

Stroud Playing Pitch Strategy

Stage C: FINAL NEEDS ASSESSMENT REPORT

for

Stroud District Council



Section 1 Introduction

Section 2 Strategic Context

The Set of Needs Assessment documents comprises:

- Stage B Database
- Stage C Sections 1 and 2: Introduction and Strategic Context
- Stage C Section 3: Football
- Stage C Section 4: Cricket
- Stage C Section 5: Rugby
- Stage C Section 6: Hockey
- Stage C: Section 7: Tennis and Bowls
- Stage C: Section 8: Key Findings and Issues Report

May 2019



1 INTRODUCTION

Background

- 1.1 This Playing Pitch Strategy is one of a suite of reports covering Stroud District, commissioned by Stroud District Council as part of a wide assessment of Green Infrastructure, Open Space, Sport and Recreation Study within the District. The other elements are the Open Space and Green Infrastructure Study and the Indoor/Built Sports Facility Needs Assessment. Much of the text of these initial two sections is applicable to all studies but is repeated here to give context to the Playing Pitch Strategy.
- 1.2 The overarching intent of the wider study is to provide a robust audit and assessment evidence base of open space and sport and recreation areas set within a Green Infrastructure network, enabling a coherent strategy approach to policy and development. The overall objectives are to:
1. Protect the existing open space network;
 2. Enhance and improve the accessibility and quality of existing provision;
 3. Provide new open space to expand the network strategically;
 4. Create multifunctional strategic hubs of open space; and
 5. Work together to protect, deliver and effectively manage open space, green infrastructure, sport and recreation provision across the District.
- 1.3 The study will inform the review of the Stroud District Local Plan. The aim has been to complete the study to a standard, so that a robust and up-to-date assessment is provided that:
- is in conformity with relevant national guidance (including that of the government, and national agencies and organisations);
 - meets all of the requirements of the NPPF;
 - allows the Council to meet requirements arising from planned growth
 - enables the development of sound policy within the Local Plan Review;
 - provides an assessment in terms of quantity, quality and accessibility;
 - provides an assessment of the suitable uses for identified open spaces, the Council can identify areas of surplus and deficit in open space, sports and recreation facilities with regards to quantity, quality and accessibility;
 - ensures the Council has an up-to-date robust assessment of informal leisure, open space and other green infrastructure assets' requirements to meet the needs of the Local Plan Review;
 - provides mapping information to support any proposed Green Infrastructure network with the accompanying GI Strategy recommendations;
 - ensures the Council has a robust evidence base to:
 - a) negotiate and apply provision at the major growth sites that may be proposed through the Local Plan Review;

- b) inform the negotiation of public open space section 106 contributions with developers and use of CIL where appropriate; and
- c) inform the infrastructure requirements as part of the preparation by the Council of a revised Infrastructure Delivery Plan and potential future change work on CIL

The Playing Pitch Strategy

- 1.4 This PPS covers the sports of football, cricket, rugby and hockey and other sports making use of playing pitch areas such as lacrosse, softball, stoolball and American football. Consideration is given to the provision of all facilities that allow sports to be played, such as Synthetic Turf Pitches (referred to in this report as Artificial Grass Pitches or AGPs). This Playing Pitch Strategy also includes the sports of tennis and bowls.
- 1.5 Sport England has a prescribed methodology for local authorities to follow when producing playing pitch strategies. This Needs Assessment report has been carried out, and provides the evidence in, full compliance with this methodology and will form the basis for the development of the Strategy. The five stages and ten steps involved are set out below, with a review of the work to be carried out under each section as follows. The PPS will:
- provide a baseline for current and future supply and demand assessments, and also set out a vision with a strategic approach to pitch sport provision in the area in the short, medium and long term to 2036.
 - inform where future resources should be focused. It should help to implement the revised Local Plan and
 - ensure that proposed provision of sports pitch facilities will meet future demand and reflect sustainable development objectives.
- 1.6 More specifically, the Playing Pitch Strategy (PPS) should:
- Refer to, and be in general accordance with, relevant national (including the National Planning Policy Framework), regional, sub-regional and local policies and priorities.
 - Provide a clear picture of existing supply, surpluses, deficit and anticipated future demand for sport pitch facilities.
 - Assess current supply of publicly accessible facilities, incorporating quantitative and qualitative analysis, identifying possible future supply requirements, including broad location.
 - Make reference to provision of major sports pitch facilities immediately adjacent to the Local Plan area to ensure a full picture of local provision is available.
 - Consult with key established user groups such as local teams, NGBs, leagues and local education establishments to apply local feedback to contextualise the results.
 - Provide an evidence base for use in planning, investment and sports development decisions.
- 1.7 The sports of tennis, bowls and athletics have been analysed and assessed according to the Sport England methodology set out in 'Assessing Needs and Opportunities'.

Stage A: Prepare and tailor the approach (STEP 1)

1.8 The preliminary – Stage A - meeting was held on 10th May 2018. The Strategy Steering Group comprises the following:

Conrad Moore	Principal Planner, Stroud District Council
Jane Bullows	Sport and Health Development Manager, SDC
Hannah Drew	Sport and Health Development Officer
Rozelle Jachowicz	Public Space Officer, Community Services
Bob Sharples	Planning Manager, Sport England
Neil Higginson	Regional Clubs & Facilities Manager, ECB
Eric Woodmason	Clubs/Programme Officer, Gloucestershire Cricket Board
Matthew Boucher	Football Development Manager (Glos FA)
Liz Pill	Football Foundation
Jon Bendle	Area Facilities Manager, RFU
Neil Loader	Rugby Development Officer, Glos RFU
Joanna Hawley	Facilities Relationship Manager, England Hockey
Verity Langfield	Relationship Manager, England Hockey
Colin Corline (left post)	Regional Facilities Project Manager SW and Wales
James Deem	Regional Tennis Participation Manager
Tom Beasley	Active Gloucestershire

Stage B: Gather information and views on the supply of & demand for provision (STEPS 2 & 3)

1.9 This Needs Assessment builds up a clear picture of supply and demand for playing pitches in Stroud, and also provides an accurate assessment of the quality of pitches. This has been carried out in consultation with key stakeholders to ensure that their views help inform the subsequent strategy. In particular, it:

- presents the findings from the club surveys and direct consultation with clubs which were undertaken for each sport.
- presents a comprehensive, up to date audit of the quality, quantity and accessibility of pitches, assessing pitch quality using the templates agreed by each sport under the new methodology and in consultation with the Council, maintenance officers, other landowners and the respective National Governing Bodies.
- presents where there is any surplus or deficit in supply in relation to both current and anticipated future demand for pitches. This includes a district wide breakdown of which team is playing on which site and on which days/times. It identifies which pitches are being used to capacity, under capacity or over capacity and any pitches which are lapsed or disused.
- provides a clear picture of current artificial pitch provision reflecting the surface type, condition and usage, as well as a detailed breakdown of the priorities for each of the governing bodies for future artificial pitch provision.
- identifies the needs and demand for each of the different sports on each site through consultation with governing bodies, sports clubs and other stakeholders. In particular, consideration of future demand for newer forms of the sports (e.g. Junior and Youth sized pitches) and also possible surges in demand associated with major events
- makes reference to the provision of playing pitches immediately adjacent to the District

and highlights cross-boundary movements to ensure a full picture of local provision is available.

