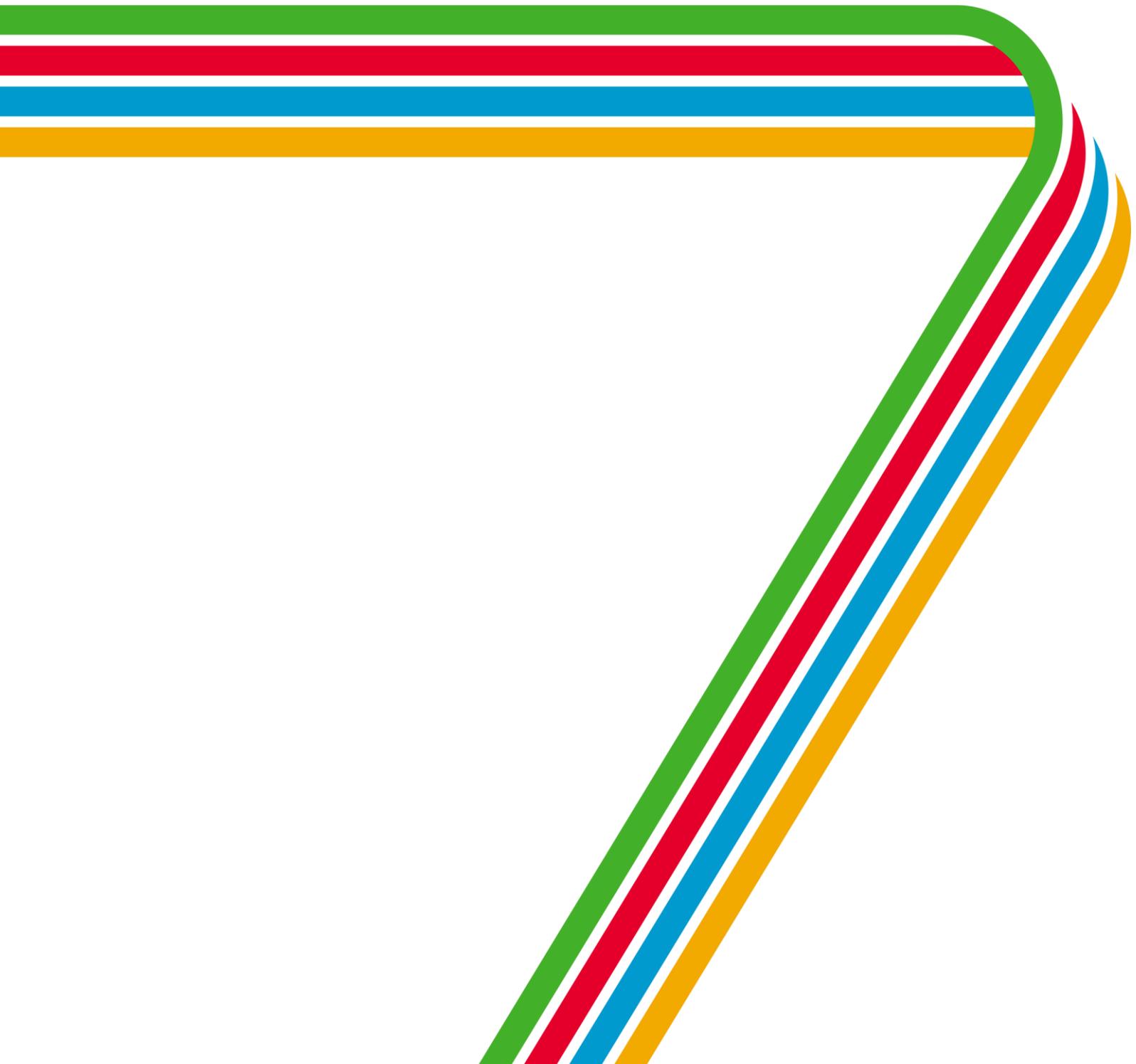




**Playing Pitches Delivery Plan for the
Plymouth Policy Area (PPA)**

Needs assessment – Non Core Sports

2018 - 2021



SHAPING THE FUTURE OF SPORT



4global Consulting Terms of Reference

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

The author(s) will not be held liable for any data provided by third party organisations as part of the Playing Pitch Strategy (PPS) delivery process. The data and recommendations have been conscientiously reviewed through the PPS governance process, with all data and information subject to a thorough check and challenge process via the Project Steering Group. Notwithstanding this, it has not been possible for the author to independently review every element of data provided by third parties.

