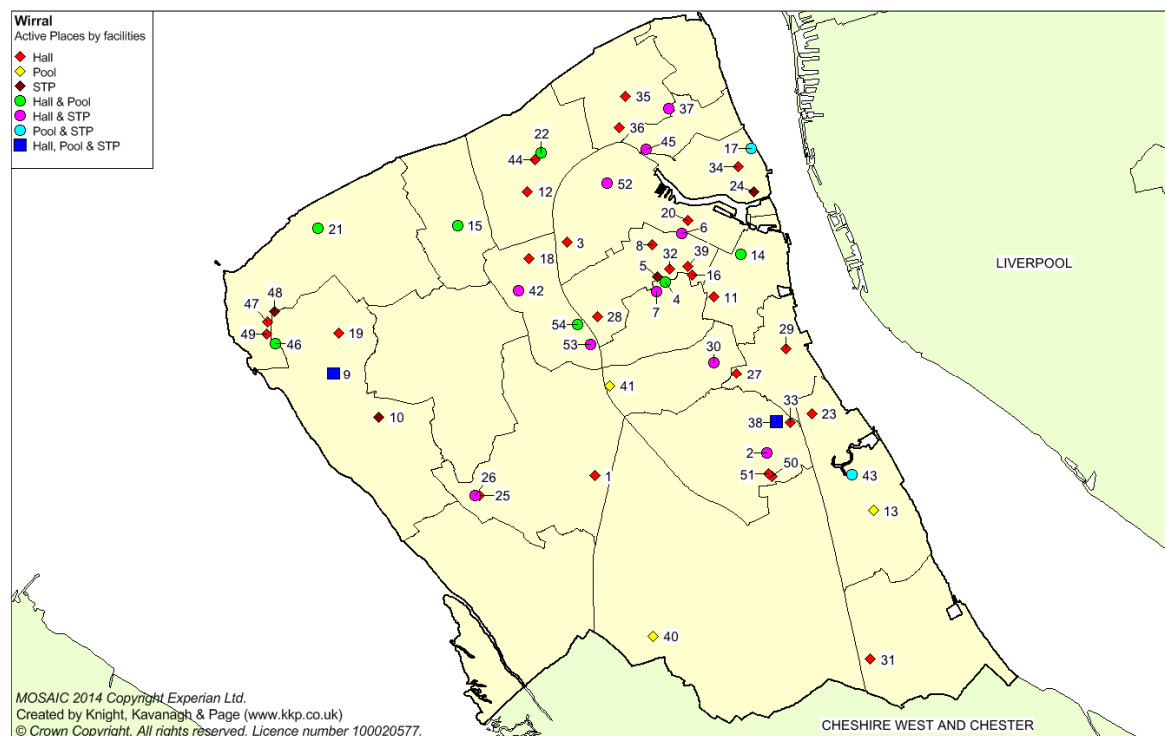
WIRRAL BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Map ID	Site	Facilities			#
18	Hayfield School	Hall			1
19	Hilbre High School Sports Centre	Hall			2
20	Kilgarth School	Hall			1
21	Kingsmead School	Hall	Pool		2
22	Leasowe Leisure Centre (Wallasey)	Hall	Pool		5
23	New Ferry Village Hall	Hall			1
24	North Wirral Soccer Dome			STP	1
25	Pensby High School for Girls: A Business and Enterprise and Science Specialist School	Hall			1
26	Pensby Sports Complex	Hall		STP	4
27	Prenton High School for Girls	Hall			2
28	Ridgeway High School	Hall			1
29	Rock Ferry Primary School Sports Hall	Hall			1
30	Shaftesbury Youth Club	Hall		STP	2
31	South Wirral High School	Hall			2
32	St Anselms College	Hall			1
33	St John Plessington Catholic College	Hall			1
34	St Josephs Primary School Sports Hall	Hall			1
35	St Mary's Catholic College	Hall			2
36	The Mosslands School	Hall			2
37	The Oldershaw School and Business and Enterprise College	Hall		STP	3
38	The Oval Leisure Centre	Hall	Pool	STP	5
39	The University Academy	Hall			2
40	Thornton Hall Country Health Club		Pool		1
41	Total Fitness (Prenton, Wirral)		Pool		2
42	Upton Hall School FCJ	Hall		STP	2
43	Velocity Health & Fitness (Wirral)		Pool	STP	2
44	Wallasey School	Hall			2
45	Weatherhead High School	Hall		STP	3
46	West Kirby Concourse Leisure Centre	Hall	Pool		2
47	West Kirby Grammar School	Hall			2
48	West Kirby Grammar School STP			STP	1
49	West Kirby Residential School	Hall			1
50	Wirral Grammar School for Boys	Hall			2
51	Wirral Grammar School for Girls	Hall			2
52	Wirral Tennis & Leisure Centre	Hall		STP	3

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Map ID	Site	Facilities			#
		Hall	Pool	STP	
53	Woodchurch High School Sports Complex (Sport for the Community)	Hall		STP	2
54	Woodchurch Leisure Centre	Hall	Pool		3

Figure 17: Active Places in Wirral



Many of the artificial grass pitches (AGP), sports halls and swimming pools shown are either small and/or not available for community access.