- Presents a full overview of pitches and usage on higher and further Education sites, secondary schools and primary schools where there is community use of pitches which can support and inform any future capital investment decisions.

1.10 The next stage of the process will be to develop recommendations about where improvements to pitch quality and/or type might allow pitches to be used to a fuller potential and deliver a positive impact on participations levels.

Stage C: Assess the supply and demand information and views (STEPS 4, 5 & 6)

1.11 In line with Sport England's Playing Pitch Guidance Stage C, this Needs Assessment document achieves an in depth understanding of playing pitch provision and the need for sport in the District using the supply and demand information and by assessing local views from stakeholders and service users in light of local and national information from new and existing documents including the following;

- The previous Stroud Playing Pitch Strategy (2004)
- Sport England Active People Survey
- Sport England Market Segmentation

1.12 Each section assesses the adequacy of facilities for the sports of football, cricket, rugby, and hockey giving:

- An overview of facility supply:
- An overview of demand
- The pattern of play
- A review of the capacity and adequacy of current provision for the sport across Stroud, including an understanding of activity at individual sites
- The future picture of provision

1.13 The following is encompassed within this Needs Assessment:

Step 4 (Understand the situation at individual sites)

- A breakdown of the up to date number of sites, pitches and clubs utilising each site in Stroud
- An overview of the key issues of provision and capacity for play available at the site (including comments from clubs about current condition and capacity of pavilions/support infrastructure)
- Consideration of where potential savings can be made by rationalisation of pitches and/or any sites which have asset transfer potential and/or consideration of which sites are most in need of investment (to be further developed at Stage D)

1.14 *Step 5 (Develop the current and future picture of provision):*

- An analysis of the current and future picture concerning the quality, quantity and accessibility of playing pitch provision across Stroud. This includes changing facilities linked to playing pitches, which is particularly important on multi pitch sites.
- An analysis of existing and potential future deficits in playing pitch provision, will help

inform local policies and the creation or enhancement of playing pitch provision required in relation to new development proposals.

- Scenarios can be run to anticipate future issues around provision. If necessary, these can be agreed with the relevant National Governing Bodies as part of the Stage C sign off.

1.15 *Step 6 (Identify the key findings and issues):*

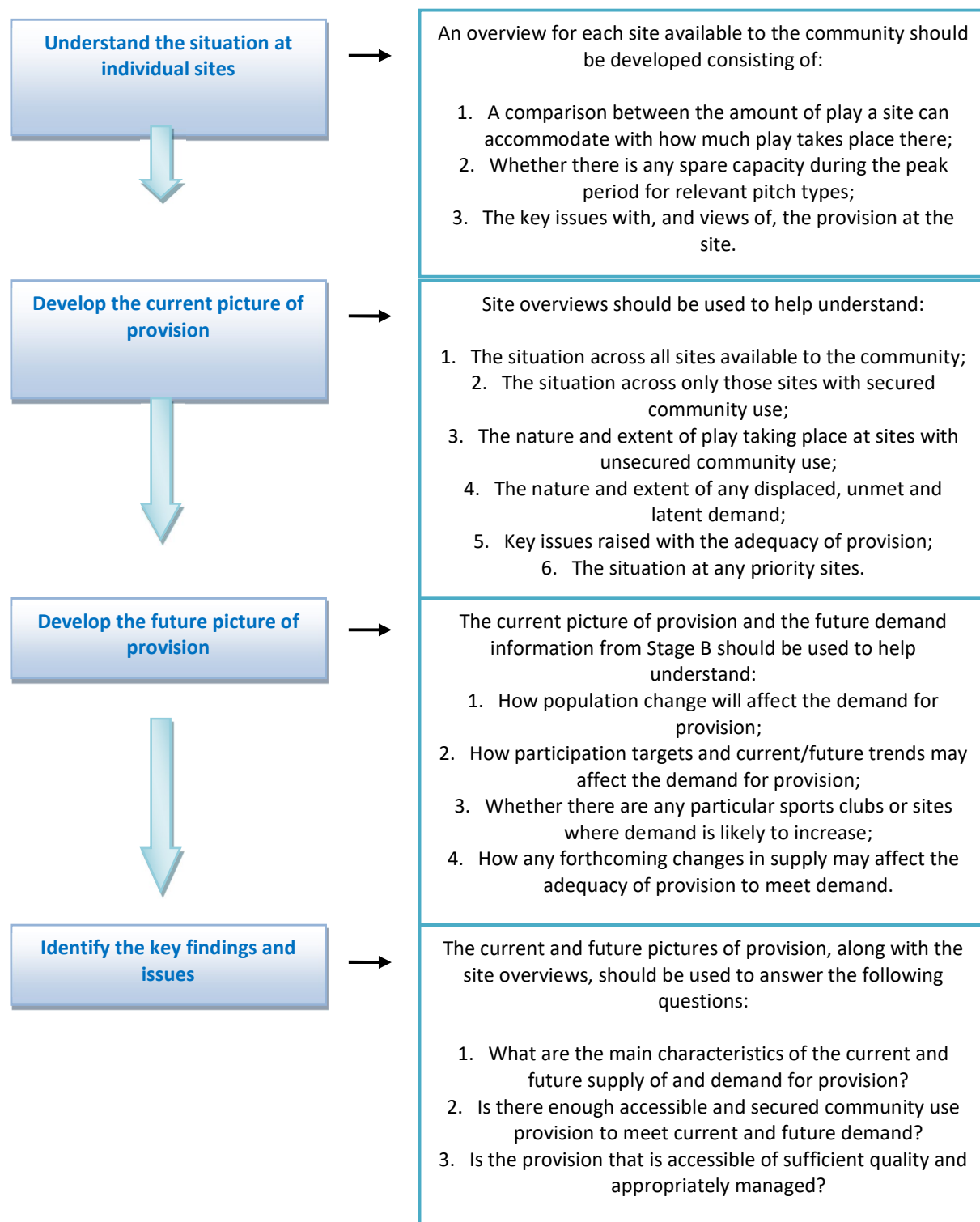
- Identification of key issues for supply and demand provision for Stroud, now and in the future, across the entire stock of playing pitches. This has included assessing the scope of current and possible future use of community sites such as school sites.