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1 American Football

1.1 Introduction

1.1.1 The British American Football Association (BAFA) is the National Governing Body for the sport of American Football in Great Britain and is responsible for all regulatory, competition, performance and development aspects of the game. The following section provides greater detail of the existing strategies that are currently being delivered by BAFA.

1.1.2 Following this, the supply and demand section of this report evaluates the adequacy of facilities for American Football and considers:

- The supply of pitches and demand for these
- The adequacy of pitches in the City of Plymouth
- Recommendations moving forward.

1.2 Strategic Context

1.2.1 The most recent strategy is laid out in BAFA's Strategy 2017-2021 with the vision of being "An outstanding sport where everyone can participate and perform in an accessible, inclusive, enjoyable and safer environment." The strategy is based on 2 overarching aims and 5 foundations on which to build.

1.2.2 The overarching aims are:

- Participation; high levels of activity in a variety of American Football related contexts that allow people to enhance their physical, mental and social well-being
- Performance; highly effective performance pathway in which players, coaches, officials and other staff can learn develop and thrive.

1.2.3 The foundations of the aims are:

- Commercial and Marketing; utilising enterprise to grow the game and thrive in the increasingly competitive sports marketplace
- Finance and Operations; compliance with all regulations and have appropriate finance controls, whilst organising high quality events and experiences
- People; developing a resilient sporting habit in players, coaches, officials, volunteers and spectators
- Communication and Transparency; transparent and accountable, engaging effectively with stakeholders
- Leadership and Governance; diverse, skilled and experience decision-making, which contains independence voice and operates effectively.

1.3 Supply

1.3.1 There are only 2 sites in Plymouth being used for American Football in Plymouth during the 2017/18 season Marjons Sports Ground and HMS Devonport – Keyham. A summary of their usage can be found in Table 1.1 but it should be noted that the club is thought to use HMS Devonport – Keyham when access to Marjons is not possible. In either case, the club prefers to use 3G facilities. The club changed home grounds for the 2018/19 away from Marjons and onto Saltmill Park (Saltash), located in Cornwall. This demonstrates that use of WR22 compliant 3G is a strong preference for the club.

- 1.3.2 It is worth noting that there are also American Flag Football teams that use other sites, including; All Saints Academy’s 3G pitch and Central Park. The pitch used for flag football (which measures 80yards by 50 yards, around the same as a youth 9v9 football pitch) has simple markings and the ball is not required to roll or pitch on the ground meaning the game can be played on almost any flat grassed surface (providing the grass is cut to an appropriate length).

Table 1.1: Summary of American Football supply and use

Site	Surface	Cost	Type	Hours/ week
Marjon Sports Centre	WR22 3G	£350 per season	Training	2-4
HMS Devonport	WR22 3G	Unknown	Training	Intermittent
Saltmill Park (Saltash)	WR22 3G	Unknown	Match	2

1.4 Demand

- 1.4.1 There is currently only one American Football club which is called Plymouth Blitz and part of the University of Plymouth (UoP). They play in the British University and College Sport’s (BUCS) 1A South West Division. Table 1.2 summarises information gleaned from their club development plan. The club has two sessions per week, a training session mid-week plus a match or training session on a Sunday.

Table 1.2: Summary of club consultation

Club	Summary
Plymouth Blitz	They have started using the 3G pitch at Marjon Sports Centre for training twice per week having previously used facilities at Staddiscombe. This is an additional cost of £350 per season. We had 99 registered members for the 2017/2018 season and are a growing club within the university. This is their second season within Division 1 of the BUCS South West League and are looking to maintain this position.

