



## **STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY**

### **STAGE A REPORT: PREPARE AND TAILOR THE APPROACH MARCH 2021**

QUALITY, INTEGRITY, PROFESSIONALISM

#### **Knight, Kavanagh & Page Ltd**

Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

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

T: 0161 764 7040 E: [mail@knp.co.uk](mailto:mail@knp.co.uk) [www.knp.co.uk](http://www.knp.co.uk)



6543

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

## CONTENTS

INTRODUCTION .....	2
WHY THE STRATEGY IS BEING DEVELOPED.....	3
SUMMARY OF PREVIOUS DATA AND NEED TO UPDATE .....	8
APPROACH TO DEVELOPING A NEW STRATEGY .....	11
VISION AND OBJECTIVES.....	14
TAILORING THE APPROACH.....	15
MANAGEMENT AND DELIVERY .....	17
APPENDIX ONE: STAGE A CHECKLIST.....	20
APPENDIX TWO: STRATFORD-ON-AVON DISTRICT PROFILE .....	21

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

## INTRODUCTION

Knight, Kavanagh & Page Ltd (KKP) was appointed by Stratford-on-Avon District Council (SDC) to undertake a review to ensure the approach for its future Playing Pitch Strategy (PPS) is tailored to the study area of Stratford-on-Avon District.

This report sets out the current position detailing, for example, how much of the existing data is accurate and relevant. It also sets out the context for a new PPS and provides a brief which can be agreed with Sport England and the National Governing Bodies (NGBs) moving forward. The study is carried out within the context of the Sport England PPS Guidance (2013): *An Approach to Developing and Delivering a PPS* and represents Stage A.

The report will enable SDC, together with NGBs, to make informed decisions and create plans in relation to the construction or adoption of new facilities, maintenance of current facilities or support to alter/re-configure current facilities and assist with relationships involving host clubs, landowners and other interested parties.

## Background

In 2016, the District Council commissioned consultants to undertake a Sports Facility Strategy and PPS for Stratford-on-Avon District. The strategies were to cover the Core Strategy period and contribute to the update of an Open Space and Recreation Assessment and associated PPS undertaken by the District Council in 2011.

A partial update of the 2011 Open Space and Recreation Assessment had been undertaken in 2014 to inform both the emerging Core Strategy (as it moved toward Examination) and the Infrastructure Delivery Plan. The 2014 update looked to roll forward the needs assessment of the 2011 Open Space and Recreation Assessment, which had an end date of 2023 and was based on a lower housing requirement.

The 2014 update to the Assessment from 2011 looked to identify the open space, sports and recreation facilities needed to support an increased population based on 10,800 new dwellings over the 2011-2031 Plan Period. The Examination of the Core Strategy resulted in a further revised housing figure of 14,600. This would, in effect, result in the District's population rising from approximately 130,098 currently, to approximately 147,000 (an increase of 16,902 people (13%) by 2031.

The higher housing figure set out in the Core Strategy involved additional development in a range of strategic locations (Gaydon Lighthorne Heath, Long Marston Airfield and other broad allocations in Stratford-upon-Avon and Southam, for example) that had not been assessed in the PPG17 Open Space and Recreation Assessment from 2011 or the update to the PPG17 Study carried out in 2014. Therefore, an update to reflect the potential demand on existing sports infrastructure based on the increased housing numbers was required.

As such, the PPS was going to provide a strategic assessment in the context of national policy and local sports development needs to provide an up to date analysis of supply and demand for playing pitches (both grass and artificial) within the District. However, the commissioned PPS used ONS population projection figures, not the housing trajectory figures set out in the adopted Core Strategy. Since the ONS population figures were much lower than the Core Strategy projections, the Council were concerned that the potential supply data for the Plan period was inaccurate and the PPS failed to progress.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

## WHY THE STRATEGY IS BEING DEVELOPED

Sport England's PPS Guidance emphasises the importance of keeping strategies robust and up to date by setting in place a monitoring and review process. The guidance notes that the review of a PPS should ideally be carried out on an annual basis and be updated within three years from the date it was formally signed off. As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off, then Sport England and the NGBs would consider the PPS and the information on which it is based to be out of date.

The Council will be beginning a review of its Local Plan (Core Strategy at present) in 2021 and there is a recognised need to prepare a new PPS as an evidence base document to support the emerging Local Plan. This work will need to be predicated on new data sets relating to the Council's development distribution strategy and the revised population projections for the new Plan period.

### Context

#### *National context*

Concern at national government level over the loss of playing fields prompted the development of localised playing pitch assessments and strategies which identify current and future requirements for playing fields. Developing a strategic approach to the analysis of playing pitch supply and demand is necessary to:

- ◀ Protect playing pitches against development pressures in, and around, urban areas.
- ◀ Identify pitch (natural grass and artificial) supply and demand issues in relation to predicated population changes.
- ◀ Address 'demand' pressures created as a result of specific sports development pressures e.g. growth of mini soccer and wider use of artificial grass pitches.
- ◀ Address budget pressures and public-sector cuts.

The Stratford-on-Avon District PPS will provide an evidence base for planning decisions and funding bids and will ensure that this evidence is sound, robust and capable of being scrutinised through examination whilst meeting the requirements of the National Planning Policy Framework (NPPF).

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. Paragraph 96 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraph 97 discusses assessments and the protection of "existing open space, sports and recreational buildings and land, including playing fields". Paragraphs 99 and 100 also promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

#### ***National Planning Policy Framework (updated 2019)***

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.

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

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

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

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

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

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

### ***Sport England: Uniting the Movement 2021***

Sport and physical activity has a big role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities and rebuilding a stronger society for all. From this notion, Sport England has recently released its new strategy, Uniting the Movement, its 10-year vision to transform lives and communities through sport and physical activity.

It seeks to tackle the inequalities long seen in sport and physical activity. Providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity, has never been more important.

There are three key objectives to the Strategy:

- ◀ Advocating for movement, sport and physical activity.
- ◀ Joining forces on five big issues
- ◀ Creating the catalyst for change

In particular, the five big issues are identified where the greatest potential is seen for preventing and tackling inequalities in sport and physical activity. Each one is a building block that, on its own, would make a difference, but together, could change things profoundly:

***Recover and reinvent:*** Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

***Connecting communities:*** Focusing on sport and physical activity's ability to make better places to live and bring people together.

# STRATFORD-ON-AVON DISTRICT COUNCIL

## PLAYING PITCH STRATEGY (STAGE A)

---

**Positive experiences for children and young people:** Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

**Connecting with health and wellbeing:** Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

**Active environments:** Creating and protecting the places and spaces that make it easier for people to be active.

The specific impact of the Strategy will be captured through programmes funded, interventions made, and partnerships forged. For each specific area of action, a set of key performance indicators will be developed. This hybrid approach will help evidence the overall progress being made by all those involved in supporting sport and physical activity.

### *Local planning context*

The current Stratford-on-Avon District Core Strategy (2011-31)<sup>1</sup> outlines the overall distribution strategy for the number of houses and their locations for the entire District over the plan period. This includes new settlements Gaydon Lighthorne Heath and Long Marston Airfield and was adopted by the Council in July 2016.

It originally proposed 10,800 new dwellings over the 2011-2031 Plan Period. The Examination of the Core Strategy resulted in a further revised housing figure of 14,600. This would, in effect, result in the District's population rising from approximately 130,098 currently, to approximately 147,000 (an increase of 16,902 people (13%) by 2031.

As detailed earlier, the Council will be beginning a review of its Local Plan (Core Strategy at present) in 2021 and there is a recognised need to prepare a new PPS as an evidence base document to support the emerging Local Plan. New data sets relating to the Council's development distribution strategy and the revised population projections for the new Plan period have yet to be determined.

Recent developments (January 2021) confirm that the Council is now working with Warwick District Council to prepare a South Warwickshire Local Plan.

Warwick District Council completed its PPS in 2019 and is therefore considered to be up to date. It is timely that SDC is also looking to update its PPS position so that both councils can provide a strategic evidence base to inform the joint local plan. This being said when the evidence base for the new South Warwickshire Local Plan is required the feasibility of an update on the Warwick District Councils PPS should be examined, or potentially a new joint PPS covering both of the authorities.

Any future PPS commissioned for each authority, or jointly, will need to set out how future populations and future growth is accounted. This can either be done using ONS statistics or bespoke population figures and it at the council's discretion. It is recommended that whatever figures used will coincide with the timeframe of the South Warwickshire Local Plan.

---

<sup>1</sup> <https://www.stratford.gov.uk/planning-building/core-strategy.cfm>

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

## National sporting context

The pitch sport NGBs have sport specific key drives, as set out below:

NGB	Key drivers
The Football Association (FA) / Football Foundation (FF)	<ul style="list-style-type: none"> <li>◀ The FA Strategy 2020-2024 Time For Change</li> <li>◀ Game Changer Objectives:               <ul style="list-style-type: none"> <li>◀ 1.Win a major tournament</li> <li>◀ 2.Serve 2m+ through a transformed digital platform</li> <li>◀ 3.Ensure equal opportunities for every girl</li> <li>◀ 4.Deliver 5000 quality pitches</li> <li>◀ 5.A game free from discrimination</li> <li>◀ 6.Maximise the appeal and revenue of The FA Cups and BFAWSL</li> </ul> </li> <li>◀ To update and refresh LFFP based on evidence provided via up-to-date PPS and aligned to football related projects in the action plan.</li> </ul>
England & Wales Cricket Board (ECB)	<ul style="list-style-type: none"> <li>◀ Working towards ECB's Inspiring Generations Strategy (2020-2024).</li> <li>◀ Improve the quality of cricket pitches to achieve a greater capacity.</li> <li>◀ Ensure there is access to education sites to accommodate cricket.</li> <li>◀ Ensure there is enough provision for predicted growth.</li> <li>◀ Enhancing opportunities for informal cricket.</li> <li>◀ Ensure sustainable assets which may be appropriate for community asset transfer.</li> </ul>
England Hockey (EH)	<ul style="list-style-type: none"> <li>◀ Working towards EH: A Nation Where Hockey Matters and the England Hockey Facilities Strategy.</li> <li>◀ Ensure there is access to good quality artificial grass pitches (AGPs) and ancillary facilities both now and in the future.</li> <li>◀ Ensure there is enough provision (including accessibility) for predicted growth to support priority clubs.</li> <li>◀ Ensure access to school sites is maintained and secured through the appropriate community use agreements.</li> <li>◀ Ensure any new hockey provision supports localised hockey demand and any hockey development programmes.</li> </ul>

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

NGB	Key drivers
Rugby Football Union (RFU)	<ul style="list-style-type: none"> <li>◀ Working towards the Rugby Football Union National Facilities Strategy (2017-2021).               <ul style="list-style-type: none"> <li>◀ To support clubs to protect themselves against risks to sustainability in facilities and finance.</li> <li>◀ To make the game as safe and enjoyable as possible.</li> <li>◀ To improve player transition from age grade to adult 15-a-side rugby; sustainable pitches and clubhouses.</li> <li>◀ To expand places to play through AGPs.</li> <li>◀ To engage new communities in rugby.</li> <li>◀ To create a community Rugby Sevens offering.</li> <li>◀ To tell rugby's story to inspire more people to play the game.</li> <li>◀ To maximise rugby development values.</li> <li>◀ Putting sustainable success at the heart of the game.</li> </ul> </li> <li>◀ Key performance indicators:               <ul style="list-style-type: none"> <li>◀ 10% increase in the number of active male 15-a-side teams.</li> <li>◀ 20% increase in the number of 15-a-side matches.</li> <li>◀ 10% increase in the number of active players.</li> <li>◀ 800 more female teams</li> <li>◀ 8000 more matches.</li> </ul> </li> <li>◀ RFU scenarios:               <ul style="list-style-type: none"> <li>◀ Impact of an improvement or reduction in the maintenance programme applied to pitches and impact of pitch drainage installation.</li> <li>◀ Impact of additional floodlighting.</li> <li>◀ Impact of access to nearby venues with appropriate pitches.</li> <li>◀ Impact of additional pitches if delivered.</li> <li>◀ Impact of World Rugby Regulation 22 3G pitches.</li> </ul> </li> </ul>
Rugby Football League (RFL)	<ul style="list-style-type: none"> <li>◀ Working towards the Rugby Football League National Facilities Strategy.</li> <li>◀ Identify opportunities for investment and development through the Rugby League World Cup 'Inspired by 2021' Legacy Programme.</li> </ul>

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

## SUMMARY OF PREVIOUS DATA AND NEED TO UPDATE

The table below summarises the number of clubs/teams, number of pitches and their quality from the previous Stratford-on-Avon District PPS.