APPENDIX 2: SPORTING CONTEXT

The following section outlines a series of national, regional and local policies pertaining to the study and which will have an important influence on the Strategy.

National context

The provision of high quality and accessible community outdoor sports facilities at a local level is a key requirement for achieving the targets set out by the Government and Sport England. It is vital that this strategy is cognisant of and works towards these targets in addition to local priorities and plans.

Department of Media Culture and Sport Sporting Future: A New Strategy for an Active Nation (2015)

The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
- ◀ More people volunteering in sport.
- ◀ More people experiencing live sport.
- ◀ Maximising international sporting success.
- ◀ Maximising domestic sporting success.
- ◀ Maximising domestic sporting success.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

National Planning Policy Framework

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

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As a prerequisite the NPPF states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

- ◀ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities.

The FA National Game Strategy (2015 – 2019)

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

- ◀ Sustain and Increase Participation.
- ◀ Ensure access to education sites to accommodate the game.
- ◀ Help players to be the best that they can be and provide opportunities for them to progress from grassroots to elite.
- ◀ Recruit, retain and develop a network of qualified referees
- ◀ Support clubs, leagues and other competition providers to develop a safe, inclusive and positive football experience for everyone.
- ◀ Support Clubs and Leagues to become sustainable businesses, understanding and serving the needs of players and customers.
- ◀ Improve grass pitches through the pitch improvement programme to improve existing facilities and changing rooms.
- ◀ Deliver new and improved facilities including new 3G Pitches.
- ◀ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

England and Wales Cricket Board (ECB) Champion Counties Strategic Plan 2014 – 2017

The England and Wales Cricket Board unveiled a new strategic plan in 2013 which seeks to deliver successful England teams at all levels, to produce a vibrant domestic game as well as increasing participation during the period 2014-17. It builds on the 2005 plan, Building Partnerships and the subsequent 2009 initiative, Grounds to Play.

The plan will take advantage of local partnerships developed in earlier plans and support local delivery of priorities through the County network. It targets operational excellence to make maximum use of scarce resources and facilities during a time of economic austerity.

Among the targets set under the four pillars of Effective Governance, Vibrant Domestic Game, Enthusing Participation and Successful England teams, which are relevant to the playing pitch strategy, are:

- ◀ An increase in participation as measured by Sport England's Active People Survey from 183,400 to 197,500
- ◀ Expand the number of clubs participating in NatWest CricketForce from 2,000 to 2,200

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- ◀ Increase the number of cricket's volunteers to 80,000 by 2017
- ◀ Expand the number of participants in women's and disabilities cricket by 10% by 2017
- ◀ To increase the number of TwelfthMan members from 220,000 to 250,000 by 2017
- ◀ Complete an approved Community Engagement programme with all 18 First Class Counties and MCC
- ◀ For each £1 provided in facility grants through the 'Sport England Whole Sport Plan Grant Programme' ensure a multiplier of three with other funding partners
- ◀ Provide a fund of £8.1m of capital investment to enhance floodlights, sightscreens, replay screens, power sub-stations and broadcasting facilities at First Class County venues
- ◀ Provide an interest-free loan fund to community clubs of £10 million
- ◀ Qualify and engage 50 Level 4 coaches to support the development of professional cricketers
- ◀ Expand the number of coaches who have received teacher level 1, 2 or 3 qualifications to 50,000
- ◀ Provide a fund of £2 million for community clubs to combat the impact of climate change
- ◀ Introduce a youth T20 competition engaging 500 teams by 2017

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

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

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

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

The RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners. It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

In summary the priorities for investment which have met the needs of the game for the Previous period remain valid:

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- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs
- ◀ Improve the quality and quantity of natural turf pitches and floodlighting
- ◀ Increase the provision of artificial grass pitches that deliver wider game development

It is also a high priority for the RFU to target investment in the following:

- ◀ Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment

Summary of England Hockey's Facilities Strategy

Vision: For every hockey club 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

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

The 3 main objectives of the facilities strategy are:

- ◀ Protect: To conserve the existing hockey provision
- ◀ We currently have 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 consolidating hockey provision in a local area where appropriate.
- ◀ The 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 for at one site.