- 1.4.2 In addition to the full-contact team there are a number of American Flag Football clubs that play a ‘flag’ version of the sport; the Plymouth Bolts (part of the UoP), the Marjon Lions (part of the University of St Mark and St John) and the Plymouth Buccaneers. The former two clubs don’t have enough members right now to play full competitive games (about 20 and 15 members respectively) but do indicate some latent demand.
- 1.4.3 Whilst it is unclear whether there is much further demand for American Football as a full-contact sport there is certainly a number of flag teams in the area and there is also a South West team (the Dragons) that can choose players from Plymouth. This indicates some demand for this version of the sport and should be encouraged. Among the advantages are: its relative simplicity when compared to the American Football, a smaller number of players required per team, a simple pitch that can be marked on a relatively small space and the lack of requirement for a shock absorbing artificial pitch.
- 1.4.4 In order to ensure that American Football play is protected in Plymouth it is recommended that the Plymouth Blitz are given some security of use at Marjons Sports Centre. Furthermore, the Council should continue to monitor the demand for flag versions of the sport within the City. Should it become apparent that there is sufficient demand to dedicate a pitch to flag football, an area should be designated for this as a summer activity. A space in Central Park should be one such site to consider for this purpose. This will be addressed in the strategy and action plan section of the report.

2 Baseball

2.1 Introduction

2.1.1 The British Baseball Federation (BBF) is the National Governing Body of Baseball in Great Britain and is responsible for promotional activity, organising leagues and overseeing the sport. The following section provides greater detail of the existing strategies that are currently being delivered by BFF.

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

- The supply of fields and demand for these
- The adequacy of fields in the City of Plymouth
- Recommendations moving forward.

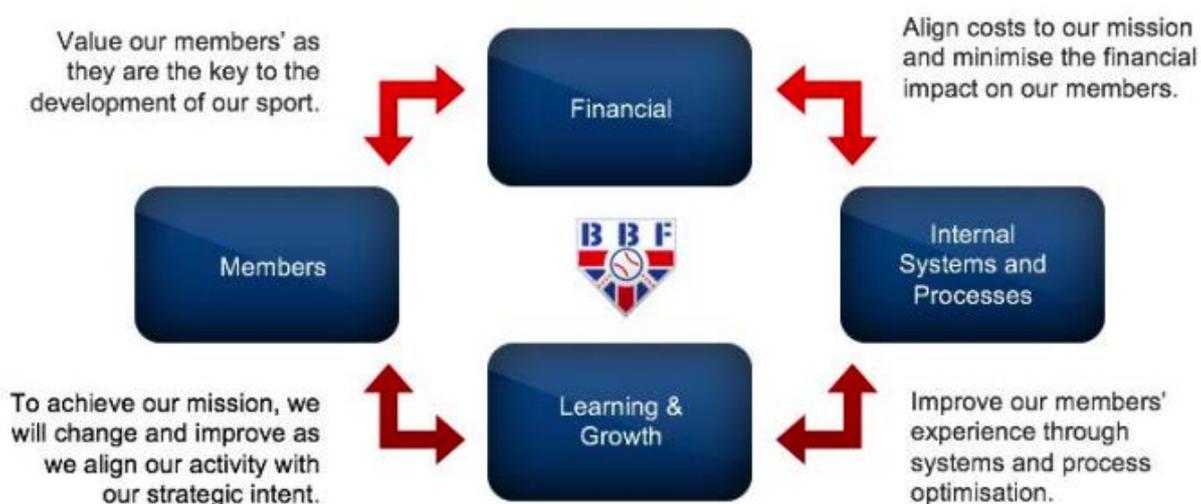
2.2 Strategic Context

2.2.1 The BBF's mission is "to advance the opportunities for our members so they can enjoy and expand their reach through our federation."

2.2.2 The most recent strategic outlook outlines 4 key (see Figure 2.1) which are:

- Align costs to their mission and minimise the financial impact on our members
- Improve members' experience through systems and process optimisation
- To achieve their mission, by changing and improving as they align activity with their strategic intent
- Value their members as they are the key to the development of the sport.

Figure 2.1: The BFF's strategic framework from the 2018 Handbook



2.3 Supply

2.3.1 Table 2.1 (below) shows there is currently only one field being used for baseball within Plymouth which is council owned, managed and leased on a 9-year term to the Plymouth Mariners Baseball Club who play in the South Western Baseball League. They play 7 home league fixtures per season as well as training and friendlies. Any external parties wishing to use this facility are required to negotiate directly with the club.