1.16 The following are also presented within Step 6 of the Sport England Methodology and these will be an outcome of the Stage C Discussion and sign off:

- Identification of strategic priorities for investment for each of the sports subject to this analysis in Stroud, to provide evidence and support for bids to external funders and investment decisions.
- The provision of recommendations to ensure the most efficient management and maintenance of playing pitch provision, including a review of existing artificial pitch provision, consideration of where artificial pitches may offer wider development and capacity benefits to natural turf pitches, and identifying shared priorities among Governing Bodies.

1.17 Figure 1.1 below sets out detail of the process used to analyse the adequacy of provision.

Figure 1.1 – Overview of the Assessment Process



Stage D: Develop the Strategy (STEPS 7 & 8)

1.18 This stage will follow the sign off of this Needs Assessment document and will involve the drafting of a comprehensive Playing Pitch Strategy for Stroud in particular by (but not limited to):

- Delivering recommendations supported by evidence to allow Council officers and partners to review the Playing Pitch Strategy draft.
- The recommendations should be presented in a district wide context, along with any other breakdowns that might become apparent as being of significant relevance or interest, as agreed at the end of Stage B.
- The recommendations should also include setting out clear options for the future that can be used to inform the vision, development and the promotion and provision of sport in Stroud in the short, medium and long term.
- Recommend specific action plans for each site, considering both sport specific and multi-sport options where appropriate.

1.19 **Step 7** comprises the development of the recommendations and action plan (as above)

1.20 **Step 8** involves writing and adopting the strategy encompassing the following tasks:

- Draft the strategy document
- Seek comments on the draft strategy from the steering group and NGBs
- Finalise the draft strategy
- Carry out wider consultation
- Amend strategy following consultation; provide final version

Stage E: Deliver the strategy and keep it robust and up to date (STEPS 9 & 10)

1.21 For this we need to:

- Ensure the Steering Group is clear on how the strategy applies to their area of work
- Establish an approach to regular review & monitoring
- Begin delivering the strategy & monitoring the action plan
- Implement an approach to reviewing the strategy

Assessing Needs and Opportunities

1.22 The assessment of need for tennis and bowls falls within the Sport England guide 'Assessment of Needs and Opportunities Guide' (ANOG) methodology, which advocates a broad approach to be undertaken looking at supply and demand and considering need in terms of:

- **Quantity** - what facilities there are in the area, how many are there?
- **Quality** – how good are they in terms of condition and being 'fit for purpose'?
- **Accessibility** - where they are located?
- **Availability** - how available are they? (The degree of 'availability' is analogous to the level of 'Community Use' under the Playing Pitch Strategy guidance..)

ANOG states that it is only by understanding all these elements together and their inter-relationship that a rounded view can be obtained of the supply and demand for facilities in an area. As also advocated by ANOG extensive consultation has been undertaken to inform the analysis. Questionnaire surveys were undertaken:

- A residents' sample survey.¹
- Surveys of national governing bodies of sport and local clubs.
- A survey of parish councils and schools.

Discussions were also undertaken with key Borough Council officers and representatives of other relevant agencies and organisations.

Other relevant policies and assessments undertaken on behalf of the Council have also been reviewed as part of a trawl for relevant information and data. (Such documents will be mentioned at appropriate points within this report).

The assessment has also been informed by the use of analytical techniques, which include Sport England on-line analytical tools such as the Facility Planning Calculator (FPM), Active Lives (AL), Active People Surveys (APS), and Market Segmentation (MS).

Key Deliverables

1.23 The research and analysis contained within this Needs Assessment, and the accompanying recommendations will inform the updated Playing Pitch Strategy. This will be a public document and will be used in conjunction with other evidence to inform policy makers across planning, facility management and maintenance, individual sports and the education sector, as well as to support applications for external funding for priority sites.

1.24 The strategy will be prepared in consultation with SDC officers and partners, and the recommendations provided will be backed with evidence and outline the impact of each recommendation in developing the Playing Pitch Strategy. This Strategy document will have clear sport, area and site specific recommendations and a prioritised action plan. It will give advice concerning solutions and policy development to address quantitative and qualitative deficiencies and underused/unused provision.

1.25 There was an excellent response rate to the pitch sports' clubs' surveys. Direct contact, either through a completed survey form or phone call was made:

Football	47 out of 54 clubs	(87%) representing 225 out of 238 teams (95%)
Cricket	28 clubs	representing 104 teams (100%)
Rugby	6 clubs	representing 61 teams (100%)
Hockey	4 clubs	representing 20 teams (100%)

1.26 The proposed timetable and plan for the project is set out below:

¹ A questionnaire survey was therefore designed by Ethos and agreed by the District Council. It was distributed to a random sample of 4000 households. In addition, an online version was promoted by the Council. Respondents were asked to respond to provide a view on behalf of their household, rather than simply as individuals. 516 surveys were completed. The total number of people represented through the household survey was 1,135 and the average household size of the households was 2.2 – slightly lower than the UK average and Stroud District as a whole

2 STRATEGIC CONTEXT, POPULATION AND SPORTS PARTICIPATION

- 2.1 An understanding of the local strategic context, population and sports participation trends is essential in order to ensure that the assessment and strategy is tailored to the characteristics, profile and aspirations for the local area.
- 2.2 This section therefore briefly summarises the key policies that impact upon the preparation of this assessment and strategy and provides an overview of the demographics and sports participation trends of the Area, and assesses the impact of this on demand for pitch sports. It provides an overview only - sport specific issues and participation is discussed in Sections 3 – 7.
- 2.3 As appropriate, the report examines provision at both the District-wide and at 8 individual local ‘clusters’. Given the geographical spread of the District, it is essential for the assessment to provide this two-tier insight.

Strategic Context

- 2.4 The National Planning Policy Framework (NPPF)² (revised July 2018) details three overarching objectives required to achieving sustainable development: economic, social and environmental. These dimensions should provide a framework and shape the approach to assessing public open space, green infrastructure, sport and recreation. It sets out the Government’s planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. The NPPF contains the following references that relate to green infrastructure, open spaces and recreation:
- 2.5 The NPPF states that Strategic policies should set out an overall strategy for the pattern, scale and quality of development, and make sufficient provision³ for:
- housing (including affordable housing), employment, retail, leisure and other commercial development;
 - infrastructure for transport, telecommunications, security, waste management, water supply, wastewater, flood risk and coastal change management, and the provision of minerals and energy (including heat);
 - community facilities (such as health, education and cultural infrastructure); and,
 - conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation.
- 2.6 The NPPF specifies that Non-strategic policies should be used by local planning authorities and communities to set out more detailed policies for specific areas, neighbourhoods or types of development. This can include allocating sites, the provision of infrastructure and community facilities at a local level, establishing design principles, conserving and enhancing the natural and historic environment and setting out other development management policies.