British Tennis Strategy (2015-2018)

The new strategy is presented in a concise one page framework that includes key strategies relating to three participation "focus" areas, six participation "drivers" and three participation "enablers". To achieve success, the 12 strategy areas will need to work interdependently to stem the decline and unlock sustainable growth:

The three participation "focus" areas are where tennis is consumed:

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- ◀ Deliver great service to clubs
- ◀ Build partnerships in the community, led by parks
- ◀ Enhance the tennis offer in education

The six participation "drivers" are the areas that will make the biggest difference where tennis is consumed. They must all be successful on a standalone and interconnected basis and include:

- ◀ Becoming more relevant to coaches
- ◀ Refocusing on recreational competition
- ◀ Providing results orientated facility investment
- ◀ Applying best in class marketing and promotion
- ◀ Jump starting the peak summer season
- ◀ Establishing a "no compromise" high performance programme with focus.

The final layer is comprised of three participation "enablers" that underpin our ability to be successful. These enablers are rooted in how the LTA will get better; how the entire network of 4 / 17/03/2015 partners must be harnessed to work together and the need to raise more financial resources to fund our sport's turnaround. They include:

- ◀ Becoming a more effective and efficient LTA
- ◀ Harnessing the full resource network
- ◀ Generating new revenue

For further information and more detail on the framework please go to <http://www.lta.org.uk/about-the-lta/structure-vision>

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APPENDIX 3: CONSULTEE LIST

Organisation	Name	Designation	Consultation
Sport England	Fiona Pudge	Regional Planning Manager	Face to Face, E-mail & Telephone.
FA	Chris Smith	Facilities & Investment Manager	Face to Face, E-mail & Telephone.
Cheshire County FA	Alex Bedford	Chief Operating Officer	Face to Face, E-mail & Telephone.
Cheshire County FA	Neil Macfarlane	Head of Facilities & Investment	Face to Face, E-mail & Telephone.
ECB	Daniel Musson	Facilities and Investment Manager	Face to Face, E-mail & Telephone.
Cheshire Cricket Board	Mike Woollard	Club Development Manager	Face to Face, E-mail & Telephone.
RFU	Tom Bartrum	Regional Funding and Facilities Manager	Face to Face, E-mail & Telephone.
RFU	Andrew Soutar	Rugby Development Officer	Face to Face, E-mail & Telephone.
England Hockey	Julie Longden	Relationship Manager	Face to Face, E-mail & Telephone.
Lawn Tennis Association	Nicky Harrison Paul Bennett	Merseyside LTA LTA	Face to Face, E-mail & Telephone.
Bowls			
Ashville Ladies Bowling Club	Carol Schofield	Secretary	Survey
Bebington Park Bowling Club	Gordon Ditchfield	Secretary	Survey
Birkenhead Park (Winter) Flyers	Colin Saville	Secretary	Survey
Birkenhead Park Vets Bowling Club	Richie Phillips	Secretary	Survey
Bromborough Pool Bowling Club	Dave Dobson	Secretary	Survey
Bromborough Recreation Bowling Club	Gordon Chalton	Secretary	Survey
Bromborough Social Club	Frank Hoey	Secretary	Survey
Bronze Bowling Club	Raymond Ord	Secretary	Survey
Central Park Ladies Bowling Club	Moya Christey	Secretary	Survey
Dawpool Women's Institute Bowling Club	Brenda Lear	Treasurer	Survey
Gayton Ladies Bowling Club	Margaret Peel	Secretary	Survey
Gayton Probus Bowling Club	Boyd Hyslop	Secretary	Survey
Gladstone Vets Bowling Club	Brian Shepherd	Secretary	Survey
Grange Bowling Club	Michael Casey	Secretary	Survey
Greasby Bowling Club	Rob Smith	Secretary	Survey

