PLAYING PITCH AUDIT AND NEEDS ASSESSMENT
FOR KETTERING BOROUGH

FINAL VERSION - OCTOBER 2019
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## GLOSSARY

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>3G</td>
<td>Third Generation (artificial turf)</td>
</tr>
<tr>
<td>AGP</td>
<td>Artificial Grass Pitch</td>
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<tr>
<td>ASC</td>
<td>All Stars Cricket</td>
</tr>
<tr>
<td>BC</td>
<td>Bowls Club</td>
</tr>
<tr>
<td>CC</td>
<td>Cricket Club</td>
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<tr>
<td>CSP</td>
<td>County Sports Partnership</td>
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<tr>
<td>ECB</td>
<td>England and Wales Cricket Board</td>
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<tr>
<td>EH</td>
<td>England Hockey</td>
</tr>
<tr>
<td>FA</td>
<td>Football Association</td>
</tr>
<tr>
<td>FC</td>
<td>Football Club</td>
</tr>
<tr>
<td>FIFA</td>
<td>Fédération Internationale de Football Association</td>
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<tr>
<td>FIT</td>
<td>Fields in Trust</td>
</tr>
<tr>
<td>GIS</td>
<td>Geographical Information Systems</td>
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<tr>
<td>HC</td>
<td>Hockey Club</td>
</tr>
<tr>
<td>KBC</td>
<td>Kettering Borough Council</td>
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<tr>
<td>KKP</td>
<td>Knight, Kavanagh and Page</td>
</tr>
<tr>
<td>JCS</td>
<td>North Northamptonshire Joint Core Strategy</td>
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<td>LMS</td>
<td>Last Man Stands</td>
</tr>
<tr>
<td>NGB</td>
<td>National Governing Body</td>
</tr>
<tr>
<td>NPPF</td>
<td>National Planning Policy Framework</td>
</tr>
<tr>
<td>NTP</td>
<td>Non-turf Pitch</td>
</tr>
<tr>
<td>MES</td>
<td>Match equivalent sessions</td>
</tr>
<tr>
<td>ONS</td>
<td>Office for National Statistics</td>
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<tr>
<td>PPS</td>
<td>Playing Pitch Strategy</td>
</tr>
<tr>
<td>PQS</td>
<td>Performance Quality Standard</td>
</tr>
<tr>
<td>RFU</td>
<td>Rugby Football Union</td>
</tr>
<tr>
<td>RUFC</td>
<td>Rugby Union Football Club</td>
</tr>
<tr>
<td>S106</td>
<td>Section 106</td>
</tr>
<tr>
<td>TC</td>
<td>Tennis Club</td>
</tr>
<tr>
<td>U</td>
<td>Under</td>
</tr>
</tbody>
</table>
PART 1: INTRODUCTION AND METHODOLOGY

1.1 Introduction

Kettering Borough Council (KBC) commissioned Knight Kavanagh & Page Ltd (KKP) to deliver a Playing Pitch Strategy (PPS) for the authority. The project compiles one document as part of a wider inter-related strategy for sport and recreation that also includes a Sports Facilities Strategy and an Open Spaces Strategy. The inter-relationship between the strategies must be noted as some sports covered by the PPS also use indoor facilities for matches/training or use open space areas for informal use.

This is the Playing Pitch Strategy Assessment Report, which presents a supply and demand assessment of playing pitch and other outdoor sports facilities in Kettering in accordance with Sport England’s PPS Guidance: An approach to developing and delivering a PPS. The guidance details a stepped approach that is separated into five distinct stages:

- Stage A: Preparation
  - Step 1: Clarify why the PPS is being developed
  - Step 2: Set up the management arrangements
  - Step 3: Tailor the approach

- Stage B: Information Gathering
  - Step 4: Develop an audit of playing pitches
  - Step 5: Develop a picture of demand

- Stage C: Assessment
  - Step 6: Understand how each site is being used
  - Step 7: Develop the current picture of provision
  - Step 8: Carry out scenario testing

- Stage D: Key Findings & Issues
  - Step 9: Identify key findings & issues
  - Step 10: Check and challenge key findings & issues

- Stage E: Strategy Development & Implementation
  - Step 11: Develop conclusions & recommendations
  - Step 12: Develop an action & implementation plan
  - Step 13: Adopt, monitor and review the PPS

Stages A to C are covered in this report, with Stage D and Stage E covered in the subsequent strategy document.
1.2 Local context

**North Northamptonshire Joint Core Strategy 2011-2031 (Part 1)**

The North Northamptonshire Joint Core Strategy (JCS) (adopted in July 2016) is the strategic Part 1 Local Plan for Kettering, Corby, East Northamptonshire and Wellingborough. This has been prepared by the North Northamptonshire Joint Planning and Development Unit and outlines the vision and outcomes for the four local authorities. The Part 2 Local Plans, being prepared by the individual Local Authorities, will provide detailed planning policies to deliver the objectives outlined in the JCS.

The vision is to ensure that North Northamptonshire will be widely recognised as a safe, healthy, affordable and attractive area for residents and visitors, and an excellent place for business to invest in. In addition, the area will be a showpiece for modern green living and well managed sustainable development which will take advantage of a strategic transport network to be a nationally important growth area.

The JCS also highlights a summary vision for Kettering. This summary vision states that by 2031 Kettering will be the largest retail centre in North Northamptonshire and its vibrant town centre, regarded for being characterful, distinctive and fun, will provide a focus for its surrounding market towns and villages. The town will be the focus for healthcare and will lead the way in renewable energy investment to strengthen the green economy. Its business community will capitalise on its excellent connectivity, including its position on the Trans-European (E24 route) A14 and on the electrified Midland Mainline rail route.

To achieve the overarching and local vision, the Strategy aims to deliver following ten outcomes successfully:

- Empowered and proactive communities
- Adapt to future climate change
- Distinctive environments that enhance and respect local character and enhance biodiversity.
- Excellent services and facilities easily accessed by local communities and businesses.
- A sustainable balance between local jobs and workers and a more diverse economy.
- Transformed connectivity.
- More walkable places and an excellent choice of ways to travel.
- Vibrant, well connected towns and a productive countryside.
- Stronger, more self-reliant towns with thriving centres.
- Enhanced quality of life for all residents.

To help local communities and businesses access excellent services and facilities (which includes sports facilities), policy seven in the Strategy will resist the loss of any community services and facilities, including leisure facilities, unless an appropriate alternative is provided or evidence is presented that the facility is no longer required and suitable alternative uses have been considered.

Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.
**Part 2; Local Plan for Kettering (2019-2031)**

The Council has started preparing Site Specific Part 2 Local Plan for Kettering. This will be specific to the Borough of Kettering and is due to be adopted in December 2020. The document will cover the whole of Kettering Borough with the exception of issues addressed in the JCS, the Area Action Plan for Kettering Town Centre (2011), the North Northamptonshire Gypsy and Traveller Accommodation Assessment (2019) and the Broughton Neighbourhood Plan (2018).

The SSP2 will allocate non-strategic land for housing and employment and it identifies potential locations for retail, leisure and community facilities. It will contain policies relating to the principle growth town of Kettering, the market towns of Rothwell, Desborough and Burton Latimer and for the 27 villages of varying scale and character. These will be supported by policies covering topics such as Local Green Space, Green Infrastructure and Settlement Boundaries.

**Northamptonshire North**

The Government has agreed to create two new unitary councils in Northamptonshire to provide all local government services in the county. This will come into being on 1 April 2021 and Northamptonshire’s current eight councils will cease to exist.

The new North Northamptonshire unitary authority will cover the administrative areas of Corby, East Northamptonshire, Kettering and Wellingborough. A new unitary authority for West Northamptonshire will cover the areas of Daventry, Northampton and South Northamptonshire. Services currently provided by Northamptonshire County Council and the districts and boroughs will be delivered by the two new authorities.

The creation of the two unitary authorities is seen as an opportunity to develop and transform services to deliver what residents, visitors and businesses need across the county, with a modern approach that provides good value for money.

**Supporting Northamptonshire to Flourish: Northamptonshire’s Joint Health and Wellbeing Strategy 2016-2020**

This is the latest strategy which aims at improving the health and wellbeing of all people in Northamptonshire. The overall objective is to reduce health inequalities by enabling people to help themselves.

The strategy lists four key priorities with targets associated for each priority. The importance of having accessible, good quality sports facilities will assist in achieving all four key priorities:

- Giving every child the best start
- Taking responsibility and making informed choices
- Promoting independence and quality of life for older adults
- Creating an environment for all people to flourish
This report provides Northamptonshire area information on the following:

- Background to health inequality and inequity
- Health inequalities across Northamptonshire – demographics, life expectancy, deprivation
- Maternal health inequalities
- Health inequalities in children
- Lifestyle
- Wider determinants
- Ageing

Figure 2.4, overleaf, identifies the key characteristics appertaining to lifestyle of the population of North Northamptonshire.

The report makes eight recommendations that require joint working to achieve the best outcomes for Northamptonshire residents; a precis of which are identified in Table 2.1.

*Figure 2.4: Health and wellbeing in North Northamptonshire Jan 2019*
Table 2.1: Key recommendations for Northamptonshire

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Local leaders and organisations need to work with new shadow unitary authorities (subject to government agreement) to ensure that public health principles and practice to improve population health and reduce health inequalities are embedded in order to shape services to best meet need.</td>
</tr>
<tr>
<td>2</td>
<td>There should be greater focus on improving health and promoting a healthy lifestyle for pregnant women and new parents. This will require an improvement in health literacy and understanding of what a healthy pregnancy means and how it can be achieved.</td>
</tr>
<tr>
<td>3</td>
<td>The root cause of unhealthy weight of children and young people must be tackled by working with and educating communities, schools and families to take a lead role in preventing our children becoming overweight and addressing the issue early if it arises.</td>
</tr>
<tr>
<td>4</td>
<td>To reduce the number of people who experience mental ill health there is a need to improve the effectiveness of prevention services for mental wellbeing.</td>
</tr>
<tr>
<td>5</td>
<td>Services need to work together so that fewer women are smoking in pregnancy, more people waiting for planned operations ‘stop before the op’ and there is bedside support for in-patients, particularly those experiencing ill health due to respiratory or cardiac conditions.</td>
</tr>
<tr>
<td>6</td>
<td>Primary, community and hospital services all have a role in fewer people experiencing avoidable ill-health and disease, by increasing uptake of vaccination, screening programmes; cancer, non-cancer and health checks and directing people to healthy lifestyle services.</td>
</tr>
<tr>
<td>7</td>
<td>Optimise the use of the NCC Public Health ‘Supporting Independence Programme’ for people living with mild frailty which allows them greater autonomy and independence for longer and increases their healthy life expectancy.</td>
</tr>
<tr>
<td>8</td>
<td>NCC Public Health will develop a comprehensive communication and engagement strategy, linked to partners, that will reach into communities to educate, inform and support positive behaviour change.</td>
</tr>
</tbody>
</table>

Northamptonshire Sport

One of 44 county sports partnerships (CSPs) nationally, Northamptonshire Sport is a partnership of local and national organisations working together to provide opportunities for people to participate in sport, physical activity and recreation in Northamptonshire. It is hosted by Northamptonshire County Council and its activities are supported via Sport England Lottery grant funding and by other local and national partners.

The CSP leads and supports on a number of different programmes to support the development of sport in the county. These include:

- The Jog Northants Programme; this develops jogging groups that operate from communities, schools, weight loss clubs, athletics clubs, leisure centres and workplaces.
- Disability Sport; developing programmes to integrate people with a disability into mainstream sport.
- Nordic Walking; the CSP has developed a number of programmes in local parks to engage those who may feel intimidated who wish to engage in regular physical activity.
- Development of satellite school clubs
- School Sport and Competition; the CSP leads on the delivery of the School Games Programme across the county. This encourages participation in sport and competition at all levels in a wide range of sports.
In 2010 the CSP produced the Northamptonshire Strategy for Sport and Active Recreation. Its vision is to make Northamptonshire a fitter, more active and successful sporting county by 2020. This is underpinned by four key aspirations:

- To increase the participation of children, young people and adults in sport and active recreation.
- To improve the identification and development of talented performers so that more individuals from Northamptonshire compete successfully at national and international level.
- To increase capacity provision by improving access to sports facilities and strengthening the volunteer and paid workforce in sport and active recreation in the county.
- To develop a fit for purpose sports system where the roles of organisations are defined as partnership working is developed.

1.3 Stage A: Prepare and tailor the approach

Why the PPS is being developed

In July 2016, The North Northamptonshire Joint Core Strategy (JCS) was adopted. This formed Part 1 of the Kettering Local Plan. The Council is now progressing towards Site Specific Part 2 Local Plan (SSP2) for Kettering. This will be specific to the Borough of Kettering and is due to be adopted in September 2020.

It is advised that local authorities have an up to date PPS, based on Sport England Playing Pitch Guidance, to inform planning policies. As such, Kettering Borough Council is undertaking the present study.

The Local Plan must be based upon robust and up-to-date evidence to be found ‘sound’ at examination before it can be adopted by the Council. One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 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. Paragraphs 96 and 97 of the NPPF discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. A Playing Pitch Strategy will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

In line with the JCS and emerging Local Plan, the PPS will cover the period up to 2031 and will take into account all outdoor sports facilities within Kettering, including council owned facilities and privately owned facilities. The main objectives outlined by the Council are for the PPS:

- Support the drafting of planning policy for the Part 2 Local Plan for Kettering;
- Align the Council’s approach to sports and sporting provision with that of the North Northamptonshire JCS plan period and policies, as well as other relevant strategies for the area;
Provide a strategic framework to determine the location, quality and quantity of pitch and ancillary facility provision and guide the management and maintenance of such provision in response to identified pressures, including future growth;

Facilitate the shared service arrangement between Kettering and Corby borough councils with respect to playing pitch sites, including ancillary facilities;

Provide parish councils and Neighbourhood Forums with evidence to support Neighbourhood Planning;

Inform the determination of planning applications;

Prioritise local authority capital and revenue investment, including justification to secure S106 agreements;

Inform and underpin bids to external funding partners to assist the delivery of pitch and sports facilities across the borough;

Identify the role of the education sector in supporting the delivery of community sporting facilities;

Contribute to the aims and objectives of improving health and well-being and increasing participation in sport.

Highlight where sporting provision contributes to the Borough’s local Green Infrastructure network.

**Management arrangements**

A Project Team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time, within the cost envelope and to the required quality standard to meet Sport England guidance.

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

**Meeting Sport England PPS requirements**

PPS requirements set out by Sport England include:

- To support the improving health and well-being and increasing participation in sport.
- Sports development programmes and changes in how the sports are played.
- The need to provide evidence to help protect and enhance existing provision.
- The need to inform the development and implementation of planning policy.
- The need to inform the assessment of planning applications.
- Potential changes to the supply of provision due to capital programmes e.g. for educational sites.
- To review budgetary pressures and ensure the most efficient management and maintenance of playing pitch provision.
- To develop a priority list of deliverable projects which will help to meet any current deficiencies provide for future demands and feed into wider infrastructure planning work.
- To prioritise internal capital and revenue investment.
- To provide evidence to help secure internal and external funding.
One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 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.

Paragraphs 96 and 97 of the NPPF discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. A Playing Pitch Strategy will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

**Agreed scope**

The Council has set out that the PPS should cover the main pitch sports of football, cricket, rugby union/league and hockey and asses both grass pitches and artificial pitches. In addition, it will also include an assessment of other outdoor sports facilities including tennis courts, netball courts, golf courses, bowling greens, skateboard parks, athletics tracks, cycling tracks and outdoor water sport facilities.

It should be noted that for the non-pitch sports, (i.e. tennis, bowls and netball) included within the scope of this study, the supply and demand principles of Sport England Guidance: Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (ANOG) are followed to ensure the process is compliant with the NPPF. This is less prescriptive than the PPS guidance. Thus, where applied, the approach to assessing non-pitch sports is a supply/demand assessment based on more a ‘light touch’ approach.

**Study area**

Kettering Borough is situated in the heart of England covering an area of over 23,000 hectares; it has good road and rail links to the rest of the country. Located in Northamptonshire the Borough shares a close functional relationship with Corby, Wellingborough and East Northamptonshire. These four local authority areas are collectively known as North Northamptonshire.

The study area will comprise the whole of Kettering Council's administrative area. Cross boundary issues will also 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 Harborough, Corby, East Northamptonshire, Wellingborough and Daventry.
In order to address supply and demand on a more localised level, as well as addressing the urban/rural divide within Kettering, three analysis areas have been applied:

- Kettering Town & Burton Latimer
- Desborough & Rothwell
- Rural Area

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

A clear picture of supply and demand for outdoor sports facilities in Kettering needs to be provided to include an accurate assessment of quantity and quality. This is achieved through consultation with key stakeholders to ensure that they inform the subsequent strategy. It informs current demand, adequacy, usage, future demand and strategies for maintenance and investment for outdoor sports facilities.

**Gather supply information and views – an audit of playing pitches**

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

- **Playing pitch** – a delineated area which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.

1. [www.sportengland.org](http://www.sportengland.org) > Facilities and Planning > Planning Applications
**Playing field** – the whole of a site which encompasses at least one playing pitch of at least 0.2ha or more.

Although the statutory definition of a playing field is the whole of a site with at least one pitch of 0.2ha or more, this PPS takes into account smaller sized pitches that contribute to the supply side, for example, 5v5 mini football pitches. This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes artificial grass pitches (AGPs).

As far as possible the assessment report aims to capture all of the outdoor sports facilities within Kettering; however, there may be instances, for example, on school sites, where access was not possible and has led to omissions within the report. Where pitches have not been recorded within the report they remain as pitches and for planning purposes continue to be so. Furthermore, exclusion of a pitch does not mean that it is not required from a supply and demand point of view.

**Quantity**

Where known, all outdoor sports facilities are included irrespective of ownership, management and use. Sites were initially identified using Sport England’s Active Places web based database, with the Council and NGBs supporting the process by checking and updating this initial data. This was also verified against club information supplied by local leagues.

For each site, the following details were recorded in the project database (which will be supplied upon completion of the project as an electronic file):

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

**Accessibility**

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

- **Community use** - pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- **Available but unused** - pitches that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- **No community use** - pitches which as a matter of policy or practice are not available for hire or used by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches, where play is restricted to the first or second team.
- **Disused** – provision that is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as ‘lapsed sites’.
Lapsed - last known use was more than five years ago (these fall outside of Sport England’s statutory remit but still have to be assessed using the criteria in paragraph 97 of the National Planning Policy Framework).

Quality

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

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

The quality of all pitches identified in the audit and the ancillary facilities supporting them are assessed regardless of ownership, management or availability. Along with capturing any details specific to the individual pitches and sites, a quality rating is recorded within the audit for each pitch. These ratings are used to help estimate the capacity of each pitch to accommodate competitive and other play within the supply and demand assessment.

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

Gather demand information and views

Presenting an accurate picture of current demand for playing pitches (i.e. recording how and when pitches are used) is important when undertaking a supply and demand assessment.

Demand for playing pitches in Kettering tends to fall within the following categories:

- Organised competitive play
- Organised training
- Informal play

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

In addition, unmet, latent, imported and exported demand for provision is also identified within each section. Unmet and latent demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches (and ancillary facilities) was available, whereas exported and imported demand refers to teams that playing outside of their local authority of choice.

A variety of consultation methods were used to collate such demand information. Firstly, face to face consultation was carried out with key clubs from each sport, thus allowing for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed. For all remaining clubs, an online survey (converted to postal if required) was utilised.
Local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation and Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interviews.

As key providers and users of outdoor sports facilities, educational establishments were also consulted. This involved face to face meetings with secondary schools and colleges and an online survey being sent to primary schools, special schools and independent schools.

The response rates of such consultation are set out in table below.

<table>
<thead>
<tr>
<th>Sport</th>
<th>Total number</th>
<th>Number responding</th>
<th>Response rate</th>
<th>Methods of consultation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football clubs</td>
<td>27</td>
<td>21</td>
<td>78%</td>
<td>A combination of face to face meetings with KKP, online survey and telephone consultations.</td>
</tr>
<tr>
<td>Cricket clubs</td>
<td>11</td>
<td>8</td>
<td>73%</td>
<td>A combination of face to face meetings with KKP, online survey and telephone consultations.</td>
</tr>
<tr>
<td>Rugby union clubs</td>
<td>1</td>
<td>1</td>
<td>100%</td>
<td>Meeting between club and KKP.</td>
</tr>
<tr>
<td>Hockey clubs</td>
<td>1</td>
<td>1</td>
<td>100%</td>
<td>Meeting between club and KKP.</td>
</tr>
<tr>
<td>Tennis clubs</td>
<td>2</td>
<td>4</td>
<td>50%</td>
<td>Consulted via telephone and online survey.</td>
</tr>
<tr>
<td>Bowls clubs</td>
<td>10</td>
<td>6</td>
<td>60%</td>
<td>Consulted via online survey.</td>
</tr>
<tr>
<td>Netball clubs</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>Club unresponsive to consultation requests. Recreational leagues and England Netball consulted via face to face meeting and telephone.</td>
</tr>
<tr>
<td>Athletics clubs</td>
<td>1</td>
<td>1</td>
<td>100%</td>
<td>Meeting between club and KKP.</td>
</tr>
<tr>
<td>Golf clubs</td>
<td>3</td>
<td>1</td>
<td>33%</td>
<td>Consulted via telephone.</td>
</tr>
<tr>
<td>Boating clubs</td>
<td>1</td>
<td>1</td>
<td>100%</td>
<td>Meeting between club and KKP.</td>
</tr>
<tr>
<td>Beach volleyball clubs</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>Club unresponsive to consultation requests.</td>
</tr>
<tr>
<td>Archery clubs</td>
<td>2</td>
<td>2</td>
<td>100%</td>
<td>Consulted via telephone.</td>
</tr>
<tr>
<td>Cycling clubs</td>
<td>1</td>
<td>1</td>
<td>100%</td>
<td>Consulted via telephone.</td>
</tr>
<tr>
<td>Secondary schools</td>
<td>9</td>
<td>8</td>
<td>88%</td>
<td>Meeting between schools and KKP.</td>
</tr>
<tr>
<td>Parish/town councils</td>
<td>27</td>
<td>19</td>
<td>70%</td>
<td>Consulted via online survey.</td>
</tr>
</tbody>
</table>

**Future demand**

Alongside current demand, it is important for a PPS to assess whether the future demand for playing pitches can be met. Using population projections, and proposed housing growth (if available), an estimate can be made of the likely future demand for playing pitches.

Team generation rates are used to provide an indication of how many people it may take to generate a team (by gender and age group), in order to help estimate the change in demand for pitch sports that may arise from any population change in the study area.
Future demand for pitches is calculated by adding the percentage increases, to the ONS population increases in each analysis area. This figure is then applied to the team generation rates and is presented on a sport by sport basis within the relevant sections of this report.

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

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

**Housing and population growth in Kettering**

In 2018 Kettering’s population was estimated to be 102,225. This is predicted to rise to 114,996 by the end of the Plan period of 2031, representing an increase of 12,771 according Cambridge Centre for Housing and Planning data. To accommodate this growth the Strategic and Local Development Plans are looking to provide 10,400 more dwellings (minimum).

A significant amount of the housing, and subsequent population growth can be attributed to the Hanwood Park (East Kettering Sustainable Urban Extension). The Council’s current estimate is that between 4,000 to 4,500 homes will be developed up to 2031 with additional development coming forward in subsequent years.

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

As well as directing the future growth of Kettering, there is also a need for the emerging Local Plan to provide open space, sport and recreation policies. These will be developed using evidence from the PPS alongside the Sports Facilities and Open Space Needs Assessments and Strategies which are also being produced by KKP.

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

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

**Understand the situation at individual sites**

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

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

| Potential spare capacity: Play is below the level the site could sustain. |
| At capacity: Play is at a level the site can sustain. |
| Overused: Play exceeds the level the site can sustain. |
As a guide, the FA, RFU and the ECB have set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its quality.

Table 1.5: Capacity of playing pitches

<table>
<thead>
<tr>
<th>Sport</th>
<th>Pitch type</th>
<th>No. of match equivalent sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Good</td>
</tr>
<tr>
<td>Football</td>
<td>Adult pitches</td>
<td>3 per week</td>
</tr>
<tr>
<td></td>
<td>Youth pitches</td>
<td>4 per week</td>
</tr>
<tr>
<td></td>
<td>Mini pitches</td>
<td>6 per week</td>
</tr>
<tr>
<td>Rugby union*</td>
<td>Natural Inadequate (D0)</td>
<td>2 per week</td>
</tr>
<tr>
<td></td>
<td>Natural Adequate (D1)</td>
<td>3 per week</td>
</tr>
<tr>
<td></td>
<td>Pipe Drained (D2)</td>
<td>3.25 per week</td>
</tr>
<tr>
<td></td>
<td>Pipe and Slit Drained (D3)</td>
<td>3.5 per week</td>
</tr>
<tr>
<td>Cricket</td>
<td>One grass wicket</td>
<td>5 per season</td>
</tr>
<tr>
<td></td>
<td>One synthetic wicket</td>
<td>60 per season</td>
</tr>
</tbody>
</table>

The above does not apply to hockey as there is no limit on how often an AGP can be used, with capacity instead determined by availability and current usage levels. A pitch without floodlighting or capacity restrictions is generally accessed for four senior matches at peak period.

For tennis, the capacity of courts is determined by membership levels rather than through matches. The LTA suggests that a floodlit hard court can accommodate a membership of up to 60 members, whereas a non-floodlit hard court can accommodate a membership of up to 40 members. This varies for other court types (e.g. grass).

For all remaining non-pitch sports (i.e. bowls, netball etc) there are no nationally recognised capacity recommendations set out by NGBs. Instead, potential capacity is evaluated on a site-by-site basis following consultation and site assessments.

**Develop the current picture of provision**

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

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

**Identify the key findings and issues**

By completing Steps 1-5 it is possible to identify several findings and issues relating to the supply, demand and adequacy of playing pitch provision in Kettering. This report seeks to identify and present the key findings and issues prior to development of the Strategy.
Develop the future picture of provision (scenario testing)

Modelling scenarios to assess whether existing provision can cater for unmet, latent, exported and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future.

The majority of the scenario testing generally occurs in the Strategy report that proceeds this document and therefore does not form part of the Assessment Report.
PART 2: FOOTBALL

2.1: Introduction

Northamptonshire County FA is the primary organisation responsible for the development (and some elements of administration) of football in Kettering. It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

This section of the report focuses on the supply and demand for grass football pitches only, with Part 3 capturing supply and demand for third generation (3G) artificial grass pitches (AGPs). It is anticipated that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

*Local Football Facility Plans (LFFPs)*

To support the delivery of both the current and superseding FA National Games Strategy (NGS), the FA has commissioned a nationwide consultancy project. Over the course of the next two years to spring 2020, a Local Football Facility Plan (LFFP) will be produced for every local authority across England. Each plan will be unique to its area as well as being diverse in its representation.

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.

Each LFFP will build upon PPS findings (where present and current) regarding the formal and affiliated game, to also include strategic priorities for investment across small sided football (recreational and informal including indoors). The LFFP will also incorporate consultation with groups outside of formal football, as well as underrepresented communities. This could include those which may be key partners with regards to football for behavioural change and groups which may be key drivers of FA NGS priorities around participation in the likes of women and girls’ football, disability football and futsal.

LFFPs will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all national football investment through the funding partners will be identified via LFFPs.

It is important to recognise that a LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in a local area. Consequently, it cannot be used in place of a PPS and is not an accepted evidence base for site change of use or disposal. A LFFP will however build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities. The Kettering LFFP is due to be developed at the end of 2019.

*Consultation*

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing within Kettering Borough. Contact details were provided by Northamptonshire County FA and the invitation to complete the survey was distributed via email.
Consultation was completed by 21 clubs (including face-to-face meetings and telephone consultations), which equates to a club response rate of 78%. Within this, all large clubs were consulted with, resulting in a team response rate of 93%. The following key clubs were met with for a face-to-face consultation:

- Barton FC
- Ise Lodge JFC
- Kettering FC
- Kettering Town FC
- Rothwell Aztecs FC

A meeting was also carried out with the Weetabix League, a large youth league operating across central venues in Kettering, Wellingborough and East Northamptonshire.