² National Planning Policy Framework (July 2018) paragraph 8.

³ In line with the presumption in favour of sustainable development.

- 2.7 *Neighbourhood planning* gives communities the power to develop a shared vision for their area. Neighbourhood plans can shape, direct and help to deliver sustainable development, by influencing local planning decisions as part of the statutory development plan.
- 2.8 *The NPPF requires that planning policies and decisions should aim to achieve healthy, inclusive and safe places which:*
- promote social interaction;
 - are safe and accessible; and,
 - enable and support healthy lifestyles, especially where this would address identified local health and well-being needs.
- 2.9 To provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should:
- plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments;
 - take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community;
 - guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs;
 - ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community; and
 - ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.
- 2.10 In respect of *open space and recreation*, the NPPF states that "Access to a network of high-quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.
- Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:
- an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
 - the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
 - the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

- 2.11 Planning policies and decisions should protect and enhance public rights of way and access, including taking opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails.
- 2.12 The designation of land as Local Green Space through local and neighbourhood plans allows communities to identify and protect green areas of particular importance to them. Designating land as Local Green Space should be consistent with the local planning of sustainable development and complement investment in sufficient homes, jobs and other essential services. Local Green Spaces should only be designated when a plan is prepared or updated, and be capable of enduring beyond the end of the plan period.
- 2.13 The Local Green Space designation should only be used where the green space is:
- in reasonably close proximity to the community it serves;
 - demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and,
 - local in character and is not an extensive tract of land.
- 2.14 In relation to promoting *sustainable transport* the NPPF states inter alia that, “opportunities to promote walking, cycling and public transport use are identified and pursued”.
- 2.15 Paragraph 74 states that:
- ‘Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:*
- *An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements, or*
 - *The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or*
 - *The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.’*
- 2.16 The NPPF requires that planning policies are based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision are required. The guidance refers local authorities to Sport England’s guidance on how to assess the need for sport and recreation facilities.
- 2.17 Sport England has been a statutory consultee on planning applications affecting playing pitches since 1996 and has a long established policy of retention, which is the precursor to the National Planning Policy Framework guidance above. Sport England also advises that informed decisions on playing pitch matters require all local authorities to have an

up to date assessment of need and a strategy emanating from this. Sport England recommend that a strategy is monitored and updated annually and refreshed every three years.

2.18 Other national strategic documents of relevance comprise:

Sporting Future - A New Strategy for an Active Nation

2.19 This cross-government strategy seeks to address flat-lining levels of sport participation and high levels of inactivity in this country. Through this strategy, government is redefining what success in sport means, with a new focus on five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. In future, funding decisions will be made on the basis of the outcomes that sport and physical activity can deliver.

2.20 It is government's ambition that all relevant departments work closer together to create a more physically active nation, where children and young people enjoy the best sporting opportunities available and people of all ages and backgrounds can enjoy the many benefits that sport and physical activity bring, at every stage in their lives.

2.21 Government is reaffirming its commitment to Olympic and Paralympic success but also extending that ambition to non-Olympic sports where it will support success through grassroots investment in those sports, and by sharing UK Sport's knowledge and expertise. The strategy outlines what is expected of the sector to deliver this vision, and how the government will support it in getting there.

2.22 Public investment into community sport is to reach children as young as five years of age, as part of the strategy. The move will see Sport England's remit changed from investing in sport for those aged 14 and over to supporting people from five years old right through to pensioners, in a bid to create a more active nation. Investment will be targeted at sport projects that have a meaningful, measurable impact on how they are improving people's lives – from helping young people gain skills to get into work, to tackling social inclusion and improving physical and mental health.

2.23 Funding will also be targeted at groups who have low participation rates to encourage those who do not take part in sport and physical activity to get involved. This includes supporting women, disabled people, those in lower socio-economic groups and older people. Sport England has established a fund to get inactive people physically active and will support and measure participation in sport and wider physical activity going forward.

Sport England Strategy – 'Towards an Active Nation' 2016-2021

2.24 In response to the Government's strategy, Sport England's new strategy vision is that everyone in England, regardless of age, background or ability, feels able to take part in sport or activity. Sport England's new vision and its supporting aims will therefore contribute to achieving the government's. Key features of the new Strategy are:

- Dedicated funding to get children and young people active from the age of five, including a new fund for family-based activities and offering training to at least two teachers in every secondary school in England to help them better meet the needs of all children, irrespective of their level of sporting ability.
 - Working with the sport sector to put customers at the heart of everything they do, and using the principles of behaviour change to inform their work.
 - Piloting new ways of working locally by investing in up to 10 places in England – a mix of urban and rural areas.
 - Investing up to £30m in a new volunteering strategy, enabling more people to get the benefits of volunteering and attracting a new, more diverse range of volunteers.
 - Helping sport keep pace with the digital expectations of customers – making it as easy to book a badminton court as a hotel room.
 - Working closely with governing bodies of sport and others who support people who already play regularly, to help them become more efficient, sustainable and diversify their sources of funding.
- 2.25 With respect to the final bullet point (above) a projected 38% of Sport England controlled investment will be directed through the National Governing Bodies of Sport. This is the largest of Sport England’s funding programmes.
- 2.26 In addition to the above, there are several National Governing Body (NGB (of sport)) strategies that set out medium to longer-term aspirations for the growth of sports concerned, and which will have relevance to this study. NGBs will have been guided by their own national strategies in responding to the consultation underpinning this assessment. With reference to the PPS, these comprise in particular:
- The FA National Game Strategy for Participation and Development 2018-2021
 - English Cricket Board: ‘Inspiring Generations - Strategy Document January 2019’.
 - The Rugby Football Union Strategic Plan 2017 - 2021
 - England Hockey Strategy ' A Nation where Hockey Matters' 2017 - 2021

Local Context

- 2.27 The District covers an area of approximately 45,325 hectares (about 175 square miles). Stroud lies about 20 miles north of Bristol and immediately south of Gloucester and Cheltenham. The District shares boundaries with Cotswold District, Gloucester City, Tewkesbury Borough and the unitary authority of South Gloucestershire. To the west is the Forest of Dean, which sits on the opposite bank of the River Severn estuary.
- 2.28 Much of the eastern half of the District falls into the Cotswold Area of Outstanding Natural Beauty (AONB), which covers just over 50% of the District’s total land area. The western half of the District, characterised by the low-lying landscape of the Severn Vale, is bounded by the Severn Estuary and includes extensive areas of land liable to flooding which extend eastwards along the river corridors within the Stroud Valleys. The District contains internationally important wildlife sites at the Severn Estuary, at Rodborough

Common south of Stroud and at beech woodland straddling the north eastern boundary of the District with Tewkesbury District.