Table 1.1: Supply and demand summary

Sport	Number of clubs/teams	Quantity of provision (number of pitches)	Provision type	Quality of provision (number of pitches)		
				Good	Standard	Poor
Football	168 teams	42	Adult pitches	11	39	2
		11	Youth 11v11 pitches	3	7	1
		13	Youth 9v9 pitches	2	10	1
		25	Mini 7v7 pitches	1	21	3
		10	Mini 5v5 pitches	2	6	2
Football / Rugby union	-	5	Full size 3G pitches	2	3	-
		2	Small size 3G pitches	-	2	1
Cricket	28 clubs / 118 teams	38	Grass cricket squares	15	22	1
Rugby union <sup>2</sup>	Nine clubs / 74 teams	26	Senior pitches	-	8	42
		14	Junior pitches	-	-	-
Hockey	1 club / 13 teams	2	Full size hockey AGPs	-	2	-
		1	Small size hockey AGPS	-	-	1
Rugby league	-	-	-	-	-	-

Furthermore, the overall supply and demand analysis from the previous study has also been reviewed to provide an authority wide overview.

Table 1.2: Supply and demand analysis

Sport	Current demand (2016/17)		Future demand (2031) <sup>3</sup>
	Pitch type	Current capacity	Future capacity
Football (grass pitches)	Adult	Over supply of grass pitches, apart from in the Henley-in-Arden Analysis Area and on youth 11v11 pitches.	This remained the same when taking into consideration future demand.
	Youth 11v11		
	Youth 9v9		
	Mini 7v7		
	Mini 5v5		
Football (3G pitches)	Full size / small size, floodlit	Over supply of provision based on a 1:42 ratio <sup>4</sup> .	Over supply of provision based on a 1:42 ratio.
Cricket	Grass wickets	Over supply of provision.	Over supply of provision.
Rugby union	Senior	Overall spare capacity equating to 1.5 match equivalent sessions.	Does not seem to take into consideration future demand.
Hockey (sand AGPs)	Full size, floodlit	Suitable amounts of provision to meet demand.	Suitable amounts of provision to meet demand.
Rugby league	Senior	No provision	No provision

<sup>2</sup> Please note the number of pitches and the number of pitches when broken down by quality do not correlate. This information has been gathered from the previous Playing Pitch Strategy

<sup>3</sup> Based on ONS population projection figures.

<sup>4</sup> Please note this has now changed to 1:38.

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

Following consultation with each of the regional NGB representatives, this section sets out the current (2020/21) situation for each sport and evidences the need for the data to be updated.

### *Football*

Using information gathered for the Stratford-on-Avon District Local Football Facilities Plan (LFFP)<sup>5</sup> there has been a significant increase in the number of teams playing in the District compared to in the previous PPS, with an increase from 168 teams (2016/17) to 219 teams (2019/20).

The previous study indicated that majority of grass football pitches were either standard or good quality. A number of recent PIP reports suggest this is accurate with a number of reports, that have been carried out in the 12 months, indicating pitch quality is good or above. However this may be due in part to the lack of football being played as a result of the Pandemic. For reference reports have been completed for Shipston Excelsior FC, Stockton FC, Welford Juniors FC, Studley Sports & Social Club, Home Guard Club, Wellesbourne Wanderers FC, Alcester Town FC and Kineton Sports & Social Club.

Furthermore, there is a need to update the FA Training Scenario for 3G pitches as the previous PPS used a 1:42 ratio. This has now been updated to a 1:38 ratio which increases the overall need for 3G pitches in Stratford. The LFFP carried out a basic update on this scenario which estimated a current shortfall of 3.5 full size 3G pitches, however, there is a further need for this to be evidenced thoroughly within a full supply and demand assessment. This is a drastic change from the previous PPS which indicated an oversupply of 3G pitches.

The Football Foundation and Birmingham FA both report that the previous PPS captured inaccurate quality scores and levels of demand. They each suggest there is a need for a new PPS to help strategically guide and help secure future investment and development in the District. Furthermore, they also highlight the potential benefits of securing developer contributions towards creation of full size 3G pitches and multi pitch grass sites.

It should be noted that a new PPS should use the most up to date affiliation data and in turn be used to update the LFFP. It should be noted the LFFP had to be completed last year (2020) based on FA's timeline to complete with an understanding from partners that the LFFP would be revisited and refreshed after the PPS work.

### *Cricket*

Demand for cricket has remained static since the previous PPS with approximately 28 clubs still playing across the District albeit there may have been a change in the number of teams playing. Further, the overall analysis from the previous PPS, that there is enough capacity for cricket, is considered inaccurate and as such the ECB requires a full update to the supply and demand analysis to be carried out.

The ECB and WCB indicate that the previous PPS did not take into consideration two key factors that affects cricket, these being flooding and imported/exported demand from surrounding local authorities which is considered to be high in the District. Therefore, a new PPS should factor these in to give an accurate representation of the sport. This will in turn will allow for a calculated approach for investment based on strategic evidence.

---

<sup>5</sup><https://localplans.footballfoundation.org.uk/local-authorities-index/Stratford-on-Avon-District/Stratford-on-Avon-District-local-football-facility-plan/>

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

## *Rugby union*

There has been an increase in the number of rugby teams playing in the District since the previous study, however, a decrease in the actual number of clubs. There also still remain issues regarding overall quality of rugby union grass pitches.

Several clubs report more recent issues with floodlighting, pitch and ancillary quality and/or pitch developments plans. Further, the previous PPS does not seem to take into consideration future demand.

Taking the above into account, the RFU identifies the need for a full update to the supply and demand analysis for rugby to feed into a new PPS.

## *Rugby league*

Consultation with the RFL indicates there is no current rugby league demand in Stratford-on-Avon District. This being said, it reports the District is a potential area of growth with an overarching aspiration to establish a community club in the Authority.

## *Hockey*

The previous study indicated that there was enough provision in the District to meet the level of demand. However, this position has significantly altered as Stratford Hockey Club lost access to the AGP at Warwickshire College (Henley-in-Arden Sports Centre) following a planning application to turn the site into alternative sporting uses.

Due to the above, EH report there is a clear need for a full and up to date PPS to provide a strategic evidence base to address the problems facing hockey participation in the District.

## **Recommendations on future steps**

Consultation with the NGBs for each of the five main pitch sports required as part of a PPS (football, hockey, rugby union, rugby league and cricket) indicate that without an up to date and accurate PPS it is proving difficult to strategically develop their sport.

Furthermore, without an evidence base, NGBs are finding it difficult to access funding and believe that there is likely to be missed opportunities from housing growth to secure developer contributions.

Therefore, each of the five NGBs references a clear need for a new PPS to be delivered.

*Table 1.3: Summary of NGB requirements*

<b>Sport</b>	<b>Non-technical site assessments</b>	<b>Consultation</b>	<b>Response rate</b>
Football	Site assessments for each sport, across all sites, needs to be completed as previous data is not valid due to age/inaccuracies.	Club/school and parish & town council consultations needs to be refreshed entirely as previous data gathered is out of date.	A minimum team response rate of 75%, with an aim to obtain as close to 100% as possible.
Rugby union			100%
Rugby league			No current demand, however, consultation will take place were deemed appropriate
Cricket			100%
Hockey			100%

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

## APPROACH TO DEVELOPING A NEW STRATEGY

Any Strategy needs to be prepared in accordance with Sport England's Playing Pitch & Outdoor Sports Strategy Guidance: An Approach to Developing and Delivering a Playing Pitch & Outdoor Sports Strategy, published in October 2013 and updated in March 2014.

<https://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/>

It sets out a 5-stage approach as detailed below

### **Stage A: Prepare and tailor the approach**

- ◀ Step 1: Prepare and tailor the approach
  - i.) Clarify why the PPS is being developed
  - ii.) Set up the management arrangements: establish a Steering Group and a Project Team.
  - iii.) Tailor the approach to the study area

### **Stage B: Gather supply and demand information and views**

- ◀ Step 2: Gather supply and demand information and views
- ◀ Step 3: Gather demand information and views

### **Stage C: Assess the supply and demand information and views**

- ◀ Step 4: Understand the situation at individual sites
- ◀ Step 5 (part 1): Develop the current picture of provision
- ◀ Step 5 (part 2): Develop the future picture of provision
- ◀ Step 6: Identify the key findings and issues

### **Stage D: Develop the strategy**

- ◀ Step 7: Develop the recommendations and action plan
- ◀ Step 8: Write and adopt the strategy.

### **Stage E: Deliver the strategy and keep it robust and up to date**

- ◀ Step 9: Apply and deliver the strategy
- ◀ Step 10: Keep the strategy robust and up to date.

The Stage A PPS Guidance checklist has been updated and appended to this brief (appendix one). The checklist provides details of how this PPS has been tailored and progress to date.