Table 2.1: Baseball provision in Plymouth

Site Name	Fields	Diamond Surface	Back-Stop Fencing	Outfield Fencing	Pitcher's Mound	Floodlighting	Evenness of Outfield	Changing Rooms
Central Park	1	Crushed Brick	Permanent	Permanent	No	No	Adequate	Yes

2.4 Demand

- 2.4.1 According to the government's Active Lives Survey demand for baseball in the UK is low with 0.3% of people participating in the past year. When applying this to Plymouth's population there are potentially about 700 people who would participate at least once per year.
- 2.4.2 Table 2.2 details the demand placed on the baseball field in Central Park, whilst Table 2.3 is a summary of a consultation with the Plymouth Mariners to understand any key issues and future development plans.

Table 2.2: Baseball demand in Plymouth

Club Name	Team	Training Hours per Week	Match Hours per Week
Plymouth Mariners Baseball Club	Mixed 1st	4	1.5 (accounting for alternating home and away fixtures)

Table 2.3: Baseball club consultation

Club Name	Consultation
Plymouth Mariners Baseball Club	<p>The club's major development priority is to get the changing rooms refurbished to make it suitable for mixed teams, and ideally would like an extension in order to store equipment and to have a small social / function room. Currently the changing facilities are communal making it unsuitable for mixed genders.</p> <p>There is an investment project going on in the Park; installing a new playground, new tennis courts, refurbishing the bowling green pavilion so it can be used for multi-sports and building a skate park. However, the ancillary facility refurbishment was not included as part of this project as demand for it is low. The baseball club has tried to get in touch with the football, lacrosse and American Football teams that also train at the same end of the park to see if they would be interested in joint ownership, however they are not interested in paying part of the lease. If the ancillary facility is not attended to the Baseball club have stated they are likely to lose members.</p> <p>As they share the space with additional sports clubs the outfield can suffer with unevenness caused by the additional footfall.</p> <p>Additionally, the site suffers from vandalism, specifically cuts to the fence and graffiti on the ancillary building.</p>

- 2.4.3 It is understood that some refurbishment has taken place to the Knolley's Changing Rooms, with a team from the Probation Services doing repainting and minor repair work in advance of the South West Baseball Tournament in September 2018. However, further redevelopment of the site may lead to more uptake, especially from female players.
- 2.4.4 The opportunities for baseball are understood to be increasing, with an expanding western league (two teams are expected to be added for the 2019 season) and a marquee professional match (Boston Red Sox vs. New York Yankees) being played in the UK next year. The sport is also broadcasted live by main-stream sport subscription broadcaster. Given these developments there are

opportunities for the Mariners to increase their demand on Central Park in the coming years. Therefore, whilst extension to the lease is not deemed necessary at present, a demonstrable increase in demand may require further security of tenure on the site for the club in order to access funding to enhance the facility and improve its offer. It is therefore necessary for the Mariner's activity to be monitored and decisions should be made with a view to enabling the club to grow in the future.

- 2.4.5 In summary it is considered important that the pitch in Central Park is retained for Baseball and the PCC ensures that the base-ball field is associated with adequate changing facilities. This will be addressed in the strategy document.

3 Lacrosse

3.1 Introduction

3.1.1 England Lacrosse (EL) is the organisation responsible for the governance of lacrosse in England. The following section provides greater detail of the existing strategies that are currently being delivered by EL.

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

- The supply of pitches and demand for these
- The adequacy of pitches in the City of Plymouth
- Recommendations moving forward.

3.2 Strategic Context

3.2.1 The most recent strategy formulated by EL is laid out in their Business Plan 2016–2020 with the overarching vision “To be recognised as a major team sport.” Their overall plan is depicted in Figure 3.1.