### 2.2: Supply

The audit identifies 64 grass football pitches within Kettering across 25 sites. Of the pitches, 63 are available, at some level, for community use across 24 sites. The one unavailable pitch is an adult pitch located at Southfield School.

Of the pitches available for community use, most are adult size (27). This breakdown is shown in the table below.

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Number of pitches</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adult</td>
</tr>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>19</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>7</td>
</tr>
<tr>
<td>Rural</td>
<td>1</td>
</tr>
<tr>
<td>Kettering</td>
<td>27</td>
</tr>
</tbody>
</table>

The Kettering & Burton Latimer Analysis Area contains the majority of pitches (47). In comparison, the Desborough & Rothwell and Rural analysis areas have significantly less provision, with 15 and one pitch respectively.

Please note that the audit only assesses dedicated, line marked pitches. Younger age groups (mini teams) can sometimes play across senior pitches marked out with cones. This is the case at Kettering Town Cricket & Sports Club, where two mini 5v5 teams are playing on adult pitches.

With 43% of the pitches across the Borough being adult pitches, it is unsurprising that a number of youth teams (18 youth 11v11 teams) are accessing this form of provision, despite it being the wrong size based on the FA’s recommended pitch sizing. Nationally many youth 11v11 teams are playing on adult pitches, which may be due to a lack of dedicated provision rather than through preference.
The correct pitch sizing for each format can be seen in Table 2.2.

**Table 2.2: FA recommended pitch sizes by age group**

<table>
<thead>
<tr>
<th>Age group</th>
<th>Playing format</th>
<th>Recommended pitch dimensions (metres excluding run offs)</th>
<th>Recommended pitch dimensions (metres including run offs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini-Soccer U7/U8</td>
<td>5v5</td>
<td>37x27</td>
<td>43x33</td>
</tr>
<tr>
<td>Mini-Soccer U9/U10</td>
<td>7v7</td>
<td>55x37</td>
<td>61x43</td>
</tr>
<tr>
<td>Youth U11/U12</td>
<td>9v9</td>
<td>73x46</td>
<td>79x52</td>
</tr>
<tr>
<td>Youth U13/U14</td>
<td>11v11</td>
<td>82x50</td>
<td>88x56</td>
</tr>
<tr>
<td>Youth U15/U16</td>
<td>11v11</td>
<td>91x55</td>
<td>97x61</td>
</tr>
<tr>
<td>Youth U17/U18</td>
<td>11v11</td>
<td>100x64</td>
<td>106x70</td>
</tr>
<tr>
<td>Over 18/Adult</td>
<td>11v11</td>
<td>100x64</td>
<td>106x70</td>
</tr>
</tbody>
</table>

In accordance with the FA Youth Review, u17s and u18s can play on adult pitches. The FA’s recommended pitch size for adult football is 100 x 64 metres. The recommended size of a youth pitch is 91 x 55 metres for u16s and u15s, 82 x 50 metres for u14s and u13s and 73 x 46 metres for u12s and u11s. The recommended size for 7v7 pitches (u10s and u9s) is 55 x 37 metres and for 5v5 pitches (u8s and u7s) it is 37 x 27 metres. Please refer to the table overleaf for more detail.

The following sites contain adult pitches that are currently being used for youth 11v11 matches:

- Bishops Stopford School
- Latimer Park
- Kettering Science Academy
- Montsaye Academy
- The Lowther Football Centre (Kettering FC)
- Broughton Recreation Ground
- Kettering Town Cricket & Sports Club
- Sergeants Lawn, Rothwell
- The Centre at Mawsley Pitches

Whilst the majority of these sites do have adult football being played, both Bishops Stopford School and Kettering Town Cricket & Sports Club do not currently have any adult teams accessing them. These sites could therefore be considered for reconfiguration as no adult teams would be adversely affected, although there may be a need to retain adult provision if shortfalls are evident.

Figure 2.1 overleaf identifies all grass football pitches currently servicing Kettering. For a key to the map, see Table 2.13.
Figure 2.1: Location of all football pitches in Kettering
Disused provision

The old Desborough Leisure Centre site is no longer used. The site previously hosted a youth 9v9 pitch.

In addition, three other sites; Well Lane Recreation Ground, Dunkirk Avenue Recreation Ground and Northampton Road Recreation Ground are currently unused. As a result, pitches are not currently marked; however, goalposts remain in place.

Future provision

As part of the new Hanwood Park (Kettering East) development there will be grass pitch provision provided. Although the space allocated is equivalent to two full size adult pitches, configuration is yet to be decided.

Kettering FC has aspirations to develop additional pitches on land adjacent to its current site; The Lowther Football Centre. However, following discussions with the owners (Prologis) and the Wildlife Trust, a survey would need to be carried out on the site regarding impact on wildlife.

Kettering Town FC has aspirations to develop a new site on land secured behind Kettering Buccleuch Academy. It is understood that there are planning concerns associated with that site, particularly in terms of transportation and access, and impact on the heritage value of Boughton House and Gardens. Such concerns would need to be addressed before the site could be considered suitable for the development of a new stadia.

Pitch quality

The quality of football pitches in Kettering has been assessed via a combination of site visits (using non-technical assessments as determined by the FA) and user consultation to reach and apply an agreed rating as follows:

- Good
- Standard
- Poor

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

Private sites (e.g. sports clubs) typically offer better quality facilities than parks/recreation grounds and school pitches. In general, such sports clubs tend to have dedicated ground staff or volunteers working on pitches and the fact that they are often secured by fencing prevents unofficial use. An example of this is Ise-Lodge Youth Football Club.

The percentage parameters used for the non-technical assessments were as follows: Good (>80%), Standard (50-80%), Poor (<50%). The final quality ratings assigned to the sites also take into account the user quality ratings gathered from consultation.
The table below summarises the quality of pitches that are available for community use. In total, five pitches are assessed as good quality, 21 pitches as standard quality and 37 as poor quality.

Table 2.3: Summary of quality for football pitches available for community use

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Adult pitches</th>
<th>Youth pitches</th>
<th>Mini pitches</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Good</td>
<td>Standard</td>
<td>Poor</td>
</tr>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>1 (2%)</td>
<td>9 (19%)</td>
<td>9 (19%)</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>-</td>
<td>4 (27%)</td>
<td>3 (20%)</td>
</tr>
<tr>
<td>Rural</td>
<td>-</td>
<td>-</td>
<td>1 (100%)</td>
</tr>
<tr>
<td>Kettering</td>
<td>1 (4%)</td>
<td>13 (48%)</td>
<td>13 (48%)</td>
</tr>
</tbody>
</table>

Of the grass football pitches in Kettering, 59% are assessed as poor quality. On this basis, there is a need to address pitch quality, with only five pitches receiving a good quality rating. A high number of both poor and standard quality pitches results in low levels of carrying capacity across the Borough.

Of the five pitches receiving a good quality rating, four are located at Ise-Lodge Youth Football Club. The site assessment score for Ise-Lodge Youth Football Club is mirrored by the views of Ise Lodge JFC, which describes the pitches as being potentially the best in Kettering, with very few games per season being postponed due to issues with quality or waterlogging. This is partly attributed to the levels of maintenance carried out on the pitches, which includes verti-draining, reseeding and topsoiling.

The only other pitch to receive a good quality score is at Desborough Town Football Club. The site assessment identified good grass coverage, an even playing surface, appropriate grass length and evidence of good maintenance regimes. The pitch also has a perimeter rail, floodlights and covered dugouts.

At the two largest sites in Kettering; North Park Pavilion (eight pitches) and Weekley Glebe Playing Fields (11 pitches), all pitches receive a poor quality rating. North Park Pavilion is a key site, acting as a central venue for the Weetabix League, with a high number of games being played at this site each week.
In January 2019, North Park received a Pitch Improvement Programme (PIP) visit from the Institute of Groundsmen (IoG), as arranged by the FA. The PIP report describes the pitches as being generally in very poor condition, particularly in high traffic areas (goalmouths, centre of the pitch and penalty spots). There were high levels of compaction and a significant amount of weed coverage. Furthermore, there was some evidence of chafer grubs found in one of the tested areas. This can have serious implications and requires monitoring.

Consultation with the Weetabix League reflects the above findings. It states that maintenance at North Park Pavilion needs to improve and highlights concerns around health and safety due to divots in the playing surface. Further to this, as a result of being an open site, it describes problems around unofficial use of the pitches, resulting in significant wear to goalmouths. In an effort to improve pitch quality, verti-draining has recently been carried out at the site.

Clubs accessing Weekley Glebe Playing Fields including Kettering Town FC Youth and Weekley Rovers FC report similar issues to that reported by the Weetabix League at North Park, including low levels of maintenance on site. This is evidenced by the grass being observed as too long during site assessments.

Kettering Town FC Youth highlights recent conversations with council officers around improving the maintenance taking place at Weekley Glebe Playing Fields, as well as rotating the pitches to reduce wear in high traffic areas of the pitch. The Council has also committed to reintroducing signage to prevent dog fouling, as well as providing bins and carrying out patrols of the site. A number of consultees highlight the potential for Weekley Glebe Playing Fields to act as a central venue for a league, subject to quality improvements.

Weekley Glebe Playing Fields also underwent a PIP visit in January 2019. The report describes the pitches as being in reasonable condition, with some weed coverage observed. This being said, there was an adequate amount of desirable grasses present (60%). Similar to North Park Pavilion, total ground cover for the time of year was inadequate particularly in relation to goalmouth levels.

Kettering Town FC and Burton Wanderers FC play at Latimer Park which has one youth 9v9 and two adult pitches, all of which are assessed as standard quality. Whilst the Club carries out a good level of maintenance on the pitches, there are issues with drainage on the site. The Club describes the pitches as becoming waterlogged in the winter, with games having to be called off. However, in the summer, due to a lack of irrigation the pitches dry out and crack. The Club reports that the issues with waterlogging are exasperated due to a hill created as part of a neighbouring supermarket development, causing water to drain onto the site.

The Lowther Football Centre, home of Kettering FC, has three standard quality pitches; two adult pitches, one of which is overmarked by a youth 9v9 pitch. The Club reports that some of its maintenance equipment has recently been stolen, meaning it has not been able to carry out its full required maintenance regime. Nevertheless, following a PIP visit, the Club hopes to be able to enhance current maintenance regimes based on IoG findings.

Broughton Recreation Ground is a well utilised site within the Borough, with seven teams including one women’s and two girls’ teams accessing the site. The pitches at this site are assessed as standard quality, with Kettering FC explaining that the pitches are of an adequate quality albeit compaction can lead to the grass being churned up from Saturday matches before the female teams play on a Sunday.
The Centre at Mawsley Pitches has four standard quality pitches. Site assessments highlight some patches of low grass coverage, as well as some undulations in the playing surface. Consultation with Mawsley Youth FC identifies that the Club is currently carrying out all maintenance on the pitches. This includes reseeding and sand dressing, which it has recently undertaken. It identifies that the adult pitch on site is of the lowest quality.

Weekley Rovers FC reports that it used to access The Crescent; however, following the youth 9v9 pitch being moved as part of a housing development, the quality has become poor. The Club did attempt to work with the connected community centre to improve it and replaced the goalposts but eventually had to move to an alternative site. It states that there had also been floodlights that were never replaced following the pitches relocation. If the pitch was ever brought back to a suitable standard, it reports it would go back to using the site.

A number of school sites in the Borough are accessed for match play. These include Kettering Buccleuch Academy, Kettering Science Academy, Montsaye Academy, Latimer Arts College and Bishops Stopford School. Of these sites, Latimer Arts College and Kettering Science Academy are rated as poor quality whilst the remaining are assessed as standard quality. It is not uncommon for pitches at education sites to be of a lower quality due to limited maintenance taking place as a result of lower levels of resource and limited maintenance budgets. In addition, pitches at schools are often heavily used for a wide range of curricular and extracurricular activities in addition to any community use. Football pitches are often also overmarked with rugby pitches, as is the case at both Montsaye Academy and Tresham College (Kettering Campus).

Both Montsaye Academy and Bishops Stopford School are well used by the community. For the former, Rothwell Aztec FC reports that the pitches are of an adequate quality; however, it does have concerns that the School is considering increasing the use of the grass pitches as this could be detrimental to quality. For the latter, Weekley Rovers FC describes the pitches as being of good quality in comparison to other sites. It states that the drainage is good and that the School does a good job of maintenance.

For a full breakdown of quality ratings at each site, please refer to Table 2.13.

**FA Pitch Improvement Programme**

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the PIP. As part of the PIP, grass pitches identified as having quality issues undergo a pitch inspection from a member of the IoG.

As referenced above, numerous sites in Kettering have undergone a PIP visit. It is recommended that the findings of the assessments are used as a guide to improve quality, where required.

A number of sites in Corby have also had PIP visits undertaken and as part of the shared services between Kettering and Corby borough councils, recommendations across sites in both authorities have begun to be implemented. Further to this Northamptonshire County FA have held an IoG workshop to provide additional training to council staff regarding pitch maintenance.
**Over marked pitches**

There are some football pitches in Kettering that are marked onto or overlapping cricket outfields. This occurs at Loddington Playing Field and Kettering Town Cricket and Sports Club. This can create availability issues at multi-sport sites as the cricket season begins in April when the football season is still on going and the football season begins in August as cricket fixtures are still being played.

**Ancillary facilities**

All community accessible football sites have access to ancillary provision in Kettering. Quality ratings of football sites across the Borough are shown in the table below.

*Table 2.4: Ancillary facility quality ratings*

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>Ancillary facility quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>5</td>
<td>Broughton Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>8</td>
<td>Desborough Leisure Centre</td>
<td>Desborough &amp; Rothwell</td>
<td>Standard</td>
</tr>
<tr>
<td>11</td>
<td>Desborough Town Football Club</td>
<td>Desborough &amp; Rothwell</td>
<td>Good</td>
</tr>
<tr>
<td>12</td>
<td>Dunkirk Avenue Recreation Ground</td>
<td>Desborough &amp; Rothwell</td>
<td>Poor</td>
</tr>
<tr>
<td>14</td>
<td>Ise-Lodge Youth Football Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Good</td>
</tr>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>16</td>
<td>Weekley Glebe Playing Fields</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Good</td>
</tr>
<tr>
<td>19</td>
<td>Kettering Science Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>21</td>
<td>King George V Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>22</td>
<td>Latimer Arts College</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>23</td>
<td>Latimer Park</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Poor</td>
</tr>
<tr>
<td>24</td>
<td>Loddington Playing Field</td>
<td>Desborough &amp; Rothwell</td>
<td>Standard</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>Poor</td>
</tr>
<tr>
<td>26</td>
<td>North Park Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>27</td>
<td>Northampton Road Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Poor</td>
</tr>
<tr>
<td>32</td>
<td>Sergents Lawn</td>
<td>Desborough &amp; Rothwell</td>
<td>Standard</td>
</tr>
<tr>
<td>34</td>
<td>The Centre at Mawsley Pitches</td>
<td>Desborough &amp; Rothwell</td>
<td>Good</td>
</tr>
<tr>
<td>35</td>
<td>The Crescent</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>36</td>
<td>The Lowther Football Centre (Kettering FC)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Good</td>
</tr>
<tr>
<td>37</td>
<td>Tresham College (Kettering Campus)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
</tr>
<tr>
<td>39</td>
<td>Well Lane Recreation Ground</td>
<td>Desborough &amp; Rothwell</td>
<td>Poor</td>
</tr>
<tr>
<td>40</td>
<td>Wilbarston Playing Field</td>
<td>Rural</td>
<td>Standard</td>
</tr>
</tbody>
</table>

Most sites (14 - 58%) have ancillary facilities which are rated as standard quality. Of the remaining sites, five are assessed as having poor quality facilities and five are assessed as having good quality facilities. In general, clubs agree with the above quality scores.

Specific comments received from clubs in relation to ancillary facilities are shown overleaf.
Table 2.5: Summary of ancillary facilities quality comments

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Club(s) name</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Broughton Recreation Ground</td>
<td>Desborough and Rothwell United FC; Kettering FC</td>
<td>Changing facilities are very dated and not adequate for all involved at the Club (in particular women and girls’ teams).</td>
</tr>
<tr>
<td>14</td>
<td>Ise-Lodge Youth Football Club</td>
<td>Ise Lodge JFC</td>
<td>Have access to good quality facilities which are owned by the Residents Association.</td>
</tr>
<tr>
<td>23</td>
<td>Latimer Park</td>
<td>Kettering Town FC; Burton Park Wanderers FC</td>
<td>The Club would like to improve the ancillary facilities on site. Changing provision is currently too small, as is the social area. Furthermore, the clubhouse needs refurbishment due to being very dated. At present it is taking steps to increase its hospitality offer.</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Rothwell Aztecs FC</td>
<td>Club has access to a poor quality portacabin on site. Difficult to access main sports centre building as it is across a car park. Would like a better-quality facility with social space. Have mentioned the idea to the School about it having access during school hours.</td>
</tr>
<tr>
<td>32</td>
<td>Sergents Lawn</td>
<td>Rothwell Corinthians FC</td>
<td>A new clubhouse can future proof the Club, making it possible to generate income. This would also create space for all teams including social space for the younger age groups.</td>
</tr>
<tr>
<td>34</td>
<td>The Centre at Mawsley Pitches</td>
<td>Mawsley Youth FC</td>
<td>Have access to facilities within community centre which are of good quality. Has everything the Club needs.</td>
</tr>
</tbody>
</table>

Car parking

Clubs indicate the following sites do not have adequate car parking facilities for the number of teams accessing them:

- Broughton Recreation Ground
- Latimer Park
- North Park Pavilion
- Weekley Glebe Playing Fields

In addition, Rothwell Corinthians FC has recently been granted some land through Section 106 to provide a small car park at Sergents Lawn.

Security of tenure

Most of the responsive clubs are considered to have security of tenure. Rothwell Corinthians FC and Kettering Hawks FC have ownership of their sites; the latter through Kettering Sports Club.
Mawsley Youth FC and Kettering Town FC both lease their main site. The former has a 25 year lease on Latimer Park from the Harper Trust, whilst the latter leases The Centre at Mawsley Pitches. Further to this, Kettering Town FC’s junior teams also access Weekley Glebe, a Council owned sports site currently managed by Kettering Buccleuch Academy. Security of tenure is therefore captured within the community use agreement in place at the School.

Ise Lodge JFC is also considered to have security of tenure due to renting its site from Ise Lodge Residents Association, which holds the Ise-Lodge Junior Football Club in trust for sporting use. In addition, there is security of continued use for eight of its teams which are currently accessing Kettering Science Academy due to a community use agreement being in place.

Similarly, Stirrup Cup has security of tenure at Kettering Buccleuch Academy due to the School having a community use agreement that is adhered to.

Three clubs; Kettering Rising Sun, Broughton Old Boys, Desborough and Rothwell United, rent their pitches from Broughton Playing Field Association. Given that the Playing Field Association is a charity, holding the land in trust for sporting use, these clubs are considered to have tenure security.

In contrast, Kettering FC are not considered to have security of tenure. Until recently, both had a 15-year lease agreement for use of The Lowther Football Centre through the Scouts, which has an agreement with Prologis. However, this is in the process of being revised at request of the Scouts.

Rothwell Aztecs FC has been located at Montsaye Academy for 41 years; however, to date, there has only been a gentleman’s agreement in place. The Club is keen to explore the option with the School of a community use agreement in order to safeguard access. Consultation with the School suggests that this is something it is willing to consider.

A point to note, any teams accessing North Park Pavilion are considered to have tenure due to it being a well-established Council owned sports site.

**Football pyramid demand**

The football pyramid is a series of interconnected leagues for adult men’s football clubs in England. It begins below the football league (the National League) and comprises of seven steps, with various leagues at each level and more leagues lower down the pyramid than at the top. The system has a hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league above if the ground requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with ‘A’ being the requirement for Step 1 clubs and H being the requirement for Step 7 clubs.

A common issue for clubs entering the pyramid is changing facilities. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18 square metres, exclusive of shower and toilet areas. The general principle for clubs in the football pyramid is that they have to achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard.
The above, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

There are five clubs in Kettering which compete within the football pyramid, as identified in the table overleaf.

**Table 2.6: Kettering clubs in the football pyramid**

<table>
<thead>
<tr>
<th>Club</th>
<th>Analysis area</th>
<th>League</th>
<th>Step</th>
<th>Grading category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering Town FC Desborough &amp;</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Southern League – Premier Division</td>
<td>3</td>
<td>C</td>
</tr>
<tr>
<td>Rothwell</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desborough Town FC Desborough &amp;</td>
<td>Desborough &amp; Rothwell</td>
<td>United Counties League – Premier</td>
<td>5</td>
<td>E</td>
</tr>
<tr>
<td>Rothwell Corinthians FC Desborough</td>
<td>Rothwell</td>
<td>Division Premier Division</td>
<td>5</td>
<td>E</td>
</tr>
<tr>
<td>Burton Park Wanderers FC</td>
<td>Kettering &amp; Burton Latimer</td>
<td>United Counties League - Division</td>
<td>6</td>
<td>H</td>
</tr>
<tr>
<td>Burton Park Wanderers FC</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Division One</td>
<td>6</td>
<td>H</td>
</tr>
<tr>
<td>Desborough and Rothwell United FC</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Northamptonshire Combination –</td>
<td>7</td>
<td>H</td>
</tr>
<tr>
<td>United FC</td>
<td></td>
<td>Division One</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Kettering Town FC will become a Step 2 club next season having obtained promotion this season (2018/2019). The Club explains that, with being promoted, it will have to refurbish the floodlighting and increase the capacity of the stands at Latimer Park. Given that the pitches only receive a standard quality rating, there is also an aspiration to address pitch quality.

As mentioned previously, as a longer-term aspiration, the Club would also like to develop a new site on land secured behind Kettering Buccleuch Academy. This would become the stadia pitch, with Latimer Park being used for the youth and academy sides. It reports that a site within Kettering would also be preferable from its current site in Burton Latimer as this would likely increase attendance due to having a more central location. At present the average attendance to games is 785.

Burton Park Wanderers FC also access Latimer Park for home games. It expresses that this is not an ideal situation due to a lack of space and facilities being at capacity. The Club plays at Step 6.

Desborough and Rothwell United FC currently plays its home matches at Broughton Recreation Ground. Whilst it does not highlight any ground grading issues, it does explain that the changing provision is not adequate for its needs. Moreover, the Club reports that it would prefer to be playing in either Desborough or Rothwell, but a lack of appropriate pitch provision and ancillary facilities means this is not possible.

Neither Desborough Town FC nor Rothwell Corinthians FC responded to consultation requests. No ground grading issues are identified.
**Women’s National League System**

Correspondingly there is a Women’s National League System similar to the adult men’s which provide structure to the women’s game. As seen in the table below this ranges from Step 1 to Step 6 with each step requiring differing ground grading requirements.

*Table 2.7: Summary of ground grading for women’s football*

<table>
<thead>
<tr>
<th>Level</th>
<th>League</th>
<th>Grading category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 3 and 4</td>
<td>Women’s Super League 1</td>
<td>Grade A</td>
</tr>
<tr>
<td>Step 3 and 4</td>
<td>Women’s Super League 2</td>
<td>Grade B</td>
</tr>
<tr>
<td>Step 5</td>
<td>Northern and Southern Women’s Premier League</td>
<td>Grade A</td>
</tr>
<tr>
<td>Step 6</td>
<td>Women’s Combination Leagues</td>
<td>Grade B</td>
</tr>
<tr>
<td>Step 7</td>
<td>Women’s Regional Leagues – Premier Divisions</td>
<td>Grade C</td>
</tr>
</tbody>
</table>

Although women’s clubs still require to meet ground requirements set out by the FA these differ from the men’s National League System. Ratings range from grade A to C each with differing minimum requirements. Step 1 and 2 in the Women’s National League System is akin to Step 3 and 4 of the men’s National League System, however, not exactly the same. The system is also hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

In 2017, the FA announced plans to restructure the women’s league for the highest performers in the football pyramid. The changes will be implemented from the start of the 2018-19 season and will see the top league, FA WSL 1, expand from ten clubs to 14 and the creation of a new national league established at tier two for a maximum of 12 teams.

Kettering Town FC Ladies is currently the only women’s team in Kettering in the Women’s National League System. The team currently plays at Step 3 and as such must meet Grade B ground grading requirements. At present its home fixtures are played at Latimer Park, which adheres to its needs.

**2.3: Demand**

Through the audit and assessment, 169² teams from 27 clubs are identified as playing within Kettering during the 2018/19 season. This consists of 21 adult men’s, two adult women’s, 73 youth boys’, five youth girls’ teams and 68 mini teams.

*Table 2.8: Summary of competitive teams currently playing in Kettering*

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Adult</th>
<th>Youth 11v11</th>
<th>Youth 9v9</th>
<th>Mini 7v7</th>
<th>Mini 5v5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>18</td>
<td>37</td>
<td>18</td>
<td>38</td>
<td>29</td>
<td>140</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>5</td>
<td>9</td>
<td>14</td>
<td>1</td>
<td>-</td>
<td>29</td>
</tr>
<tr>
<td>Rural</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23</strong></td>
<td><strong>46</strong></td>
<td><strong>32</strong></td>
<td><strong>39</strong></td>
<td><strong>29</strong></td>
<td><strong>169</strong></td>
</tr>
</tbody>
</table>

² This excludes further education college teams and Futsal teams. With these included the total number of affiliated teams for the 2018/19 season is 186 teams.
The largest clubs in the area are Ise Lodge JFC, Kettering FC and Mawsley Youth FC. Ise Lodge JFC has 27 teams, with the other two both having 17 teams. In contrast, there are seven clubs which consist of just one adult male team.

**Participation trends**

The majority of responding clubs (which have an adult’s section) report that adult participation has remained consistent; however, Desborough and Rothwell United FC and Kettering Hawks FC report an increase of one adult team each. Conversely, Burton Park Wanderers FC has lost one adult vets’ team.

Burton Park Wanderers FC, Rothwell Corinthians FC and Kettering Hawks FC report an increase in youth teams, whilst Kettering FC Youth states that it has lost teams as a result of player drop off.

Rothwell Corinthians FC and Burton Park Wanderers FC have also seen an increase in its mini teams as a result of putting a junior structure in place. Similarly, Kettering FC Youth and Kettering Hawks FC also report an increase in mini teams, with no clubs reporting a decline in participation within this format.

Ise Lodge JFC reports that two seasons ago it lost its disability team due to not having adequate facilities to accommodate player’s needs. It therefore has aspirations to improve its disabled facilities to allow this team to be re-established.

**Affiliation data (2019/20 season)**

Based on new affiliation data collated by Northamptonshire County FA for the 2019/20 season there has been an increase of 35 affiliated teams (excluding further education college and Futsal teams) since the 2018/19 season.

Therefore, for the 2019/20 season, 204 teams will require access to football provision within Kettering. The impact of this increase on pitch provision will be taken into account within the subsequent strategy document and scenarios.

**Training demand on grass pitches**

Kettering Hawks FC reports training on its match pitches. It reports that this is the equivalent of 2.5 match equivalent sessions per week.

**Imported demand**

Imported demand refers to clubs which are based outside of Kettering accessing pitches within the Borough. This type of migration is recorded in the Weetabix Youth Football League, where mini teams based outside of the Borough in Corby are coming into the Area to play at North Park Pavilion, a central venue site. Based on the Corby PPS completed in 2017, this equates to approximately 44 teams.

As part of the Corby PPS, it was suggested that a central venue in Corby could be established to take pressure off existing central venues such as North Park Pavilion. Providing a central venue within Corby was supported by several clubs which wanted to save on travel costs, with mini teams playing more locally.

Further to this, an U11s team from Oakley Vale FC is playing its home matches at Weekley Glebe Playing Fields. Oakley Vale FC’s main site is located in neighbouring Corby.
Displaced demand

Displaced demand refers to demand not currently accommodated by provision available within the study area and as such, travels outside of the study area to access provision.

At present, seven teams are identified as being displaced. Two of these teams are ladies’ teams from Rothwell Ladies FC, both of which are playing in the neighbouring authority of Wellingborough. Three men’s teams; Kettering Nomads FC Firsts, Kettering Nomads FC Reserves and Kettering United FC Sunday Firsts, are also playing home matches in Wellingborough.

In addition to this, two men’s teams; Burton United FC First Team and Kettering All Stars FC First Team are also accessing provision outside of Kettering. These teams are playing home fixtures in the neighbouring authority of East Northamptonshire.

Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack of pitches or appropriate facilities. Clubs in Kettering that report latent demand and the reasons provided for this latent demand can be seen in the table below. In total, five clubs express latent demand for a total of 14 teams.

Table 2.9: Clubs that report latent demand and the reasons provided

<table>
<thead>
<tr>
<th>Club</th>
<th>Analysis area</th>
<th>Need for more match pitches</th>
<th>Need for more/better training facilities</th>
<th>Need for better/more appropriate changing provision</th>
<th>Expressed latent demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stirrup Cup FC</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x1 adult team</td>
</tr>
<tr>
<td>Burton Park Wanderers FC</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>x2 youth teams x1 mini team</td>
</tr>
<tr>
<td>Kettering FC Youth</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x2 mini teams</td>
</tr>
<tr>
<td>Rothwell Corinthians FC</td>
<td>Desborough &amp; Rothwell</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x1 adult team x1 youth team x1 mini team</td>
</tr>
<tr>
<td>Kettering Hawks FC</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>x3 youth teams x2 mini teams</td>
</tr>
</tbody>
</table>

3 A number of clubs play across multiple analysis areas. In this instance the analysis areas accommodating the majority of teams has been referenced.
In addition to the table above, a number of responsive clubs highlight concerns around site capacity which could result in more latent demand if not resolved. Ise Lodge FC reports a shortage of youth 9v9 pitches, as does Kettering FC. The latter also states that there is a shortfall in youth 11v11 provision. This is supported by the fact that 18 youth 11v11 teams are currently accessing adult provision for match play, as well as two youth 9v9 teams from Rothwell Corinthians FC. These are playing home fixtures on the adult provision at Sergents Lawn.

Of the responsive clubs that specified reasons for latent demand in the area, eight highlight a need for additional pitches and appropriate training facilities. Stirrup Cup FC, Kettering FC Youth and Rothwell Corinthians FC also suggest a need for improved changing provision, stating that current facilities are contributing to latent demand.

The majority of expressed latent demand is in the Kettering & Burton Latimer Analysis Area. Expressed latent demand in this area equates to one adult, five youth and five mini teams (5.5 match equivalent sessions). Within the Desborough & Rothwell Analysis Area, latent demand of one adult, one youth and one mini team is expressed equating to 1.5 match equivalent sessions.

No latent demand is found in the Rural Analysis Area.

**Future demand**

Future demand can be defined in two ways, through participation increases and by using population forecasts.

**Participation increases**

A number of clubs’ report aspirations to increase the number of teams they provide. Clubs growth aspirations are quantified in table 2.10 below.

**Table 2.10: Potential team increases identified by clubs**

<table>
<thead>
<tr>
<th>Club</th>
<th>Analysis area</th>
<th>Future demand (teams)</th>
<th>Pitch size</th>
<th>Match equivalent sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ise Lodge JFC</td>
<td>Kettering &amp; Burton Latimer FC</td>
<td>x1 youth Youth 11v11</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>Kettering FC Youth</td>
<td>Kettering &amp; Burton Latimer FC</td>
<td>x2 mini Mini 5v5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Kettering Town FC</td>
<td>Kettering &amp; Burton Latimer FC</td>
<td>x2 mini Mini 5v5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>x1 mini Mini 7v7</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>x2 youth Youth 11v11</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Rothwell Aztecs FC</td>
<td>Desborough &amp; Rothwell</td>
<td>x1 youth Youth 9v9</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kettering &amp; Burton Latimer FC</td>
<td>x4 mini Mini 5v5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>x1 mini Mini 7v7</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>Burton Park Wanderers FC</td>
<td>Kettering &amp; Burton Latimer FC</td>
<td>x1 adult Youth 9v9</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>x1 youth Youth 9v9</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>x1 youth Youth 11v11</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>x2 mini Mini 5v5</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

4 A number of clubs play across multiple analysis areas. In this instance the analysis areas accommodating the majority of teams has been referenced.

5 Two teams require one pitch to account for playing on a home and away basis; therefore, 0.5 pitches can therefore be seen in the table where there is latent demand for one team.
Club | Analysis area | Future demand (teams) | Pitch size | Match equivalent sessions
--- | --- | --- | --- | ---
Weekley Rovers FC | Kettering & Burton Latimer FC | x2 mini | Mini 5v5 | 1
 | | x1 youth | Youth 9v9 | 0.5
 | | x2 youth | Youth 11v11 | 1
 | Total | 12

The total future demand expressed amounts to 12 match equivalent sessions (24 teams). When broken down this equates to 0.5 match equivalent sessions on adult pitches, 1.5 match equivalent sessions on youth 9v9 pitches, three match equivalent sessions on youth 11v11 pitches, one match equivalent sessions on mini 7v7 pitches and six match equivalent sessions on mini 5v5 pitches.

Apart from one youth 9v9 team in the Desborough & Rothwell Analysis Area, all future demand is likely to arise in the Kettering & Burton Latimer Analysis Area. Rothwell Aztec FC has the largest growth aspirations of four mini 5v5 teams, one mini 7v7 teams and one youth 9v9 team.

**Population increases**

Team generation rates are used to calculate the number of teams likely to be generated in the future (2031) based on population growth. Using this, it is predicted that there will be a possible increase of two senior men’s, six youth 11v11 boys’ and two youth 9v9 boys’ teams in Kettering.

**Table 2.11: Team generation rates (2031)**

<table>
<thead>
<tr>
<th>Age group</th>
<th>Current population within age group</th>
<th>Current no. of teams</th>
<th>Team Generation Rate</th>
<th>Future population within age group</th>
<th>Predicted future number of teams</th>
<th>Additional teams that may be generated from the increased population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Mens (16-45)</td>
<td>17,996</td>
<td>34</td>
<td>1:529</td>
<td>19,101</td>
<td>36.1</td>
<td>2</td>
</tr>
<tr>
<td>Senior Women (16-45)</td>
<td>18,291</td>
<td>8</td>
<td>1:2286</td>
<td>18,665</td>
<td>8.2</td>
<td>-</td>
</tr>
<tr>
<td>Youth Boys (12-15)</td>
<td>2,408</td>
<td>33</td>
<td>1:73</td>
<td>2,846</td>
<td>39.0</td>
<td>6</td>
</tr>
<tr>
<td>Youth Girls (12-15)</td>
<td>2,295</td>
<td>2</td>
<td>1:1148</td>
<td>2,674</td>
<td>2.3</td>
<td>-</td>
</tr>
<tr>
<td>Youth Boys (10-11)</td>
<td>1,294</td>
<td>29</td>
<td>1:45</td>
<td>1,381</td>
<td>31.0</td>
<td>2</td>
</tr>
<tr>
<td>Youth Girls (10-11)</td>
<td>1,313</td>
<td>2</td>
<td>1:657</td>
<td>1,328</td>
<td>2.0</td>
<td>-</td>
</tr>
<tr>
<td>Mini-Soccer Mixed (8-9)</td>
<td>2,651</td>
<td>35</td>
<td>1:76</td>
<td>2,652</td>
<td>35.0</td>
<td>-</td>
</tr>
<tr>
<td>Mini-Soccer Mixed (6-7)</td>
<td>2,709</td>
<td>27</td>
<td>1:100</td>
<td>2,628</td>
<td>26.2</td>
<td>-</td>
</tr>
</tbody>
</table>

---

6 There is potential that the ONS projections may be under estimating future demand when compared to housing growth figures and as such, this should be subject to periodic review.

7 Age group team numbers differ from Table 2.6 as forecasts are based on age rather than playing format. U17 and U18 teams affiliate to their respective County FA as juniors, however, are generally considered to play on and require adult pitches and are considered by age boundaries to be in the adult age group

8 Please note team generation rate figures are rounded to the nearest whole number.
Table 2.12: Team generation rates (2031) by analysis area

<table>
<thead>
<tr>
<th>Age group</th>
<th>Additional teams that may be generated from the increased population (by analysis area)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kettering &amp; Burton Latimer</td>
</tr>
<tr>
<td>Senior Men's (16-45)</td>
<td>1</td>
</tr>
<tr>
<td>Senior Women (16-45)</td>
<td>-</td>
</tr>
<tr>
<td>Youth Boys (12-15)</td>
<td>4</td>
</tr>
<tr>
<td>Youth Girls (12-15)</td>
<td>-</td>
</tr>
<tr>
<td>Youth Boys (10-11)</td>
<td>1</td>
</tr>
<tr>
<td>Youth Girls (10-11)</td>
<td>-</td>
</tr>
<tr>
<td>Mini-Soccer Mixed (8-9)</td>
<td>-</td>
</tr>
<tr>
<td>Mini-Soccer Mixed (6-7)</td>
<td>-</td>
</tr>
</tbody>
</table>

As can be seen in the table above, once team generation rates are broken down into individual analysis areas, it is forecast that a total of eight teams will be generated, with demand split between the Kettering & Burton Latimer and Desborough & Rothwell analysis areas. The highest level of anticipated growth is for youth 11v11 boys’ teams.

Notwithstanding the above, it must be noted that team generation rates are based exclusively on future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. Similarly, they cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools.

**SSE Wildcats Centres**

SSE Wildcats Centres work with County FA qualified coaches to deliver local weekly sessions, which provide opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment. There are already 200 established centres which delivered the SSE Wildcats pilot in 2017, with a further 800 centres to be in place for 2018. As part of the expansion process, organisations extending beyond affiliated clubs to include other providers or community groups were invited to apply in late 2017 to become one of the new centres. All organisations delivering Wildcats centres receive a £900 start-up grant and 30 branded footballs in their first year of running the programme to help develop and increase girl’s participation.

In light of both FA aspirations to double female participation in football through its Game Changer Strategy and the establishment and foreseen future effect of the SSE Wildcats programme, it is likely that the growth in affiliated women’s and girl teams may exceed that shown through team generation rates, however, at present to what extent is not quantifiable.

Three clubs in Kettering currently run Wildcats Centres. These are Kettering Town FC, Kettering FC Youth and Rothwell Aztecs FC.

**2.4: Capacity analysis**

The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people’s enjoyment of playing football. In extreme circumstances, it can result in the inability of the pitch to cater for all or certain types of play during peak and off-peak times. Pitch quality is often influenced by weather conditions and drainage.
As a guide, the FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its current quality.

Taking into consideration the guidelines on capacity, the following ratings were used in Kettering:

<table>
<thead>
<tr>
<th>Pitch quality</th>
<th>Matches per week</th>
<th>Pitch quality</th>
<th>Matches per week</th>
<th>Pitch quality</th>
<th>Matches per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>3</td>
<td>Good</td>
<td>4</td>
<td>Good</td>
<td>6</td>
</tr>
<tr>
<td>Standard</td>
<td>2</td>
<td>Standard</td>
<td>2</td>
<td>Standard</td>
<td>4</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
<td>Poor</td>
<td>1</td>
<td>Poor</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 2.13 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

<table>
<thead>
<tr>
<th>Potential capacity</th>
<th>At capacity</th>
<th>Overused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play is below the level the site could sustain</td>
<td>Play matches the level the site can sustain</td>
<td>Play exceeds the level the site can sustain</td>
</tr>
</tbody>
</table>

**Education sites**

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out and the number of pitches on site.

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking.

In Kettering, site capacity at education sites has been reduced by one match equivalent session per pitch to account for curricular and extra-curricular use. This is based on consultation with the schools and the discovery that all pitches are in use, as well as from experience of how school sites use their pitches from other playing pitch strategies in the locality and nationally.

**Informal use**

A number of football pitches in the area are on open access sites. As such, these pitches are subject to informal use in the form of dog walkers, unorganised games of football and exercise groups. It must be noted, however, that informal use of these sites is not recorded, and it is therefore difficult to quantify on a site-by-site basis. Instead, it is recommended that open access sites be protected through an improved maintenance regime to protect quality.

**Peak time**

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Kettering, peak time is considered to be Sunday AM for adult pitches, youth 9v9 pitches and mini 7v7 pitches. Whilst peak time for mini 5v5 pitches and youth 11v11 pitches is Saturday AM and Sunday PM respectively.
In the table below, please note that, on occasion, spare capacity in the peak period is identified despite the pitch being played to capacity or overplayed or more spare capacity is identified in the peak period that what exists overall. This is because the majority of use occurs outside of the peak period; therefore, the identified spare capacity at peak time should not be utilised over and above overall capacity unless quality improvements are made that increases overall capacity.
Table 2.13: Football pitch capacity analysis

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Management</th>
<th>Tenure</th>
<th>Pitch type</th>
<th>Pitch size</th>
<th>No. of pitches</th>
<th>Available for community use?</th>
<th>Agreed quality rating</th>
<th>Current play (match sessions)</th>
<th>Site capacity (match sessions)</th>
<th>Overused, At Capacity or Potential to Accommodate additional play</th>
<th>Spare capacity available in peak period (match sessions)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Education</td>
<td>Unsecure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>2.5</td>
<td>2</td>
<td>0.5</td>
<td>-</td>
<td>Pitch overplayed by 0.5 match equivalent sessions.</td>
</tr>
<tr>
<td></td>
<td>Site capacity9</td>
<td></td>
<td></td>
<td>Youth (9v9)</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>1.5</td>
<td>1</td>
<td>Pitch at capacity.</td>
</tr>
<tr>
<td>5</td>
<td>Broughton Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Playing Field Association</td>
<td>Secure</td>
<td>Adult</td>
<td>2</td>
<td>Yes</td>
<td>Standard</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>Pitches have one match equivalent sessions of actual spare capacity (capacity at peak period). Could accommodate an additional two teams.</td>
</tr>
<tr>
<td></td>
<td>Site capacity9</td>
<td></td>
<td></td>
<td>Youth (9v9)</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>0.5</td>
<td>2</td>
<td>1.5</td>
<td>1</td>
<td>Pitch has one match equivalent sessions of actual spare capacity (capacity at peak period). Could accommodate an additional two teams.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Desborough Leisure Centre</td>
<td>Desborough &amp; Rothwell</td>
<td>Leisure operator</td>
<td>Secure</td>
<td>Youth (11v11)</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>1.5</td>
<td>1</td>
<td>0.5</td>
<td>-</td>
<td>Pitch overplayed by 0.5 match equivalent sessions.</td>
</tr>
<tr>
<td></td>
<td>Site capacity9</td>
<td></td>
<td></td>
<td>Youth (9v9)</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Pitch at capacity.</td>
</tr>
<tr>
<td>11</td>
<td>Desborough Town F.C.</td>
<td>Desborough &amp; Rothwell</td>
<td>Club</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>Pitches have one match equivalent sessions of actual spare capacity (capacity at peak period). Could accommodate an additional two teams.</td>
</tr>
<tr>
<td>12</td>
<td>Dunkirk Avenue Recreation Ground</td>
<td>Desborough &amp; Rothwell</td>
<td>Council</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Spare capacity discounted due to poor pitch quality.</td>
</tr>
<tr>
<td>14</td>
<td>Ise-Lodge Youth Football Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Residents Association</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Good</td>
<td>0.5</td>
<td>3</td>
<td>2.5</td>
<td>1</td>
<td>Pitches have one match equivalent sessions of actual spare capacity (capacity at peak period). Could accommodate an additional two teams.</td>
</tr>
<tr>
<td></td>
<td>Site capacity9</td>
<td></td>
<td></td>
<td>Youth (11v11)</td>
<td>2</td>
<td>Yes</td>
<td>Good</td>
<td>3</td>
<td>8</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>No spare capacity at peak period.</td>
</tr>
<tr>
<td></td>
<td>Site capacity9</td>
<td></td>
<td></td>
<td>Youth (9v9)</td>
<td>1</td>
<td>Yes</td>
<td>Good</td>
<td>1.5</td>
<td>4</td>
<td>2.5</td>
<td>-</td>
<td>-</td>
<td>No spare capacity at peak period.</td>
</tr>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Education</td>
<td>Secure</td>
<td>Youth (9v9)</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>Pitches have one match equivalent sessions of actual spare capacity (capacity at peak period). Could accommodate an additional two teams.</td>
</tr>
</tbody>
</table>

9 Based on pitch quality The FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.
<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Management</th>
<th>Tenure</th>
<th>Pitch type</th>
<th>Pitch size</th>
<th>No. of pitches</th>
<th>Available for community use?</th>
<th>Agreed quality rating</th>
<th>Current play (match sessions)</th>
<th>Site capacity (match sessions)</th>
<th>Overused, At Capacity or Potential to Accommodate additional play</th>
<th>Spare capacity available in peak period (match sessions)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Kettering Buccleuch Academy (Weekley Glebe Playing Fields)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Education/ Council</td>
<td>Secure</td>
<td>Adult</td>
<td>3</td>
<td>Yes</td>
<td>Poor</td>
<td>2.5</td>
<td>3</td>
<td>0.5</td>
<td>0.5</td>
<td>Spare capacity discounted due to poor pitch quality.</td>
</tr>
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<td>Youth (11v11)</td>
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<td>Youth (9v9)</td>
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<tr>
<td>19</td>
<td>Kettering Science Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Education</td>
<td>Secure</td>
<td>Adult</td>
<td>2</td>
<td>Yes</td>
<td>Poor</td>
<td>2.5</td>
<td>2</td>
<td>0.5</td>
<td>-</td>
<td>Pitches overplayed by 0.5 match equivalent sessions.</td>
</tr>
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<td>Youth (9v9)</td>
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<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Club</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>1.5</td>
<td>1</td>
<td>0.5</td>
<td>-</td>
<td>Pitch overplayed by 0.5 match equivalent sessions.</td>
</tr>
<tr>
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<tr>
<td>21</td>
<td>King George V Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Council</td>
<td>Secure</td>
<td>Adult</td>
<td>2</td>
<td>Yes</td>
<td>Poor</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>Spare capacity discounted due to poor pitch quality.</td>
</tr>
<tr>
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<tr>
<td>22</td>
<td>Latimer Arts College</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Education</td>
<td>Unsecure</td>
<td>Adult</td>
<td>2</td>
<td>Yes</td>
<td>Poor</td>
<td>1.5</td>
<td>2</td>
<td>0.5</td>
<td>-</td>
<td>No actual spare capacity.</td>
</tr>
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<tr>
<td>23</td>
<td>Latimer Park</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Club</td>
<td>Secure</td>
<td>Adult</td>
<td>2</td>
<td>Yes</td>
<td>Standard</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>Pitches overplayed by one match equivalent session.</td>
</tr>
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<td></td>
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<tr>
<td>24</td>
<td>Loddington Playing Field</td>
<td>Desborough &amp; Rothwell Parish Council</td>
<td>Secure</td>
<td>Youth (9v9)</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>Pitch at capacity.</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell Education</td>
<td>Unsecure</td>
<td>Adult</td>
<td>2</td>
<td>Yes</td>
<td>Standard</td>
<td>2.5</td>
<td>4</td>
<td>1.5</td>
<td>1</td>
<td>Spare capacity discounted due to unsecure tenure.</td>
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</tr>
<tr>
<td>26</td>
<td>North Park Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Council</td>
<td>Secure</td>
<td>MINI (5v5)</td>
<td>4</td>
<td>Yes</td>
<td>Poor</td>
<td>13.5</td>
<td>8</td>
<td>5.5</td>
<td>-</td>
<td>Pitches overplayed by 5.5 match equivalent sessions.</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
<td>MINI (7v7)</td>
<td></td>
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<tr>
<td>Site ID</td>
<td>Site name</td>
<td>Analysis area</td>
<td>Management</td>
<td>Tenure</td>
<td>Pitch type</td>
<td>Pitch size</td>
<td>No. of pitches</td>
<td>Available for community use?</td>
<td>Agreed quality rating</td>
<td>Current play capacity (match sessions)</td>
<td>Site capacity (match sessions)</td>
<td>Overused, At Capacity or Potential to Accommodate additional play</td>
<td>Spare capacity available in peak period (match sessions)</td>
</tr>
<tr>
<td>--------</td>
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<td>--------------------------------</td>
</tr>
<tr>
<td>27</td>
<td>Northampton Road Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Council</td>
<td>Secure</td>
<td>Youth</td>
<td>(11v11)</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>32</td>
<td>Sergents Lawn</td>
<td>Desborough &amp; Rothwell</td>
<td>Club</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>5.5</td>
<td>2</td>
<td>3.5</td>
<td>-</td>
<td>Pitch overplayed by one match equivalent session. This includes 2.5 match equivalent sessions of training each week.</td>
</tr>
<tr>
<td>34</td>
<td>The Centre at Mawsley Pitches</td>
<td>Desborough &amp; Rothwell</td>
<td>Club</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>1.5</td>
<td>2</td>
<td>0.5</td>
<td>0.5</td>
<td>Pitch has 0.5 match equivalent sessions of actual spare capacity (capacity at peak period). Could accommodate an additional team.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mini</td>
<td>(7v7)</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>-</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>Pitch has one match equivalent sessions of actual spare capacity (capacity at peak period). Could accommodate an additional two teams.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Youth</td>
<td>(9v9)</td>
<td>2</td>
<td>Yes</td>
<td>Standard</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>-</td>
<td>Pitches overplayed by two match equivalent sessions.</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>The Crescent</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Education</td>
<td>Unsecure</td>
<td>Youth</td>
<td>(9v9)</td>
<td>2</td>
<td>Yes</td>
<td>Poor</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>36</td>
<td>The Lowther Football Center (Kettering FC)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Club/Scouts</td>
<td>Unsecure</td>
<td>Youth</td>
<td>(9v9)</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>0.5</td>
<td>1</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Adult</td>
<td>2</td>
<td>Yes</td>
<td>Standard</td>
<td>2.5</td>
<td>4</td>
<td>-</td>
<td>1.5</td>
<td>-</td>
<td>Pitches overplayed by 1.5 match equivalent sessions.</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Tresham College (Kettering Campus)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Education</td>
<td>Unsecure</td>
<td>Youth</td>
<td>(9v9)</td>
<td>1</td>
<td>Yes</td>
<td>Standard</td>
<td>1.5</td>
<td>2</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td>39</td>
<td>Well Lane Recreation Ground</td>
<td>Desborough &amp; Rothwell</td>
<td>Council</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>Spare capacity discounted due to poor pitch quality.</td>
</tr>
<tr>
<td>40</td>
<td>Wilbarston Playing Field</td>
<td>Rural Parish Council</td>
<td>Secure</td>
<td>Adult</td>
<td>1</td>
<td>Yes</td>
<td>Poor</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Spare capacity discounted due to poor pitch quality.</td>
<td></td>
</tr>
</tbody>
</table>
Spare capacity

To determine ‘actual spare capacity’, each site with ‘potential capacity’ identified in the table above has been reviewed. A pitch is only said to have ‘actual spare capacity’ if it is available for community use and available at the peak time for that format of the game. Any pitch not meeting this criterion has consequently been discounted.

There may also be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn will aid the improvement of pitch quality. Furthermore, any pitches with unsecured tenure are not considered to have actual spare capacity as no further play should be encouraged on such sites given that future access cannot be guaranteed.

Given the above, nine pitches across eight sites are considered to contain some level of actual spare capacity equating to 7.5 match equivalent sessions. The table below breaks down the current actual spare capacity.

Table 2.14: Summary of actual spare capacity

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis Area</th>
<th>Pitch type</th>
<th>Pitch size</th>
<th>No. of pitches</th>
<th>Capacity rating (match sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Broughton Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Adult 2</td>
<td>9v9 1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Desborough Town F.C.</td>
<td>Desborough &amp; Rothwell</td>
<td>Adult 1</td>
<td>9v9 1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>Ise-Lodge Youth Football Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Adult 1</td>
<td>9v9 1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Youth 9v9</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Latimer Park</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Youth 9v9</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>34</td>
<td>The Centre at Mawsley Pitches</td>
<td>Desborough &amp; Rothwell</td>
<td>Adult 1</td>
<td>7v7 1</td>
<td>0.5</td>
<td>1</td>
</tr>
</tbody>
</table>

Total 9 7.5

Adult, youth 9v9 and mini 7v7 provision are identified as having actual spare capacity, equating to 3.5, three and one match equivalent session respectively. The majority of actual spare capacity exists in the Kettering & Burton Latimer Analysis Area (five match equivalent sessions), with the remaining 2.5 match equivalent sessions existing in Desborough and Rothwell.
Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain, which can often be due to the low carrying capacity of pitches. This is most commonly a result of poor quality pitches lowering carrying capacity. In Kettering, 12 pitches are overplayed by a total of 30 match equivalent sessions.

In the Kettering & Burton Latimer Analysis Area, 11 pitches are overplayed by a total of 24 match equivalent sessions. In the Desborough & Rothwell Analysis Area three pitches are overplayed by six match equivalent sessions. No overplay is identified in the Rural Analysis Area.

Table 2.15: Overplay summary

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis Area</th>
<th>Pitch type</th>
<th>Pitch size</th>
<th>No. of pitches</th>
<th>Capacity rating (match sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Adult</td>
<td>1</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Desborough Leisure Centre</td>
<td>Desborough &amp; Rothwell</td>
<td>Youth 11v11</td>
<td>1</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Kettering Science Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Adult 9v9</td>
<td>2</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Kettering Science Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Youth 9v9</td>
<td>1</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Adult</td>
<td>1</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Latimer Arts College</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Youth 9v9</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Latimer Park</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Adult</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>North Park Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Mini 5v5</td>
<td>4</td>
<td>5.5</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>North Park Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Mini 7v7</td>
<td>4</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Sergents Lawn</td>
<td>Desborough &amp; Rothwell</td>
<td>Adult</td>
<td>1</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>The Centre at Mawsley Pitches</td>
<td>Desborough &amp; Rothwell</td>
<td>Youth 9v9</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>The Lowther Football Center (Kettering FC)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Adult</td>
<td>2</td>
<td>1.5</td>
<td></td>
</tr>
</tbody>
</table>

Total 22 30

Poor quality pitches are the key contributor to overplay in Kettering, with five of the ten overplayed sites being rated as poor quality through non-technical assessments. These five sites alone are overplayed by 21.5 match equivalent sessions per week.
2.5: Supply and demand analysis

Having considered supply and demand, the table below identifies the overall spare capacity on each different pitch type, based on match equivalent sessions by analysis area. Current demand also includes expressed latent demand and displaced demand.

At present there are seven adult teams displaced from Kettering. Due to it being unknown where these teams would play should they return to Kettering, they have been considered for both the Kettering & Burton Latimer and Desborough & Rothwell analysis areas.

Future demand is based on a combination of population forecasts and club growth aspirations.

**Kettering & Burton Analysis Area**

*Table 2.16: Summary of current and future provision of pitches in Kettering & Burton Latimer Analysis Area.*

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Actual spare capacity (match sessions)</th>
<th>Demand (match sessions per week)</th>
<th>Overplay</th>
<th>Latent demand</th>
<th>Displaced demand</th>
<th>Total (current)</th>
<th>Future demand</th>
<th>Total future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini 5v5</td>
<td>-</td>
<td>5.5</td>
<td>2</td>
<td>2</td>
<td>7.5</td>
<td>6</td>
<td>13.5</td>
<td></td>
</tr>
<tr>
<td>Mini 7v7</td>
<td>-</td>
<td>11</td>
<td>0.5</td>
<td>2</td>
<td>11.5</td>
<td>1</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>Youth 9v9</td>
<td>3</td>
<td>4</td>
<td>2.5</td>
<td>-</td>
<td>3.5</td>
<td>1.5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Youth 11v11</td>
<td>-</td>
<td>-</td>
<td>1.5</td>
<td>-</td>
<td>1.5</td>
<td>5</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>Adult</td>
<td>2</td>
<td>3.5</td>
<td>0.5</td>
<td>3.5</td>
<td>5.5</td>
<td>1</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>5</td>
<td>24</td>
<td>7</td>
<td>3.5</td>
<td>29.5</td>
<td>14.5</td>
<td>44</td>
<td></td>
</tr>
</tbody>
</table>

All formats of play in the Kettering & Burton Latimer Analysis Area are currently identified as having shortfalls. Mini 7v7 pitches have the largest shortfall of 11.5 match equivalent sessions per week, followed by mini 5v5 provision, with a shortfall of 7.5 match equivalent sessions identified. All mini pitch overplay is attributed to North Park Pavilion, where all eight pitches are of poor quality. Should the pitches at these sites be improved to good quality, current and future overplay on mini pitches in Kettering and Burton Latimer would be eradicated.