### *Extent of the study area*

The previous PPS examined the whole of the Stratford-on-Avon District District's administrative area. Due to its size, it was then broken into six smaller subsections known as analysis areas. These were amalgamations of the multiple parishes and are outlined overleaf.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 1.1: Proposed analysis areas

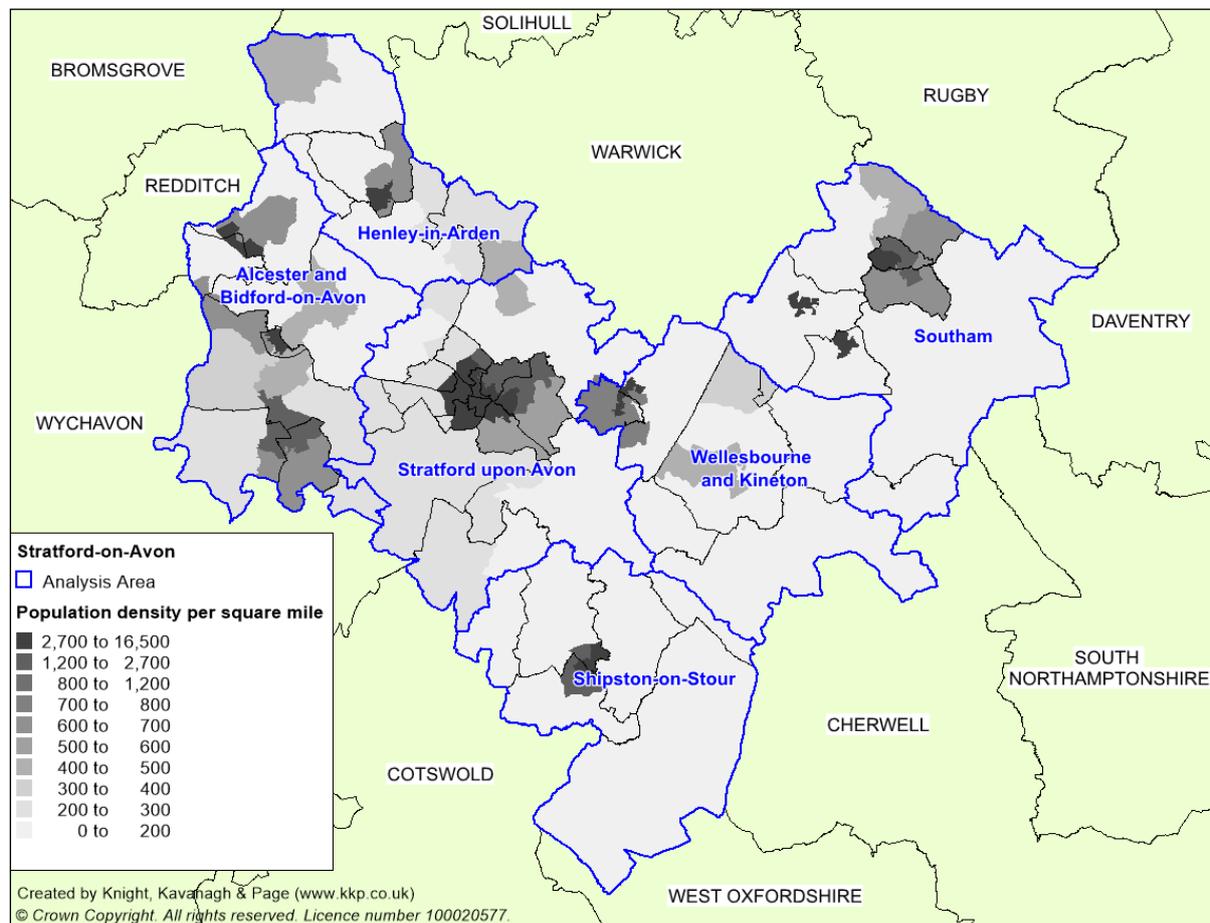


Table 1.4: Analysis areas and associated settlements

Analysis area			
<b>Alcester and Bidford-on-Avon</b>			
Alcester	Dorsington	Mappleborough Green	Studley
Arrow with Weethley	Exhall	Morton Bagot	Temple Grafton
Aston Cantlow	Great Alne	Salford Priors	Wixford
Bidford-on-Avon	Haselor	Sambourne	
Coughton	Kinwarton	Sperrall	
<b>Henley-in-Arden</b>			
Beaudesert	Langley	Tanworth-in-Arden	Wootton Wawen
Claverdon	Oldberrow	Ullenhall	
Henley-in-Arden	Preston Bagot	Wolverton	
<b>Southam</b>			
Avon Dassett	Harbury	Priors Hardwick	Stoneton
Bishop's Itchington	Hodnell and Wills Pastures	Priors Marston	Ufton
Chapel Ascote	Ladbroke	Radbourn	Upper and Lower Shuckburgh
Chesterton and Kingston	Long Itchington	Southam	Watergall
Farnborough	Napton on the Hill	Stockton	Wormleighton
Fenny Compton			
<b>Shipston on Stour</b>			

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

<b>Analysis area</b>			
Barcheston	Great Wolford	Little Wolford	Tidmington
Barton-on-the-Heath	Halford	Long Compton	Tredington
Brailes	Honington	Shipston on Stour	Whatcote
Burmington	Idlicote	Stourton	Whichford
Cherington	Ilmington	Stretton-on-Fosse	
Compton Wynyates	Little Compton	Sutton-under-Brailes	
<b>Stratford-upon-Avon</b>			
Admington	Charlecote	Loxley	Welford-on-Avon
Alderminster	Clifford Chambers and Milcote	Luddington	Weston-on-Avon
Atherstone on Stour	Ettington	Preston on Stour	Whitchurch
Bearley	Fulbrook	Quinton	Wilmcote
Billesley	Hampton Lucy	Snitterfield	
Binton	Long Marston	Stratford-upon-Avon	
<b>Wellesbourne and Kineton</b>			
Burton Dassett	Gaydon	Newbold Pacey	Ratley and Upton
Butlers Marston	Kineton	Oxhill	Shotteswell
Chadshunt	Lighthorne	Pillerton Hersey	Tysoe
Combrook	Lighthorne Heath	Pillerton Priors	Warmington
Compton Verney	Moreton Morrell	Radway	Wellesbourne and Walton

It is recommended that the above analysis areas remain the same for a new PPS. Additionally, cross boundary issues will also need to be explored to determine the level of imported and exported demand, recognising, for example, that people travel to and make use of strategic facilities irrespective of administrative boundaries. Neighbouring authorities include Bromsgrove, Solihull, Warwick, Rugby, Daventry, Redditch, Wychavon, Cotswold, West Oxfordshire, Cherwell and South Northamptonshire.

### *Sports to included*

In order to meet Sport England Guidance all PPS's need to analysis the supply and demand of five main pitch sports, namely:

- ◀ Cricket
- ◀ Football
- ◀ Rugby union
- ◀ Rugby league
- ◀ Hockey

Please note that although there is currently no rugby league taking place in Stratford-on-Avon District, there is an identified need to consult with the RFL particularly in relation to potential growth in the Authority and the impact this may have on future demand.

Further consideration should be given to extending the scope of the PPS to include non-pitch sports, (i.e. tennis, bowls, athletics and netball) depending upon strategic need. It is acknowledged that athletics should be included in any future PPS as a clear understanding of supply and demand for the sport is needed within the District. If the Council decides to include any of additional sports when commencing with a full PPS it will need to update this Stage A document.

The supply and demand principles of non-pitch sports fall under Sport England Guidance: Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (ANOG) and although this is less prescriptive than the PPS Guidance, the same approach should be applied to provide a full supply and demand assessment for each sport.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

## VISION AND OBJECTIVES

Based on discussions with the Council, a vision has been drafted to provide a clear focus with desired outcomes for the Stratford-on-Avon District.

*'To provide an accessible, high quality and sustainable network of sports pitches and other outdoor sports facilities which supports increased sports participation by all residents, at all levels of play, from grassroots to elite'.*

## Key objectives

To achieve this vision, the PPS will need to deliver the following objectives:

- ◀ Ensure that all strategic facilities (multi sports/pitch sites) are protected for the long-term benefit of sport
- ◀ Promote a sustainable approach to the provision of playing pitches and management of sports clubs
- ◀ Ensure that there are appropriate and sufficient facilities in the right place to meet current and projected future demand
- ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs, future demand and longer-term aspirations.

## Outcomes

The outcomes identified below specifically relate to the key steps of developing the PPS and will help to ensure that a representative cross section of user views and opinions are collected and taken into account. They will also ensure that the assessment will satisfy national requirements and associated best practice.

The Playing Pitch Strategy will need to provide:

- ◀ A carefully quantified and clearly presented assessment of the current supply of playing pitches and ancillary facilities for the key sports in the Stratford-on-Avon District.
- ◀ A clear and justified series of recommendations and associated action plans to ensure the protection and improvement of existing sports pitches and ancillary facilities.
- ◀ A clear and justified series of recommendations and associated action plans for the improvement of current provision or creation of new pitches and facilities.
- ◀ A clear and justified series of recommendations and associated action plans for the disposal of pitches and facilities surplus to requirements.
- ◀ To plan positively for the provision and use of shared spaces, including the identification of school facilities which could be utilised to address identified deficits in provision.
- ◀ To take account of outdoor sport facilities provided in neighbouring local authorities that presently service the sporting and recreational needs of Stratford Upon Avon District residents (and vice versa), taking into consideration other local authority PPS findings.
- ◀ To review and identify lapsed/disused sites and assess what their future role should be (allocate for medium-long term future use; improve and bring back into use short term; dispose of for another use)
- ◀ To ensure provision can meet future demand derived from housing growth and to guide the level of increased provision required (via utilisation of Sport England's New Development Calculator); scenarios will be run based on numerous housing growth equations.
- ◀ A review of sports affected by flooding and a tailored approach to best suited recommendations for each site.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

## TAILORING THE APPROACH

### *The current picture in Stratford-on-Avon District*

Stratford-on-Avon District is predominantly rural and covers most of the southern half of Warwickshire. Its rural nature is reflected in the fact that over 75% of its population live outside of the one main town of Stratford-upon-Avon.

Information provided in the Council's Core Strategy identifies that the District is susceptible to flooding and was affected by the flood events of 1998, 2007 and 2019. This in turn regularly effects the access and quality of outdoor sporting provision, particularly those situated on flood plains.

Another key factor to consider for the District is cross boundary issues. Stratford-on-Avon District, due to its geographical location, borders 11 other local authorities. Southern parts of the District lie within the Cotswolds Area of Outstanding Natural Beauty whilst a large part of the north western part lies within the West Midlands Green Belt. Both areas raise cross boundary issues that require consideration with development restricted preventing any threat of existing settlements merging together. Further to this, cross boundary issues effect each sport with notable levels of imported and exported demand with the surrounding areas.

### *Housing and population growth in Stratford-on-Avon District*

According to the District Profile (see Appendix Two), based on 2019 Mid-Year ONS<sup>6</sup> Estimates data, its current population is 130,098; 63,332 males and 66,766 females. This is an increase of 9,274 (7.7%) from 120,824 mid 2011. However, the total housing growth for the Core Strategy period is 14,600 dwellings, this includes new settlements Gaydon Lighthorne Heath and Long Marston Airfield and was adopted by the Council in July 2016.

The PPS will need to acknowledge the future growth in population and how this will potentially affect the levels of demand in the District. It will also need to carry out a number of housing growth scenarios using the Sport England's housing calculator to understand the potential future pitch provision that may be created due to the housing growth and how much could be generated through S106 or CIL receipts as a result. It is recommended that these scenarios specifically acknowledge the new settlements Gaydon Lighthorne Heath and Long Marston Airfield and depending on the timing of the PPS, any allocations proposed through the South Warwickshire Local Plan, as appropriate.

### *Football*

Birmingham Football Association and the Football Foundation have recently (2020) received its Local Football Facilities Plan (LFFP). The LFFP is strategically aligned to the National Football Facilities Strategy (NFFS); a 10-year plan to change the landscape of football facilities in England. The NFFS represents a major funding commitment from the national funding partners (The FA, Premier League, DCMS, Football Foundation) to inform and direct an estimated one billion pounds of investment into football facilities over the next ten years.

The LFFP identifies 219 teams playing in the 2019/20 season and estimated a current shortfall of 3.5 full size 3G pitches. Once the PPS has been delivered there will be a need to update the LFFP with its findings.

The PPS should identify issues in the District relating to security of tenure at town and parish council sites. In addition, the importance of single pitch sites should be examined given the rurality of the District.

---

<sup>6</sup> Office of National Statistics  
March 2021

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

As mentioned above, the LFFP had to be completed last year (2020) based on FA's timeline to complete with an understanding from partners that the LFFP would be revisited and refreshed after the PPS work.