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Organisation	Name	Designation	Consultation
Greasby Ladies Bowling Club	Enid Pritchard	Secretary	Survey
Great Meols Bowling Club	R. Ross	Secretary	Survey
Great Float Social Bowing Club	John joy	Secretary	Survey
Greenheys Ladies Bowling Club	Sheila Dutton	Secretary	Survey
Harrison Park Bowling Club	Paul Horner	Secretary	Survey
Harrison Park Ladies Bowling Club	Sylvia Jones	Secretary	Survey
Hawk Bowling Club	Helen Wilson	Secretary	Survey
Heswall Ladies Bowling Club	Jessie Hume	Secretary	Survey
Heswall Probus Bowling Club	Ron Hampton	Secretary	Survey
Heswall Royal British Legion Bowling Club			Survey
Higher Bebington Ladies Bowling Club	P. Kirk	Secretary	Survey
Higher Bebington Legion			Survey
Higher Tranmere Vets Bowling Club	Thomas Bell	Secretary	Survey
Hoylake Central Bowling Club		Secretary	Survey
Hoylake Marine Bowling Club	Ted Wilson	Secretary	Survey
Irby Ladies Bowling Club	Sue Nugent	Secretary	Survey
Kendal Bowling Club	Joey Smith	Secretary	Survey
Kings 2000	Yvonne Downey	Secretary	Survey
Leasowe Ladies Bowling Club	Eliabeth Jamieson	Secretary	Survey
Lever Club	Dave Walker	Secretary	Survey
Lingham Ladies Bowling Club	Mary Connolly	Secretary	Survey
Liscard Bowling Club	Harry Timperley	Secretary	Survey
Liscard Ladies Bowling Club	Mary Balshaw	Secretary	Survey
Lord Napier Bowling Club	Harry McWha	Secretary	Survey
Marine Park Bowling Club	Robert Lynch	Secretary	Survey
Marine Park Ladies Bowling Club	Christine Westbrook	Secretary	Survey
Melrose Ladies Bowling Club	Maureen Percival	Secretary	Survey
Meols Ladies Bowling Club	Fiona Yardley	Secretary	Survey
New Brighton Bowling Club			Survey
New Brighton Ladies Bowling Club	Naureen Bunting	Secretary	Survey
New Brighton Queen's Royal	Dave Croston	Secretary	Survey
Newton Park Bowling Club	Philip Allen	Secretary	Survey
Oxton Conservatives Bowling Club	Stan Newell	Secretary	Survey
Oxton Cricket & Sports Club (Bowls Section)*	M Kellett	Secretary	Survey
Parkfield Bowling Club	Brian Kenyon	Secretary	Survey
Paxton Ladies Bowling Club	P. Horrigan	Secretary	Survey
Penketh Argyle Bowling Club	Edward Thomas	Secretary	Survey
Pensby Bowling Club	Roy Cooke	Secretary	Survey
Perch Rock Bowling Club	Chris Morrison	Secretary	Survey
Port Sunlight Village Bowling Club	Nick Woodward	Secretary	Survey
Prenton Bowls Club		Secretary	Survey

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Organisation	Name	Designation	Consultation
Queens Bowling Club	Tommy McChrystal	Secretary	Survey
Royden Hall Bowling Club	Dr Hughes	Secretary	Survey
Sacred Heart Bowling Club	Barry Smith	Secretary	Survey
Sandridge Bowling Club	Naureen Bunting	Secretary	Survey
Sea Dog Bowling Club	John Markland	Secretary	Survey
Telegraph Bowling Club	Peter Day	Secretary	Survey
Thingwall Bowling Club	Michael Walsh	Secretary	Survey
Tixall Bowling & Social Club	Robin May	Secretary	Survey
Tranmere Ladies Bowling Club	Margaret Hughes	Secretary	Survey
Upton Victory Hall Bowling Club		Secretary	Survey
Vanser Ladies Bowling Club	Brenda Boulton	Secretary	Survey
Victoria Park Ladies Bowling Club	Barbara Stamper	Secretary	Survey
Wallasey Vets Social Club	Mr McLeod	Secretary	Survey
Warren Ladies Bowling Club	Brenda Hughes	Secretary	Survey
West Kirby Ladies Bowling Club	Susan Lewis	Secretary	Survey
West Kirby Park Bowling Club	Andrew McNee	Secretary	Survey
West Kirby Promenaders Bowling Club	Peter Ryan	Secretary	Survey
West Kirby Victoria Bowling Club	Bill Atkinson	Secretary	Survey
Cricket			
Birkenhead Park CC	Dave Lee	Secretary	Face to Face
Oxton CC	Keith Andrews	Chairman	Face to Face
Port Sunlight CC	Ged Morris	Secretary	Face to Face
Upton CC	Rob Chapman	Chairman	Face to Face
Wallasey CC	Alan Williams	Secretary	Face to Face
Birkenhead St. Mary's CC	Keith Batchelor	Secretary	Survey
Bromborough CC	Andrew van Beek	Secretary	Survey
Caldy CC	David Brown	Chairman	Survey
Irby CC	Gareth Lea	Chairman	Survey
Merseyside C&CC	Reju Sebastian	Manager	Survey
New Brighton CC	Ken Winter	Secretary	Survey
Old Parkonians CC	Peter Bradshaw	Secretary	Survey
Parkfield Liscard CC	Chris Davies	President	Survey
Tranmere Victoria CC	Colin Thompson	Secretary	Survey
Wirral CC	Martin Walker	Secretary	Survey
Alderly LTC	Mark Goodchild	Chairman	Survey
Bertram LTC	Alan Fryer	Secretary	Survey
Birkenhead LTC	Margaret Dooley	Chairperson	Survey
Heswall LTC	Moira Morgan	Secretary	Survey
Hoylake LTC	S. Singleton	Secretary	Survey
North Cheshire LTC	Richard Wilberforce	Secretary	Survey
Oxton Cricket & Sports Club	Kate Wiggett	Secretary	Survey
Pinewood LTC	Peter Graham	Secretary	Survey
Thorndale LTC	Barbara Flynn	Secretary	Survey
Thornton Hough Tennis Club	Manda Gillard	Secretary	Survey
Upton Victory Hall LTC	Sheila Ryde	Secretary	Survey