Shortfalls increase across all pitch types when considering future demand. The largest remains on mini 7v7 and mini 5v5 pitches; however, the largest increase is noted on youth 11v11 provision. This supports concerns expressed by clubs that unless more youth 11v11 pitches are provided, additional latent demand could be created.
Desborough & Rothwell Analysis Area

Table 2.17: Summary of current and future provision of pitches in the Desborough & Rothwell Analysis Area

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Actual spare capacity (match sessions)</th>
<th>Demand (match sessions per week)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Overplay</td>
<td>Latent demand</td>
<td>Displaced demand</td>
</tr>
<tr>
<td>Mini 5v5</td>
<td>0</td>
<td>0.5</td>
<td>-</td>
</tr>
<tr>
<td>Mini 7v7</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Youth 9v9</td>
<td>-</td>
<td>2</td>
<td>0.5</td>
</tr>
<tr>
<td>Youth 11v11</td>
<td>-</td>
<td>0.5</td>
<td>-</td>
</tr>
<tr>
<td>Adult</td>
<td>1.5</td>
<td>3.5</td>
<td>0.5</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>2.5</td>
<td>6</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Apart from mini 7v7 provision, which has actual spare capacity of one match equivalent session both currently and when accounting for future demand, the remaining pitch types are currently overplayed in the Desborough & Rothwell Analysis Area. Adult pitches currently have the largest identified shortfall, equating to six match equivalent sessions. This situation remains the same when considering future demand.

When considering future demand for the other pitch types, shortfalls increase from 2.5 to four match equivalent sessions on youth 9v9 pitches and from 0.5 to one match equivalent sessions on youth 11v11 pitches. For mini 5v5 pitches, the shortfall remains at 0.5 match equivalent sessions.

Rural Analysis Area

Supply and demand analysis has not been carried out for the Rural Analysis Area due to only one adult pitch and no identified demand within this analysis area.

2.6: Conclusion

Based on current demand, there are shortfalls on all pitch types in Kettering primarily as a result of overplay; however, displaced demand is also a key factor with regards to adult pitch provision. These shortfalls are most significant in the Kettering & Burton Latimer Analysis Area, where shortfalls are mainly attributed to the overplay on mini pitches at North Park Pavilion.

A large amount of overplay can be attributed to poor pitch quality reducing available capacity, with a total of 21.5 match equivalent sessions of overplay being on poor quality pitches. Furthermore, seven match equivalent sessions of potential actual spare capacity are discounted due to pitch quality. As such, there is a clear need to address pitch quality across the Borough.
### Football summary

- Based on current demand, there are shortfalls on all pitch types in Kettering, primarily as a result of overplay; however, displaced demand is also a key factor with regards to adult pitch provision.
- Shortfalls are most significant in the Kettering & Burton Latimer Analysis Area and is mainly attributed to the overplay on mini pitches at North Park Pavilion.
- Shortfalls on each pitch types are further increased when accounting for future demand.
- A large amount of overplay can be attributed to poor pitch quality reducing available capacity, with a total of 21.5 match equivalent sessions of overplay being on poor quality pitches.

There are 64 grass football pitches within Kettering across 25 sites. Of the pitches, 63 are available, at some level, for community use across 24 sites. Most provision (43%) in the Borough is adult pitches.

- In total, five pitches are assessed as good quality, 21 pitches as standard quality and 37 as poor quality.
- Most sites (14) have ancillary facilities which are rated as standard quality. Of the remaining sites, five are assessed as having poor quality facilities and five are assessed as having good quality facilities.
- There are five clubs in Kettering which compete within the football pyramid and one ladies’ team (Kettering Town Ladies) in the Women’s National League System.
- Responsive Clubs are generally considered to have security of tenure across Kettering, although this is not the case for users of The Lowther Football Centre.
- There are 169 teams from 27 clubs identified as playing within Kettering. This consists of 21 adult men’s, two adult women’s, 73 youth boys’, five youth girls’ teams and 68 mini teams.
- Migration is recorded in the Weetabix Youth Football League, where mini teams based outside of the Borough are coming into the area to play at North Park Pavilion.
- Further to the above, an U11s team from Oakley Vale FC is playing its home matches at Weekley Glebe Playing Fields despite the Club’s main site being located in neighbouring Corby.
- At present seven teams are identified as being displaced into neighbouring authorities.
- A number of clubs report latent demand, with the majority expressed in the Kettering & Burton Latimer Analysis Area.
- Using team generation rates, future population is predicted to generate two senior men’s, six youth 11v11 boys’ and two youth 9v9 boys’ teams in Kettering.
- Further to population growth, several clubs also report potential future demand totalling 12 match equivalent sessions (24 teams).
- Nine pitches across eights sites are considered to contain some level of actual spare capacity equating to 7.5 match equivalent sessions.
- A total of 12 pitches are overplayed by a total of 30 match equivalent sessions. Options for addressing overplay/shortfalls will be further explored in the subsequent Strategy and Action Plan.
PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPs)

3.1: Introduction

Competitive football can take place on 3G surfaces that have been FIFA or International Matchball Standard (IMS) tested and approved by the FA for inclusion on the FA pitch register. As such, a growing number of 3G pitches are now used for competitive match play, providing that the performance standard meets FIFA quality (previously FIFA One Star), as well as for training purposes. Football training can take place on sand and water based surfaces but is not the preferred option.

World Rugby produced the ‘Performance Specification for artificial grass pitches for rugby’, more commonly known as ‘Regulation 22’ that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard, meaning full contact activity, including tackling, rucking, mauling and lineouts, can take place. For rugby league, the equivalent is known as RFL Community Standard.

England Hockey’s (EH) Artificial Grass Playing Surface Policy (June 2016) advises that 3G pitches should not be used for hockey matches or training and that they can only be used for lower level hockey (introductory level) as a last resort when no sand-based or water-based AGPs are available.

Table 3.1: 3G type and sport suitability

<table>
<thead>
<tr>
<th>Surface</th>
<th>Category</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rubber crumb</td>
<td>Long Pile 3G</td>
<td>Rugby surface – must comply with World Rugby regulation 22 and/or RFL Community Standard, requires a minimum of 60mm pile.</td>
</tr>
<tr>
<td></td>
<td>(60mm with shock pad)</td>
<td></td>
</tr>
<tr>
<td>Rubber crumb</td>
<td>Medium Pile 3G</td>
<td>Preferred football surface. Suitable for non-contact rugby union/league practice or play.</td>
</tr>
<tr>
<td></td>
<td>(55-60mm)</td>
<td></td>
</tr>
<tr>
<td>Rubber crumb</td>
<td>Short Pile 3G</td>
<td>Acceptable surface for some competitive football, able to be used for low level curricular hockey.</td>
</tr>
<tr>
<td></td>
<td>(40mm)</td>
<td></td>
</tr>
</tbody>
</table>

It should be noted that the FA generally refers to 3G pitches as 3G football turf pitches, though this term is not adopted in this PPS as 3G pitches can be and are used for other sports including rugby union, rugby league, lacrosse and American football, amongst others.

3.2 Supply

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs); however, for the purposes of this report, all pitches measuring over 100 x 60 metres (inclusive of run offs) are considered to be full size due to the amount of demand they can accommodate. Nationally, many 3G pitches are slightly undersized due to being converted from sand-based provision (dimensions for hockey are smaller than for football).

There are three full size 3G pitches in Kettering that fully comply with the above specification. One pitch is situated in the Desborough & Rothwell Analysis Area and two are situated in the Kettering & Burton Latimer Analysis Area. All three of the pitches are available to the community and are floodlit.
Table 3.2: Full size 3G pitches in Kettering

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>Community use?</th>
<th>Floodlit?</th>
<th>Size (metres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>105 x 70</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>Yes</td>
<td>Yes</td>
<td>105 x 60</td>
</tr>
<tr>
<td>37</td>
<td>Tresham College (Kettering Campus)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>105 x 70</td>
</tr>
</tbody>
</table>

In addition, there are four smaller size 3G pitches servicing Kettering across two sites. Such pitches are generally not suitable for adult match play but can be used to accommodate youth and mini matches provided they are FA approved, of an adequate size and with adequate run-off areas. More commonly, they are used to accommodate commercial football leagues and social play.

Table 3.3: Additional supply of 3G pitches

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>No. of pitches</th>
<th>Community use?</th>
<th>Floodlit?</th>
<th>Size (metres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Desborough Leisure Centre</td>
<td>Desborough &amp; Rothwell</td>
<td>1</td>
<td>Yes</td>
<td>Yes</td>
<td>36 x 32</td>
</tr>
<tr>
<td>19</td>
<td>Kettering Science Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>1</td>
<td>Yes</td>
<td>Yes</td>
<td>45 x 27</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>Yes</td>
<td>Yes</td>
<td>30 x 20</td>
</tr>
</tbody>
</table>

Three of the small sided 3G pitches are in the Kettering & Burton Latimer Analysis Area and one is located in the Desborough & Rothwell Analysis Area. There is no provision, either full or small size, located in Rural Analysis Area.

Future provision

A full size floodlit 3G pitch is currently under construction at Latimer Arts College. This will be completed and fully available for community access for the beginning of the 2019/2020 football season. This provision will be located in the Kettering & Burton Latimer Analysis Area.

Figure 3.1 overleaf shows the location of all 3G pitches within Kettering, regardless of size.
Figure 3.1: Location of 3G AGPs in Kettering
**FA pitch register**

In order for competitive matches to be played on 3G pitches, the pitch should be FIFA or IMS tested and approved and added to the FA pitch register, which can be found at: http://3g.thefa.me.uk/.

Pitches undergo testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance in October 2015 following consultation with member associations and licenced laboratories. The changes are part of FIFA’s continued ambition to drive up performance standard in the industry and the implications are that all 3G pitches built through the FA framework will be constructed to meet the new criteria.

The changes from FIFA One Star to FIFA Quality will have minimal impact on the current hours of use guidelines, which suggests that One Star pitches place more emphasis on the product’s ability to sustain acceptable performance and can typically be used for 60-85 hours per week with a lifespan of 20,000 cycles. In contrast, pitches built to FIFA Quality Pro performance standards are unlikely to provide the hours of use that some FIFA Two Star products have guaranteed in the past (previously 30-40 hours per week with a lifespan of 5,000 cycles). Typically, a FIFA Quality Pro pitch will be able to accommodate only 20-30 hours per week with appropriate maintenance due to strict performance measurements.

Two full size 3G pitches in Kettering are currently on the FA register (located at Kettering Buccleuch Academy and Tresham College – Kettering Campus) and can therefore be used to host competitive matches. Re-testing is required every three years to ensure that this remains the case. The pitch at Montsaye Academy is not on the 3G register and it is recommended that this is certified as part of any future investment into the pitch.

No small sided 3G pitches are on the FA register.

**World Rugby compliant pitches**

To enable 3G pitches to host competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability.

The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be tested every two years to retain compliance.

The RFU investment strategy into 3G pitches considers sites where grass rugby pitches are over capacity and where a pitch would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites.

There is one dedicated World Rugby Compliant 3G pitch in Kettering, located at Tresham College (Kettering Campus). This is accessed by Kettering Rugby Club for four hours per week for midweek training demand.
Management

All full size 3G pitches are managed in-house through their respective education provider.

Smaller size pitches located at Kettering Science Academy are managed on behalf of the School by commercial operator School Lettings Solutions (SLS), whilst the smaller size 3G pitch at Desborough Leisure Centre is managed by Parkwood Leisure.

Availability

All full size pitches are generally reserved for education use during the week, with community access available evenings and weekends.

The pitches at both Tresham College (Kettering Campus) and Kettering Buccleuch are available from 18:00 until 22:00 midweek and from 08:00 until 18:00 on Saturday and Sundays. The pitch at Montsaye Academy opens midweek at 17:45 until 20:45 and from 09:45 up until 15:45 on both Saturdays and Sundays.

The smaller size pitch at Desborough Leisure Centre is available from 09:00 – 21:00 throughout the week and at weekends as the facility is generally managed on a commercial basis. The small sided pitches at Kettering Science Academy are from 18:00 – 22:00 Monday to Friday and 08:00 – 16:00 on weekends.

Table 3.4: Summary of full size 3G pitch availability

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site</th>
<th>Analysis area</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Kettering Buccleuch</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Reserved for school use until 18:00 during the week. Available to the community</td>
</tr>
<tr>
<td></td>
<td>Academy</td>
<td></td>
<td>from 18:00 until 22:00 Monday to Friday. Pitch is available from 08:00 to 18:00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>on Saturdays and Sundays.</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>Reserved for school use until 17:45 during the week. Available to the community</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>from 17:45 until 20:45 Monday to Friday. Pitch is available from 09:45 up</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>until 15:45 on both Saturdays and Sundays.</td>
</tr>
<tr>
<td>37</td>
<td>Tresham College (Kettering Campus)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Reserved for school use until 18:00 during the week. Available to the community from 18:00 until 22:00 Monday to Friday. Pitch is available from 08:00 to 18:00 on Saturdays and Sundays.</td>
</tr>
</tbody>
</table>

Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, combined with maintenance levels, which most commonly affects quality. It is therefore recommended that sinking funds be put into place by providers to enable long-term sustainability, ongoing repairs and future refurbishment beyond this period.

The pitch at Tresham College (Kettering Campus) was built in 2010 and was resurfaced in 2017. The pitch is assessed as being good quality due to its surface quality, clear line markings, appropriate fencing good floodlighting.
The pitch at Kettering Buccleuch Academy was built in 2013 and is assessed as standard quality. It is in a generally satisfactory condition, but it is identified as having some slightly worn patches on the surface in high traffic areas. The School reports that it carries out regular maintenance regimes on the pitch including brushing, as well as topping up the rubber crumbs.

In contrast, the pitch at Montsaye Academy was built in 2006 and has not been resurfaced. In addition, it was originally developed upon a gravel base, which is no longer the correct foundation for a 3G pitch. As such, the pitch is identified as being poor quality and consequentially is unable to gain accreditation on the FA register. The School is carrying out a regular maintenance regime to prevent quality from deteriorating any further, including bi-monthly power sweeping, weed treatments and repairs to any tears to the surface.

Table 3.5: Age and quality of full size 3G pitches

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site</th>
<th>Analysis area</th>
<th>Year installed/ resurfaced</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>2013</td>
<td>Standard</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>2006</td>
<td>Poor</td>
</tr>
<tr>
<td>37</td>
<td>Tresham College (Kettering Campus)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>2010/2017</td>
<td>Good</td>
</tr>
</tbody>
</table>

All small sided pitches are identified as either being good or standard quality, with no major issues identified through non-technical assessments.

3.3 Demand

Football demand

The FA considers high quality 3G pitches as an essential tool in promoting coach and player development. The pitches can support intensive use and as such are great assets for football use. Primarily, such facilities have been installed for social use and training, however, they are increasingly used for competition, which The FA wholly supports.

Training demand

Getting access to good quality, affordable training facilities is a problem for many clubs throughout the country. In the winter months, midweek training is only possible at floodlit facilities. As previously mentioned, the majority of responsive clubs state demand for additional training facilities, eight specifically state a need for increased use of 3G pitches.

The FA’s long-term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. In order to calculate the number of football teams a 3G pitch can service for training, peak time access is considered to be from 18:00 until 22:00 Tuesday-Thursday resulting in an overall peak period of 12 hours per week. Mondays and Fridays are not included within this calculation as it is considered that most teams do not want to train in such close proximity to a weekend match.
It is estimated by the FA that 38 teams can be accommodated on one full size 3G pitch for training. Given this, with 169 teams currently affiliated to Kettering, there is a need for four full size 3G pitches (rounded down from 4.4). As there are currently three full size 3G pitches available for community use, an additional one full size 3G pitch is required to meet current demand.

The table below considers where the additional 3G pitches are required, based on each team training within the analysis area in which they play. As can be seen, the total requirement is in line with the overall figure, with a shortfall of one pitch required in the Kettering & Burton Latimer Analysis Area to meet midweek training demand.

**Table 3.6: Current demand for 3G pitches in Kettering (based on 38 teams per pitch)**

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Current number of teams</th>
<th>3G requirement</th>
<th>Current number of 3G pitches</th>
<th>Potential shortfall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>140</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>29</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Rural</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>169</strong></td>
<td><strong>4</strong></td>
<td><strong>3</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

With a full size 3G FTP being developed at Latimer Arts College, located in the Kettering & Burton Latimer Analysis Area, this shortfall will soon be met. Such, based on current demand, no additional 3G FTPs will be required.

When accounting for future demand of 33 teams\(^{11}\) (a total demand of 201 teams) the overall need across Kettering increases to five full size 3G pitches, a shortfall of two pitches (based on current provision). When accounting for growth by analysis area, this additional demand translates to the need for a further pitch in the Kettering & Burton Latimer Analysis Area.

**Table 3.7: Future demand for 3G pitches in Kettering (based on 38 teams per pitch)**

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Future number of teams playing(^{12})</th>
<th>Future requirement for 3G pitches(^{13})</th>
<th>Current number of available 3G pitches</th>
<th>Future shortfall of 3G pitches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>169</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>32</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Rural</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>201</strong></td>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>2</strong></td>
</tr>
</tbody>
</table>

When considering the new 3G FTP being developed at Latimer Arts College, this shortfall will be reduced to one pitch based on future demand.

---

\(^{10}\) 3G requirement rounded down where applicable.

\(^{11}\) Based on increased demand from club aspirations and team generation rates

\(^{12}\) Based on increased demand from club aspirations

\(^{13}\) 3G requirement rounded down where applicable.
**Match play demand**

Improving grass pitch quality is one way to increase the capacity at sites but given the cost of doing such work and the continued maintenance required (and associated costs), alternatives need to be considered that can offer a more sustainable model for the future of football. The substitute to grass pitches is the use of 3G pitches for competitive matches, providing that the pitch is FA approved, floodlit and available for community use during the peak period.

The majority of matches played on 3G pitches nationally are mini soccer matches. Demand for 3G pitches for match play will be set out in detail within the subsequent Strategy and Action Plan.

**Rugby**

As mentioned previously, there is currently one World Rugby compliant 3G pitch within Kettering located at Tresham College (Kettering Campus). This pitch caters for rugby union demand for Kettering Rugby Club for both junior matches and midweek training. Given this, there is no clear need to provide further World Rugby Compliant 3G provision within Kettering.

**3.4 Supply and demand analysis**

In conclusion, there is currently an insufficient supply of full size 3G pitches to meet current football training demand (based on the FA training model) in Kettering. However, upon the imminent opening of the full size 3G pitch at Burton Latimer Arts College, overall demand for 3G training is likely to be satisfied. This said, the 3G pitch at Montsaye Academy is of a poor quality and unless quality issues are addressed in the immediate future, it may become unusable for community football clubs/teams.

When accounting for future demand and the potential growth of 31 teams within the Borough, a shortfall will reappear within the Kettering & Burton Latimer Analysis Area. It is recommended that this is addressed.

To further ensure that both current and future demand is met, and that supply is of a good enough standard, providers are encouraged to put sinking funds in place to ensure long-term sustainability. This will allow for re-surfacing to take place when required and will ensure that appropriate FA and RFU certification remains in place.
3G pitch summary
- With 169 teams currently affiliated to Kettering there is a need for four full size 3G pitches (Borough wide), meaning a current shortfall of one.
- When accounting for future growth, the shortfall increases to two full size pitches, both of which are required in the Kettering & Burton Analysis Area.
- When the pitch at Latimer Arts College is provided, the current shortfall will be met, whilst the future shortfall will reduce to one pitch.
- This said, there is also a need to address quality issues identified at Montsaye Academy to ensure additional pitches are not required.
- There are currently three full size 3G pitches in Kettering, all of which are floodlit and available for community use.
- Further to this, there are four small sided 3G pitches across two sites.
- A full size floodlit 3G pitch is currently under construction at Latimer Arts College; this will be completed and fully available for community access for the beginning of the 2019/2020 football season.
- Pitches at Kettering Buccleuch Academy and Tresham College (Kettering Campus) are on the FA register and can accommodate competitive football; the pitch at Montsaye Academy is not currently on the register.
- There is one World Rugby Compliant 3G pitch in Kettering located at Tresham College (Kettering Campus).
- The pitch at Montsaye Academy was built in 2006 and has not been resurfaced. As such, the pitch is identified as being poor quality and is in need of re-surfacing.
- Options for addressing shortfalls will be further explored in the subsequent Strategy and Action Plan.
PART 4: RUGBY UNION

4.1: Introduction

The Rugby Football Union (RFU) is the national governing body for rugby union. It is split into six areas across the Country with a workforce team that covers development, coaching, governance and competitions. A full-time development officer is responsible for Kettering and works closely with all clubs to maximise their potential. This work involves developing club structures, working towards the RFU Club accreditation (Clubmark) and the development of school-club structures.

The rugby union playing season operates from September to May.

Consultation

There is one rugby club in Kettering; Kettering RFC and a face to face meeting was held with the Club to discuss supply and demand issues.

4.2: Supply

There are five senior and two junior rugby pitches across six sites in Kettering. Three of the senior pitches are located at Kettering Rugby Club. All seven pitches are available for community use.

Table 4.1: Summary of grass rugby pitches available to the community

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Senior</th>
<th>Junior</th>
<th>Mini</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>4</td>
<td>2</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Rural</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Kettering</td>
<td>5</td>
<td>2</td>
<td>-</td>
<td>7</td>
</tr>
</tbody>
</table>

As shown in the table above, the majority of rugby union provision is in the Kettering & Burton Latimer Analysis Area with a total of six rugby pitches provided (four senior and two junior).

Traditionally mini and junior rugby takes place on over marked senior pitches. This is the case at Kettering Rugby Club and Tresham College (Kettering Campus), where Kettering RFC play matches.

The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to the table overleaf.
### Table 4.2: Pitch dimensions

<table>
<thead>
<tr>
<th>Age</th>
<th>Pitch type</th>
<th>Maximum pitch dimensions (metres)(^{14})</th>
</tr>
</thead>
<tbody>
<tr>
<td>U7</td>
<td>Mini</td>
<td>20 x 12</td>
</tr>
<tr>
<td>U8</td>
<td>Mini</td>
<td>45 x 22</td>
</tr>
<tr>
<td>U9</td>
<td>Mini</td>
<td>60 x 30</td>
</tr>
<tr>
<td>U10</td>
<td>Mini</td>
<td>60 x 35</td>
</tr>
<tr>
<td>U11</td>
<td>Mini</td>
<td>60 x 43</td>
</tr>
<tr>
<td>U12</td>
<td>Mini</td>
<td>60 x 43</td>
</tr>
<tr>
<td>U13</td>
<td>Junior</td>
<td>90 x 60 (60 x 43 for girls)</td>
</tr>
<tr>
<td>U14 +</td>
<td>Senior</td>
<td>100 x 70(^{15})</td>
</tr>
</tbody>
</table>

Figure 4.1 overleaf shows the location of all rugby union pitches within Kettering, regardless of community use. For a key to the map, see Table 4.6.

---

\(^{14}\) Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

\(^{15}\) Minimum dimensions of 94 x 68 metres are accepted.
Figure 4.1: Location of rugby union pitches within Kettering
Pitch quality

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

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

Table 4.3: Definition of maintenance categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>M0</td>
<td>Action is significant improvements to maintenance programme</td>
</tr>
<tr>
<td>M1</td>
<td>Action is minor improvements to maintenance programme</td>
</tr>
<tr>
<td>M2</td>
<td>Action is no improvements to maintenance programme</td>
</tr>
</tbody>
</table>

Table 4.4: Definition of drainage categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>D0</td>
<td>Action is pipe drainage system is needed on pitch</td>
</tr>
<tr>
<td>D1</td>
<td>Action is pipe drainage is needed on pitch</td>
</tr>
<tr>
<td>D2</td>
<td>Action is slit drainage is needed on pitch</td>
</tr>
<tr>
<td>D3</td>
<td>No action is needed on pitch drainage</td>
</tr>
</tbody>
</table>

Table 4.5: Quality ratings based on maintenance and drainage scores

<table>
<thead>
<tr>
<th>Drainage</th>
<th>Maintenance</th>
<th>Maintenance</th>
<th>Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Inadequate (D0)</td>
<td>Poor</td>
<td>Poor</td>
<td>Standard</td>
</tr>
<tr>
<td>Natural Adequate (D1)</td>
<td>Poor</td>
<td>Standard</td>
<td>Good</td>
</tr>
<tr>
<td>Pipe Drained (D2)</td>
<td>Standard</td>
<td>Standard</td>
<td>Good</td>
</tr>
<tr>
<td>Pipe and Slit Drained (D3)</td>
<td>Standard</td>
<td>Good</td>
<td>Good</td>
</tr>
</tbody>
</table>

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

All rugby union pitches at education sites receive a poor quality rating. It is not uncommon for pitches at education sites to be of poor quality due to limited maintenance taking place as a result of lower levels of resource, and limited maintenance budgets. In addition, pitches at schools are often heavily used for a wide range of curricular and extracurricular activities. Rugby union pitches are often also overmarked with football pitches, as is the case at both Montsaye Academy and Tresham College (Kettering Campus). At present, only the latter is utilised for community use by a club.

There are three pitches at Kettering Rugby Club, all of which, receive different quality ratings. The first team pitch is assessed as good quality. Whilst there are a few high traffic areas on the pitch with lower levels of grass coverage, in general, the pitch is reported to have good grass length. The Club also highlights good levels of maintenance including grass cutting, reseeding, chain harrowing and fertilising annually. In addition, it describes the drainage on the pitch as being good.
The remaining two pitches on the site receive similar levels of maintenance; however, due to being used for club training as well as matches, they have lower levels of grass coverage with some bare patches being visible. This is reinforced by the Club, explaining that these pitches are of a lower standard as a result of high levels of use. In addition, the pitch that receives a poor quality rating, is described as having issues with drainage, leading to waterlogging. This is believed to be a result of drains being directed towards the pitch.

The RFU is aware of the impact that club training is having on these pitches and has identified Kettering Rugby Club as a priority site for additional floodlighting. At present, the two senior pitches used for training are both half floodlit, meaning that any training taking place on these pitches is restricted to one side. Whilst there is a small floodlit training area on site, as well as the Club accessing the World Rugby (WR) 3G pitch at Tresham College four hours per week, this is not enough to meet all of its training demand.

The table overleaf shows the quality ratings for each of the pitches in Kettering based on a combination of non-technical site assessment scores and user ratings.
### Table 4.6: Site quality ratings

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>Community use?</th>
<th>Security of tenure</th>
<th>Pitch type</th>
<th>Maintenance and drainage score</th>
<th>Quality rating</th>
<th>Floodlit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Unsecure</td>
<td>Senior</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
</tr>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Secure</td>
<td>Junior</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
</tr>
<tr>
<td>18</td>
<td>Kettering Rugby Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Secure</td>
<td>Senior</td>
<td>M2 / D1</td>
<td>Good</td>
<td>No</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>Yes</td>
<td>Unsecure</td>
<td>Senior</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
</tr>
<tr>
<td>37</td>
<td>Tresham College (Kettering Campus)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Unsecure</td>
<td>Junior</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
</tr>
</tbody>
</table>
Ancillary facilities

The clubhouse at Kettering Rugby Club is rated as standard quality. Kettering RFC states that the clubhouse has undergone some refurbishments such as upgrading the social space and kitchen, as well as putting down decking, adding a balcony and installing a lift to make it more accessible. Further to this, one of the changing rooms has been installed with separate showers and toilets for female players.

However, it also reports that the changing rooms are inadequate due to being too small and has aspiration to extend these. This could be achieved through either knocking down walls to create larger rooms or extending the clubhouse. The latter option is; however, likely to be more costly and challenging due to the footprint available.

The clubhouse does not only provide a facility for the Club but it is also well utilised by the community due to having a public access gym and studio area for community groups and classes. Furthermore, the clubhouse is rented for a variety of events which generates income, allowing the Club to be more self-sufficient.

Security of tenure

Kettering RFC is considered to have security of tenure, with 41 years remaining on its lease of Kettering Rugby Club from Kettering Borough Council. In contrast, the grass pitch as Tresham College (Kettering Campus) is unsecure due to no Community Use Agreement being in place.

The Club recently approached the Council regarding an extension of its lease. This led to discussions of the it potentially purchasing the site. It is keen to do be able to do this and is in talks with the RFU with regards to funding options.

At present, it pays a peppercorn rent; however, should the lease be extended, rather than the Club purchasing the land, the rent is due to significantly increase.