### *Cricket*

Cricket is strong in the County with approximately 28 clubs playing within Stratford-on-Avon District alone. Both the ECB and WCB are keen to understand each club's growth plans and tenure at their home sites to gain a wider understanding of developing issues.

The ECB will be working with WCB and a number of other local delivery partners to deliver its strategy 'Inspiring Generations' for the period of 2020 to 2024. The Strategy aims to grow the sport nationally, in particular for women and girls', this will therefore be crucial focus for WCB moving forward and key to capture throughout the PPS timeframe.

As highlighted earlier, the ECB and WCB are keen for any future PPS to analyse the key issues relating to imported/exported demand and the impact of flooding on cricket sites, particularly at Stratford-upon-Avon Cricket Club, Studley Cricket Club, Bidford Cricket Club and Ashorne Cricket Club.

### *Rugby union*

The RFU reports Stratford-on-Avon District as being a key Authority for rugby union with a total of seven clubs (Alcester RFC, Birmingham & Solihull RFC, Claverdon RFC, Harbury RFC, Shipston on Stour RFC, Southam RFC and Stratford Upon Avon RFC) fielding *circa* 81 teams.

The RFU is currently working to deliver an updated Facility Investment Plan to supplement the RFU Strategic Plan (2017-21) which will focus on Pitch Capacity (Artificial, Natural and Floodlights) and Clubhouses & Changing Rooms.

### *Hockey*

England Hockey (EH) reports Stratford-on-Avon District is a key area of growth and development for the sport with the main club being Stratford Hockey Club. There is also some imported demand into the District from Olton & West Warwickshire Hockey Club (Solihull Metropolitan Borough Council).

The Club, due to significant levels of demand, requires access to two full size hockey suitable AGPs. These have historically been at Stratford-upon-Avon School and Warwickshire College (Henley-in-Arden Sports Centre). The Club recently (2020) lost access to the latter site which caused all community access to be stopped.

As a result, the Club will struggle to sustain its levels of demand moving forward. EH reports that the Club prior to this issue had already reached a saturation point with the loss of this pitch severely impacting hockey participation in the District.

A proactive solution needs to be found as soon as possible with all partners working together. Initial indications suggest there is a need to create a new pitch in the District. The present preferred location for this is Stratford-upon-Avon Recreation Ground, however, alternative sites should also be considered. A suitable location, relative to demand for a new pitch should be examined within the PPS. EH reports that the creation of a new pitch is the only current option as all surrounding pitches, including those in neighbouring authorities, are either played to capacity or located too far for Stratford Hockey Club to access.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

---

EH also notes there is a clear and evident need to protect all existing hockey suitable provision AGPs within the District.

## *Rugby league*

As mentioned earlier consultation with the RFL indicates there is no current rugby league demand in Stratford-on-Avon District. However, it reports the District is a potential area of growth with an overarching aspiration to establish a community club in the Authority.

## **MANAGEMENT AND DELIVERY**

It is recommended that any future PPS has a Project Team that is primarily led by Stratford-on-Avon District Council. This is in addition to representatives from Sports England and relevant National Governing Bodies such as the Football Foundation, County Football Association, England Hockey, RFU, Rugby League, ECB and County Cricket Board.

In addition to the above, representatives from the County Council, Active Partnership and Education should be invited to the project team.

Together, these individuals will be responsible for the management, direction and day to day development of the strategy and ensuring tasks are completed in line with the agreed project plan.

Discussions and sign off will be welcomed by the Steering Group at the following key stages:

### Initial Steering Group Meeting

- ◀ Initial Steering Group Meeting
- ◀ Information gathering update
- ◀ Assessment Report
- ◀ Strategy development
- ◀ Strategy sign off and implementation

The Steering Group will be involved in the following:

- ◀ Identifying who should be consulted in regards to supply and demand information
- ◀ Helping to achieve club survey response rates
- ◀ Establishing the approach to collecting quality data and agreeing quality ratings
- ◀ Checking and challenging key findings within the Assessment Report
- ◀ Defining the scenarios that need to be tested
- ◀ Where unforeseen problems occur decide how to progress the PPS
- ◀ Checking and challenging recommendations and actions within the Strategy

## **Timescales**

A PPS generally covers between a 9 and 15 month project plan period, depending on when it is commissioned. This is to cover Stages A-D with Stage E set to continue beyond the adoption of the Strategy by the Council. In accordance with NGB recommendations, summer site assessments (e.g. cricket) need to take place in times of peak period (May/June), whereas winter site assessments (e.g. football) need to take place in November/December.

An indicative PPS project plan can be seen overleaf, however, the ideal time to commission a new PPS for Stratford-on-Avon District Council would be May/June 2021 in order to encapsulate both summer and winter sports this year. If a PPS were to be commissioned after

## **STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)**

---

August 2021 the summer supply and demand analysis would need to take place in 2022, extending the overall timeframe for the project.

It should be noted that the above timeline has taken into consideration potential issues regarding the ongoing COVID-19 Pandemic. Discussions with winter sports NGBs indicate that there will be little to no further play this season, which effectively rules out carrying out the supply and demand elements at the beginning of 2021. They collectively agree that the best suited time to carry out any newly contracted PPS projects would be winter 2021 (November/December) assuming there are no complications relating to the Pandemic (Lockdowns/Social distancing measures).

Similarly, the summer NGBs (Cricket and Rugby league) report that if their 2021 seasons can be carried out as normal, with no further impacts from the Pandemic, the earliest that non-technical assessments can take place will be late May/June this year.

Any timeline should take into consideration the developing South Warwickshire Local Plan and consider if this can be coincided with any potential update of Warwick Districts Council's current PPS.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 1.2: Indicative PPS project plan

		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Stage A - Prepare and tailor the approach (Step 1)</b>													
	Hold an initial scoping meeting	★											
	Agree the nature and extent of support from relevant parties												
	Identify all drivers, agree the study area and draft the vision and objectives												
	Agree and establish the management arrangements (steering group and project team)												
	Develop a tailored approach for the study area (what makes the area different, how does the population participate, approach to gathering the supply and demand information)												
	Develop a tailored brief												
	Steering group meeting to review and sign off project management documents (project plan and brief)				★								
	Procure external support (if required) <sup>1</sup>												
<b>Stage B - Gather information and views on the supply of and demand for provision (Steps 2 &amp; 3)</b>													
Supply	Gather currently available information (including quality assessment information)												
	Check and challenge existing supply information												
	Develop a list of supply consultees (e.g. pitch providers)												
	Undertake required quality assessments (professional or non-technical) <sup>2</sup>												
Demand	Gather other required supply information and views <sup>2</sup>												
	Gather currently available information (e.g. LA, NGB and league information)												
	Check and challenge existing demand information												
	Develop a list of demand consultees												
	Gather other required demand information and views <sup>2</sup>												
	Develop a single document to which all the supply and demand information can be collated												
	Steering group meeting							★					
	Check, challenge and finalise the supply and demand audits												
<b>Stage C - Assess the supply and demand information and views (Steps 4, 5 &amp; 6)</b>													
	Understand the situation at individual sites (Develop site overviews)												
	Check and challenge the site overviews												
	Develop the current picture of provision												
	Develop the future picture of provision												
	Steering group meeting								★				
	Identify the key findings and issues												
	Finalise the assessment details (e.g. report or other format)												
	Steering group meeting											★	
<b>Stage D - Develop the strategy (Steps 7 &amp; 8)</b>													
	Carry out scenario testing												
	Develop the recommendations and action plan												
	Draft the strategy document												
	Seek comments on the draft strategy from the steering group and NGBs												
	Finalise the draft strategy												
	Carry out wider consultation <sup>3</sup>												
	Amend the strategy following consultation and provide the final version												
	Steering group meeting - secure sign off of the strategy by the steering group												★
	Adopt the strategy												
<b>Stage E - Deliver the strategy and keep it robust and up to date (Steps 9 &amp; 10)</b>													
	Ensure each member of the steering group is clear on how the strategy should be applied to their area of work \ influence												
	Establish an approach to review the strategy (and the assessment details on which it is based) on an annual basis												
	Begin delivering the strategy and monitoring the recommendations and action plan												
	Implement the approach to reviewing the strategy (including timing of steering group meetings)												

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

## APPENDIX ONE: STAGE A CHECKLIST

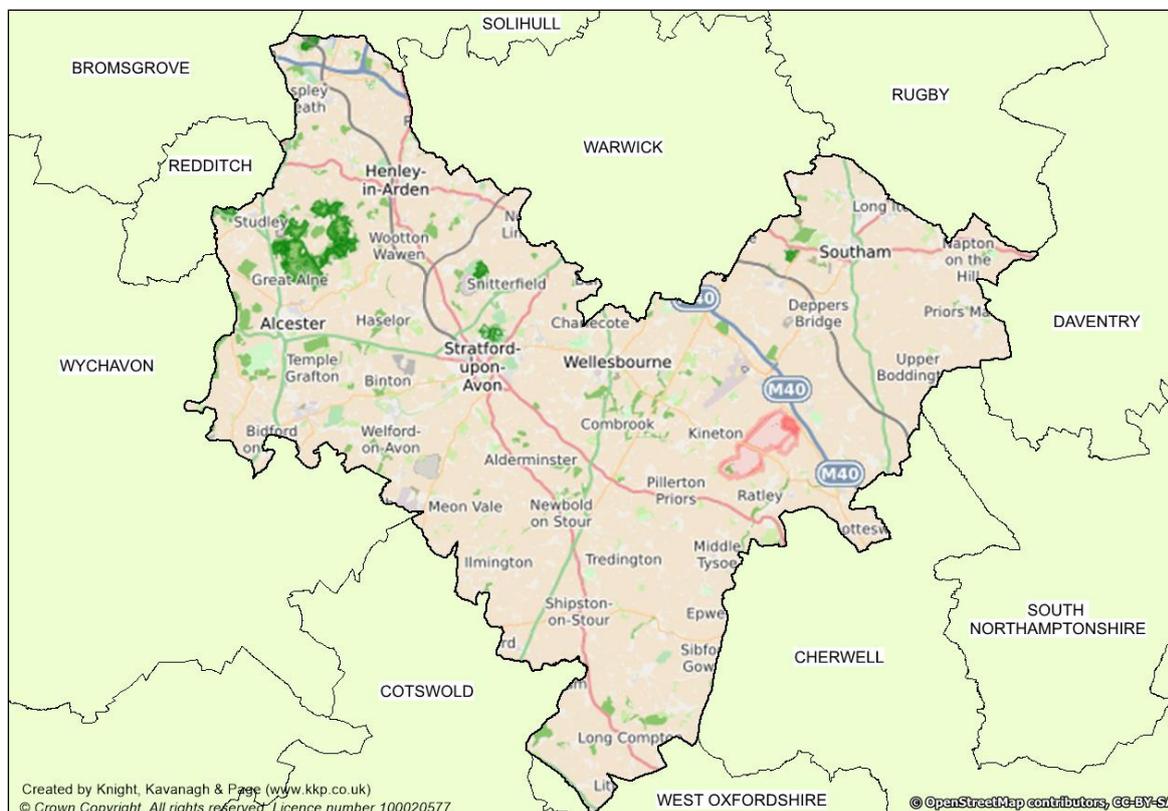
Stage A Checklist: Prepare and tailor the approach	Tick ✓	
	Yes	Requires Attention
<b>Step 1: Prepare and tailor the approach</b>		
1. Is it clear why the PPS is being developed (the drivers) and what it seeks to achieve (the benefits)?	✓	
2. Has the level of support Sport England and each of the main pitch sport NGBs can provide to the particular project been agreed?	✓	
3. Has an initial scoping meeting been held including all relevant parties?	✓	
4. Has a steering group been established to lead the work and is it representative of the drivers behind the work and providers and users of pitches in the area?	✓	
5. Has a partnership approach been developed and has it been confirmed what support, advice and/or resources each party can bring to the work?	✓	
6. Has the study area been defined and agreed by all relevant parties and have any known cross boundary issues been highlighted?	✓	
7. Has high level officer and political support been secured and are such relevant individuals part of the steering group?		✓
8. Has a vision for provision for the study area been developed alongside specific objectives and is there agreement on how far forward the PPS should look?	✓	
9. Has a strong project team been established which is supported by adequate resources and has the necessary skills to develop the PPS?	✓	
10. Has a realistic project plan been agreed by the steering group and the NGBs which sets out the overall timescale and when elements of the work will be undertaken?	✓	
11. Has some thought been given to how the work will be structured and presented?	✓	
12. Have any features which make the study area different been identified along with the impact they may have on pitch provision and the approach to the PPS?	✓	
13. Has an understanding been developed of how the population participates in sport and what this may mean for pitch provision now and in the future?	✓	
14. Alongside the main pitch sports has the inclusion of other pitch sports been considered and is there agreement on which should be included in the PPS?		✓
15. Is it clear how the sports to be included are governed in the area, what the league structure is and how this can help with developing the PPS?	✓	
16. Has an indication been provided on the potential nature of any sub areas, do they represent how the sports are played in the study area and will these be reviewed once relevant information is gathered during Stage B?	✓	
17. Has a strong, locally specific and tailored brief been developed which builds in the work undertaken to prepare the approach to developing the PPS?		✓
18. Have the project brief and project plan been signed off by the steering group?		✓
19. If external consultancy support is to be procured is this to be done after Stage A is complete but before work on Stage B commences?		✓