- 2.29 The main town, Stroud, acts as the focal point of the wider functional urban area within the Stroud Valleys. The Valleys are home to some 49,000 people (just over 40% of the District's population), including just under 6,000 in the town of Nailsworth. Stroud town is the District's largest commercial centre. With the Gloucester-London main railway line running through it, Stroud has easy rail access to the north and east, including to Birmingham and London; junction 13 of the M5 lies five miles to the west of the town centre.
- 2.30 Towards the south of the District lie the towns of Cam and Dursley (population approximately 15,000), which jointly act as a focus for the South Vale area. Cam and Dursley has a rail station on the Bristol-Birmingham main railway line. Stonehouse (just under 8,000 people) lies just outside the topographical Stroud Valleys (3.5 miles west of Stroud), but the town functions as part of this urban area. Close to the M5 junction 13, Stonehouse also benefits from a rail station on the Gloucester- London line.
- 2.31 To the north of the District, Hardwicke (just under 4,000 people) forms part of the Gloucester urban area. The remaining countryside areas of the District are mainly used for agriculture and contain a large number of smaller towns, villages and hamlets. The population of Stroud District has increased by more than the national average.
- 2.32 Figure 2.1 shows the boundaries of the 8 'local clusters' that will be the basis of sub-district analyses and recommendations within this report. These clusters are used in the current local plan. The clusters are comprised as follows:

Berkeley Cluster (population 2013: 6,716)

- Town Council: Berkeley
- Parish Councils: Alkington, Ham and Stone, Hamfallow, Hinton, Slimbridge

Cam/Dursley Cluster (population 2013: 17,638)

- Town Council: Dursley;
- Parish Councils: Cam, Coaley, Dursley, Nympsfield, Owlpen, Stinchcombe, Uley

Cotswold Fringe Cluster (population 2013: 6,300)

- Parish Councils: Bisley-with-Lypiatt, Cranham, Miserden, Painswick, Pitchcombe

Gloucester Fringe Cluster (population 2013: 7,124)

- Parish Councils: Brookthorpe-with-Whaddon, Hardwicke, Harescombe, Haresfield, Upton St Leonards

Severn Vale Cluster (population 2013: 4,128)

- Parish Councils: Arlingham, Elmore Frampton-on-Severn, Fretherne-with-Saul, Longney & Epney, Moreton Valance, Whitminster

Stonehouse Fringe Cluster (population 2013: 11,912)

- Town Council: Stonehouse
- Parish Councils: Eastington, Frocester, Kings Stanley, Leonard Stanley, Standish

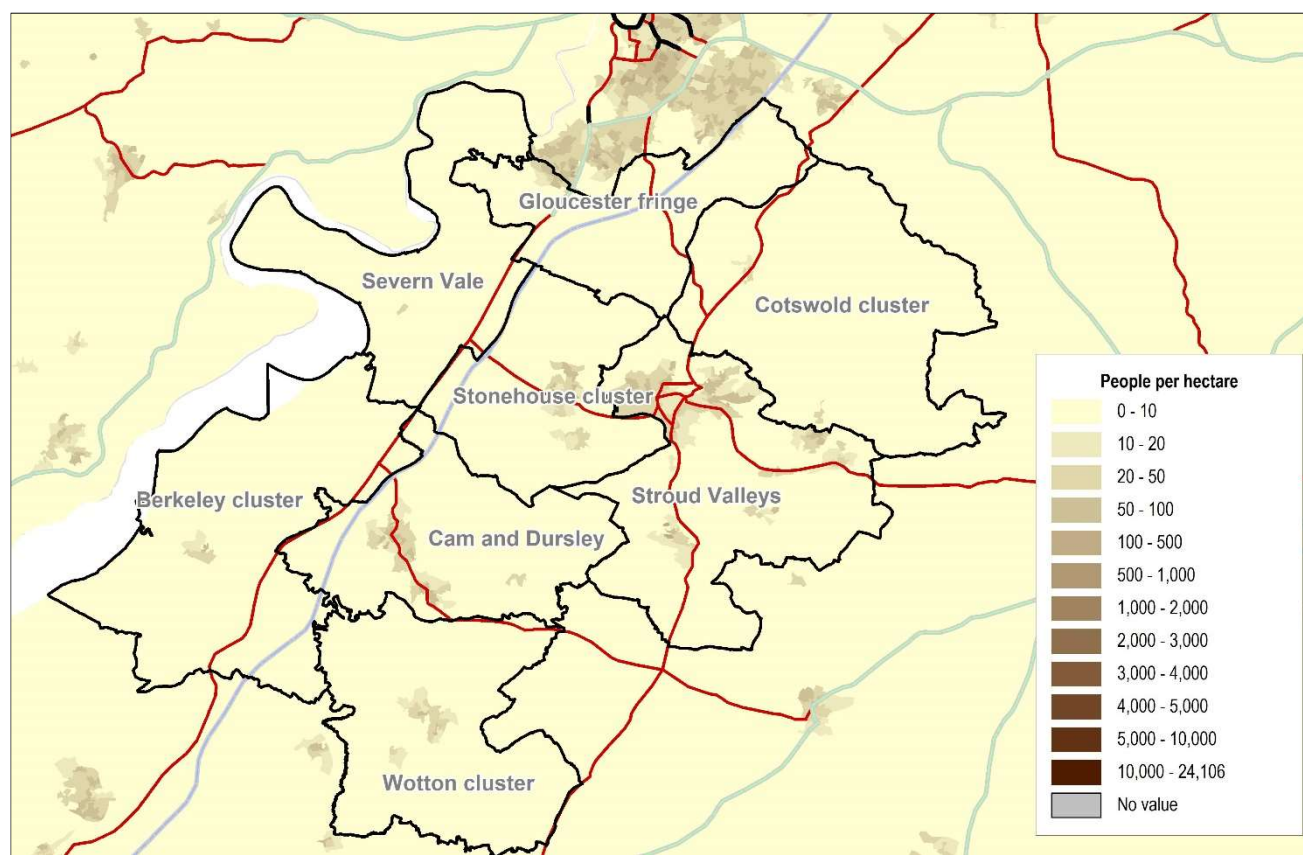
Stroud Valleys Cluster (population 2013: 48,788)

- Town Councils: Nailsworth and Stroud
- Parish Councils: Brimscombe and Thrupp, Cainscross, Chalford, Horsley, Minchinhampton, Nailsworth, Randwick and Westrip, Rodborough, Stroud, Whiteshill and Ruscombe, Woodchester

Wotton Cluster (population 2013: 8,606)

- Town Council: Wotton under Edge
- Parish Councils: Alderley, Hillesley & Tresham, Kingswood, North Nibley, Wotton under Edge

See map - Figure 2.1: Stroud District – (produced as part of Built Facilities Strategy)



Population Profile and Trends and Participation in Sport

2.33 An understanding of population trends and overall participation in sport underpins the evaluation of the adequacy of facilities for football, cricket, rugby, hockey, tennis and bowls in later sections. It provides an understanding of potential participation and latent demand

as well as current levels of participation in sport and physical activity. As such, it provides an important context for playing pitch provision.