4.3: Demand

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

Competitive play

Kettering RFC has a total of 19 teams. When broken down this is made up of five senior men’s teams, five junior boys’ teams, three junior girls’ teams and six mini teams.

Participation trends

Kettering RFC report that there has been a decrease in senior players, having lost two men’s teams over the last few years. The Club attributes this to a change in people’s lifestyles and the way they participate in sport.

In contrast, it reports growth in its women’s and girl’s participation. Three years ago, it had no female players; however, it now has over 60 players attending training sessions, as well as and under 13, under 15 and under 18 girls’ team. All of which, are competing in competitive leagues.


**Training demand**

Kettering RFC has access to the WRC 3G pitch at Tresham College (Kettering Campus) three nights a week (Tuesday, Wednesday and Thursday) between 19:00 and 20:30. Tuesdays and Thursdays is senior team, as well as under 16, under 17 and under 18 training. Wednesday is mini and junior team training, as well as training for the girl’s section.

Due to there not being enough space to accommodate all mini and junior teams on the WRC 3G, the club rotates which teams are training on the 3G pitch and which teams are using either the floodlit training area or senior pitches for training.

**Future demand**

Future demand can be defined in two ways, through participation increases and using population forecasts.

**Population increases**

Team generation rates are used overleaf as the basis for calculating the number of teams likely to be generated in the future based on population growth (2031).

*Table 4.7: Team generation rates (2031)*

<table>
<thead>
<tr>
<th>Age group</th>
<th>Current population within age group</th>
<th>Current no. of teams</th>
<th>Team Generation Rate</th>
<th>Future population within age group</th>
<th>Predicted future number of teams</th>
<th>Additional teams that may be generated from the increased population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Men’s (19-45)</td>
<td>16,277</td>
<td>5</td>
<td>1:3255</td>
<td>16,944</td>
<td>5.2</td>
<td>-</td>
</tr>
<tr>
<td>Senior Women’s (19-45)</td>
<td>16,607</td>
<td>2</td>
<td>1:8304</td>
<td>16,596</td>
<td>2.0</td>
<td>-</td>
</tr>
<tr>
<td>Junior Boys (13-18)</td>
<td>3,534</td>
<td>5</td>
<td>1:707</td>
<td>4,305</td>
<td>6.1</td>
<td>1</td>
</tr>
<tr>
<td>Junior Girls (13-18)</td>
<td>3,363</td>
<td>3</td>
<td>1:1121</td>
<td>4,075</td>
<td>3.6</td>
<td>-</td>
</tr>
<tr>
<td>Mini rugby mixed (7-12)</td>
<td>7,858</td>
<td>6</td>
<td>1:1310</td>
<td>8,054</td>
<td>6.1</td>
<td>-</td>
</tr>
</tbody>
</table>

As can be seen in the table above, population changes until 2031 forecast the creation of one junior boys’ team.

*Table 4.8: Team generation rates by analysis area (2031)*

<table>
<thead>
<tr>
<th>Age group</th>
<th>Additional teams that may be generated from the increased population (by analysis area)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Desborough &amp; Rothwell</td>
</tr>
<tr>
<td>Senior Men’s (19-45)</td>
<td>-</td>
</tr>
<tr>
<td>Senior Women’s (19-45)</td>
<td>-</td>
</tr>
<tr>
<td>Junior Boys (13-18)</td>
<td>-</td>
</tr>
<tr>
<td>Junior Girls (13-18)</td>
<td>-</td>
</tr>
<tr>
<td>Mini rugby mixed (7-12)</td>
<td>-</td>
</tr>
</tbody>
</table>

*There is potential that the ONS projections may be under estimating future demand when compared to housing growth figures and as such, this should be subject to periodic review.

*Please note team generation rate figures are rounded to the nearest whole number.

*Based on 60 women attending training at Kettering RFC, which would equate to approximately two female senior teams.*
As can be seen in the table above, once team generation rates are applied to individual analysis areas it is forecast that the one senior boys team predicted to be generated will be in the Kettering & Burton Latimer Analysis Area.

Participation increases

Kettering RFC aspires to grow by two senior men's teams and one senior women's team. Having lost two senior men's teams over the last few years, it would like to re-establish these as midweek teams playing friendly matches. This will be possible should additional floodlighting be installed at the site.

It is also keen to increase participation in the under three to under five age groups. It plans to do this through going into local primary schools to deliver sessions. In order to do this, it is considering the option of employing someone to deliver this. At this age; however, these players would not be accessing pitches. Instead they would be playing indoors or on pitches marked out on primary school fields. Should this aspiration be realised, the number of participants at the under sevens age group may increase.

The RFU is active in developing rugby union in local state schools through the All Schools programme launched in September 2012. The aim is to increase the number of secondary state schools playing rugby union, with such schools linking to a local team of RFU Rugby Development Officers (RDOs). The RDOs deliver coaching sessions and support the schools to establish rugby union as part of the curricular and extracurricular programme.

Monsaye Academy is involved with this programme and is due to move into the second phase which focuses on girl's development.

Project Rugby

Project Rugby is a joint initiative between Premiership Rugby and England Rugby designed to increase participation in the game by people from traditionally underrepresented groups.

It is anticipated the programme will engage thousands of participants per year (aged 14+ and 16+ for disabled people) and will be delivered by community staff from Premiership Rugby's 14 shareholder clubs at over 200 locations across England, providing accessible opportunities for people to participate in the game at a time and place that can be easily accessed by target audiences.

As a shareholder club, Northampton Saints RFC is currently running the Project Rugby programme in Kettering.

Future demand summary

Both future population and participation increases are added together and used in the supply and demand analysis later on in this section.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established for all types of rugby. For senior teams, it is Saturday PM as all senior teams play at this time. Peak time for mini and junior rugby is Sunday AM.
4.4: Capacity analysis

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

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

- All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- Use of school pitches by schools reduces potential capacity by one match equivalent session.
- All competitive play is on senior sized pitches (except for where mini pitches are provided).
- From U14 upwards, teams play 15 v15 and use a full pitch.
- Mini teams (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.
- For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.
- Senior rugby generally takes place on Saturday afternoons.
- Junior rugby generally takes place on Sunday mornings.
- Mini rugby generally takes place on Sunday mornings.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate:

*Table 4.9: Pitch capacity (matches per week) based on quality assessments*

<table>
<thead>
<tr>
<th>Maintenance</th>
<th>Poor (M0)</th>
<th>Adequate (M1)</th>
<th>Good (M2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Inadequate (D0)</td>
<td>0.5</td>
<td>1.5</td>
<td>2</td>
</tr>
<tr>
<td>Natural Adequate or Pipe Drained (D1)</td>
<td>1.5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Pipe Drained (D2)</td>
<td>1.75</td>
<td>2.5</td>
<td>3.25</td>
</tr>
<tr>
<td>Pipe and Slit Drained (D3)</td>
<td>2</td>
<td>3</td>
<td>3.5</td>
</tr>
</tbody>
</table>

Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and consultation. This guide, however, is only a very general measure of potential pitch capacity. It does not account for specific circumstances at time of use and it assumes average rainfall and an appropriate end of season rest and renovation programme.
### Table 4.10: Capacity table for community available rugby pitches in Kettering

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>Community use?</th>
<th>Type of tenure</th>
<th>Pitch type</th>
<th>Number of pitches</th>
<th>Quality rating</th>
<th>Non-tech score</th>
<th>Floodlit?</th>
<th>Match equivalent sessions (per week)</th>
<th>Pitch capacity (sessions per week)</th>
<th>Capacity rating</th>
<th>Spare capacity available in peak period (match sessions)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes-unused</td>
<td>Unsecure</td>
<td>Senior</td>
<td>1</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
<td>1</td>
<td>1.5</td>
<td>0.5</td>
<td>-</td>
<td>Spare capacity discounted due to unsecure tenure.</td>
</tr>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes-unused</td>
<td>Secure</td>
<td>Junior</td>
<td>1</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
<td>1</td>
<td>1.5</td>
<td>0.5</td>
<td>-</td>
<td>Spare capacity discounted due to poor pitch quality.</td>
</tr>
<tr>
<td>18</td>
<td>Kettering Rugby Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Secure</td>
<td>Senior</td>
<td>1</td>
<td>M2 / D1</td>
<td>Good</td>
<td>No</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>First team pitch has spare capacity of 2 match equivalent sessions per week. However, this is not in the peak period so does not translate into actual spare capacity.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Site overplayed by two match equivalent sessions per week. This also takes into account club training demand.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Senior</td>
<td>1</td>
<td>M1 / D1</td>
<td>Standard</td>
<td>Half floodlit</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>Site overplayed by 2.5 match equivalent sessions per week. This also takes into account club training demand.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Spare capacity discounted due to unsecure tenure.</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>Yes-unused</td>
<td>Unsecure</td>
<td>Senior</td>
<td>1</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
<td>1</td>
<td>1.5</td>
<td>0.5</td>
<td>-</td>
<td>CUA in place for Kettering RFC to use. Pitch overplayed by 0.25 match equivalent sessions due to one junior and one mini team using it for matches, as well as one match equivalent session considered school use.</td>
</tr>
<tr>
<td>37</td>
<td>Tresham College (Kettering Campus)</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Unsecure</td>
<td>Junior</td>
<td>1</td>
<td>M0 / D1</td>
<td>Poor</td>
<td>No</td>
<td>1.75</td>
<td>1.5</td>
<td>0.25</td>
<td>-</td>
<td>CUA in place for Kettering RFC to use. Pitch overplayed by 0.25 match equivalent sessions due to one junior and one mini team using it for matches, as well as one match equivalent session considered school use.</td>
</tr>
</tbody>
</table>
4.5: Supply and demand analysis

Spare capacity

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

No pitches in Kettering currently have actual spare capacity. Bishop Stopford and Montsaye Academy both are (according to the schools) available for community use but are unused. However, this potential spare capacity is discounted as the community use offered is unsecured. In a similar situation (available for community use but unused), potential spare capacity at Kettering Buccleuch Academy is also discounted but due to poor pitch quality. However, this site does offer secured community use due to a Community Use Agreement being in place.

Further to this, the spare capacity at Kettering Rugby Club does not translate to actual spare capacity as a result of the spare capacity existing outside of the peak period.

Overplay

Three pitches in Kettering are currently overplayed, all of which, are in the Kettering & Burton Latimer Analysis Area and used by Kettering RFC. Total overplay equates to 5.25 match equivalent sessions per week.

Two of these are senior pitches, located at Kettering Rugby Club and one a junior pitch at Tresham College (Kettering Campus). The latter is overplayed by 0.25 match equivalent sessions. The standard quality senior pitch at Kettering Rugby Club is overplayed by two match equivalent sessions, whilst the poor quality senior pitch is overplayed by 2.5 match equivalent sessions.

4.6: Conclusions

Given the core characteristics of rugby union with clubs preferring to operate on their respective sites, there is a requirement to understand the rugby union landscape on a site by site basis. As such, capacity for both current and future demand is analysed in the table below on the two current sites used by Kettering RFC.

Future demand at Kettering Rugby Club could result in an increase of three senior teams, equating to 1.5 match equivalent sessions per week. Population growth also anticipates an increase of junior boys' team which would result in an additional 0.5 match equivalent sessions per week.
Table 4.11: Summary of current and future provision of pitches

<table>
<thead>
<tr>
<th>Site</th>
<th>Actual spare capacity(^{19}) (match sessions)</th>
<th>Demand (match sessions per week)</th>
<th>Overplay</th>
<th>Latent demand</th>
<th>Total current capacity</th>
<th>Future demand(^{20})</th>
<th>Total future capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering Rugby Club</td>
<td>-</td>
<td>4.5</td>
<td>-</td>
<td>-</td>
<td>4.5</td>
<td>2</td>
<td>6.5</td>
</tr>
<tr>
<td>Tresham College (Kettering Campus)</td>
<td>-</td>
<td>0.25</td>
<td>-</td>
<td>-</td>
<td>0.25</td>
<td>-</td>
<td>0.25</td>
</tr>
<tr>
<td>Kettering</td>
<td>-</td>
<td>4.75</td>
<td>-</td>
<td>-</td>
<td>4.75</td>
<td>2</td>
<td>6.75</td>
</tr>
</tbody>
</table>

As can be seen in the table above, Kettering Rugby Club is currently overplayed by 4.5 match equivalent sessions per week. The shortfall based on predicted future demand will increase to 6.5 match equivalent sessions per week albeit some of the future demand could be spread across Tresham College. This; however, would be subject to a Community Use Agreement being in place on the grass pitch.

Some of the identified overplay at Kettering Rugby Club is a result of the first team pitch quality being preserved and therefore having no actual spare capacity.

The minimal current and future shortfalls identified at Tresham College (Kettering Campus), of 0.25 match equivalent sessions per week, is a result of poor pitch quality reducing carrying capacity.

Options for addressing overplay/shortfalls will be further explored in the subsequent Strategy and Action Plan.

---

\(^{19}\) In match equivalent sessions

\(^{20}\) Future growth calculated through combining population growth and club growth aspirations.
### Rugby union summary

- **Kettering Rugby Club** as a whole is currently overplayed by 4.5 match equivalent sessions per week. The shortfall based on predicted future demand will increase to 6.5 match equivalent sessions per week.
- There are a number of reasons for the identified overplay at Kettering Rugby Club including training demand and pitch quality. Furthermore, in an effort to preserve pitch quality for the first team, the first team pitch is only accommodating one match equivalent session per week.
- The minimal current and future shortfalls identified at Tresham College (Kettering Campus), of 0.25 match equivalent sessions per week, is a result of poor pitch quality reducing carrying capacity.
- There are five senior and two junior rugby pitch pitches across six sites. Three of the senior pitches are located at Kettering Rugby Club. All seven of the pitches are available for community use.
- The vast majority of rugby union provision is located in the Kettering & Burton Latimer Analysis Area, with a total of six rugby pitches (four senior and two junior).
- All rugby union pitches at education sites receive a poor quality rating.
- There are three pitches at Kettering Rugby Club, all of which receive different quality ratings. The first team pitch is assessed as good quality. Of the other two pitches, one receives a standard quality rating and one receives a poor quality rating. The poor quality pitch suffers from issues with drainage.
- The clubhouse at Kettering Rugby Club is rated as standard quality; however, the Club reports issues with space, particularly in the changing rooms.
- Kettering RFC are considered to have security of tenure, with 41 years remaining on its lease of Kettering Rugby Club from the Council.
- Kettering RFC has a total of 19 teams. When broken down this is made up of five senior men’s teams, five junior boys’ teams, three junior girls’ teams and six mini teams.
- Kettering RFC report that there has been a decrease in senior players, having lost two men’s teams over the last few years. In contrast, it reports growth in its women’s and girl’s participation.
- Population growth forecasts the need for one additional junior boys’ team.
- Kettering RFC aspires to grow by two senior men’s teams and one senior women’s team.
- Kettering RFC has access to the WRC 3G pitch at Tresham College (Kettering Campus) three nights a week (Tuesday, Wednesday and Thursday) between 19:00 and 20:30.
- No sites currently have actual (peak time) spare capacity. This mostly attributed to unsecure tenure, as well as poor pitch quality.
- Three pitches in Kettering are currently overplayed. Total overplay equates to 4.75 match equivalent sessions per week. Two of these are senior pitches, located at Kettering Rugby Club and one a junior pitch at Tresham College (Kettering Campus).
- Options for addressing overplay/shortfalls will be further explored in the subsequent Strategy and Action Plan.
PART 5: CRICKET

5.1: Introduction

The Northamptonshire Cricket Board (NCB) is the main governing and representative body for Cricket within Kettering. Working closely with the England and Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children within the Borough.

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

Senior cricket is typically played in leagues on Saturday afternoons; however, some teams play in other leagues on Sundays and Wednesdays. The junior league structure tends to be club-based matches that are played mid-week, meaning there is usually no conflict with access to squares as matches can be played on a variety of days (Monday-Friday).

Consultation

There are 11 cricket clubs playing in Kettering. Of these, eight responded to consultation requests, resulting in a club response rate of 73% and a 85% team response rate.

Four clubs; Barton Seagrave CC, Kettering Town CC, Desborough Town CC and Geddington CC were consulted through a face to face meeting. The remaining four responding clubs either completed an online survey or were consulted via telephone.

5.2: Supply

In total, there are 13 grass cricket squares in Kettering located across 11 sites, with Burton Latimer Town Cricket Club and Kettering Town Cricket Club both having two squares. The remaining nine sites all have one square each. All 13 of the grass cricket squares in Kettering are available for community use.

Non-turf pitches (NTPs)

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered able to take 60 matches per season although this may include training sessions where on occasions mobile nets may be used as a practice facility.

The ECB Get the Game On campaign21 is focused on increasing participation and reducing the number of matches cancelled in order to keep people interested and playing. During the campaign’s inaugural year in 2015 there were 6% more games played nationally with 5% less matches cancelled. Use of NTPs for league cricket may present a way forward to fulfilling more fixtures and use of NTPs for league cricket may increase in future.

21 http://getthegameon.co.uk/
There are six NTPs in Kettering. Four of these accompany grass wickets squares located at Geddington Sports Ground, Rushton Cricket Club and Burton Latimer Town Cricket Club. The latter has an NTP adjoined to both squares. The remaining standalone NTPs are located at Southfield School, which is not available for community use and The Centre at Mawsley Pitches.

A point to note, Barton Seagrave CC aspires to have an NTP adjoining its grass wicket square in order to accommodate junior play and alleviate some pressure on its grass wickets.

The map overleaf shows the location of all cricket squares (grass and non-turf) currently servicing Kettering.
Figure 5.1: Location of cricket pitches in Kettering
Table 5.1: Key to map of all cricket pitches in Kettering

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site</th>
<th>Community use?</th>
<th>No. of squares</th>
<th>No. of wickets</th>
<th>No. of wickets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>grass</td>
<td>non-turf</td>
</tr>
<tr>
<td>1</td>
<td>Barton Seagrave Cricket Club</td>
<td>Yes</td>
<td>1</td>
<td>10(^{22})</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Braybrooke Cricket Club (The Castle Ground)</td>
<td>Yes</td>
<td>1</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Burton Latimer Town Cricket Club</td>
<td>Yes</td>
<td>2</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Desborough Town Cricket Club</td>
<td>Yes</td>
<td>1</td>
<td>17</td>
<td>-</td>
</tr>
<tr>
<td>13</td>
<td>Geddington Sports Ground</td>
<td>Yes</td>
<td>1</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>Yes</td>
<td>2</td>
<td>15</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>24</td>
<td>Loddington Playing Field</td>
<td>Yes</td>
<td>1</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>28</td>
<td>Pytchley Cricket Club</td>
<td>Yes</td>
<td>1</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td>30</td>
<td>Rothwell Town Cricket Club</td>
<td>Yes</td>
<td>1</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>31</td>
<td>Rushton Cricket Club</td>
<td>Yes</td>
<td>1</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>38</td>
<td>Weekley And Warkton Cricket Club</td>
<td>Yes</td>
<td>1</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td>33</td>
<td>Southfield School</td>
<td>No</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>34</td>
<td>The Centre at Mawsley Pitches</td>
<td>Yes</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

Security of tenure

All responsive clubs except for Desborough Town CC are considered to have security of tenure.

Geddington, Burton Latimer Town, Rushton, Desborough Town, Barton Seagrave and Pytchley cricket clubs all have lease agreements. These leases vary in length with Geddington CC having a 50 year rolling lease, Burton Latimer Town CC having a 21 year lease, Barton Seagrave CC having a 25 year lease, Rushton CC having a 100 year lease and Desborough Town CC having a 14 year lease. The latter; however, is subject to a two year get out clause, as such, the Club is not considered to have tenure security. This restricts funding opportunities that can be accessed by the Club for ground improvements. Pytchley CC did not specify the length of its lease.

Desborough Town, Burton Latimer Town and Rushton cricket clubs all lease from private landowners. Barton Seagrave CC leases its ground from the Wicksteed Park Trust. Other clubs do not specify who their lease agreement is with.

Kettering Town CC’s site is owned by Kettering Sports Club, an umbrella organisation encompassing a number of sports on the site. Loddington CC currently rents its ground on an annual basis from the Loddington Parish Council.

Pitch quality

As part of the PPS guidance, there are three levels to assessing the quality of cricket pitches: good, standard and poor. Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous.

\(^{22}\) Two of the wickets at Barton Seagrave CC are junior wickets and therefore can’t be used for senior matches.
The non-technical assessment of available grass wicket squares in Kettering found six squares to be good quality and seven to be standard quality. No grass wicket squares are assessed as poor quality.

It should be noted that although some squares receive standard quality ratings, this may be adequate for the level of games being played at the site.

Table 5.2: Summary of quality for community available cricket pitches in Kettering

<table>
<thead>
<tr>
<th>Quality</th>
<th>Good</th>
<th>Standard</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>6</td>
<td>7</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 5.3: Quality ratings for community available cricket pitches (site by site)

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site</th>
<th>No. of squares</th>
<th>Square quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Barton Seagrave Cricket Club</td>
<td>1</td>
<td>Standard</td>
</tr>
<tr>
<td>3</td>
<td>Braybrooke Cricket Club (The Castle Ground)</td>
<td>1</td>
<td>Standard</td>
</tr>
<tr>
<td>6</td>
<td>Burton Latimer Town Cricket Club</td>
<td>2</td>
<td>Good</td>
</tr>
<tr>
<td>10</td>
<td>Desborough Town Cricket Club</td>
<td>1</td>
<td>Good</td>
</tr>
<tr>
<td>13</td>
<td>Geddington Sports Ground</td>
<td>1</td>
<td>Standard</td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>2</td>
<td>Good</td>
</tr>
<tr>
<td>24</td>
<td>Loddington Playing Field</td>
<td>1</td>
<td>Standard</td>
</tr>
<tr>
<td>28</td>
<td>Pytchley Cricket Club</td>
<td>1</td>
<td>Standard</td>
</tr>
<tr>
<td>30</td>
<td>Rothwell Town Cricket Club</td>
<td>1</td>
<td>Standard</td>
</tr>
<tr>
<td>31</td>
<td>Rushton Cricket Club</td>
<td>1</td>
<td>Good</td>
</tr>
<tr>
<td>38</td>
<td>Weekley And Warkton Cricket Club</td>
<td>1</td>
<td>Standard</td>
</tr>
</tbody>
</table>

The six squares which receive a good quality rating are located at Burton Latimer Town Cricket Club, Desborough Town Cricket Club, Kettering Town Cricket Club and Rushton Cricket Club. These sites are generally identified as having a good level of grass coverage across both the wickets and outfield, as well as having a level playing surface without significant bumps or undulations. However, Rushton Cricket Club is noted as having grass that is slightly too long on the wickets, affecting ball bounce.

Kettering Town Cricket Club receives a good quality rating for both squares. The Club states that its larger first team pitch meets the requirements to be a Grade A ground, whilst its second pitch is a Grade B square allowing for 3rd team promotion should the opportunity arise. It reports how the quality of the pitches has improved over the last ten years due to dedicated ground staff, who have been attending training and development sessions to develop their knowledge and expertise.

This said, the Club notes that there is still a need for quality improvements, with remedial work planned for winter 2018/19. This will be to tackle patches of lower levels of grass coverage and cracking to the outfield. Furthermore, it plans to address issues with weeds and less desirable grass types in the playing surface.

At present, the outfield at the site is maintained by the Council; however, it has aspiration to bring this in house in the future.
Desborough Town CC reports that increased site security has led to an improvement in pitch quality. It no longer has issues with unofficial use, such as cars being driven across the square. This said, it has had some of its maintenance equipment stolen following a break in and as such, is having to hire some equipment. This is reflected in site assessment findings, which state there appears to be lower levels of repair work to old wickets.

Burton Latimer Town CC’s views are reflective of site assessment findings, with the Club describing its ground as being of good overall quality. This is also the case for Rushton CC, although it does highlight issues with red thread on its pitch.

Barton Seagrave CC describes its pitch as being of standard quality due to having a gradient, as well as some undulations. It also describes the grass as being too long. Notes from site assessment also highlight lower levels of grass coverage. It reports having aspiration to move the pavilion to allow an extension to the square, providing more wickets.

To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards, which are benchmarked by the Institute of groundsman.

Table 5.4: Performance Quality Standard ratings

<table>
<thead>
<tr>
<th>Quality rating</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier (High)</td>
<td>Where the surface is intended for Premier League play, with those within the top quartile capable of holding minor county and 1st class one day matches. May include some of the better schools and university pitches</td>
</tr>
<tr>
<td>Club (Standard)</td>
<td>A Club pitch suitable for league, school and junior cricket</td>
</tr>
<tr>
<td>Basic</td>
<td>An acceptable level suitable for recreational cricket and where the surface is designed and maintained within tight financial limitations such as local authorities</td>
</tr>
<tr>
<td>Unsuitable</td>
<td>This is where the surface is deemed unfit or unsafe for play</td>
</tr>
</tbody>
</table>

Clubs can contact the ECB to arrange for a pitch advisor to complete three different reports (comprehensive/mini/verbal) that vary in cost. A fully comprehensive report includes soil testing and guidance on machinery and corrective procedures, a mini report includes guidance on machinery and corrective procedures and a verbal report is a spoken version of a mini report.

**NTP Quality**

Three NTPs, located at Burton Latimer Cricket Club and Rushten Cricket Club, are assessed as good quality. The NTPs at Geddington Cricket Club and The Centre at Mawsley Pitches are both rated as standard quality. The remaining NTP, located at Southfield School is rated as poor quality due to presence of moss and dirt on the strip, as well as having patches of wear in the carpets surface.

**Ancillary facilities**

The audit of ancillary facilities determined that eight squares are accompanied by good quality ancillary facilities and four squares by poor quality ancillary facilities.

At Kettering Town Cricket Club, each square has its own pavilion. The pavilion for the first team square is of good quality; however, the pavilion for the second square if poor, with no access to electricity or water.
The majority of ancillary facilities (73%) are assessed as being of a good standard, providing toilets, changing space and hot and cold water. In contrast Pytchley CC reports having basic ancillary facilities without such features and requires improvements. The Club describes being keen to explore funding options to realise its aspiration of refurbishing its pavilion.

Barton Seagrave CC describes its ancillary provision as being of poor quality. It aspires to develop a new pavilion on site and remove the old one, in order to allow the square to be extended. Further to this, it does not currently have car parking at the site which is something the it is keen to address.

**Training facilities**

All responding clubs have access to practice nets on their site. Barton Seagrave, Desborough Town and Kettering Town cricket clubs all report a need to improve or replace their practice nets. Desborough Town CC is in the process of fundraising in order to replace its nets.

Both Barton Seagrave CC and Kettering Town CC describe their nets as being dated, with the nets not being long enough. The nets at Kettering Town CC are 15 years old and the surface of the carpet is lifting.

As well as the two practice nets at Kettering Town Cricket Club being of poor quality, the Club express a need for additional provision, with two not enough to meet current demand.

With regards to winter training, Barton Seagrave CC states there is a shortage of indoor cricket facilities in the area. This is supported by comment from Northamptonshire Cricket stating that amount of indoor cricket net provision is an issue in the area. At present, clubs within the Borough are accessing Kettering Science Academy and Kettering Buccleuch Academy.

Demand for indoor facilities in likely to increase in the 2019/20 season due to an indoor girl's league being established. Northamptonshire Cricket reports that it is in discussions with Southfield School about the possibility of this being held in its sports hall with provision of cricket nets. This would see a level of community use re-established at the School.
5.3: Demand

In total, there are 67 teams playing in Kettering from 11 clubs. As a breakdown, this equates to 34 senior men’s, two senior women’s and 34 junior boy’s teams, with no dedicated girl’s junior teams in existence. The distribution of these teams across the clubs can be seen below.

*Table 5.6: Summary of teams playing in Kettering*

<table>
<thead>
<tr>
<th>Club name</th>
<th>No. of competitive teams</th>
<th>Senior men’s</th>
<th>Senior women’s</th>
<th>Junior boys’</th>
<th>Junior girls’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barton Seagrave CC</td>
<td>5</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Braybrooke CC</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Burton Latimer Town CC</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Desborough Town CC</td>
<td>3</td>
<td>-</td>
<td>5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Geddington CC</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Kettering Town CC</td>
<td>5</td>
<td>-</td>
<td>8</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Loddington &amp; Mawsley CC</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pytchley CC</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Rothwell Town CC</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Rushton CC</td>
<td>1</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Weekley &amp; Warkton CC</td>
<td>3</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>34</strong></td>
<td><strong>2</strong></td>
<td><strong>34</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>

The largest club is Kettering Town CC, consisting of five senior men’s and eight senior boy’s teams. In contrast, the smallest clubs in the area are Baybrooke CC and Rushton CC, both with one senior men’s team and no junior section. Similarly, Rothwell Town CC does not have a junior section.