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

## APPENDIX TWO: STRATFORD-ON-AVON DISTRICT PROFILE

### Demographics

Figure 1: Stratford-on-Avon District 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: 2019 Mid Year Estimate, ONS)

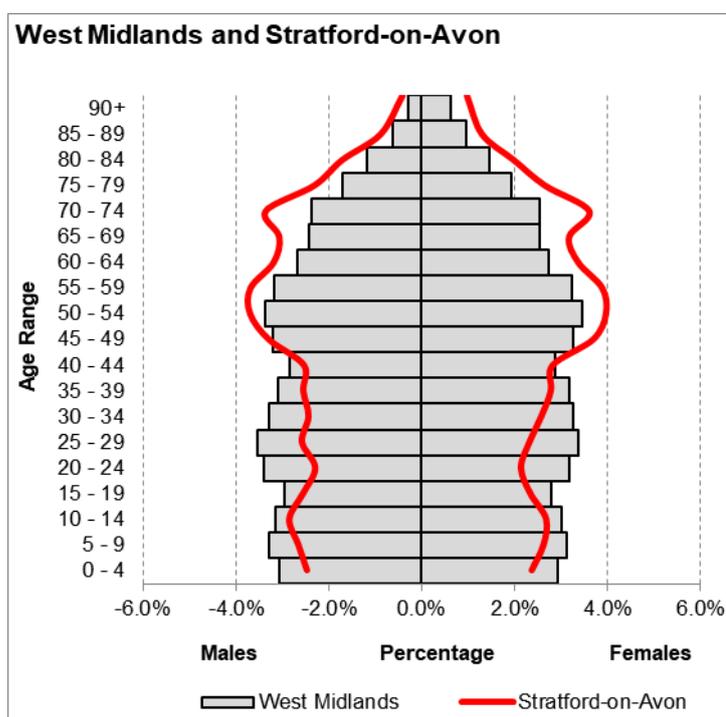
The total population, from the 2019 MYE, in Stratford-on-Avon District was 130,098 (males = 63,332 and females = 66,766).

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

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 2: Comparative age/sex pyramid for Stratford-on-Avon District and the West Midlands

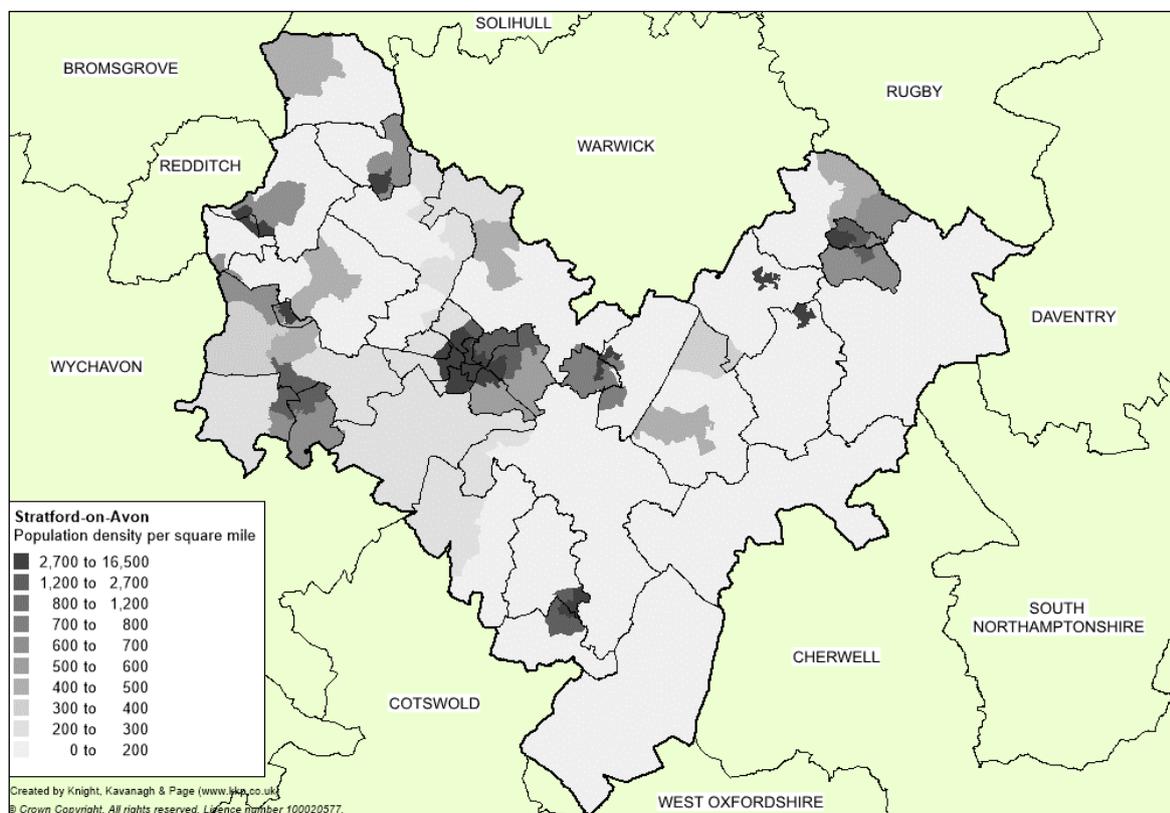
There is a lower proportion of 10-34 year olds (Stratford-on-Avon District = 24.8%, West Midlands = 31.9%), this may suggest a lower level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, more in the age groups from 35-64 (Stratford-on-Avon District = 39.6%, West Midlands = 37.1%); 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).



The population density map is based on lower super output areas (LSOA) 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.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 3: Population density 2019 MYE: Stratford-on-Avon District (LSOAs)



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

Stratford-on-Avon District's ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (97.4%) 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 1.2% this is markedly lower than the national equivalent (7.8%).

Table 1: Ethnic composition – Stratford-on-Avon District and England

Ethnicity	Stratford-on-Avon District		England	
	Number	Percentage	Number	Percentage
White	117,307	97.4%	45,281,142	85.4%
Mixed	1,258	1.0%	1,192,879	2.3%
Asian	1,466	1.2%	4,143,403	7.8%
Black	264	0.2%	1,846,614	3.5%
Other	190	0.2%	548,418	1.0%
<b>Total</b>	<b>120,485</b>	<b>100.0%</b>	<b>53,012,456</b>	<b>100.0%</b>

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

### Crime (Data source: 2020 Recorded Crime, ONS)

Crime data is only available for Police Force Areas. Stratford-on-Avon District is in the Warwickshire Police Force Area, which is made up of five Local Authorities (North Warwickshire, Nuneaton and Bedworth, Rugby, Stratford-on-Avon District, and Warwick). The population of Stratford-on-Avon District makes up 22.5% of the Warwickshire Police Force Area.

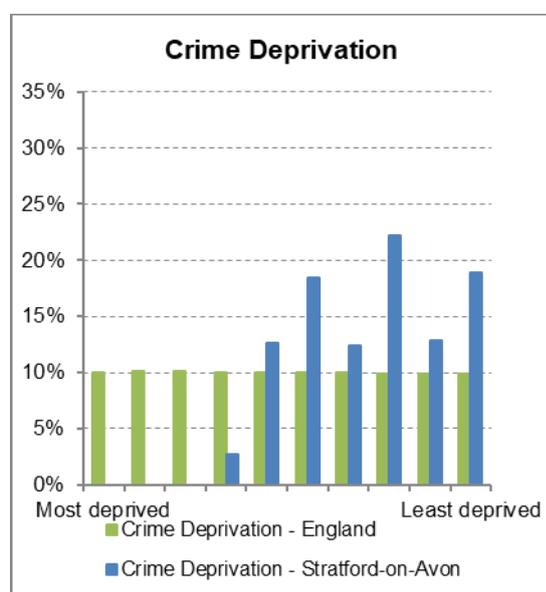
During the 12 months to June 2020 the recorded crimes per 1,000 persons in Warwickshire was 70.8; this is markedly lower than the equivalent rate for England and Wales as a whole which was 84.7. The number of recorded crimes in Warwickshire has fallen by 3.5% since June 2019, whereas the number for England and Wales has fallen by 5.2% over the same period.