2.34 This summary of key issues and trends draws on the findings from the Sport England Active People surveys and Sport England’s Market Segmentation tool.

- Population trends: What are the population trends in Stroud and what does this mean for pitch sports participation?
- Sports Participation trends: what are the overall trends in participation, how are these changing and what does this mean for pitch sports participation?
- What is the sporting profile of participants in Stroud and where do they live: Using the Sport England market segmentation data to set out a sports and spatial profile of the most dominant population groups in Stroud. How do pitch sports rank in the importance and the amount of sports played by these groups?

2.35 The theoretical information summarised in this section will then be used to inform the sport specific assessments set out in Sections 3 to 7.

POPULATION PROFILE AND TRENDS – STROUD

2.36 The Playing Pitch Strategy has to calculate ‘Team Generation Rates’ for each of the main pitch sports, and to do this population projections are required for different age and gender categories, depending on the specific requirements of the pitch sport governing bodies. These are looked at further under ‘Future Demand’ in each sport section

2.37 The table below shows the forecasted population change in the Stroud Study Area for each year from 2018 to 2040, which is the end date for the Playing Pitch Strategy. This shows a forecasted population growth of some 16,355 or 13.7% in the period to 2040.

Table 2.1: 2016 based Population Projections for Stroud Study Area 2018-2040

Year	Population	Year	Population
2018	119074	2030	129255
2019	119932	2031	129951
2020	120840	2032	130632
2021	121758	2033	131301
2022	122681	2034	131950
2023	123583	2035	132574
2024	124487	2036	133182
2025	125353	2037	133766
2026	126186	2038	134330
2027	126987	2039	134881
2028	127763	2040	135429
2029	128523		

Source: Office of National Statistics, 2016-based subnational population projections, published 24 May 2018

2.38 Looking in more detail at these population projections, Table 2.2 below shows the most up to date forecasted population change in Stroud by age group for the next 22 years (2018-2040).

Table 2.2: ONS Population Projections for Stroud Study Area by age group: 2018-2040

Age Group	2018	2040	Change 2018- 2040	% Change 2018- 2040
0-4	6005	6443	438	7.3%
5-9	7028	7118	90	1.3%
10-14	7049	7724	675	9.6%
15-19	6374	7334	960	15.1%
20-24	4940	5092	152	3.1%
25-29	5757	5987	230	4.0%
30-34	5994	6448	454	7.6%
35-39	6628	6644	16	0.2%
40-44	7298	7953	655	9.0%
45-49	9062	8824	-238	-2.6%
50-54	9350	8944	-406	-4.3%
55-59	8949	8622	-327	-3.7%
60-64	7875	8176	301	3.8%
65-69	7599	8993	1394	18.3%
70-74	7242	9256	2014	27.8%
75-79	5027	8397	3370	67.0%
80-84	3642	6369	2727	74.9%
85+	3255	7107	3852	118.3%
Total Pop.	119074	135429	16355	13.7%

Source: ONS, 2016-based subnational population projections, published 24 May 2018

2.39 If these changes are analysed by age groups, the following pertains:

- The total population of Stroud District is predicted to increase by 16,355 (13.7%) over the 22 year period 2018-2040
- Under the age of 45, the age groups showing the greatest increase in percentage terms are 15-19 years old (15.1%), 10-14 year olds (9.6%) and 40-44 years old (9.0%).
- All other age groups under age 60 years will show a small relative increase with the exception of age groups between 45 and 59 years whose numbers are predicted to fall.
- The 60 – 74 years age group and 75 years plus are predicted to increase by 16.3% (3,709 people) and 83.4% (9,949 people) respectively
- An ageing population of this scale presents enormous challenges for health and caring services, particularly in rural areas where access to transport, services and everyday activities is difficult.

2.40 Ethnic minorities make up 2.1% of the total population of the district. This is lower than county (4.6%) and national (14.6%) averages. Residents of the District have a good life

expectancy; for males, this is 79.9 years and 82.8 years for females which is similar to the county average, and generally higher than the national average.

Sports Participation in the Pitch Sport Age Groups:

2.41 If these changes are analysed in accordance with the different age groups that generally take part in different pitch sports, the situation is expected to be as follows:

Table 2.3: Population Change in Stroud by Pitch Sport Age Groups: 2018-2040

Age group	Population 2018	Population 2040	Change 2018-2040	% Change 2018-2040
Mini pitch sports (5-9)	7028	7118	90	1.3%
Youth/junior pitch sports (10-19)	13423	15058	1635	12.2%
Adult pitch sports (20-34)	16692	17526	834	5.0%
Adult pitch sports (35-45)	15646	16313	667	4.3%
Adult pitch sports (46-54)	16691	16052	-639	-3.8%
Adult pitch sports (55-69)	24423	25791	1368	5.6%
Overall 'active participation' age groups (5-69)	93903	97857	3954	4.2%

Source: ONS, 2016-based subnational population projections, published 24 May 2018

2.42 It can be seen from the above analysis of ONS population projections for Stroud that:

- Whilst the overall population of Stroud District is predicted to increase by 16,355 (13.7%) over the 22 year period 2018-2040, the number of people in the overall 'active participation' age group (5-69 years) is also projected to increase, but at a lower rate (i.e. by 3,954 or 4.2%).
- The age group within the 'active participation' group that is projected to see the greatest increase in numbers in the period to 2040 is the 10-19 years age group (youth/junior pitch sports), which is predicted to increase by 12.2%.
- The main age band for adult pitch sports (20 – 34 years) is predicted to show an increase of 5%.
- The age group predicted to see a decline in numbers in the period to 2040 is the 46-54 years age group (adult and vets pitch sports) by -3.8%.
- The implications of these projected changes are explored further within the 'Future Demand' sections for each individual pitch sport.

Participation by adults⁴ in physical activity, affluence, and deprivation

2.43 For 10 years the Sport England Active People surveys ran annual sample surveys of adults (16+ years) and information from these surveys is presented later in this report. Further details of the Active People Surveys (APS) are contained in Appendix 2.

⁴ Participation by children in physical activity is not considered here, but will be covered in a forthcoming initiative commissioned by Sport England "Active Lives: Children and Young People".