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Organisation	Name	Designation	Consultation
Wallasey Manor Tennis Club	Allison Lewis	Chairperson	Survey
Wirral Tennis & Leisure Centre	Chris Thelwall	Development Officer	Survey

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APPENDIX 4: TEAM GENERATION RATE COMPARISON

Compared to Wirral's nearest neighbour in terms of population (Sefton), based on population size, the following tables indicate the differences in Team Generation Rates with football, cricket and rugby union:

Football

Sefton:

Age group	Current population within age group	Current no. of teams	Team Generation Rate
Senior Mens (16-45)	45,915	129	1:356
Senior Women (16-45)	47,024	3	1:15675
Youth Boys (10-15)	8,991	236	1:38
Youth Girls (10-15)	8,721	19	1:459
Mini-Soccer Mixed (6-9)	11,384	195	1:58

Wirral:

Age group	Current population within age group (2012)	Current no. of teams	Team Generation Rate ³⁹	Future population within age group (2025)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (16-45)	55,113	91	1:606	53,276	88.0	0
Senior Women (16-45)	57,642	4	1:14,411	54,278	3.8	0
Youth Boys (10-15)	11,187	224	1:50	12,262	245.5	21.5
Youth Girls (10-15)	10,725	27	1:397	11,819	29.8	2.8
Mini-Soccer Mixed (6-9)	14,719	222	1:66	15,687	237.7	15.7

Overall Wirral has a higher population across all age bands. For example, there are a similar number of teams and therefore similar TGRs with the exception of adult male where Wirral is lower. The lower number of adult male teams against a higher population in Wirral results in the TGR being at 1:606 compared to 1:356 in Sefton.

³⁹ To note the TGR numbers have been rounded up within the report to the nearest number to allow for whole numbers.

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Cricket

Sefton:

Age group	Current population within age group	Current no. of teams	Team Generation Rate
Senior Mens (18-55)	62,373	43	1:1451
Senior Womens (18-55)	65,241	0	0
Junior Boys (7-17)	16,774	46	1:365
Junior Girls (7-17)	16,124	0	0

Wirral

Age group	Current population within age group (2012)	Current no. of teams	Team Generation Rate	Future population within age group (2025)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (18-55)	73,446	54	1:1360	67,588	49.7	0
Senior Womens (18-55)	78,242	1	1:78242	70,208	0.9	0
Junior Boys (7-17)	21,062	63	1:334	22,191	66.4	3.4
Junior Girls (7-17)	19,877	0	0	21,514	0	0

Wirral has a higher population and number of cricket teams apart from in senior women's cricket where Wirral has one team. The Team Generation Rates are similar within Sefton and Wirral.

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Rugby union

Sefton

Age group	Current population within age group	Current no. of teams	Team Generation Rate (2027)
Senior Mens (19-45)	40,752	9	1:4528
Senior Women (19-45)	42,049	3	1:14016
Junior Boys (13-18)	9,860	9	1:1096
Junior Girls (13-18)	9,524	2	1:4762
Mini rugby mixed (7-12)	16,866	12	1:1406

Wirral

Age group	Current population within age group (2012)	Current no. of teams	Team Generation Rate	Future population within age group (2025)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	48,831	31	1:1575	47,396	30.1	0
Senior Women (19-45)	51,866	3	1:17289	48,577	2.8	0
Junior Boys (13-18)	12,091	35	1:345	12,073	34.9	0
Junior Girls (13-18)	11,356	0	0	11,641	0.0	0.0
Mini rugby mixed (7-12)	21,460	51	1:421	23,741	56.4	5.4

Although the population is similar in Wirral and Sefton the number of teams is significantly within Wirral and thus generating different team numbers.