Table 2: Comparative crime rates - Stratford-on-Avon District and England & Wales

Authority	Recorded crime (Jul '19 – Jun '20)	Population 2019 MYE	Recorded crime per 1,000 population
Stratford-on-Avon	40,939	577,933	70.8
England & Wales	5,032,544	59,439,840	84.7

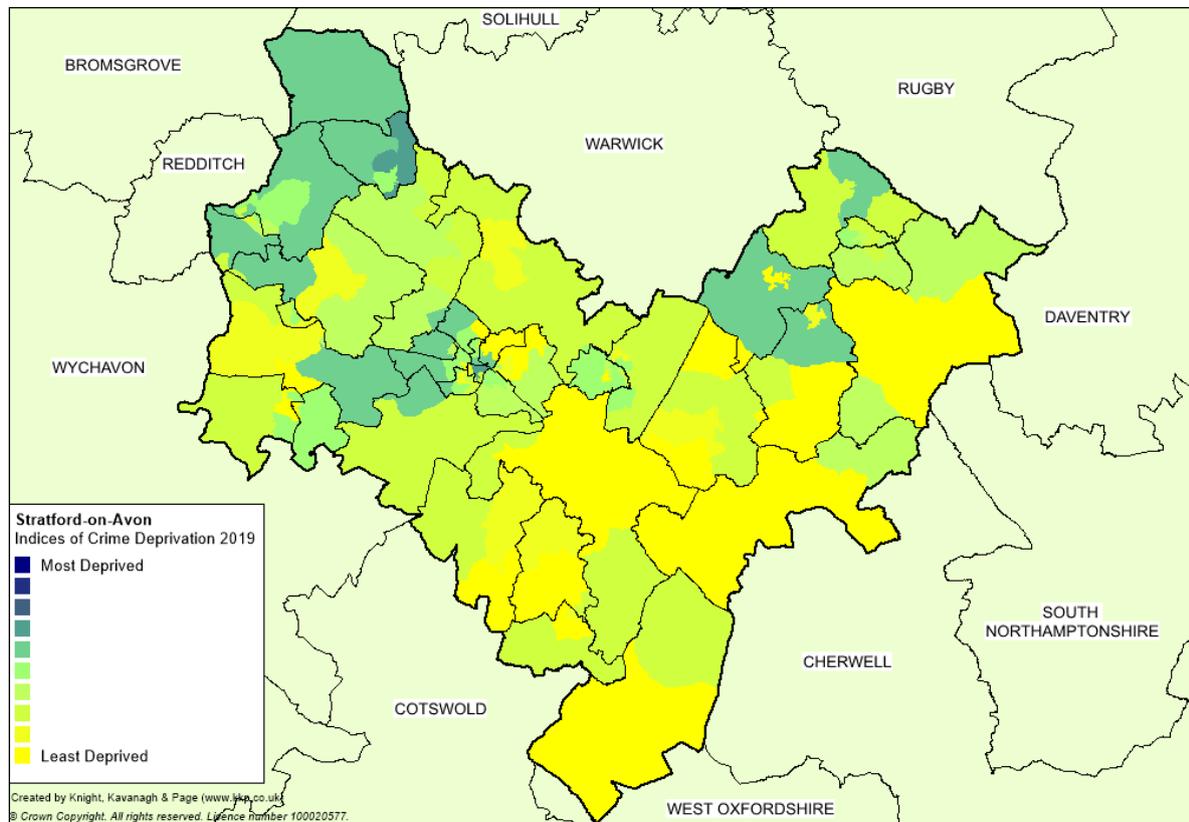
As an alternative to the crime figures for Police Force Areas the Index of Deprivation measures the risk of personal and material crime at a more local level. In Stratford-on-Avon District, none of the population are in top three cohorts most at risk compared to 30.0% nationally.

Figure 4: Index of crime deprivation



# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 5: Crime domain comparisons



## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

### *Income and benefits dependency (Data source: nomis 2020)*

The median figure for full-time earnings (2020) in Stratford-on-Avon District is £31,632; the comparative rate for the West Midlands is £28,688 (-9.3%) and for Great Britain is £30,529 (-3.5%).

In December 2020 there were 2,955 people in Stratford-on-Avon District claiming out of work benefits<sup>7</sup>; this represents an increase of 181.4% when compared to March 2020 (1,050).

### *Deprivation (Data source: 2019 indices of deprivation, MHCLG)*

Relative to other parts of the country Stratford-on-Avon District experiences low levels of deprivation; 1 in 100 of the District's population (1.0%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 51.5% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – yet more so. Only 1 in 100 of Stratford-on-Avon District's population (1.0%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, 67.7% live in the three least deprived groupings compared to a 'norm' of c.30%.

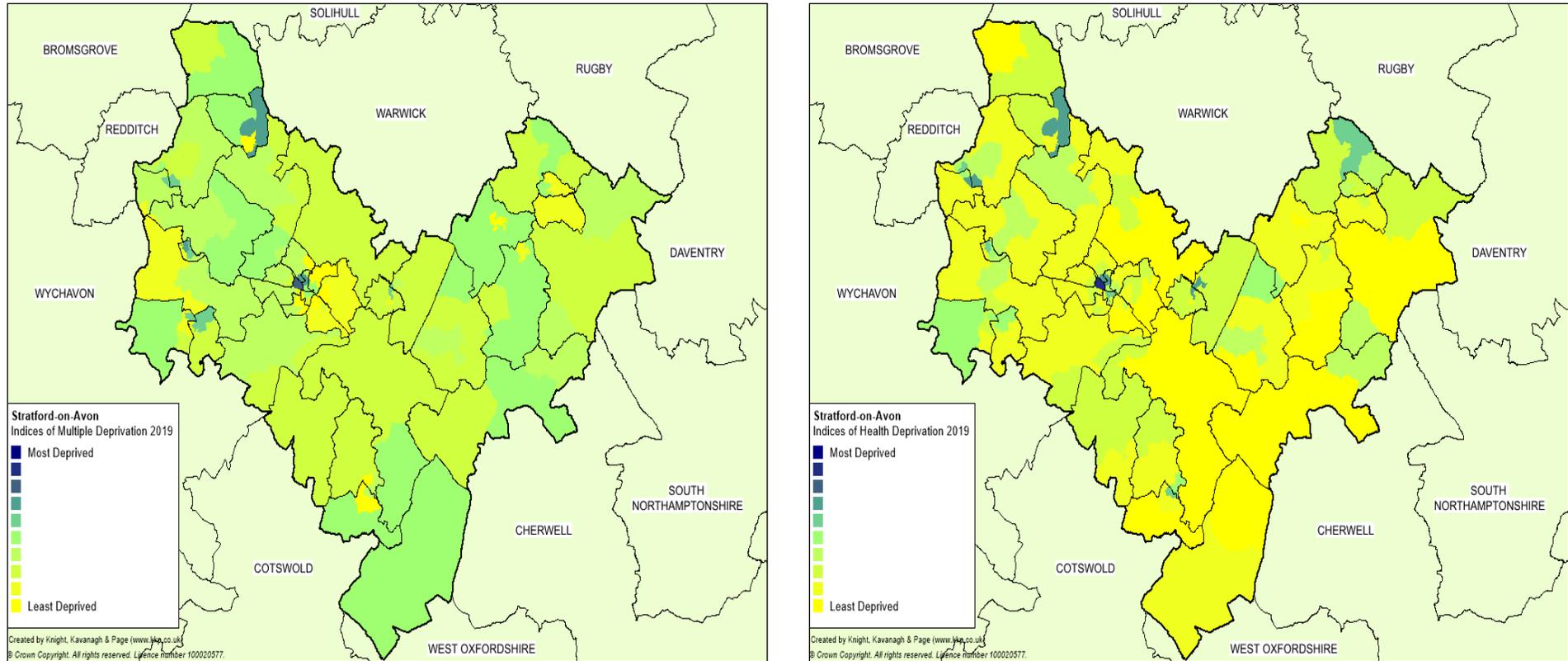
*Table 3: IMD cohorts - Stratford-on-Avon District*

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	0	0.0%	0.0%	0	0.0%	0.0%
	20.0	0	0.0%	0.0%	1,284	1.0%	1.0%
	30.0	1,284	1.0%	1.0%	0	0.0%	1.0%
	40.0	5,333	4.4%	5.4%	8,095	6.6%	7.7%
	50.0	6,070	5.0%	10.4%	7,135	5.8%	13.5%
	60.0	22,663	18.5%	28.9%	9,234	7.5%	21.0%
Least deprived	70.0	24,067	19.7%	48.5%	13,806	11.3%	32.3%
	80.0	32,780	26.8%	75.3%	27,971	22.8%	55.2%
	90.0	16,245	13.3%	88.6%	37,802	30.9%	86.0%
	100.0	13,996	11.4%	100.0%	17,111	14.0%	100.0%

<sup>7</sup> This includes both Job Seekers Allowance (JSA) and Universal Credit. Universal credit also includes other benefits including employment and support allowance (ESA) and child tax credits.

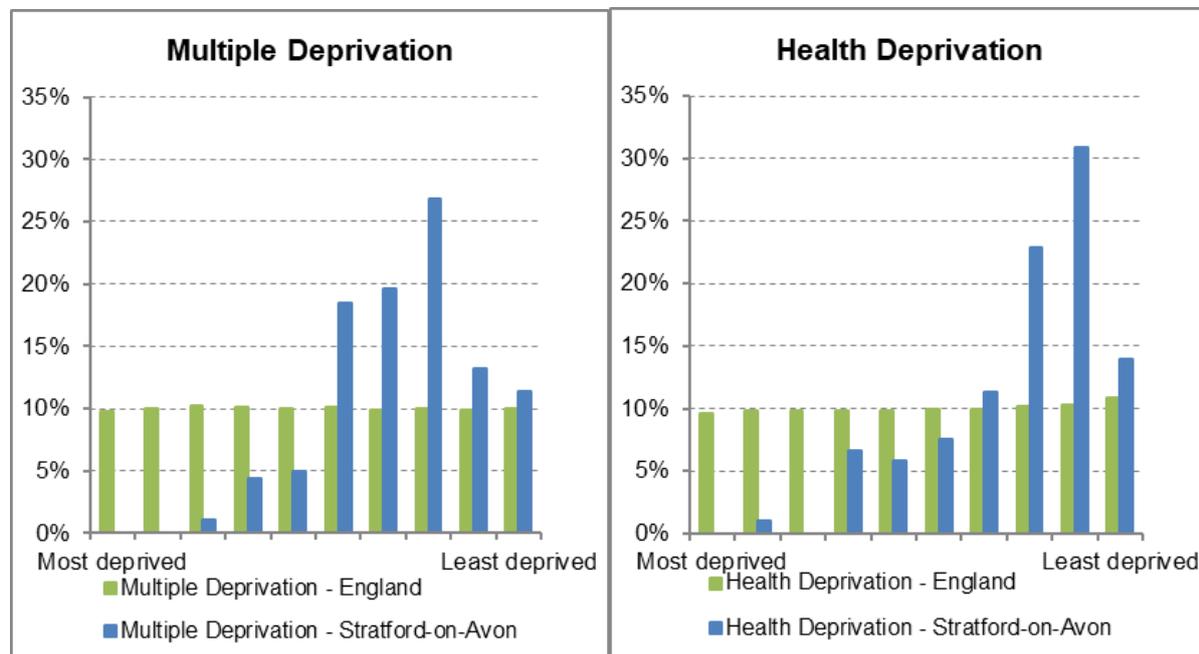
# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 6: IMD and health domain comparisons – Stratford-on-Avon District and England.



# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 7: IMD and health domain comparisons – Stratford-on-Avon District and England.



# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

## Health data (Data sources: ONS)

In keeping with patterns seen alongside considerably lower levels of health deprivation, life expectancy in Stratford-on-Avon District is higher than the national figure; the male rate is currently 81.3 compared to 79.6 for England, and the female equivalent is 84.6 compared to 83.2 nationally.<sup>8</sup>

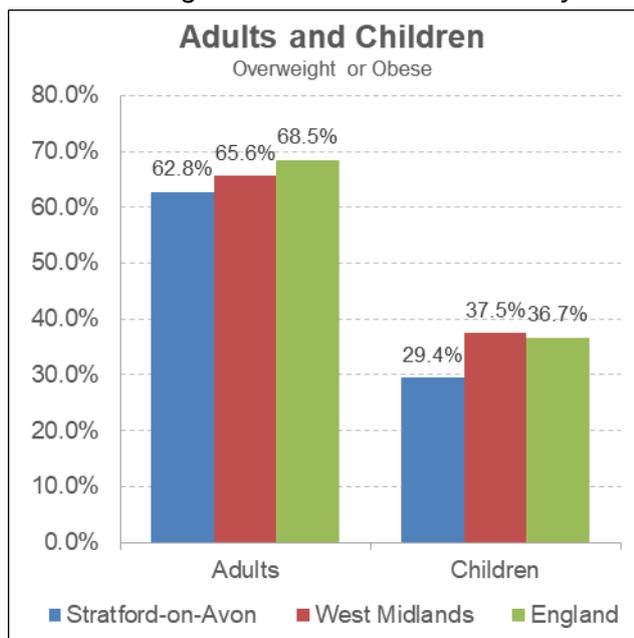
## Weight and obesity (Data sources: NCMP<sup>9</sup> and NOO<sup>10</sup>)

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 obesity<sup>11</sup> 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 and child obesity rates in Stratford-on-Avon District are below both the national and regional averages.