- 2.44 The sequence of surveys reached Active People year 10 (AP10), and has now been discontinued, and replaced by an Active Lives Survey in 2016 (see also Appendix 2). Active Lives is also a regular survey of adult activity, but asks slightly different questions, and uses a different methodology compared with Active People. As at the time of preparing this report, Active Lives had only been running for 2 years, so not enabling meaningful comparison between results over a useful time sequence. For this assessment, use has therefore been made of both surveys.
- 2.45 Research has shown that there is a high correlation between levels of deprivation, and participation levels in sport and recreation. (i.e. the more deprived an area the lower the tendency for residents in those areas to participate, and vice versa). The analysis has been mapped for the Built Facilities Assessment and indicates that there is some association between low physical activity levels and higher incidences of deprivation within the District, around for example, some parts of the Cam and Dursley area.

Anticipated distribution of housing growth (2018-2040)

- 2.46 What the above ONS projections do not take into account is the impact of planned new growth allocated within the emerging new Local Plan up to 2040.
- 2.47 The Stroud District Local Plan identifies the housing, employment, retail and community development that is required to meet local needs up until 2031. It sets out the strategy for distributing development within the District and policies for protecting and conserving the natural and built environment. The District Council started the process of reviewing the current Local Plan last year.
- 2.48 Following consultation, and committee resolution the Council's preferred growth strategy for meeting development needs over the next 20 years comprises the following:
- The strategy will concentrate housing growth at the main towns of Cam and Dursley, Stonehouse and Stroud, where there is best access to services, facilities, jobs and infrastructure.
 - Housing and employment growth will also be centred at two new settlements at Sharpness and at Wisloe within the Severn Vale (A38/M5 corridor) where there is the potential to create new sustainable communities along garden village principles. Further strategic employment growth will also be concentrated at accessible locations within the A38/M5 corridor.
 - In order to meet wider development needs and to support and improve existing services and facilities at smaller towns and larger villages, lesser levels of growth will be delivered at the local service centres of Berkeley, Minchinhampton, Nailsworth and Painswick.
 - Limited further growth will be delivered at the villages of Brimscombe, Chalford, Kings Stanley, Kingswood, Leonard Stanley, Manor Village and Thrupp which have a range of local facilities and which benefit from good transport links, or which have the potential to develop better transport links, to strategic facilities at the nearby towns of Stroud and at Wotton-under-Edge, where growth potential is limited by environmental constraints.
 - Further infill development to maximise the use of brownfield land will be supported at these and other settlements within settlement development limits
- 2.49 Following consultation between the consultants and Council Officers, the following figures have been agreed regarding housing growth figures on a cluster basis for the period of this Strategy.

Table 2.4 Projected housing growth and estimated population over life of the Strategy

Cluster	Housing figures	growth	Additional population accrued*
Berkeley	3343		7690
Cam/Dursley	1489		3425
Cotwold Fringe	94		217
Gloucester Fringe	1646		3785
Severn Vale	95		219
Stonehouse	1848		4251
Stroud Valleys	1669		3839
Wotton	198		455
District Total	10383		23881

**The mid-2016 total population estimate for SDC in 2018 (119,074 (say 119,100)) divided by the mid-2016 based corresponding estimate for households (51k) equals 2.33 as an average household size. The corresponding figure for the 2036 time horizon is 2.257; and, only very slightly less (2.256) for the 2040 time horizon. 2.3 is a compromise between all three of the above.*

ADULT PARTICIPATION IN SPORT

Active Lives and Active People

- 2.50 The Active Lives Survey is Sport England’s latest way of measuring sport and activity across England and replaces the Active People Survey. As well as measuring sporting participation, it provides a measure of some of the Key Performance Indicators (KPI) identified in the Government’s strategy ‘Sporting Future’ and is able to give a much more nuanced understanding of behaviour.
- 2.51 The Active Lives Survey started in November 2015, the latest published data is up to May 2018 (released October 2018) and shows comparative levels of activity as follows:

Table 2.5 Active Lives data for Stroud

Adults (16 Years+)	Inactive (<30 mins a week)	Fairly Active (30-149 mins a week)	Active (>150 mins a week)
Stroud District	20.4%	12.2%	67.5%
Gloucestershire	22.7%	12.1%	65.2%
England	25.2%	12.5%	62.3%

Source: www.sportengland.org/media/13563/active-lives-adult-may-17-18-report.pdf

- 2.52 The last available APS results (APS10) covered the period from October 2015 to September 2016 (when it was replaced by Active Lives). An analysis of the Active People data from 2005-2016 is provided by Sport England in a series of Local Sports Profiles which are available for each local authority area in England (<https://www.sportengland.org/research/about-our-research/active-people-survey/>). These profiles form the basis of the following summary of sports participation in Stroud.

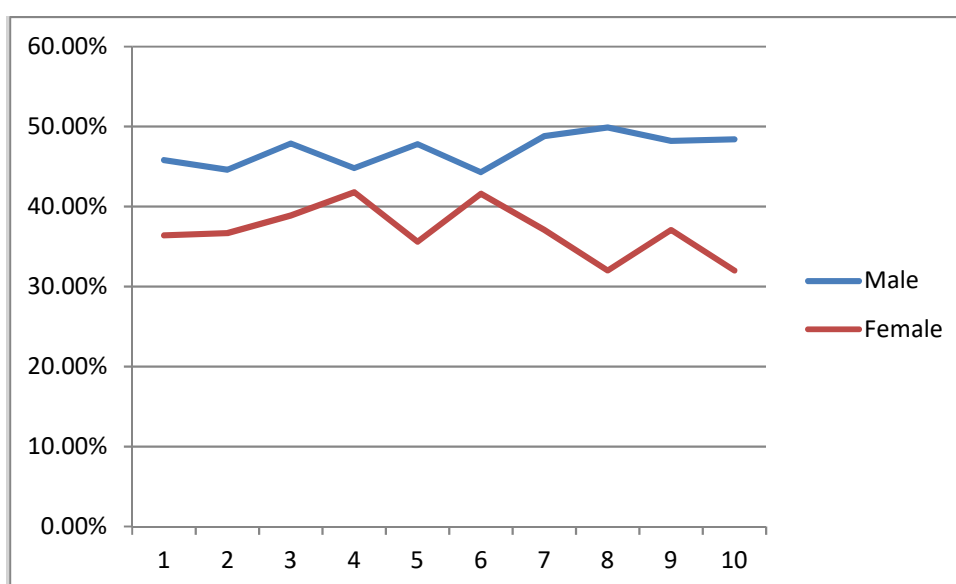
Table 2.6: Active People: Stroud

Adult (16+) Participation in Sport (at least once a week), by year			
Active People Survey and Year	Stroud	Gloucestershire	England
APS7 - 2012/13	39.1%	37.3%	36.6%
APS8 – 2013/14	41.8%	35.7%	36.1%
APS9 - 2014/2015	40.9%	37.3%	35.8%
APS10 - 2015/16	40.0%	38.7%	36.1%
Source: Active People Survey, Year: 2005/06 (APS1), to 2015/16 (APS10Q2) Measure: Adult participation, aged 16+ ^ 1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)			

2.54 The above survey data shows the following:

- Over the last four years of the Active People Survey, between 2012 and 2016, once a week sports participation in Stroud increased from 39.1% to 40.0%.
- In the same period, overall participation rates in Stroud were greater than those recorded for both Gloucestershire and England

2.55 The 2015/16 (APS10) survey shows that adult male sports participation rates (48.4%) in Stroud were much higher than female (32%). The overall downward trend in sports participation rates in Stroud amongst women suggests that there is a need to develop targeted policies and proposals aimed at increasing participation in sport and active recreation in the District.