3.2.2 The strategy produced 2 key strategic priorities; market positioning and operational priorities.

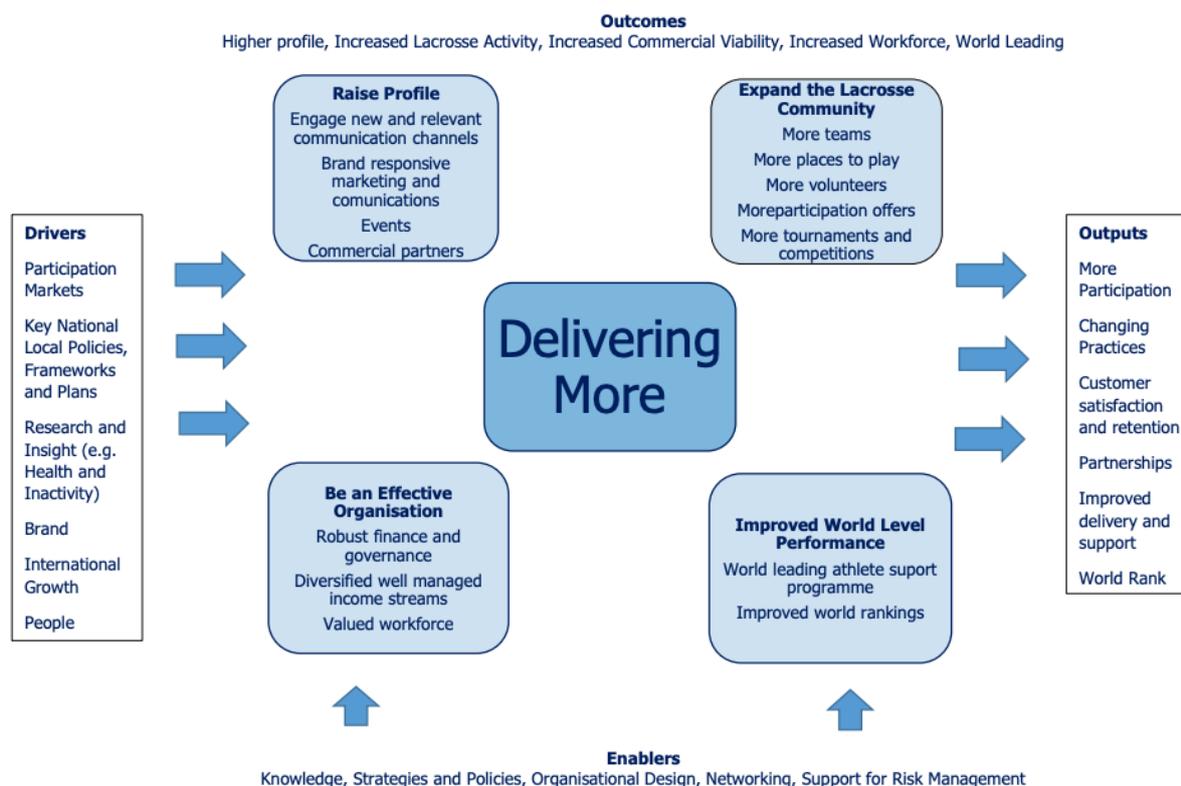
3.2.3 The key elements of the market positioning strategy are:

- Focus on a target demographic of females and males between the ages of 10 and 30
- Encourage school age lacrosse by promoting INTO programmes within schools and communities
- Club expansion through promotion of the INTO brand
- A 12month participation programme
- Relevant events to support participation growth
- A more commercially minded approach to the operational priorities.

3.2.4 The key elements of the operational priorities are:

- Raise the profile of lacrosse
- Expand the lacrosse community
- Improved world level of performance
- Be an effective organisation

Figure 3.1: Overview of EL’s strategic aims from the Business Plan 2016 – 2020



3.3 Supply

3.3.1 There are currently 3 lacrosse clubs within the city of Plymouth; The University of Plymouth (UoPLC) Lacrosse Club, The University of St Mark and St John (Marjon) Lacrosse Club and the Plymouth Privateers. The clubs have links to one another and do share some knowledge/ resources. Table 3.1 outlines what facilities are used for training and matches across the 3 clubs.

Table 3.1: Pitch supply in Plymouth

Site Name	Used by	Type	Quality	Ancillary
Central Park	UoPLC	Grass	Standard	No
Lipson Sports Centre	The Plymouth Privateers	AGP – Sand filled	Good	Yes
Marjon Sports Centre	Marjon LC	AGP – Sand Dressed	Good	Yes
Brickfields	UoPLC	AGP – Sand Dressed	Standard	Yes

3.4 Demand

3.4.1 The government’s Active Lives Survey shows that 0.1% of people played lacrosse in the past year. When applied to Plymouth’s population this indicates about 235 people who play on at least a yearly basis. There are currently 7 teams in Plymouth, however, only one of these is not a university team. Table 3.2 provides more information on the clubs.