Burton Latimer Town CC and Geddington CC are currently the only clubs in Kettering with a women’s team.

*Displaced demand*

Three clubs in Kettering currently have teams playing outside of the Borough. Both Barton Seagrave CC and Weekley & Warkton CC have third teams playing at Benefield Cricket Ground in Peterborough, whilst Geddington CC’s fourth team is currently accessing Stewarts and Lloyds Cricket Club in Corby.

*Participation trends*

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

The National Player Survey (NPS) conducted over the past three years by the ECB reveals that the nature of participation in traditional league cricket is currently suffering a decline, although this is being offset by a rapid increase in non-traditional formats (such as LMS and T20 competitions).

Most responsive clubs report that team numbers have stayed consistent over the last few years for both senior and junior section. Rushton CC is the only exception to this, reporting that it last one senior men’s team. It does; however, have plans to re-establish this team.
Kettering Town CC has developed a women’s section over the last six months. At present, it does not play competitive games; however, it hopes this will change in the future. It also aspires to have a girls’ team. Furthermore, it would like to establish a fifth men’s senior team. It states that this team would need to access a different ground for its matches and suggests the potential of using the NTP at The Centre at Mawsley Pitches.

Three clubs; Desborough Town, Barton Seagrave and Geddington, report that there has been an increase in junior players due to the All Stars Cricket programme and envisage this will continue to grow into eventual junior teams. Geddington CC species that next year it will have an additional U9’s team.

**Future demand**

Future demand can be defined in two ways, through participation increases and using population forecasts.

*Participation increases*

Five responding clubs report plans to increase their number of teams in the future. This amounts to an increase of two senior men’s, one senior women’s, three junior boys’ and one junior girls’ team.

Match equivalent sessions for future demand are based on the average number of matches played per season by senior teams (eight matches for senior men’s teams, five for senior women’s teams and six for junior teams).

In total, this equates to 21 senior match equivalent sessions per season and 24 junior match equivalent sessions per season.

*Table 5.7: Summary of future demand expressed by clubs*

<table>
<thead>
<tr>
<th>Club</th>
<th>Senior men’s</th>
<th>No. of competitive teams</th>
<th>Senior women’s</th>
<th>Junior boys</th>
<th>Junior girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rushton CC</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Kettering Town CC</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Geddington CC</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Desborough Town CC</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Barton Seagrave CC</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2</strong></td>
<td><strong>1</strong></td>
<td><strong>3</strong></td>
<td><strong>1</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Population forecasts*

In addition, team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2031) based on population growth. Using this, an increase of three junior boys’ teams is expected.
Table 5.8: Team generation rates by analysis area based on population growth (2031)\textsuperscript{23}

<table>
<thead>
<tr>
<th>Age group</th>
<th>Additional teams that may be generated from the increased population (by analysis area)</th>
<th>Kettering &amp; Burton Latimer</th>
<th>Desborough &amp; Rothwell</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Mens (18-55)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Senior Womens (18-55)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Junior Boys (7-18)</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Junior Girls (7-18)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

As can be seen in the table above, it is forecasted that a total of three junior teams will be generated, with demand split between the Kettering & Burton Latimer and Rural analysis areas with two teams and one team respectively. This equates to 18 match equivalent sessions per season.

Given that ONS projections alone may be under estimating future demand, both population increases and future club aspirational demand will be used in the supply and demand analysis later on within this section.

When combining population increases with future club aspirations it equates to an additional 21 match equivalent sessions per season for senior and 42 match equivalent sessions per season for junior cricket.

Changes to media coverage could see an increased interest in cricket. In June 2017, the ECB announced new five-year media rights deals totalling £1.1 billion for first-class county and international matches played at home, from 2020-2024. The new deals include a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement, shaped by the Sky Ride initiative model Sky Sports previously developed with British Cycling.

**Last Man Stands**

Last Man Stands (LMS) was founded in 2005. The social outdoor eight-a-side T20 cricket game is played midweek, lasts approximately two hours and is generally played on non-turf wickets. All eight wickets are required to bowl a team out so when the seventh wicket falls, the ‘Last Man Stands’ on his own.

This shorter format of the game has encouraged more people to participate in the sport and is increasing in popularity. Three clubs; Kettering Town, Burton Latimer Town and Rothwell, in Kettering currently have T20 teams.

**All Stars Cricket**

In partnership with the ECB, Desborough, Rothwell, Loddington and Mawsley, Geddington, Weekley and Warwicke, Barton Seagrave, Burton Latimer Town and Kettering Town cricket clubs are registered All Stars Cricket (ASC) centres.

\textsuperscript{23} There is potential that the ONS projections may be under estimating future demand and as such, this should be subject to periodic review.
Once registered, a club can deliver the programme which aims to introduce cricket to children aged from five to eight. Subsequently, this may lead to increased interest and demand for junior cricket at clubs and in turn have an effect on the usage and availability of provision. The programme seeks to achieve the following aims:

- Increase cricket activity for five to eight year olds in the school and club environment
- Develop consistency of message in both settings to aid transition
- Improve generic movement skills for children, using cricket as the vehicle
- Make it easier for new volunteers to support and deliver in the club environment
- Use fun small sided games to enthuse new children and volunteers to follow and play the game

**Peak time demand**

An analysis of match play identifies peak time demand for senior cricket as Saturday, with the majority of teams (25) playing on this day, including the three teams currently playing outside of the study area.

For junior cricket, peak time demand is considered mid-week. In addition to match play, ASC centres also operates during this time.

It should be noted that mid-week cricket has the potential to be spread across numerous days (Monday-Friday) and, as a result, pitches have greater capacity to carry junior demand (providing the pitches are not overplayed).

5.4: Capacity analysis

Capacity analysis for cricket is measured on a seasonal rather than a weekly basis as it is for other grass pitch sports. This is due to playability (as only one match is generally played per pitch per day at weekends or weekday evening) and because wickets are rotated throughout the season to reduce wear and tear and to allow for repair.

The capacity of a pitch to accommodate matches is driven by the number and quality of wickets. This section of the report presents the current pitch stock available for cricket and illustrates the number of competitive matches per season per square.

To help calculate spare capacity, the ECB suggests that a good quality grass wicket should be able to take five (senior) matches per season (e.g. a square with 12 grass wickets can accommodate 60 matches) and a standard quality grass wicket should be able to accommodate four (senior) matches per season (e.g. a square with 12 grass wickets can accommodate 48 matches.

Where pitches are considered to be of poor quality, they are deemed to pose as a potential health and safety risk and consequently should not be accommodating match play. Subsequently, all sites assessed as being of poor quality will be considered to have no carrying capacity.

These guidelines are used to allocate capacity ratings as follows:

<table>
<thead>
<tr>
<th>Potential capacity</th>
<th>Play is below the level the site could sustain</th>
</tr>
</thead>
<tbody>
<tr>
<td>At capacity</td>
<td>Play matches the level the site can sustain</td>
</tr>
<tr>
<td>Overused</td>
<td>Play exceeds the level the site can sustain</td>
</tr>
</tbody>
</table>
The ECB also suggests that a non-turf pitch can accommodate 60 matches per season. Given that no non-turf pitches are recorded as accommodating more than 60 matches per season in Kettering, they are all considered to have spare capacity. This translates to actual spare capacity as they are generally accessed midweek by junior teams and can be used on a variety of days. For this reason, non-turf wicket capacity has been discounted from the table overleaf so that it does not distort the picture on grass wickets.
### Table 5.9: Cricket pitch capacity

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Community use?</th>
<th>Clubs using site</th>
<th>No. of squares</th>
<th>Pitch quality</th>
<th>No. of grass wickets</th>
<th>Capacity (sessions per season)</th>
<th>Actual play (sessions per season)</th>
<th>Capacity rating (sessions per season)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Barton Seagrave Cricket Club</td>
<td>Yes</td>
<td>Barton Seagrave CC</td>
<td>1</td>
<td>Standard</td>
<td>8</td>
<td>32</td>
<td>52</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Braybrooke Cricket Club (The Castle Ground)</td>
<td>Yes</td>
<td>Braybrooke CC</td>
<td>1</td>
<td>Standard</td>
<td>5</td>
<td>20</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>6</td>
<td>Burton Latimer Town Cricket Club</td>
<td>Yes</td>
<td>Burton Latimer Town CC and Geddington CC</td>
<td>2</td>
<td>Good</td>
<td>12</td>
<td>60</td>
<td>41</td>
<td>19</td>
</tr>
<tr>
<td>10</td>
<td>Desborough Town Cricket Club</td>
<td>Yes</td>
<td>Desborough Town CC</td>
<td>1</td>
<td>Good</td>
<td>17</td>
<td>85</td>
<td>54</td>
<td>31</td>
</tr>
<tr>
<td>13</td>
<td>Geddington Sports Ground</td>
<td>Yes</td>
<td>Geddington CC</td>
<td>1</td>
<td>Standard</td>
<td>12</td>
<td>48</td>
<td>54</td>
<td>6</td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>Yes</td>
<td>Kettering Town CC</td>
<td>2</td>
<td>Good</td>
<td>15</td>
<td>75</td>
<td>67</td>
<td>8</td>
</tr>
<tr>
<td>24</td>
<td>Loddington Playing Field</td>
<td>Yes</td>
<td>Loddington and Mawsley CC</td>
<td>1</td>
<td>Standard</td>
<td>8</td>
<td>32</td>
<td>49</td>
<td>17</td>
</tr>
<tr>
<td>28</td>
<td>Pytchley Cricket Club</td>
<td>Yes</td>
<td>Pytchley CC</td>
<td>1</td>
<td>Standard</td>
<td>6</td>
<td>24</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>30</td>
<td>Rothwell Town Cricket Club</td>
<td>Yes</td>
<td>Rothwell CC</td>
<td>1</td>
<td>Standard</td>
<td>10</td>
<td>40</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>31</td>
<td>Rushton Cricket Club</td>
<td>Yes</td>
<td>Rushton CC</td>
<td>1</td>
<td>Good</td>
<td>9</td>
<td>45</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>38</td>
<td>Weekley &amp; Warkton Cricket Club</td>
<td>Yes</td>
<td>Weekley And Warkton CC</td>
<td>1</td>
<td>Standard</td>
<td>12</td>
<td>48</td>
<td>47</td>
<td>1</td>
</tr>
</tbody>
</table>
Spare capacity

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

There are eight squares that show potential spare capacity on grass wickets in Kettering, totalling 121 match equivalent sessions per season. Where there is a significant amount of potential capacity available, this may not represent actual spare capacity, i.e. whether a pitch is available at the peak time.

Weekley & Warkton Cricket Club has been excluded from capacity analysis as it has less than eight match sessions of spare capacity per season. On this basis it does not exhibit enough spare capacity to accommodate another senior club team, based on an average of eight home matches per team each season.

The following table therefore explores where spare capacity is identified on a Saturday (peak period) as this can be deemed actual spare capacity.

Table 5.10: Summary of actual spare capacity

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Amount of spare capacity (match equivalent sessions)</th>
<th>Pitches available in the peak period (Saturday)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Braybrooke Cricket Club (The Castle Ground)</td>
<td>12</td>
<td>0.5</td>
<td>Actual spare capacity at peak period. Based on available match equivalent sessions, could accommodate one additional senior team.</td>
</tr>
<tr>
<td>6</td>
<td>Burton Latimer Town Cricket Club</td>
<td>19</td>
<td>-</td>
<td>No actual spare capacity at peak period due to two senior teams already accessing the site for matches.</td>
</tr>
<tr>
<td>10</td>
<td>Desborough Town Cricket Club</td>
<td>31</td>
<td>-</td>
<td>No actual spare capacity at peak period due to two senior teams already accessing the site for matches.</td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>8</td>
<td>-</td>
<td>No actual spare capacity at peak period due to two senior teams already accessing the site for matches.</td>
</tr>
<tr>
<td>28</td>
<td>Pytchley Cricket Club</td>
<td>13</td>
<td>0.5</td>
<td>Actual spare capacity at peak period. Based on available match equivalent sessions, could accommodate one additional senior team.</td>
</tr>
<tr>
<td>30</td>
<td>Rothwell Town Cricket Club</td>
<td>13</td>
<td>-</td>
<td>No actual spare capacity at peak period due to two senior teams already accessing the site for matches.</td>
</tr>
</tbody>
</table>
Three of the sites; Braybrooke Cricket Club (The Castle Ground), Pytchley Cricket Club and Rushton Cricket Club, have actual spare capacity at peak time (Saturday). All three have capacity to accommodate one additional senior team.

Further play on pitches which are already identified as being of standard quality should; however, be approached with caution as this could be detrimental to the pitches ability to continue to accommodate current demand. This is the case for all three sites with actual spare capacity.

For junior cricket, all squares with actual spare capacity for senior cricket are also considered to be able to accommodate an increase in junior demand. This is because junior matches can be spread across numerous days, with Sundays, Tuesdays and Wednesday currently the most common.

Furthermore, Burton Latimer Town Cricket Club, Desborough Town Cricket Club, Kettering Town Cricket and Sports Club and Rothwell Town Cricket Club also have capacity for an increase in junior demand, despite no capacity existing for more senior demand.

**Overplay**

In total three sites are classed as being overplayed by a total of 43 matches per season. This can be seen in the table below.

*Table 5.11: Summary of overplay*

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>No. of squares</th>
<th>Overplay (matches per season)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Barton Seagrave Cricket Club</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>13</td>
<td>Geddington Sports Ground</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>24</td>
<td>Lodddington Playing Field</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>43</strong></td>
<td></td>
</tr>
</tbody>
</table>

Although it is possible to sustain certain, minimal levels of overplay providing that a regular, sufficient maintenance regime is in place, a resolution is recommended on overplayed squares.

At Geddington Sports Ground, overplay can be solely attributed to pitch quality. Should pitch quality be improved from standard to good quality, the six matches of overplay would be alleviated. Furthermore, Geddington Sports Ground has an NTP which with quality improvements could be utilised.
At both Barton Seagrave Cricket Club and Loddington Playing Field, improvements to pitch quality would not be enough to completely remove overplay. Even if improved to good quality, nine and 12 match equivalent session of overplay would remain respectively.

5.5: Supply and demand analysis

Consideration must be given to the extent to which current provision can accommodate current and future demand.

As previously mentioned, junior teams generally play midweek across a variety of days; consequently, spare capacity is considered to exist for junior matches both now and in the future given that no NTPs are operating at, or over capacity. Furthermore, each grass wicket square that is not overplayed is thought to have spare capacity mid-week.

The table below looks at available spare capacity at peak time for senior cricket (Saturdays) considered against overplay, displaced demand and future demand highlighted through club and TGRs based on population growth (two senior men’s, one senior women’s team, five junior boys’ teams and one junior girls’ team).

Please note that match equivalent sessions for actual spare capacity are calculated using the average number of matches played per season by senior teams (eight matches) multiplied by the number of additional teams that can be fielded at peak time (one team per 0.5 squares that are available).

Similarly, match equivalent sessions for future demand are based on the average number of matches played per season by senior teams (eight matches for senior men’s teams, five for senior women’s teams and six for junior teams).

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Actual spare capacity (sessions per season)</th>
<th>Demand (match sessions)</th>
<th>Future demand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Overplay</td>
<td>Displaced demand</td>
<td>Current total</td>
<td>Demand</td>
</tr>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>8</td>
<td>20</td>
<td>16</td>
<td>28</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>-</td>
<td>17</td>
<td>-</td>
<td>17</td>
</tr>
<tr>
<td>Rural</td>
<td>16</td>
<td>6</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>43</td>
<td>24</td>
<td>43</td>
</tr>
</tbody>
</table>

When taking displaced demand into account there is currently a shortfall in both the Kettering & Burton Latimer and Desborough & Rothwell analysis areas of 28 and 17 match equivalent sessions respectively. These shortfalls further increase when taking into account future demand to a total of 64 match equivalent sessions per season. The largest increase is seen in the Kettering & Burton Latimer Analysis Area, with a future shortfall of 41 match equivalent sessions.

When analysing junior demand (midweek), there is current overall spare capacity albeit a shortfall is present in the Desborough & Rothwell Analysis Area. This shortfall is; however, minimal at four match equivalent sessions per season.
When factoring in future demand, the shortfall in the Desborough & Rothwell Analysis Area remains the same; however, a shortfall is created in the Kettering and Burton Latimer Analysis Area of 20 match equivalent sessions per season. This being said, on a Borough level provision remains sufficient to accommodate demand.

For junior cricket, please note that the match equivalent sessions for actual spare capacity are not averaged; rather, they are taken as a whole given that matches can be spread across numerous midweek days (one square is not limited to two teams at peak time).

**Table 5.13 Supply and demand analysis of cricket squares for midweek**

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Actual spare capacity (sessions per season)</th>
<th>Demand (match sessions)</th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Overplay</td>
<td>Displaced demand</td>
<td>Current total</td>
<td>Future demand</td>
<td></td>
</tr>
<tr>
<td>Kettering &amp; Burton Latimer</td>
<td>40</td>
<td>20</td>
<td>16</td>
<td>4</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>Desborough &amp; Rothwell</td>
<td>13</td>
<td>17</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>Rural</td>
<td>67</td>
<td>6</td>
<td>8</td>
<td>53</td>
<td>18</td>
<td>35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>43</strong></td>
<td><strong>24</strong></td>
<td><strong>53</strong></td>
<td><strong>42</strong></td>
<td><strong>11</strong></td>
</tr>
</tbody>
</table>

Due to the presence of current and future shortfalls for both senior and junior cricket, there is a clear need to alleviate overplay, particularly at those sites with higher levels of overplay. Scenarios relating to how this can be achieved will be detailed further in the Strategy document that proceeds this report.

**Conclusion**

In conclusion, grass cricket squares across Kettering as a whole, are overplayed at senior peak period. This is attributed to overplay in both the Kettering & Burton Latimer and Desborough & Rothwell analysis areas. Whilst some of this is due to pitch quality, improving pitch quality alone will not alleviate all shortfalls. With quality improvements, shortfalls would; however, be reduced to 21 match equivalent sessions per season across the Borough. Further to this, based on future demand, current shortfalls would be significantly increased.

At present, overall there is sufficient grass cricket square provision to accommodate junior play midweek. There is; however, some minimal overplay in the Desborough & Rothwell Analysis Area.

When considering future demand, the shortfall in the Desborough & Rothwell Analysis Area remains the same; however, a shortfall is created in the Kettering and Burton Latimer Analysis Area of 33 match equivalent sessions per season. This result in an overall Borough shortfall of ten match equivalent sessions per season.

Based on the above, there is a need to explore ways to eradicate overplay and also accommodate displaced demand. Furthermore, there is a need to consider the impact of predicted future demand. This will be further explored in the subsequent strategy document, including the utilisation of existing NTPs, as well as the potential of a new NTP at Barton Seagrave Cricket Club.
Due to the presence of current and future shortfalls for both senior and junior cricket, there is a clear need to alleviate overplay, particularly at those sites with higher levels of overplay. Scenarios relating to how this can be achieved will be detailed further in the Strategy document that proceeds this report.

When taking displaced demand into account there is currently a shortfall in both the Kettering & Burton Latimer and Desborough & Rothwell analysis areas of 28 and 17 match equivalent sessions respectively. These shortfalls further increase when considering future demand to a total of 64 match equivalent sessions per season.

When analysing junior demand (midweek), there is current overall spare capacity albeit a shortfall is present in the Desborough & Rothwell Analysis Area.

When considering future demand, the shortfall in the Desborough & Rothwell Analysis Area remains the same; however, a shortfall is created in the Kettering and Burton Latimer Analysis Area of 33 match equivalent sessions per season. This being said, on a Borough level provision remains sufficient to accommodate demand.

In total, there are 13 grass cricket squares in Kettering located across 11 sites, with Burton Latimer Town Cricket Club and Kettering Town Cricket Club both having two squares.

All grass cricket squares are available for community use.

There are five non-turf pitches (NTP) in Kettering. Four of these accompany grass wickets located at Geddington Sports Ground, Rushton Cricket Club and Burton Latimer Town Cricket Club. The latter has an NTP adjoined to both squares. The remaining NTP is located at Southfield School and is standalone.

With the exception of the NTP at Southfield School, all are available for community use.

All responsive clubs except for Desborough Town CC are considered to have security of tenure.

The non-technical assessment of available grass wicket squares in Kettering found six squares to be good quality and seven to be standard quality. No grass wicket squares are assessed as poor quality.

The audit of ancillary facilities determined that eight squares are accompanied by good quality ancillary facilities and four squares by poor quality ancillary facilities.

Seven of the eight responding clubs have access to practice nets on their site. The exception is Geddington CC; however, it does not report this as being an issue through consultation.

Barton Seagrave, Desborough Town and Kettering Town cricket club all report a need to improve or replace their practice nets.

In total, there are 67 teams playing in Kettering from 11 clubs. As a breakdown, this equates to 34 senior men’s, two senior women’s and 34 junior boy’s teams, with no dedicated girl’s junior teams in existence.

The majority of responsive club’s report that team numbers have stayed consistent over the last few years for both senior and junior section. Rushton CC is the only exception to this, reporting that it last one senior men’s team. It does; however, have plans to re-establish this team.

Three clubs; Desborough Town, Barton Seagrave and Geddington, explain that there has been an increase in junior players due to the All Stars Cricket programme. They envisage this will continue to grow and that junior teams will be produced as a result. Geddington CC species that next year it will have an additional U9’s team.

Five responding clubs report plans to increase their number of teams in the future. This amounts to an increase of two senior men’s teams, one senior women’s team, three junior boys’ teams and one junior girls’ team.

Peak time demand for senior cricket is Saturday, whereas for junior cricket it is midweek.

Three sites; Braybrooke Cricket Club (The Castle Ground), Pytchley Cricket Club and Rushton Cricket Club, have actual spare capacity at peak time (Saturday). All three have capacity to accommodate one additional senior team.

In total three sites are classed as being overplayed by a total of 43 matches per season.
PART 6: HOCKEY

6.1: Introduction

Hockey in England is governed by England Hockey (EH) and is administered locally by the Northamptonshire Hockey Association.

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

Table 6.1: England Hockey guidelines on artificial surface types suitable for hockey

<table>
<thead>
<tr>
<th>Category</th>
<th>Surface</th>
<th>Playing Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>England Hockey Category 1</td>
<td>Water surface approved within the FIH Global/National Parameters</td>
<td><strong>Essential</strong> International Hockey - Training and matches</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Desirable</strong> Domestic National Premier competition</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Higher levels of EH Player Pathway Performance Centres and upwards England</td>
</tr>
<tr>
<td>England Hockey Category 2</td>
<td>Sand dressed surfaces within the FIH National Parameter</td>
<td><strong>Essential</strong> Domestic National Premier competition</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Higher levels of player pathway: Academy Centres and Upwards</td>
</tr>
<tr>
<td>England Hockey Category 3</td>
<td>Sand based surfaces within the FIH National Parameter</td>
<td><strong>Essential</strong> All adult and junior club training and league Hockey</td>
</tr>
<tr>
<td></td>
<td></td>
<td>EH competitions for clubs and schools Intermediate or advanced schools hockey</td>
</tr>
<tr>
<td>England Hockey Category 4</td>
<td>All 3G surfaces</td>
<td><strong>Essential</strong> None</td>
</tr>
</tbody>
</table>

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

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

There is currently one hockey club playing in Kettering; Kettering HC, with which, a face to face meeting was held to discuss supply and demand issues.

6.2: Supply

There are currently two full size, hockey suitable AGPs in Kettering. One of these is located at Bishop Stopford School and the other at Kettering Pitch & Track. Both are available for community use and situated in the Kettering & Burton Latimer Analysis Area.

Table 6.2: Summary of full size hockey suitable AGPs in Kettering

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site</th>
<th>Analysis area</th>
<th>Community use?</th>
<th>Floodlit?</th>
<th>Surface type</th>
<th>Size (metres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>Sand filled</td>
<td>100x60</td>
</tr>
<tr>
<td>17</td>
<td>Kettering Pitch &amp; Track</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Yes</td>
<td>Yes</td>
<td>Sand dressed</td>
<td>100x65</td>
</tr>
</tbody>
</table>
Figure 6.1: Location of hockey suitable AGPs in Kettering
Future provision

As part of the Hanwood Park (East Kettering) development, new sand based AGP provision will be provided. Whether one or two pitches are provided is still to be decided.

Management

The pitch at Bishop Stopford School is managed in house, with sports centre staff employed to operate the facility. The pitch located at Kettering Pitch & Track is owned by the Council and managed and operated by Legacy Leisure.

Availability

Sport England’s Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

On this basis, the pitch at Kettering Pitch & Track is available for 34 hours of the peak period. Bishop Stopford School is currently available for 31 hours of the peak period.

The AGP at Bishops Stopford School is available 17:30 until 21:00 Monday to Friday. The pitch is only available until 21:00 due to floodlight restrictions. On Saturday it is available 08:30 until 18:30 and on Sundays it is available 08:30 until 16:30.

The pitch at Kettering Pitch & Track is available 08:00 until 22:00 every day of the week.

Security of tenure

Kettering HC has security of tenure on the AGP at Bishop Stopford School due to a community use agreement being in place.

Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, together with maintenance levels, that most commonly affects quality. An issue for hockey nationally is that many providers did not adequately plan to replace the carpet when first installed and as such, sinking funds were not established.

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site Analysis area</th>
<th>Surface</th>
<th>Year installed/resurfaced</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School, Kettering &amp; Burton Latimer</td>
<td>Sand filled 2017</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Kettering Pitch &amp; Track, Kettering &amp; Burton Latimer</td>
<td>Sand dressed 1991</td>
<td>Poor</td>
<td></td>
</tr>
</tbody>
</table>

The sand dressed AGP located at Kettering Pitch & Track is rated as poor quality. The pitch is overdue a resurface, well exceeding the recommended ten-year carpet lifespan. The carpet is noted as having rips to the surface, as well as wear in high traffic areas. The grip underfoot is also reported as being poor. Kettering HC used to play at this site; however, it believes the pitch is below the standard required for competitive hockey.
At time of assessment the pitch was unlocked, and it was being used for informal football. The pitch is left unlocked as young people were previously vandalising the fences and gates to obtain access. The high levels of use through open access will undoubtably impact on the pitch quality as well as its sustainability.

Bishop Stopford School’s sand filled AGP is assessed as good quality, having been developed in 2017. Not only is the carpet new, with clear line markings and good grip underfoot, there are also new goals. This pitch was developed in conjunction with Kettering HC, which describes the pitch as being of a very good standard.

**Ancillary provision**

Kettering HC has access to changing facilities within the sports centre building at Bishop Stopford School. These are rated as standard quality and are sufficient to meet the needs of the Club.

Kettering HC’s clubhouse is located one mile from the School at Kettering Sport Club. Following matches, it travels to this site for after match teas. The clubhouse is also rated as standard quality.

**6.3: Demand**

Kettering HC has eight senior teams (four men’s and four women’s). It also has a junior section consisting of one under eights team and one under tens team (both of which are mixed), as well as an under 12’s and under 14’s team for both boys and girls.

The Club also deliver satellite sessions at schools within Kettering, Wellingborough, Corby and Moulton.

**EH Player Pathway**

The Player Pathway (PP) is the junior talent development pathway. It encompasses the whole of the hockey landscape which includes club and school activity as well as the PP Development Centres (DCs). The purpose of the PP is to provide development opportunities for young people, which is fair, equitable and consistent. It is to ensure that a suitable level of coaching and competition is offered for people at the appropriate stage of their development and to maximise the chance they have of fulfilling their potential whether that potential is as a club or International player, coach or official. The PP can be accessed by playing at school, a local club or attending one of the local centres. There is one entry point into the PP centres which is at DC level. The first time a player accesses the player pathway they must enter at DC level.

**Development Centres (DCs) and Academy Centres (ACs)**

DCs and ACs are local training centres for the U13 to U17 age groups. DCs are open to any hockey player who has been nominated by their club, school or coach, with ACs open to any player who has been nominated by a DC coach. After attending a DC, an AC is the next step on the player pathway. Included in the DCs/ACs are Goalkeeper (GK) Academies, which provide specific coaching sessions for goalkeepers.