Market Segmentation

2.56 Sport England’s market segmentation tool has been designed to help understand the life stages and attitudes of different population groups – and the sporting interventions most likely to engage them.

2.57 The market segmentation data builds on the results of Sport England’s Active People survey, the Department of Culture, Media and Sport’s Taking Part survey, and the Mosaic tool from Experian. From this data it is possible to:

- present a picture of the dominant social groups in a given local authority area;
- estimate the proportion of the population within each market segment group that *do* participate in specific sports and how this compares to county, regional and national figures; and
- estimate how many people *would like* to participate (or participate more) in specific sports.

2.58 The table below shows the percentage rates of the Stroud population that fall into each of the 19 sports market segmentation groups, together with regional and national comparisons.

Table 2.7: Market Segmentation in Stroud

	Stroud 2016/17	South West 2016/17	England 2016/17
Tim (Settling Down Males)	11.1	9.2	8.8
Philip (Comfortable Mid Life Males)	10.7	9.7	8.6
Elaine (Empty Nest Career Ladies)	8.2	7.0	6.1
Ralph and Phyllis (Comfortable Retired Couples)	8.1	6.2	4.2
Roger and Joy (Early Retirement Couples)	8.0	8.6	6.8
Elsie and Arnold (Retirement Home Singles)	6.8	8.3	8.0
Chloe (Fitness Class Friends)	6.1	4.8	4.7
Helena (Career Focused Females)	5.7	4.9	4.5
Ben (Competitive Male Urbanites)	5.6	5.0	4.9
Alison (Stay at home Mums)	5.1	4.4	4.4
Jackie (Middle England Mums)	4.4	4.9	4.9
Frank (Twilight Year Gents)	3.7	4.4	4.0
Kev (Pub League Team Mates)	3.0	3.9	5.9
Brenda (Older Working Women)	2.9	3.5	4.9
Jamie (Sports Team Drinkers)	2.7	4.5	5.4
Terry (Local Old Boys)	2.4	2.9	3.7
Leanne (Supportive Singles)	2.3	3.7	4.3
Paula (Stretched Single Mums)	2.0	2.6	3.7
Norma (Later Life Ladies)	1.1	1.5	2.1

2.59 The table above and the charts below show that the dominant market segmentation groups in Stroud are:

Tim: Sporty male professionals, settling down with partner

- Tim is an active type that takes part in sport on a regular basis.
- The top sports that Tim participates in are cycling (21% of this segment take part in cycling compared to 9% of all adults); 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim.

Philip: *Mid-life professional, sporty males with older children*

- Sporting activity levels are above the national average.
- The top sports that Philip participates in are: cycling, 16% of this segment do this at least once a month, almost double the national average.
- Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average.

Elaine: *Empty nest career ladies*

- Sporting activity levels are constant with the national average.
- The top sports that Elaine participates in are: Keep fit/gym, 21% of this segment do this at least once a month, swimming and cycling

Ralph & Phyllis: *Retired couples enjoying active and comfortable life styles*

- Ralph & Phyllis are less active than the average adult, but sportier than other segments of the same age group.
- Ralph & Phyllis’ top sports are keep fit/gym, swimming. Golf, bowls and cycling

Roger and Joy: *Early retirement couples*

- Sporting activity levels are slightly the national average.
- The top sports that Roger & Joy participate in are: keep fit/gym, where 13% of this segment do this at least once a month.

Elsie and Arnold: *Retirement Home Singles*

- Much less active than the average adult population.
- Due to their age group, they (obviously) do not exert any demand for playing pitches.

2.60 The above 6 segments represent 53% of Stroud’s population compared to less than 43% of England’s population.

Figure 2.3: Numbers of Individuals within each market segment in Stroud District

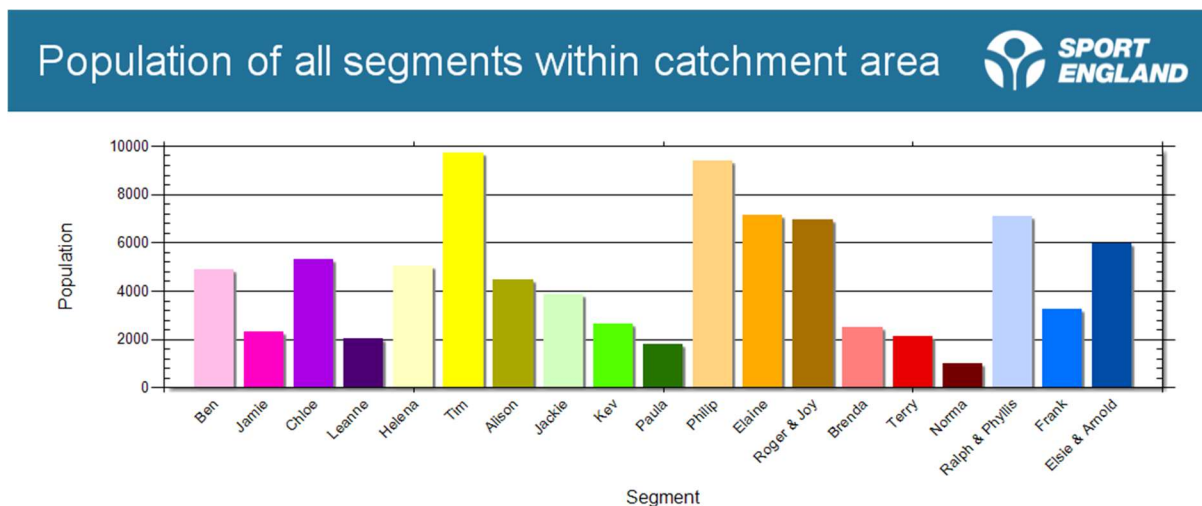


Figure 2.4: Population of all segments within Stroud District, compared to Gloucestershire, the South West Region and England