Table 3.2: Club information

Club	Teams	Leagues	Issues
UoPLC	Men's 1 st Women's 1 st Men's 2 nd Women's 2 nd	SEMLA, SWWL Senior League	Not currently part of BUCS so don't get as much funding as other university sports clubs. They have identified that running costs from travelling to games, match fees, membership fees and equipment costs are causing strain to finances. Lack of qualified coaches in the South West and the ground at Central Park becoming unplayable in wet conditions are further issues.
Plymouth Privateers	Men's 1 st	SEMLA	They have ambitions to expand to have a women's team and did have one in the past. Unclear as to whether this is still the case. Both of the university teams have links with this club and sometimes share resources.
Marjon LC	Men's 1 st Women's 1 st	BUCS	Unknown.

- 3.4.2 The new playing field surface at Central Park will have a positive impact as it should help to keep the ground playable for longer. The addition of the Community Sports Hub to provide changing facilities close to the park will also be important and could encourage greater female participation. The lacrosse community appears to be close knit in the city so engagement with the Plymouth Privateers could have wider positive impacts.
- 3.4.3 Central Park is currently the only grass pitch venue for Lacrosse in the city. The lack of grass pitches means that there is limited ability to find new pitches during periods of heavy rainfall. Lacrosse is a sport that can be played on a range of surfaces but the challenges associated with finding alternative pitches during times of poor weather are exacerbated by the capacity issues on 3G and sand-AGP as stated in the hockey, football and AGP needs assessment chapters.
- 3.4.4 It should be noted that 3 of the 4 main facilities used for Lacrosse in Plymouth are hockey appropriate AGPs. The lack of peak-time availability for hockey clubs in the area has been reported in the needs assessment and strategy of the Playing Pitches Delivery Plan documents. The use of these facilities by Lacrosse should be considered as demand, in addition to football use, that reduces pitch availability at peak-times for hockey.
- 3.4.5 It should be noted that Lacrosse can also be played on 3G AGP but as the football needs assessment shows, these facilities are expected to be used at capacity during peak-times.
- 3.4.6 In summary, it is therefore important any detailed feasibility assessment for any AGP facilities must consider lacrosse demand as part of its schedules of use. This will protect Lacrosse clubs from being 'muscle-out' of access to AGP facilities in the future and ensure that future provision is adequate for the needs of players. Regarding the Central Park pitch, this should be protected as a lacrosse pitch to ensure the sport can be played at low cost by the community club. Both of these points will be addressed in the Strategy document and action plan.

4 Rounders

4.1 Introduction

4.1.1 Rounders England (RE) is the sport's National Governing Body in England. It is responsible for the management of England Squads, development of the sport, organisation of training and coaching courses and promotional activities. The following section provides greater detail of the existing strategies that are currently being delivered by RE.

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

- The supply of pitches and demand for these
- The adequacy of pitches in the City of Plymouth
- Recommendations moving forward.

4.2 Strategic Context

4.2.1 The most recent strategy formulated by RE is laid out in their #WEAREALLROUNDERS strategy for 2017-2021 with the overarching mission of "Connecting people through rounders." The strategy produced 4 key objectives and 4 key ambitions.

4.2.2 The key objectives of the strategy are:

- A review of the Competition Strategy; leading to a range of new competitions that align with customer needs
- Members' Club; leading to a greater connection between RE and its members, as well as between members
- Better services to teams and leagues; helping people to stay connected with rounders at different stages of their life
- Helping inactive people become more active through rounders; they are piloting a new programme to do this.

4.2.3 The key ambitions of the strategy are:

- Local delivery of rounders through partnerships with existing and new locations and audiences
- Customer facing brand development and social media to make people more aware of RE and the game
- Programmes for young people. The return of rounders to the list of assessed sports for GCSE/ A Level
- New products and commercial agreements.

4.3 Supply

4.3.1 Central Park is the only place for community engagement with rounders where the council mark out a number of pitches during the summer. There are no posts provided so teams would either have to provide their own or make do without.

4.3.2 It should also be noted that schools are expected to mark out rounders pitches on their playing fields during the summer for their curricular and extra-curricular activity. Whilst there is not a precise audit for this available it should be expected that rounders pitches will be marked in Plymouth on school playing fields.