There are currently no DCs or ACs in Kettering. The nearest DC is located in Northampton at Northampton Hockey Club.
Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

Population forecasts

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 6.4: Team generation rates (up to 2031)\(^{24}\)

<table>
<thead>
<tr>
<th>Age group</th>
<th>Current population within age group</th>
<th>Current no. of teams</th>
<th>Team generation rate</th>
<th>Future population within age group</th>
<th>Predicted future number of teams</th>
<th>Additional teams that may be generated from the increased population(^{25})</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Men’s (16-55)</td>
<td>25,306</td>
<td>0</td>
<td>-</td>
<td>25,929</td>
<td>0.0</td>
<td>-</td>
</tr>
<tr>
<td>Senior Women’s (16-55)</td>
<td>25,761</td>
<td>8</td>
<td>1:3220</td>
<td>25,637</td>
<td>8.0</td>
<td>-</td>
</tr>
<tr>
<td>Junior Boys (11-15)</td>
<td>3,037</td>
<td>3</td>
<td>1:1012</td>
<td>3,536</td>
<td>3.5</td>
<td>-</td>
</tr>
<tr>
<td>Junior Girls (11-15)</td>
<td>2,945</td>
<td>2</td>
<td>1:1473</td>
<td>3,340</td>
<td>2.3</td>
<td>-</td>
</tr>
</tbody>
</table>

Team generation rates, applied Borough wide to future population, forecast no additional teams to be generated by 2031.\(^{26}\)

Participation increases

Future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. However, nationally, since 2012, hockey has seen a 65% increase in juniors taking up the sport within the club environment. This increase is expected to continue across all age groups in the future, especially given the success of Great Britain’s women’s team in the 2016 Rio Olympics and the anticipated legacy impact.

Though there remains a desire from EH to increase participation within the club/league based game, not all future demand may be realised entirely as new formalised teams playing at peak time. Some clubs may decide to offer pay and play opportunities to participants or offer small sided formats such in a bid to increase participation and club memberships by providing a different hockey offer.

Increased demand from new participants will lead to a requirement for increased capacity on available AGPs at peak time, but also midweek and on Sundays to deliver other formats of hockey activity. At present, it is not necessarily clear as to what format this may take or when it is likely to take place, however, it is clear that there will be a requirement for access to increased capacity on AGPs across the Borough. This should be considered when assessing demand for AGPs in the future, as not only will they be needed for peak match play times and midweek training to accommodate increased participation within the formalised hockey environment, but also throughout the week and at non-peak times to offer wider opportunities for play.

\(^{24}\) There is potential that the ONS projections may be under estimating future demand when compared to housing growth figures and as such, this should be subject to periodic review.

\(^{25}\) Please note team generation rate figures are rounded to the nearest whole number.
Kettering HC will have one additional men’s senior team next season. It also aspires to expand its youth academy; however, does not quantify team numbers, instead it states it would like to have between 200 and 250 junior members. This increase in membership will be supported through the Club’s satellite sessions as schools within Kettering, Wellingborough, Corby and Moulton.

**Usage**

The following table summarises the usage of the AGPs within the Borough.

**Table 6.5: Usage of AGPs**

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Hours available</th>
<th>Hours available in the peak period</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Monday-Friday: 17:30-21:00 Saturday: 8:30-18:30 Sunday: 8:30-16:40</td>
<td>Monday-Thursday: 17:30-21:00 14 hrs Friday: 17:30-19:00 1.5 hrs Saturday: 9:00-17:00 8 hrs Sunday: 9:00-16:30 7.5 hrs <strong>Total: 31 hours in peak period</strong></td>
<td>Kettering HC use the pitch 10:00-16:00 on Saturdays, Sunday at varying times, 17:30-21:00 on Tuesdays and 18:00-21:00 on Wednesdays. The remaining usage is football. This includes teams from Burton Park Wanderers FC and Mawsley Youth FC.</td>
</tr>
<tr>
<td>17</td>
<td>Kettering Pitch &amp; Track</td>
<td>Monday-Thursday: 8:00-22:00 Friday: 8:00-22:00 Saturday: 8:00-22:00 Sunday: 8:00-22:00</td>
<td>Monday-Thursday: 17:00-21:00 20 hrs Friday: 17:00-19:00 2 hrs Saturday: 9:00-17:00 8hrs Sunday: 9:00-17:00 8 hrs <strong>Total: 34 hours in peak period</strong></td>
<td>No official bookings on site, however, is heavily used for informal play due pitch being open access.</td>
</tr>
</tbody>
</table>

**6.4: Supply and demand analysis**

England Hockey recommends that a full size, floodlit AGP can generally accommodate four matches in the peak period (Saturday) or eight teams playing on a home and away basis.

At present all eight senior teams from Kettering HC are using the AGP at Bishop Stopford School for home matches (four matches in the peak period on a home and away basis) and as such, this pitch is played to capacity.

Based on the above, and the fact that Kettering HC does not identify any latent demand, supply can accommodate current demand.

With Kettering HC due to have an additional senior men’s team next season, the Club will need access to a second AGP (based on England Hockey guidance). With the AGP at Kettering Pitch & Track, there is technically enough supply to meet this additional demand; however, given the quality issues at Kettering Pitch & Track, this would need to be addressed before competitive matches could be scheduled here.
As such, exploration into options for a resurface should be undertaken. Alternatively, Kettering HC could access the AGP provision developed as part of the Hanwood Park development. This is; however, several years down the line.

Any AGPs provided at Hanwood Park need to be carefully considered, especially if refurbishment of the pitch at Kettering Pitch & Track takes place, in order to prevent oversupply of AGPs in the Borough. This would naturally lead to sustainability issues. It is of importance that any AGPs currently in existence or developed going forward having sinking funds in place to ensure resurface is possible at the end of the carpet’s lifespan.

With regards to junior demand, Kettering HC does not identify any concerns with accommodating either current or future demand. This is likely due to the fact that junior hockey fixtures, especially for younger age groups, are played on a more ad hoc basis. Furthermore, younger age groups do not play on a full-size pitch, allowing more matches to take place at once if necessary.

**Hockey summary**

- In theory there is enough hockey suitable AGP provision to accommodate both current and future demand in Kettering. However, this would require improvements to pitch quality at Kettering Pitch & Track.

- Exploration into options for a resurface at Kettering Pitch & Track should be undertaken. Alternatively, Kettering HC could access the AGP provision developed as part of the Hanwood Park development. This is; however, several years down the line.

- Any AGPs provided at Hanwood Park need to be carefully considered, especially if refurbishment of the pitch at Kettering Pitch & Track takes place, in order to prevent oversupply of AGPs in the Borough.

- There are currently two full size, hockey suitable AGPs in Kettering, located at Bishop Stopford School and Kettering Pitch & Track.

- Both pitches are floodlit, available for community use and situated in the Kettering & Burton Latimer Analysis Area.

- As part of the Hanwood Park (East Kettering) development new sand based AGP provision will be provided.

- The pitch at Bishop Stopford School is managed in house, with sports centre staff employed to operate the facility. The pitch located at Kettering Pitch & Track is owned by the Council and managed and operated by Legacy Leisure.

- The sand dressed AGP located at Kettering Pitch & Track is rated as poor quality. The pitch is overdue a resurface, well exceeding the recommended ten-year carpet lifespan.

- Bishop Stopford Schools sand filled AGP is assessed as good quality, having been developed in 2017.

- The pitch at Kettering Pitch & Track is available for 34 hours of the peak period. Bishop Stopford School is currently available for 31 hours of the peak period.

- There is one hockey club; Kettering HC, based in Kettering providing a total of 14 teams (eight senior and six junior).

- The Club also deliver satellite sessions at schools within Kettering, Wellingborough, Corby and Moulton.

- Team generation rates based on future population, applied Borough wide, forecast no additional teams to be generated by 2031.

- Kettering HC will have one additional men’s senior team next season. It also aspires to expand its youth academy; however, it does not quantify team numbers, instead it states it would like to have between 200 and 250 junior members.
PART 7: BOWLS

7.1: Introduction

All bowling greens in Kettering are flat green. Bowls England is the governing body responsible for ensuring effective governance of outdoor flat green bowls across the Country. The flat green bowling season runs from May to September.

Consultation

There are nine bowls clubs identified as playing in Kettering. All clubs were sent consultation requests in the form of an online survey with unresponsive clubs chased via telephone where contact details were identified.

Five clubs; Geddington & Newton, Kettering Park Bowling Club, Burton Latimer Town Bowls Club, Ise Bowling Club and Rothwell Manor Park Bowls Club were responsive whilst Desborough Town Bowls Club, Kettering Athletic Bowls Club, Kettering Lodge Bowls Club and Loddington Bowls Club were unresponsive. This results in a 55% response rate.

7.2: Supply

Quantity

There are 11 bowling greens in Kettering, located across eight sites. Kettering Town Cricket and Sports Club, Rockingham Road Pleasure Park and Ise Valley Pavilion have two greens each. All greens are available for community use.

The map overleaf shows the location of the ten greens across Kettering.
Figure 7.1: Location of bowling greens across Kettering
In addition, there are two indoor bowls facilities in Kettering; Desborough Indoor Bowls Club with six rinks and Kettering Lodge Bowls Club with four rinks. The former is rated above average quality and has a carpet which is 15 years old. The carpet was turned approximately five years ago and no further action is required in the short term. In addition, c.£100,000 was invested in the facility to lower the ceiling height, which was funded by Wrenn waste disposal company. Both these bowling clubs require people to be a member in order to gain access to the facilities. Both are available during the day and in the evening.

For more information relating to indoor bowls, please see the Indoor Sports Facilities Needs Assessment that is being produced in conjunction with this report.

**Security of tenure**

Of the responsive clubs, one club; Geddington & Newton BC, is considered to have security of tenure. The Club owns its ground at Geddington Sports Ground.

The remaining four clubs, Kettering Park, Burton Latimer Town, Ise and Rothwell Manor Park, all rent their facilities on an annual basis from KBC. As such, these clubs are not considered to have tenure security.

**Quality**

Following a non-technical assessment of greens in Kettering, six greens are assessed as good quality, one as standard quality and three as poor quality. The table below summarises the quality on a site-by-site basis.

**Table 7.2: Summary of bowling green quality**

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>Management</th>
<th>Number of greens</th>
<th>Quality of green</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Dunkirk Avenue Recreation Ground</td>
<td>Desborough &amp; Rothwell</td>
<td>Council</td>
<td>1</td>
<td>Good</td>
</tr>
<tr>
<td>13</td>
<td>Geddington Sports Ground</td>
<td>Rural</td>
<td>Club</td>
<td>1</td>
<td>Poor</td>
</tr>
</tbody>
</table>
In general, greens across the Borough are of good quality, with good grass coverage and an even playing surface. Moreover, the surrounding hard surfaces, ditches and boards have been maintained to a good standard.

The greens receiving poor quality ratings are located at Geddington Sports Ground and Kettering Town Cricket and Sports Club. At the latter site, the greens are currently disused and as such, are not being maintained. This has resulted in grass length becoming long and a high number of weeds being visible both across the playing surface and in the ditches.

Geddington & Newton BC highlights that there has been an infestation of fever and crane flies, which damage the roots and subsequent growth of the grass. Furthermore, they burrow into the green leaving bumps on the playing surface. As a result of this and last summer’s hot weather, causing some cracking to the playing surface, the green quality has significantly declined. The Club reports that a lack of both internal and external funding is making it difficult to resolve the problems mentioned. There is a concern that green quality will soon start to impact on the Club’s ability to play at the site.

Ise BC believes that its green is of poor quality with the playing surface requiring improvements. The main issues highlighted by the Club is the firmness and evenness of the green.

One club; Burton Latimer Town BC, which plays at The Paddocks, Burton Latimer, has a contractor maintaining the green. The cost of which is covered by membership.

**Accessibility**

Responding clubs state that players generally travel between two and five miles to access facilities. Clubs also report that the proportion of players from outside Kettering using their facilities is between one and 25%.

**Ancillary facilities**

All bowling greens are serviced by a clubhouse or pavilion. Kettering Park BC and Burton Latimer Town BC describe having good ancillary facilities, with toilets and changing room facilities. The former also has disabled access.

Geddington & Newton, Ise and Rothwell Manor Park bowls clubs believe their pavilions to be of standard quality. Rothwell Manor Park BC reports that there is a preservation order against its pavilion and as such, facility development may be a challenge.
Floodlighting

No greens in Kettering are currently floodlit. Floodlighting provides additional opportunity for access for training and matches during the evenings and increases a site’s capacity, especially during the winter. Floodlit bowling greens are; however, relatively rare across the country.

7.4: Demand

Current demand

There are nine bowls clubs playing in Kettering. Across the five responsive clubs there is a total of 256 members. Where known, this is broken down into male, female and junior members in the table below.

Table 7.3: Current club membership for bowls clubs in Kettering

<table>
<thead>
<tr>
<th>Club name</th>
<th>Senior male</th>
<th>Senior female</th>
<th>Juniors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desborough Town BC</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Geddington BC</td>
<td>49</td>
<td>48</td>
<td>-</td>
<td>97</td>
</tr>
<tr>
<td>Kettering Park BC</td>
<td>15</td>
<td>5</td>
<td>-</td>
<td>20</td>
</tr>
<tr>
<td>Ise BC</td>
<td>26</td>
<td>12</td>
<td>-</td>
<td>38</td>
</tr>
<tr>
<td>Kettering Athletic BC</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Burton Latimer Town BC</td>
<td>41</td>
<td>22</td>
<td>3</td>
<td>66</td>
</tr>
<tr>
<td>Rothwell Manor Park BC</td>
<td>15</td>
<td>18</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>Kettering Lodge BC</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Loddington BC</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>146</strong></td>
<td><strong>105</strong></td>
<td><strong>5</strong></td>
<td><strong>256</strong></td>
</tr>
</tbody>
</table>

Based on known club information, the largest club playing in Kettering is currently Geddington & Newton BC, with a total of 97 members. This is followed by Burton Latimer Town BC with a total of 66 members.

Two responsive clubs; Burton Latimer Town and Rothwell Manor Park, report having junior members. These clubs have three members and two members respectively.

Over the last three years two clubs; Burton Latimer Town and Geddington & Newton report a decreased in senior members. The remaining responsive clubs describe senior membership numbers being consistent.

Future demand

Using ONS projections (2017-2036), the number of persons aged 65 and over living in Kettering is likely to increase continuously from 18,445 in 2017 to 28,489 in 2036, representing an overall increase of 54%. Due to this age band being the most likely to play bowls, demand for bowling greens may increase over this period.

In addition to population growth, four of the five responsive clubs describe aspirations to increase membership. Where quantified this can be seen overleaf.

---

27 The demand information for Desborough Town, Kettering Athletic, Kettering Lodge and Loddington bowls clubs is unknown.
Table 7.4: Future membership aspirations quantified by clubs

<table>
<thead>
<tr>
<th>Club name</th>
<th>Senior</th>
<th>Juniors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geddington &amp; Newton BC</td>
<td>10</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Kettering Park BC</td>
<td>6</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Ise BC</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Burton Latimer BC</td>
<td>25</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>46</strong></td>
<td><strong>12</strong></td>
<td><strong>58</strong></td>
</tr>
</tbody>
</table>

Burton Latimer BC has the most ambitious growth aspirations. It reports wanting to increase both its senior and junior sections by a total of 30 members. It plans to do this through annual open days, coaching sessions and weekly roll up sessions on Tuesday and Thursday afternoons.

Ise BC aspires to increase by five senior and two junior members. Similarly, they hope to achieve this through open days, coaching sessions and local advertising.

Kettering BC is planning to increase membership numbers through word-of-mouth whereas, Geddington & Newton BC is working with the Bowls Development Association to understand the best way to spend its small grant, in order to increase membership.

**Latent demand**

Sport England’s Segmentation Tool enables analysis of ‘the percentage of adults that would like to participate in bowls but are not currently doing so’. The tool identifies latent demand of 170 people who would like to participate in the sport within Kettering. The most dominant segment is ‘Frank’ – Retired men with some pension provision and limited sporting opportunities (23%). This is followed by ‘Elise & Arnold’ – Retired singles or widowers, predominantly female, living in sheltered accommodation (20%).

**7.5 Capacity analysis**

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

Although Bowls England does not have any specific guidance on bowling green capacity, it does recognise that any outdoor bowls club (six rinks) that doesn't have 60 members would have ‘capacity’ to accommodate more members. On this basis, we have used 60 members as a guide to whether greens may be overplayed or requires further investigation to fully determine its capacity. Further to this, as a guide, at least 20 members are required for a green to generally be sustainable.
Table 7.5: Current and future bowling green capacity

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site</th>
<th>Analysis area</th>
<th>Quality</th>
<th>Total members (current demand)</th>
<th>Number of greens</th>
<th>Recommended site capacity (members)</th>
<th>Potential capacity to accommodate additional members</th>
<th>Future capacity based on growth aspirations of clubs (where specified)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Dunkirk Avenue Recreation Ground</td>
<td>Desborough &amp; Rothwell</td>
<td>Good</td>
<td>-</td>
<td>1</td>
<td>60</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>13</td>
<td>Geddington Sports Ground</td>
<td>Rural</td>
<td>Poor</td>
<td>97</td>
<td>1</td>
<td>60</td>
<td>37</td>
<td>52</td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Poor</td>
<td>-</td>
<td>2</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
<tr>
<td>41</td>
<td>Ise Valley Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Good</td>
<td>38</td>
<td>1</td>
<td>60</td>
<td>22</td>
<td>15</td>
</tr>
<tr>
<td>42</td>
<td>Rockingham Road Pleasure Park</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Good</td>
<td>20</td>
<td>2</td>
<td>120</td>
<td>100</td>
<td>94</td>
</tr>
<tr>
<td>43</td>
<td>The Paddocks, Burton Latimer</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Standard</td>
<td>66</td>
<td>1</td>
<td>60</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td>47</td>
<td>Manor Park</td>
<td>Desborough &amp; Rothwell</td>
<td>Good</td>
<td>35</td>
<td>1</td>
<td>60</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>48</td>
<td>Kettering Lodge Bowling Green</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Good</td>
<td>-</td>
<td>1</td>
<td>60</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Based on current demand (where known), two greens; Geddington Sports Ground and The Paddocks, Burton Latimer, are operating over the recommended capacity. It is anticipated that this level of play can generally be accommodated on the green, however, given that Geddington Sports Ground is assessed as poor quality this level of play could be further affecting quality.

The remaining four greens are generally considered to have enough spare capacity to accommodate more play, although it is also worthy of note that some of the greens may also accommodate pay and play such as Ise Valley Pavilion.

As previously mentioned, the 60-member capacity is just a guideline and further investigation to fully determine capacity is required for each individual green.
7.6 Conclusions

Overall there is sufficient bowling green provision across the Borough to accommodate both current and future club demand. There are; however, cases where greens are operating over the recommended membership capacity. This is likely to be a particular issue at Geddington Sports Ground where the green is assessed as poor quality. The focus should therefore be on supporting Geddington & Newton BC to ensure that quality is improved and that play at the site is sustainable.

There should also be a priority placed on ensuring that existing levels of provision are sustained, and green quality and ancillary provision is improved where necessary to allow for continued use and to accommodate future growth. In relation to the latter, the predicted 54% increase in individuals over the age 65 up to 2036 also needs to be taken into consideration as this could see a significant increase in demand for bowls across Kettering.

**Bowls summary**
- Overall there is sufficient bowling green provision across the Borough to accommodate both current and future club demand. There are; however, cases of individual sites operating over recommended capacity. For The Paddocks, Burton Latimer this is minimal and as such, can likely be accommodated.
- Given that Geddington Sports Ground is operating more significantly over the recommended guideline, as well as issues with green quality being identified, the focus should be on supporting Geddington & Newton BC to ensure that quality is improved and that play at the site is sustainable.
- The predicted 54% increase in individuals over the age 65 up to 2036 also needs to be taken into consideration as this could see a significant increase in demand for bowls across Kettering.
- There are 10 flat greens located across eight sites in Kettering. Two are located at Kettering Town Cricket and Sports Club and two are at Rockingham Road Pleasure Park.
- Seven bowling greens are located in the Kettering & Burton Latimer analysis area, with two greens located in Desborough & Rothwell analysis area and one in the rural analysis area.
- Of the responsive clubs, one club - Geddington & Newton BC, is considered to have security of tenure. The Club owns its ground at Geddington Sports Ground.
- The remaining four clubs rent their facilities on an annual basis from KBC. As such, these clubs are not considered to have tenure security.
- Following a non-technical assessment of greens in Kettering, six greens are assessed as good quality, one as standard quality and three as poor quality.
- All bowling greens are serviced by a clubhouse or pavilion.
- There are nine bowls clubs playing in Kettering. Across the five responsive clubs, there is a total of 256 members.
- Over the last three years two clubs - Burton Latimer Town and Geddington & Newton report a decreased in senior members. The remaining responsive clubs describe senior membership numbers being consistent.
- Four of the five responsive clubs describe aspirations to increase membership numbers.
- Using ONS projections (2017-2036), the number of persons aged 65 and over living in Kettering is likely to increase continuously from 18,445 in 2017 to 28,489 in 2036, representing an increase of 54.4%. Due to this age band being the most likely to play bowls, demand for bowling greens may increase greatly over this period.
PART 8: TENNIS

8.1: Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally across Kettering. The LTA has recently restructured its strategic approach to targeting a number of national focus areas, with a priority on developing tennis at park sites.

Consultation

There are four tennis clubs in Kettering. Of these, two were responsive to consultation requests, totalling a response rate of 50%. The clubs which were unresponsive are Burton Latimer Lawn TC and Kettering Spinney TC. As such, any information regarding these clubs has been obtained through online research.

8.2: Supply

There are 38 outdoor tennis courts identified in Kettering across 12 sites. Of these 29 are available for community use. Site where courts are unavailable for community use are Stableyard Spa, Montsaye Academy and Southfield School. The court at Stableyard Spa is only available for hotel guests, whilst the courts at Montsaye Academy are unavailable for community use due to quality issues.

The majority of tennis provision is situated in the Kettering & Burton Latimer Analysis Area (29 courts). The remaining nine courts are located across in the Rural Analysis Area (five courts) and Desborough & Rothwell Analysis Area (four courts).

For the purposes of this report, availability for community use refers to courts in public, voluntary, private or commercial ownership or management recorded as being available for hire by individuals, teams or clubs. This also includes availability for social use or pay and play. Figure 8.1 identifies the location of current tennis courts in Kettering. For a key to the map, see Table 8.1.
Figure 8.1: Location of tennis provision in Kettering
Table 8.1: Summary of provision site by site

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>Site user</th>
<th>Management</th>
<th>Community use?</th>
<th>No. of courts</th>
<th>Floodlit?</th>
<th>Court type</th>
<th>Court quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>-</td>
<td>School</td>
<td>Yes</td>
<td>6</td>
<td>Yes</td>
<td>Macadam</td>
<td>Good</td>
</tr>
<tr>
<td>13</td>
<td>Geddington Sports Ground</td>
<td>Rural</td>
<td>Geddington TC</td>
<td>Community Association</td>
<td>Yes</td>
<td>2</td>
<td>Yes</td>
<td>Macadam</td>
<td>Good</td>
</tr>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>-</td>
<td>School</td>
<td>Yes</td>
<td>8</td>
<td>No</td>
<td>Macadam</td>
<td>Standard</td>
</tr>
<tr>
<td>20</td>
<td>Kettering Town Cricket and Sports Club</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Kettering Spinney TC</td>
<td>Sports Club</td>
<td>Yes</td>
<td>2</td>
<td>No</td>
<td>Concrete</td>
<td>Poor</td>
</tr>
<tr>
<td>21</td>
<td>King George V Recreation Ground</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Burton Latimer Lawn TC</td>
<td>Community Association</td>
<td>Yes</td>
<td>2</td>
<td>No</td>
<td>Macadam</td>
<td>Standard</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>-</td>
<td>School</td>
<td>No</td>
<td>4</td>
<td>No</td>
<td>Macadam</td>
<td>Poor</td>
</tr>
<tr>
<td>26</td>
<td>North Park Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>-</td>
<td>Council</td>
<td>Yes</td>
<td>2</td>
<td>Yes</td>
<td>Macadam</td>
<td>Good</td>
</tr>
<tr>
<td>33</td>
<td>Southfield School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>-</td>
<td>School</td>
<td>No</td>
<td>4</td>
<td>No</td>
<td>Concrete</td>
<td>Poor</td>
</tr>
<tr>
<td>40</td>
<td>Wilbarston Playing Field</td>
<td>Rural</td>
<td>-</td>
<td>Parish Council</td>
<td>Yes</td>
<td>2</td>
<td>Yes</td>
<td>Concrete</td>
<td>Poor</td>
</tr>
<tr>
<td>41</td>
<td>Ise Valley Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>-</td>
<td>Council</td>
<td>Yes</td>
<td>1</td>
<td>Yes</td>
<td>Concrete</td>
<td>Poor</td>
</tr>
<tr>
<td>46</td>
<td>Stableyard Spa</td>
<td>Rural</td>
<td>-</td>
<td>Private</td>
<td>No</td>
<td>1</td>
<td>No</td>
<td>Macadam</td>
<td>Good</td>
</tr>
<tr>
<td>52</td>
<td>Northampton Pavilion</td>
<td>Kettering &amp; Burton Latimer</td>
<td>Kettering TC</td>
<td>Club</td>
<td>Yes</td>
<td>4</td>
<td>Yes</td>
<td>Macadam</td>
<td>Good</td>
</tr>
</tbody>
</table>
Floodlighting

Of the 29 courts available for community use, 17 are floodlit across six sites. There are two club sites; King George V Recreation Ground and Kettering Town Cricket and Sports Club, which are not floodlit. Providing floodlighting could provide opportunities to increase capacity and boost participation where required.

Court type

Macadam is the most common playing surface for community available courts within Kettering, with 24 courts (83%) courts being this type. The remaining five courts (17%) are concrete.

Future supply

Kettering TC aspires to increase its number of courts. It feels this could potentially be done by redeveloping the disused bowling greens located next to its existing four courts.

Quality

Of the courts which are available for community use, 14 are assessed as good quality (48%), 10 as standard quality (34%) and five as poor quality (18%).

Table 8.3: Summary of court quality (community use only)

<table>
<thead>
<tr>
<th></th>
<th>Good</th>
<th>Standard</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>14</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

The good quality tennis courts are situated across four sites; Bishop Stopford School, Geddington Sports Ground, Northampton Pavilion and North Park Pavilion. Two of these sites are accessed by clubs. Geddington Sports Ground is accessed by Geddington TC, whilst Northampton Pavilion is accessed by Kettering TC.

Both club sites are assessed as having good grip underfoot, clear line markings, suitable safety margins, floodlighting, a flat playing surface, adequate disabled access and good fencing, with a gate that can be locked to prevent any unofficial use.

Kettering TC reports that the courts at Northampton Pavilion are of good quality and have recently been repainted and treated. This follows on from investment from the Council over the last two years to improve the courts, including the instillation of floodlights. The Club states that the courts will be due a complete resurface in five years time.

In contrast, Kettering TC also utilises the two courts at neighbouring Kettering Town Cricket and Sports Club as overspill, which are of poor quality. The courts are assessed as having poor grip underfoot due to some loose stones coming away from the concrete. Further to this, some moss and lichen build up is noted. These courts are mostly used by Kettering Spinney TC, which is based at the site.

Geddington TC believes the courts at Geddington Sports Ground are of good quality; however, it does report that the equipment including nets is only of adequate quality.
The courts at Kettering Buccleuch Academy and King George V Recreation Ground receive a standard quality rating. The latter is accessed by Burton Latimer Lawn TC. The site assessment highlights some issues with grip underfoot as a result of moss and lichen build up on the playing surface. Despite this; however, the courts are generally in good condition with clear line markings, adequate safety margins around the courts and good quality fencing and nets.

Except for the courts at Bishop Stopford School, which were resurfaced five years ago in order to improve quality, all courts situated at education sites receive either a standard or poor quality rating. This tends to be a result of lower levels of maintenance taking place, as well as courts being heavily used for a wide range of curricular and extracurricular activities aside from tennis.