Rates for children in Reception have been suppressed. However, in Year 6 around 3 in 10 (29.4%) are either overweight or obese.

Figure 8: Adult and child obesity rates



## 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, and updated in 2014/15 by Public Health 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 e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

<sup>8</sup> Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

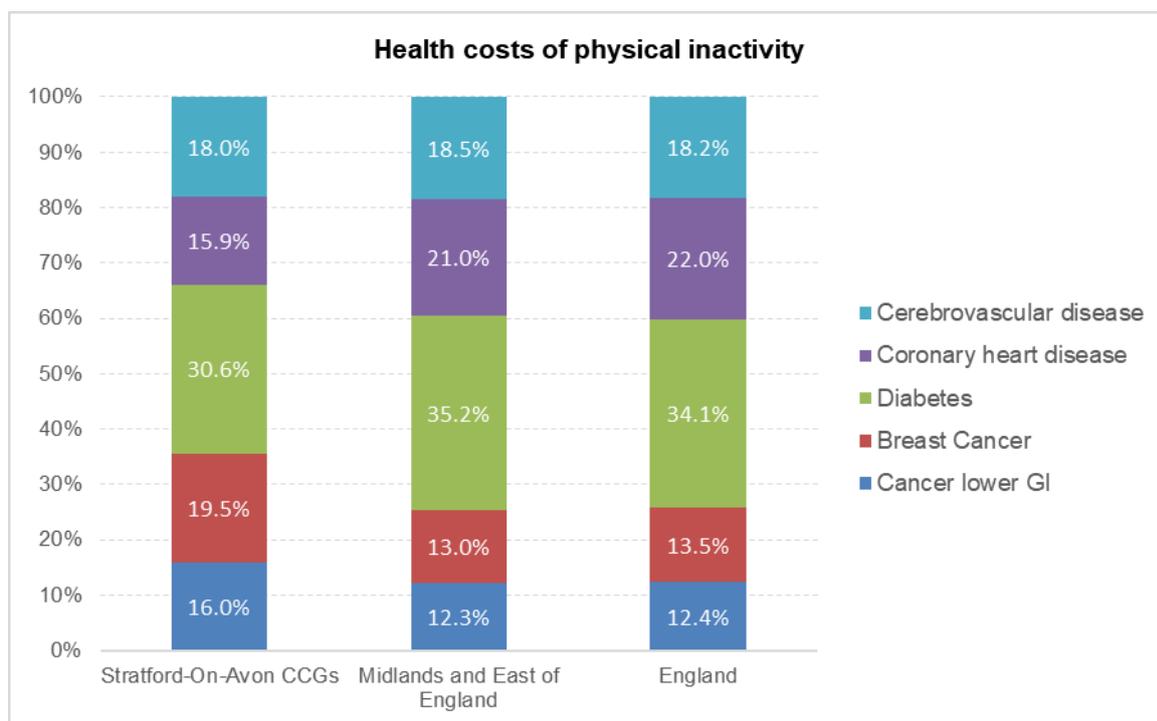
<sup>9</sup> National Child Measurement Program

<sup>10</sup> National Obesity Observatory

<sup>11</sup> Adult Weight Data is for the period 2016-2017. The child data is for the period 2017-2018

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 10: Health costs of physical inactivity



Stratford-on-Avon District falls within the boundaries of one Clinical Commissioning Group (CCG): NHS South Warwickshire CCG (Stratford-on-Avon District, Warwick) which includes all Stratford-on-Avon District's population.

The total annual cost to the NHS of physical inactivity for the CCGs that Stratford-on-Avon District falls within is estimated at £2,441,028.

When compared to regional and national costs per 1000,000, the total costs for the CCG (£888,238) are 8.7% above the national average (£817,274) and 8.6% above the regional average (£818,185).

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.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

## Active Lives Survey 2019/20

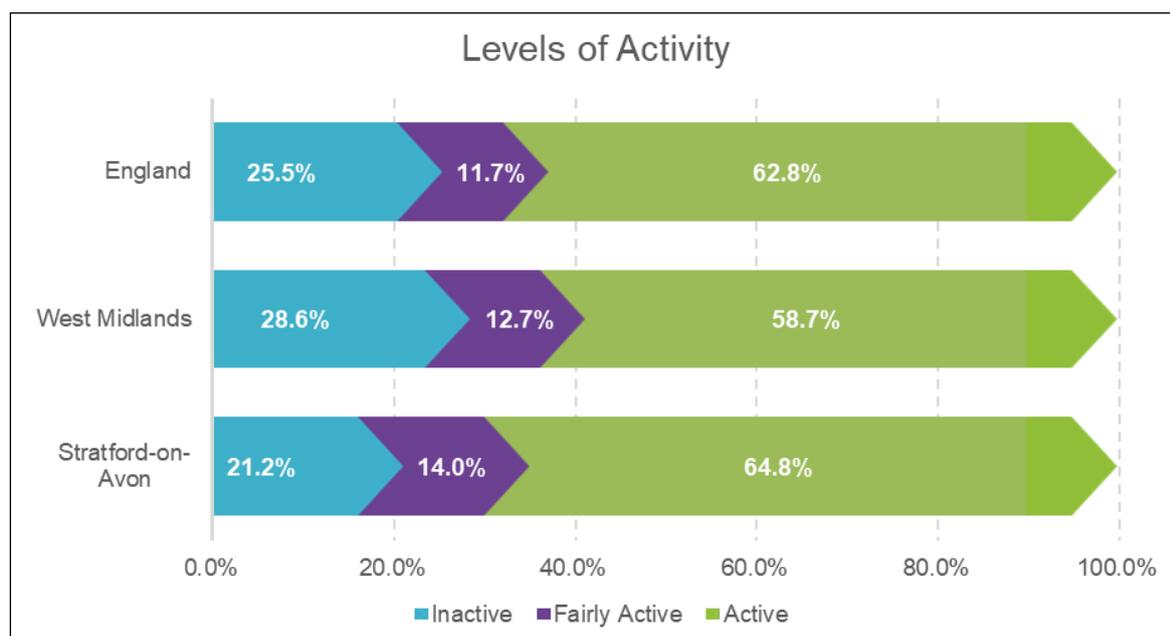
Sport England recently produced its Active Lives Survey May 2019/20, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified in Table 4, a lower percentage of the Stratford-on-Avon District population is inactive compared to England and the West Midlands and a higher percentage is considered to be active.

Table 4: Active Lives Survey results May 2019/20

	Inactive (<30 minutes per week)		Fairly Active (30-149 minutes per week)		Active (150+ minutes per week)	
England	11,573,600	25.5%	5,338,500	11.7%	28,558,100	62.8%
West Midlands	1,364,100	28.6%	604,500	12.7%	2,797,600	58.7%
Stratford-on-Avon District	22,900	21.2%	15,200	14.0%	70,200	64.8%

Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English local authority areas.

Figure 11: Levels of Activity



## The most popular sports

A further aspect of the Active Lives Survey is that it makes it possible to identify the top five sports within Stratford-on-Avon District. As with many other areas, structured classes and cycling are among the most popular activities and are known to cut across age groups and gender; in Stratford-on-Avon District around 1 in 6 adults take part in structured classes, on average, at least once a month. The next most popular activity is cycling which 15.5% of adults do on a relatively regular basis.

## STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Table 5: Most popular sports in Stratford-on-Avon District

(Source: SE Active Lives Survey Nov 16/17)

Sport	Stratford-on-Avon District		West Midlands		England	
	No.	Rate	No.	Rate	No.	Rate
Structured Class	17,200	16.9%	743,200	15.9%	7,938,000	17.7%
Cycling	15,800	15.5%	623,400	13.4%	7,498,900	16.8%
Athletics	14,900	14.6%	618,200	13.2%	7,266,300	16.2%
Fitness	12,800	12.5%	578,400	12.4%	5,727,600	12.8%
Swimming	10,300	10.1%	405,100	8.7%	4,651,100	10.4%

### 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.

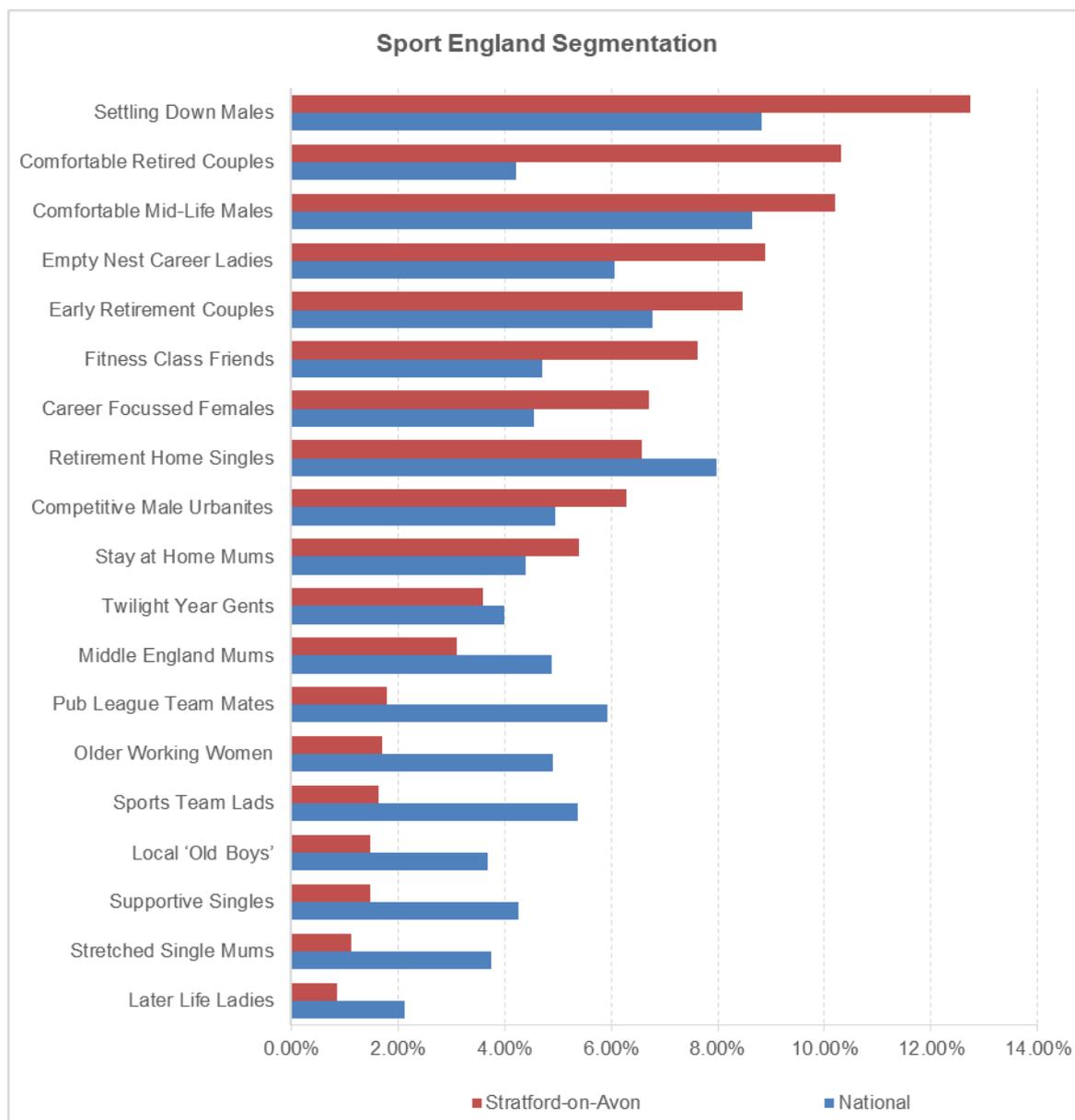
Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The segmentation profile for Stratford-on-Avon District indicates 'Settling Down Males' to be the largest segment of the adult population at 12.7% (12,035) compared to a national average of 8.8%. This is followed by 'Comfortable Retired Couples' (10.3%) and 'Comfortable Mid-Life Males' (10.2%).