4.4 Demand

- 4.4.1 The government's Active Lives survey suggests 2.2% of people played rounders within the past year. However, it is unclear whether this constitutes regular on-going demand as it is a popular summer game amongst the public.
- 4.4.2 The University of Plymouth Student Rounders Club is currently the only formal club within the city. However, there is evidence of some additional demand with informal indoor and outdoor groups. The latter is played in public parks but with no organizational structure i.e. turn up and play. The university club did not play any competitive matches against other teams or universities due to lack of members.
- 4.4.3 Table 4.1 summarises information from a development plan produced by the club in advance of the 2018 season.

Table 4.1: Club development priorities and key issues

Club name	Summary
The University of Plymouth Rounders Club	There are currently 27 registered members although it is unclear how many of those actively play. This is a decrease from 42 members the previous year and they were unable to play matches against any external teams due to lack of players. Membership fees have been reduced (£15 to £10) in a bid to combat this for next year. They use Central Park for training purposes for up to 2 hours per week. Overheads appear to be low and they have not specifically identified any development needs.

- 4.4.4 As there is the suggestion of some unmet demand it could be worth testing the appetite for a formal club organised by members from the community. As the council does promote indoor rounders as part of an Active Lives scheme the information should be easy to source. Furthermore, the new Community Sports Hub could provide impetus for hiring out of equipment.

4.5 Summary

- 4.5.1 As a result of the analysis above an action will be present in the strategy to explore the opportunity to further facilitate rounders in Plymouth via a participation programme. Should such a project prove successful it is recommended the Council takes steps to identify a potential dedicated site, with Central Park being one of the main candidate sites for this.

5 Glossary of terms

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

5.2 Acronyms

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

5.3 Phrases

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

- 5.3.4 **Team Generation Rate** – Provides an indication of how many people it may take to generate a team. A TGR can be calculated by dividing the current population within an age group for a sport by the number of teams in the area within that age group. This is then used to calculate the number of teams that will be required in the future, to allow for future population growth or reduction.
- 5.3.5 **Displaced demand** generally relates to play by teams or other users of playing pitches from within the Study Area (i.e. from residents of the Study Area) which takes place outside of the area. This may be due to issues with the provision of pitches and ancillary facilities in the Study Area, just reflective of how the sports are played (e.g. at a central venue for the wider area) or due to the most convenient site for the respective users just falling outside of the local authority/Study Area.
- 5.3.6 **Unmet demand** is demand that is known to exist but unable to be accommodated on current supply of pitches. This could be in the form of a team with access to a pitch for matches but nowhere to train or vice versa. This could also be due to the poor quality and therefore limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement. League secretaries may be aware of some unmet demand as they may have declined applications from teams wishing to enter their competitions due to a lack of pitch provision which in turn is hindering the growth of the league.
- 5.3.7 **Latent demand** is demand that evidence suggests may be generated from the current population should they have access to more or better provision. This could include feedback from a sports club who may feel that they could set up and run an additional team if they had access to better provision.
- 5.3.8 **Future demand** is an informed estimate made of the likely future demand for pitches in the Study Area. This is generally based on the most appropriate current and future population projections for the relevant age and gender groupings for each sport. Key trends, local objectives and targets and consultation also inform this figure.
- 5.3.9 **Casual use or other use** could take place on natural grass pitches or AGPs and include:
- Regular play from non-sports club sources (e.g. companies, schools, fitness classes)
 - Infrequent informal/friendly matches
 - Informal training sessions
 - More casual forms of a particular sport organised by sports clubs or other parties
 - Significant public use and informal play, particularly where pitches are located in parks/recreation grounds.
- 5.3.10 **Carrying capacity** is the amount of play a site can regularly accommodate (in the relevant comparable unit) for community use without adversely affecting its quality and use. This is typically outlined by the NGB.
- 5.3.11 **Overplay** is when a pitch is used over the amount that the carrying capacity will allow, (i.e. more than the site can accommodate). Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected.
- 5.3.12 **Spare capacity** is the amount of additional play that a pitch could potentially accommodate in addition to current activity. There may be reasons why this potential to

accommodate additional play should not automatically be regarded as actual spare capacity, for example, a site may be managed to regularly operate slightly below its carrying capacity, to ensure that it can cater for a number of friendly matches and training activity. This needs to be investigated before the capacity is deemed actual spare capacity.

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

End