At the other end of the spectrum, there are fewest 'Later Life Ladies' with only 0.86%, 'Stretched Single Mums' (1.14%) and 'Supportive Singles' (1.49%).

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 12: SE segmentation – Stratford-on-Avon District compared to England



## Mosaic

(Data source: 2020 Mosaic analysis, Experian)

Mosaic 2020 is a similar consumer segmentation product and classifies all 28.5 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 Stratford-on-Avon District compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent more than three quarters (78.2%) of the population compared to a national equivalent rate of just over 4 in 10 (40.6%).

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Table 6: Mosaic – main population segments in Stratford-on-Avon District

Mosaic group description	Stratford-on-Avon District		National %
	Population	%	
1 - Country Living	40,560	31.1%	7.2%
2 - Rural Reality	25,236	19.4%	6.9%
3 - Domestic Success	13,027	10.0%	9.0%
4 - Aspiring Homemakers	11,586	8.9%	10.4%
5 - Prestige Positions	11,465	8.8%	7.1%

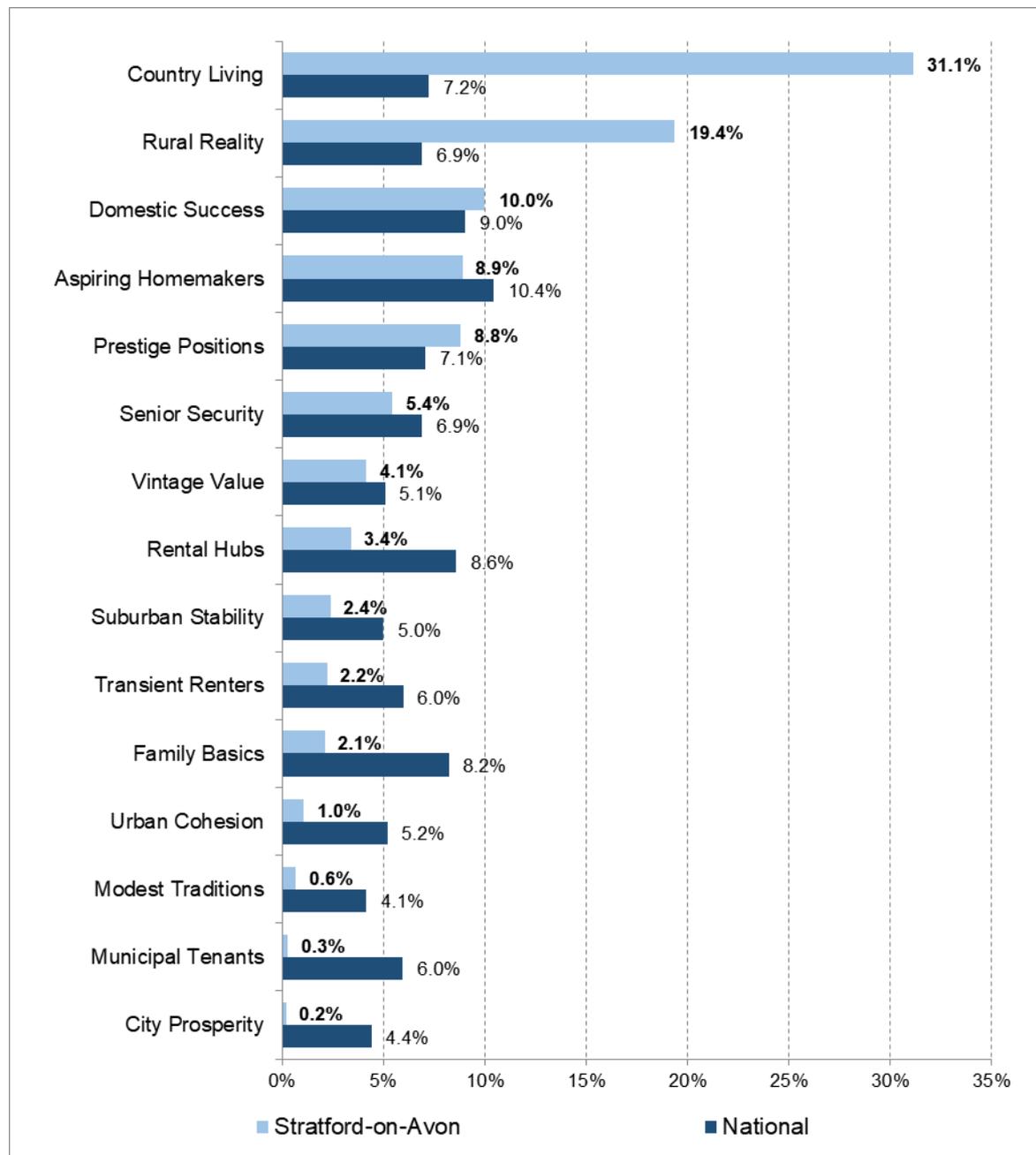
The largest segment profiled for Stratford-on-Avon District is the Country Living group, making up 31.1% of the adult population in the area, this is more than four times the national rate (7.2%). This group is defined as ‘well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired, and others commute distances to professional jobs’.

Table 7: Dominant Mosaic profiles in Stratford-on-Avon District

<b>Country Living</b>		Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired, and others commute distances to professional jobs.
<b>Rural Reality</b>		People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.
<b>Domestic Success</b>		High-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

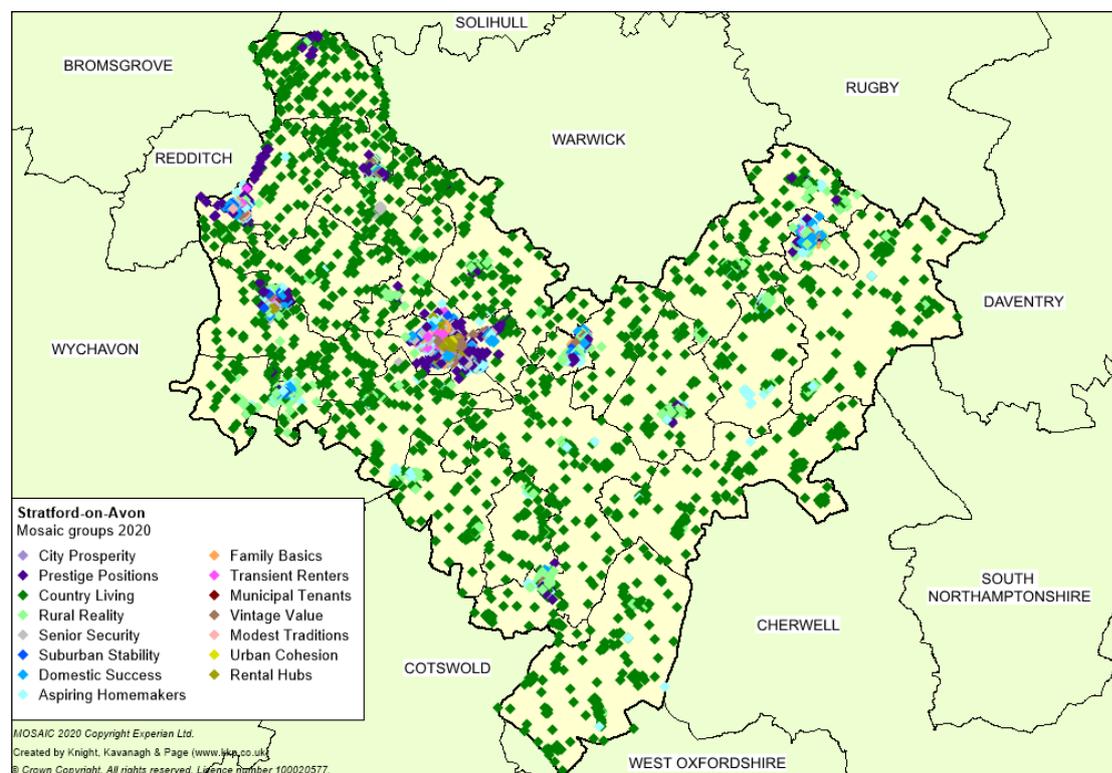
# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 13: Mosaic segmentation – Stratford-on-Avon District compared to nationally



# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 14: Distribution of Mosaic segments in Stratford-on-Avon District



## Economic Value of Sport

Table 9: Economic value of sport (Nov 2015) – Comparative overview

Measure	England		Stratford-on-Avon District	
<b>Participation impacts</b>				
Sports & fitness memberships	£4,646.4m	22.8%	£14.4m	36.8%
Sports participation	£1,267.2m	6.2%	£3.1m	7.9%
Sports equipment	£1,267.2	6.2%	£2.9m	7.4%
Sportswear	£84.5m	0.4%	£0.2m	0.5%
Education and training	£4,630.3m	22.7%	£9.6m	24.6%
<b>Sub-total</b>	<b>£11,895.6m</b>	<b>58.3%</b>	<b>£30.2m</b>	<b>77.2%</b>
<b>Non participation impacts</b>				
Spectator sports	£1,161.6m	5.7%	£3.6m	9.2%
Sports equipment	£1,584.0m	7.7%	£3.6m	9.2%
Sportswear	£422.4m	2.1%	£1.0m	2.6%
Sports related gaming/betting	£690.0m	3.4%	£0.3m	0.8%
TV and satellite broadcasting*	£4,646.4m	22.8%	£0.5m	1.3%
<b>Sub-total</b>	<b>£8,504.4m</b>	<b>41.7%</b>	<b>£9.0m</b>	<b>23.0%</b>
<b>Overall total</b>	<b>£20,399.9m</b>	<b>100.0%</b>	<b>£39.1m</b>	<b>100.0%</b>

Note: Totals in local authority based figures may differ slightly due to rounding

\* This relates GVA to employment connected to broadcasting as opposed to subscriptions by area.

# STRATFORD-ON-AVON DISTRICT COUNCIL PLAYING PITCH STRATEGY (STAGE A)

Figure 16: Economic impact of sport – Stratford-on-Avon District (Source: Sport England 2015)