Consultation with Montsaye Academy identifies that the School would make the courts available for community use if quality was improved; however, at present due to lose gravel, poor surface quality and inadequate nets this is not possible.

Ancillary provision

Kettering TC currently only has access to toilets on site, as the pavilion is used by a martial arts and Taekwondo club. It feels that this is impacting on its ability to grow as a club. At present, it is unable to provide a social offer, which in turn impacts on revenue generation.

Albeit a distance from the courts, it is presumed that Kettering Spinney TC has access to the main clubhouse at Kettering Town Cricket and Sports Club. This clubhouse is assessed as being of good quality, providing toilets and social space.

Geddington TC accesses changing facilities within Geddington Village Hall, which it describes as being of poor quality.

Ownership and management

There is a mix of ownership and management of tennis courts within Kettering. The majority (22) are owned and managed by schools.

Two sites are managed by sports clubs; Northampton Pavilion and Kettering Town Cricket and Sports Club. A further two sites; Geddington Sports Ground and King George V Recreation Ground are managed by community associations.

Two sites; North Park Pavilion and Ise Valley Pavilion, are managed by the Council, whilst Wilbarston Playing Field is managed by Wilbarston Parish Council. Just one site; Stableyard Spa, is privately managed.

Security of tenure

Kettering TC has a long term lease on the Northampton Pavilion site from the Council and is therefore considered to have security of tenure.

In contrast, Geddington TC currently rents its courts from Geddington Village Hall Complex on an annual basis. As such, it is not considered to have tenure security.
8.3: Demand

There are four tennis clubs in Kettering. Where known, this equates to 143 members (75 senior members and 68 junior members), as shown in the table below.

**Table 8.4: Summary of club membership**

<table>
<thead>
<tr>
<th>Name of club</th>
<th>Number of members</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Seniors</td>
<td>Juniors</td>
</tr>
<tr>
<td>Kettering TC</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Geddington TC</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Burton Latimer Lawn TC</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Kettering Spinney TC</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>75</td>
<td>68</td>
</tr>
</tbody>
</table>

Kettering TC currently has 14 teams playing across two leagues; Northampton Tennis League and East Northampton Tennis League. Geddington TC also has both a men’s and women’s team paying in the latter league.

Whilst Kettering TC reports growth over the last few years across both its senior and junior section, Geddington TC describes a decrease of players.

**Future demand**

Despite seeing a decrease in senior and junior members, Geddington TC doesn’t have any aspirations to increase its membership numbers at present.

Kettering TC explains that it would like to increase its membership numbers; however, courts are currently at capacity in the evening and at weekends, which are the most sought after times for playing. This has seen a plateau in people joining. Whilst there is daytime capacity, there are currently no coaches available, following its main coach leaving. Therefore, it finds it difficult to attract new members. The Club has a long term plan to employ another coach to deliver coaching at the site; however, it does not want this to be a separate entity to the Club itself, such as an academy. It hopes this will see membership numbers being to increase again. At this point, it does not quantify growth aspirations.

**Latent demand**

Sport England’s Market Segmentation Tool enables an analysis of ‘the percentage of adults that would like to participate in tennis within Kettering but are not currently doing so’. The tool identifies demand of 1,684 people, 199 (12%) of which are within the segment ‘Tim – settling down males’.

**Parks tennis**

Parks tennis leagues are less formal in comparison to established club play, offering greater flexibility and an opportunity for all abilities to engage in competition at local venues. The leagues are run by Local Tennis Leagues which affiliates to the LTA and are available to all aged 18 years and above, with administration and support based online. Players are organised into mixed sex leagues of eight based on similar ability levels, with matches arranged between the two players at whatever time and court is agreed. The flexibility of play is conducive to the use of park sites which are typically more easily accessible.
There is not a Parks Tennis League currently operating in Kettering; however, there are Park Tennis leagues operating in the neighbouring authority of Northampton.

**Tennis Tuesdays**

After being trialled in London in 2014, the LTA launched Tennis Tuesdays in partnership with sportswear brand Nike. The initiative focuses on increasing women's participation in tennis and skill development with a key fundamental social element, seeking to engage women in new and innovative ways to help break down barriers to female participation. Sessions are available to all abilities and are structured based on four ability levels ranging from beginner to advanced, each week based on one of six themes ranging from improving specific techniques to tactical awareness and match play. Sessions run from May to October, taking place every Tuesday evening for an hour.

As it stands there are no Tennis Tuesdays sessions running within Kettering and there are also none running in neighbouring local authorities.

**Informal tennis**

Pay and play is available at Northampton Pavilion. This can be done through the Club’s website, with a proportion of the fee going to the Council.

It is considered that all other courts in Kettering that are not accessed by clubs have spare capacity for a growth in demand, although this is difficult to quantify as use is not recorded due to the open access nature of some sites. The majority of current use is assumed to take place at council and parish council sites throughout the summer months following events such as Wimbledon, whereas no education sites report any regular demand.

**LTA Clubspark Programme**

The LTA has recently developed a programme to change the way in which people access local authority managed tennis courts, mainly at park sites. As well as providing free access the programme can also operate a remotely managed charging policy and seeks to secure courts through an online booking system (Clubspark) which allows members access through using a fob or access code system through electronic gates.

Not only does this deter misuse use of courts but it also allows genuine tennis participation to be more effectively tracked and monitored, thus providing data on how well and how often courts are being accessed and used. This online booking system sends an automated email as evidence as part of a self-policing system for managing court bookings.

Another advantage of securing access is to make tennis courts revenue generating rather than open access. This revenue generation acts to form a sinking fund for the repair and eventual resurfacing of the courts at each site, therefore making courts more sustainable in the long-term.

**Tennis opened up**

The vision within the new LTA strategy is 'Tennis opened up'. This focuses on increasing participation by making tennis relevant, accessible, welcoming and enjoyable. In order to make this a reality there will be seven key areas of focus; visibility, innovation, investment, accessibility, engagement, performance and leadership.
In relation to facilities, in making tennis more accessible, there will be a focus on increasing the awareness of affordable tennis opportunities and making it easy for people to find and access tennis facilities.

With regards to investment, there will be support for community facilities and schools, with the LTA evolving its facility investment strategy to deliver the right tennis facilities and operating models. Furthermore, there will be support for clubs around growth, membership retention, increasing participation and financial sustainability.

8.4: Supply and demand analysis

The LTA advises that a non-floodlit hard court can accommodate a maximum of 40 members, whereas a floodlit hard court can accommodate 60 members. Indoor courts can accommodate 200 members with air domed courts being able to host 100. As grass courts are only available for 12 weeks of the year, they are not included in membership numbers. Club membership, where known and club home site capacity is summarised in the table overleaf.

Table 8.5: Supply and demand analysis

<table>
<thead>
<tr>
<th>Name of club</th>
<th>Current demand</th>
<th>Future demand</th>
<th>Site capacity</th>
<th>Capacity rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering TC</td>
<td>120</td>
<td>-</td>
<td>240</td>
<td>120</td>
</tr>
<tr>
<td>Geddington TC</td>
<td>23</td>
<td>-</td>
<td>120</td>
<td>97</td>
</tr>
<tr>
<td>Burton Latimer Lawn TC</td>
<td>-</td>
<td>-</td>
<td>80</td>
<td>-</td>
</tr>
<tr>
<td>Kettering Spinney TC</td>
<td>-</td>
<td>-</td>
<td>80</td>
<td>-</td>
</tr>
</tbody>
</table>

A point to note, this does not take into account any pay and play activity.

8.5: Conclusion

Based on LTA guidelines, both Kettering TC and Geddington TC can accommodate both current and future demand. However, Kettering TC does report struggling to grow its membership numbers due to peak times being at capacity. As such, targeted work is likely required with the club to better accommodate current demand and any future growth.

It is also recommended to protect and where possible enhance the existing stock of tennis club facilities via appropriate maintenance and management support. This will be further explored in the proceeding Strategy & Action Plan.

Whilst the available analysis highlights that there is likely an adequate supply of tennis courts across the area (when also considering courts not currently accessed by clubs), it is important to also consider the critical factors of how people access and discover courts to play tennis. LTA insight demonstrates that over 50% of all people who play between 1-11 times a year will do so in a non-club environment, for those who play monthly this figure remains at 40%. For those who play weekly the percentage share does split more evenly, showing 40% of weekly players doing so in clubs vs 30% in a non-club environment.
Therefore, it's recommended to protect and where possible enhance the existing stock of tennis facilities via appropriate maintenance and management support to ensure adequate provision remains for those who seek regular tennis activity, whilst also encouraging consideration of how access and use can be improved across all tennis facilities to enable more informal play. This could include clubs creating links with other courts in close proximity to provide overspill or cater for pay and play users.

**Tennis summary**

- Based on LTA guidelines, both Kettering TC and Geddington TC can accommodate both current and future demand. This being said, Kettering TC does report struggling to grow its membership numbers due to peak times being at capacity.
- As such, targeted work is likely required with the club to better accommodate current demand and any future growth.
- It is recommended to protect and where possible enhance the existing stock of tennis facilities through appropriate maintenance and management support. This will ensure adequate provision remains for those seeking regular tennis activity.
- Thought should be given on how access and use can be improved across all tennis facilities to enable more informal play.
- There are 38 outdoor tennis courts identified in Kettering across 12 sites. Of these 29 are available for community use. Sites where courts are unavailable for community use are Stableyard Spa, Montseye Academy and Southfield School.
- Of the 29 courts available for community use, 17 are floodlit across six sites. There are two club sites; King George V Recreation Ground and Kettering Town Cricket and Sports Club, which are not floodlit.
- Macadam is the most common playing surface for community available courts within Kettering, with 24 courts (83%) courts being this type. The remaining five courts (17%) are concrete.
- Of the courts which are available for community use, 14 are good quality (48%), 10 are standard quality (34%) and five are poor quality (18%).
- There are four tennis clubs in Kettering. Where known, this equates to 143 members (75 senior members and 68 junior members).
PART 9: NETBALL

9.1: Introduction

England Netball governs netball in England. Levels of participation are quickly increasing, with over 100,000 affiliated members and at least one million women and girls playing during a typical week. The NGBs aim is to provide its members and partners with the best possible service and experience in sport.

Consultation

Consultation was carried out with England Netball, as well as Kettering Netball League and Totally Netball. Northants Storm NC was unresponsive to consultation requests.

9.2: Supply

There are 20 outdoor netball courts in Kettering located across five sites, all of which, are education sites. Of these, 13 are available for community use. Neither Southfield School nor Montsaye Academy are available for community use. The latter is due to issues with court quality. The Figure overleaf shows the location of all netball courts in the area.
Figure 9.1: Location of netball courts in Kettering
Table 9.1: Key to map

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Analysis area</th>
<th>No. of courts</th>
<th>Floodlit?</th>
<th>Community use?</th>
<th>Quality rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Bishop Stopford School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>4</td>
<td>Yes</td>
<td>Yes</td>
<td>Good</td>
</tr>
<tr>
<td>15</td>
<td>Kettering Buccleuch Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>6</td>
<td>No</td>
<td>Yes</td>
<td>Standard</td>
</tr>
<tr>
<td>19</td>
<td>Kettering Science Academy</td>
<td>Kettering &amp; Burton Latimer</td>
<td>3</td>
<td>Yes</td>
<td>Yes</td>
<td>Poor</td>
</tr>
<tr>
<td>25</td>
<td>Montsaye Academy</td>
<td>Desborough &amp; Rothwell</td>
<td>3</td>
<td>No</td>
<td>No</td>
<td>Poor</td>
</tr>
<tr>
<td>33</td>
<td>Southfield School</td>
<td>Kettering &amp; Burton Latimer</td>
<td>4</td>
<td>No</td>
<td>No</td>
<td>Poor</td>
</tr>
</tbody>
</table>

As shown in the table above, the majority of netball courts (85%), are located in the Kettering & Burton Latimer Analysis Area. There are just three situated in the Desborough & Rothwell Analysis Area. No courts are identified in the Rural Analysis Area.

**Court type**

Of the 20 netball courts in Kettering, 16 have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. The four courts at Southfield School have a concrete surface.

**Overmarking**

Whilst it does help with usage levels and sustainability, an issue for netball nationally is that many of its courts are dual use tennis courts. This limits accessibility (especially during the summer when tennis nets are often permanently in place) and also impacts on quality due to higher levels of wear and tear. In Kettering 16 courts are overmarked with tennis markings. The only exception is at Montsaye Academy, where the netball and tennis provision are stand alone.

**Floodlighting**

Floodlit outdoor netball courts enable all year round evening use, thus allowing winter netball activity to take place as well as the more common summer netball activity. In Kettering seven courts are floodlit across two sites; Bishop Stopford School and Kettering Science Academy.

**Quality**

Following site assessments, ten netball courts are assessed as poor quality. These courts are located at Kettering Science Academy, Montsaye Academy and Southfield School. Of the remaining ten courts, six courts are rated as standard quality and four as good quality. These are located at Kettering Buccleuch Academy and Bishop Stopford School respectively.

Poor quality ratings at these sites are attributed to poor grip underfoot, evidence of moss or lichen on the playing surface and fading line markings. The courts at Southfield School are of particularly poor quality, with loose stones and cracks present.
Consultation with Totally Netball suggests that there are maintenance issues with the courts at Kettering Science Academy. It states that the courts often have litter on and that it ends up drawing line markings with chalk before being able to play.

The above issues are acknowledged by Kettering Science Academy and it reports having plans to improve the currently limited maintenance regime taking place.

Kettering Netball League reports that the courts at Kettering Science Academy are heavily used for a range of activities, resulting in wear and tear to the courts surface. This is common at education sites, with courts often receiving lower levels of maintenance, as well as being heavily used for a wide range of curricular and extracurricular activities.

The exception to the above are the courts at Bishops Stopford School that receive a good quality rating. These courts were resurfaced five years ago in order to improve quality.

9.3: Demand

There is one club; Northants Storm, playing in Kettering. It is a performance based club with a talent pathway in place. The first team are currently playing in division one of the Regional League, whilst the third team are playing in division three of the same league. Its junior section is strong, with teams running from under seven to under 16.

It trains and plays matches indoors across venues both within and outside of the Borough of Kettering. It currently accesses the sports hall at Kettering Science Academy on a Monday and Thursday evening.

Similarly, Kettering Netball League reports that all matches take place indoors and accesses Kettering Science Academy on a Tuesday evening. It has, however, since the withdrawal of community use at Southfields School, had to use the outdoor courts at Kettering Science Academy in order to accommodate all 14 of its teams. It hopes that following the development of the new sports hall at Latimer Arts College, it can move these teams back indoors. At present the league has 14 teams. This can vary each season and can reach 18 participating teams.

There are three recreational netball leagues in Kettering; Totally Netball, Power Play and Play Netball. Totally Netball is a League that accommodates 23 teams across two divisions, which play on the outdoor courts at Kettering Science Academy. It accesses the courts on a Monday (6:30pm-8:30pm) and Tuesday (7:00pm-8:00pm). Play Netball also access Kettering Science Academy on a Thursday evening (7:00pm-9:00pm), as does Power Play on a Wednesday evening. These leagues have six and five teams participating respectively.

Consultation with Totally Netball highlights that the league is now at capacity and now has a waiting list.

*Play Netball*

Play Netball provides a pay and play netball league that is designed for more casual, social players and teams. It requires no affiliation to England Netball and enables participants to join as individuals, with Play Netball then assigning them to a team. All leagues are held on outdoor courts, with a new season beginning as soon as the previous season ends (meaning activity takes place all year round).
**Powerplay Netball**

Powerplay is a commercial company operating football, cricket, basketball and netball leagues throughout the UK, available for all to join. There is a Powerplay Netball Leagues in Kettering taking place at Kettering Science Academy on Wednesday evening (7:00pm-9:00pm). This operates indoors.

**Back to Netball**

Back to Netball sessions are running across England and provide women of all ages a gentle re-introduction to the sport. Sessions cover the basics of the game including passing, footwork and shooting and finish with a friendly game. Since its creation in 2010, over 60,000 women have taken part.

There is a Back to Netball session operating at Geddington C of E Primary School on a Wednesday (4:00pm-5:00pm). This session takes place indoors. England Netball states that it is keen for more Back to Netball sessions to take place in the Kettering area.

**Walking netball**

Walking netball has evolved from a growing demand for walking sports. It is a slower version of the game and has been designed so that anyone can play, regardless of age and fitness levels.

There are currently no walking netball sessions operating in Kettering; however, England Netball highlights it would like to see some walking netball sessions taking place within Kettering.

**High 5**

High 5 is a version of netball that has five players instead of the usual seven, eliminating the positions of wing attack and defence. It is designed specifically for children aged 9-11, using fun and variety to get them into the game, polish skills and aid fitness. A key part of High 5 is players rotating around positions as this allows all participants to experience every position.

**Latent demand**

Sport England’s Market Segmentation Tool\(^2\) enables an analysis of ‘the percentage of adults that would like to participate in netball within Kettering but are not currently doing so’. The tool identifies latent demand of 273 people, which is generally in line with authorities of similar size.

This is mostly made up of ‘Chloe’ - Young image-conscious females keeping fit and trim (19%) and ‘Leanne’ – Young busy mums and their supportive college mates (19%).

Further to this, Totally Netball identifies a need for more courts due to having reached capacity on the outdoor courts at Kettering Science Academy. Due to this, it has identified latent demand though a waiting list.

\(^2\) See Appendix 2
9.4 Conclusion

There is a reasonable level of demand for netball in Kettering, as well as identified latent demand. Whilst there is likely enough provision to accommodate this demand, the quality of available outdoor courts needs improvement.

Based on the above, priority should be placed on improving the existing provision, with a focus on Kettering Science Academy, which is currently being accessed by recreational leagues.

There is also a need to look at other sites such as Kettering Buccleuch Academy, where a community use agreement is already in place. With improvements to court quality, as well as the addition of floodlights this could support with accommodating latent demand.

### Netball summary

- Priority should be placed on improving the existing provision, with a focus on Kettering Science Academy, which is currently being accessed by recreational leagues.
- There is also a need to look at other sites such as Kettering Buccleuch Academy, where a community use agreement is already in place. With improvements to court quality, as well as the addition of floodlights this could support with accommodating latent demand.
- There are 20 outdoor netball courts in the Borough across five sites, of these, 13 are available for community use. Neither Southfield School nor Montsaye Academy are available for community use. The latter is due to issues with court quality.
- Most netball courts (85%), are located in the Kettering & Burton Latimer Analysis Area. There are just three situated in the Desborough & Rothwell Analysis Area. No courts are identified in the Rural Analysis Area.
- Of the 20 netball courts in Kettering, 16 have a macadam surface. The four courts at Southfield School have a concrete surface.
- In Kettering 16 courts are overmarked with tennis markings. The only exception is at Montsaye Academy, where the netball and tennis provision are stand alone.
- In Kettering seven courts are floodlit across two sites; Bishop Stopford School and Kettering Science Academy.
- Following site assessments, most netball courts (ten) are assessed as poor quality. These courts are located at Kettering Science Academy, Montsaye Academy and Southfield School. Of the remaining ten courts, six courts are rated as standard quality and four as good quality. These are located at Kettering Buccleuch Academy and Bishop Stopford School respectively.
- There is one club; Northants Storm, playing in Kettering; however, Kettering Netball League reports that most league play and training takes place indoors.
- There are three recreational netball leagues in Kettering; Totally Netball, Power Play and Play Netball. All three of these leagues access the outdoor courts at Kettering Science Academy.
- Totally Netball identifies a need for more courts due to having reached capacity on the outdoor courts at Kettering Science Academy. Due to this, it has identified latent demand though a waiting list. It suggests a need for a further six good quality outdoor courts.
PART 10: ATHLETICS

10.1: Introduction

Athletics is administered across the United Kingdom by UK Athletics, including responsibility for developing and implementing the rules and regulations of the sport, anti-doping protocol, health and safety, facilities and, training and coach education and permitting and licensing.

Locally, the sport is governed through England Athletics (EA) and many of the functions EA delivers to support clubs locally is through the Club Support Manager (CSM) network. The role of the CSM is to work strategically to provide high-quality support and guidance to a number of affiliated clubs and groups in the area. This work is to support clubs in building long-term sustainable structures and high-quality environments for current and new members and the wider local community.

Consultation

There is currently one athletics club within Kettering; Kettering Town Harrier AC. Consultation with the Club was carried out via a face to face meeting.

10.2: Supply

There is currently one athletics track in Kettering in the Kettering & Burton Latimer Analysis Area. Located at Kettering Pitch & Track, it is used by Kettering Town Harriers AC.

The track is a floodlit, eight-lane cinder track. It was originally built in 1991, with minor refurbishments last taking place in 2015. As well as track disciplines, the facility also accommodates all field disciplines including throwing events and jumping events.

Quality

The track at Kettering Pitch & Track is assessed as poor quality. This is attributed to unclear line markings, poor underfoot grip and areas of the track having poor surface quality, including the long jump area and take off board. This is consistent with the Club reporting that the track needs resurfacing within the next three years.

Aside from the track, there is also a need to refurbish the throwing cage. Kettering Town Harriers AC reports that it plans to refurbish the throwing cage by the 2020 season. It has also recently replaced the throwing circle.

The Club has aspiration to take on the track through a lease agreement so that it can implement its own maintenance on the site. It feels this would see the track being upheld to a better standard.

Notwithstanding the above, the track does host county level athletics competitions.

TrackMark

In October 2018, UK Athletics launched a new facilities accreditation scheme; TrackMark. This provides modules for track operators around management and maintenance of athletics facilities.
Ancillary provision

The current ancillary facilities at the site are described by the Club as being poor quality, in particular, the changing room area. It also reports that the social space is basic albeit functional.

It has aspiration to convert one of the changing rooms into a gym and improve the catering facilities onsite to allow it to better accommodate for members and individuals attending events.

Ownership/management

The track is currently operated by Parkwood Leisure on behalf of the Council. Kettering Town Harriers AC rents the track per hour from Parkwood Leisure.

The Club leases the clubhouse and has 15 years remaining on the 25 year lease agreement. This lease, however, only includes the social space and kitchen area and excludes the changing room provision.

10.3: Demand

Kettering Town Harriers AC caters for both adult and junior athletes. The Club currently has 302 members and continues to grow. The junior section caters for children from as young as six, focusing on fundamentals in order to develop overall physical capacities and movement skills.

The youngest members of the Club (Kettering Town Harriers Bolts) access the track on Tuesdays and Thursdays from 5:45pm to 6:45pm. The rest of the Club train on the same nights from 6:45pm until 9:00pm.

In addition to track and field, it also has a road running section. This section meets at the clubhouse at 7:00pm on Tuesdays and Thursdays and form various ability groups for training sessions that involve track work, hill sessions or slow tempo jogs around the town.

In addition to club demand, there is also pay and play demand. The track is available for individuals to access outside of club training times. However, Parkwood Leisure reports that this is not often by non-club members.

Imported demand

Runners from both Wellingborough & District AC and Harborough AC also access the track by using the access code.

Parkrun

Parkrun is a series of weekly five kilometre (k) runs held on Saturday mornings in areas of parks and open space across 850 locations in 12 countries including the UK. They are open to all, free, and are safe and easy to take part in. Parkrun events are all ability runs open to all aged 14 years and older, whilst there are shorter 2k Junior Parkrun events available on Sunday mornings for junior runners aged four to fourteen years. In order to take part, runners must first register online in order to receive a printed barcode which gives them access to all Parkrun events.
Parkrun actively promotes local clubs as part of its weekly events in order to advertise them to runners who may potentially be interested in joining a club, whilst approximately 10% of current Parkrun participants are already associated to running clubs. It is common for local clubs to also support Parkrun events through volunteering.

At present, one Parkrun event operates in Kettering every Saturday, based at Wicksteed Park. Since starting, 7,843 people have taken part, with an average of 372 people participating each week. The largest attendance recorded is 633 people.

Kettering Town Harriers AC contributed to the setup of the Wicksteed Park Run. It is also looking to fund the start of a junior Parkrun on a Sunday morning at Wicksteed Park.

**RunTogether**

RunTogether is an official England Athletics recreational running project which aims to get the whole nation running. The role of RunTogether is to provide enjoyable, supportive and inclusive running opportunities across England in the form of set routes (3-2-1 routes), running groups and access to programmes such as Find a Guide and Mental Health Ambassadors.

There are currently two RunTogether groups within Kettering. Kettering Couch to 5K meets at Kettering Business Park every Sunday at 6:00pm. England Athletics also report that Kettering Town Harriers AC has a RunTogether group as part of its road running section.

**Couch to 5k**

Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners get into running as part of establishing and maintaining an active and healthy lifestyle including regular exercise. The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion, the end goal being for the participant to be able to run 5k by the end of the plan. Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge which can help boost confidence and self-belief, whilst running regularly has been linked to combating depression.

An increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect leading to increased demand at running groups and clubs as people may wish to continue developing their running further.

**3-2-1 routes**

3-2-1 is a Run England project which aims to provide a range of marked out running or jogging routes across the country that anyone can try. It is considered a way of providing a meaningful challenge to help more people to get running when it best suits them. Local providers (working in partnership with athletics clubs and Run England groups) can mark out routes that are three, two and one miles, kilometres or laps.
**Latent demand**

Sport England’s Market Segmentation Tool enables an analysis of ‘the percentage of adults that would like to participate in athletics within Kettering but are not currently doing so’. The tool identifies demand of 1,983 people, 263 (13%) of which are within the segment ‘Tim – settling down males’.

**Future demand**

In 2017, Kettering Town Harriers AC introduced development squads for U13s and upwards. This is an area the Club is keen to grow. As part of this, it is developing coaches in all areas of track and field. On this basis, it is likely that demand for use of the athletics track will increase in the future.

Furthermore, it is to be expected that the popularity of the Parkrun event will increase in the future following national trends. The introduction of a junior park run may also support with the Club’s aspirations to increase its junior section.

**10.4: Conclusions**

It is considered that in order for an athletics track to be sustainable, a club membership of 200 is required; however, a number of other factors should also be considered. As Kettering Town Harriers AC is operating above this threshold with 302 members, the track is deemed to be sustainable.

Based on the above, the focus should be around improving the quality of the track at Kettering Pitch & Track in order to ensure supply in the Borough remains sufficient to meet current and future demand. This is in line with England Athletics and UKA’s strategic position to concentrate on preserving and improving the existing stock of 400m tracks rather than seeking to build additional ones.

There is already a reasonably high level of demand for athletics and running events such as Parkrun in Kettering and as such emphasis should be placed on sustaining and increasing the popularity of these as well as exploring the growth of initiatives such as more RunTogether groups.
Athletics summary

- The focus should be around improving the quality of the track at Kettering Pitch & Track in order to ensure supply in the Borough remains sufficient to meet current and future demand.
- There is already a reasonably high level of demand for athletics and running events such as Parkrun in Kettering and as such emphasis should be placed on sustaining and increasing the popularity of these as well as exploring the growth of initiatives such as RunTogether groups.
- There is currently one athletics tracks in Kettering, located at Kettering Pitch & Track. This is full size and floodlit.
- Both track and clubhouse are rated as poor quality.
- Kettering has one athletics club - Kettering Town Harriers AC, which currently has 302 members.
- The track is owned by the Council but managed by Parkwood Leisure. Kettering Town Harriers AC rents the track from Parkwood Leisure.
- Kettering Town Harriers AC has a lease agreement on part of the clubhouse (excluding changing rooms). The lease has 15 years remaining.
- There is one Parkrun event operating in Kettering every Saturday, based at Wicksteed Park.
- There are currently two RunTogether groups within Kettering. Kettering Couch 2 5K meets at Kettering Business Park every Sunday at 6:00pm. England Athletics also report that Kettering Town Harriers AC has a RunTogether group as part of its road running section.
- Given that Kettering Town Harriers AC currently has 302 members and has growth potential, it is believed that the track at Kettering Pitch & Track is sustainable.
PART 11: GOLF

11.1: Introduction

Golf is the fifth largest participation sport in England, with around 675,000 members belonging to one of 1900 affiliated clubs and a further two million people playing independently outside of club membership. Since 2004, participation in golf and club membership has been in decline, with only recent signs showing that the reduction may be levelling off.

Nationally, it is governed by England Golf. The role of the NGB includes providing competitions for all ages and abilities, identifying and developing the most talented golfers, maintaining a uniform system of handicapping, administering and applying the rules and introducing new golfers via its initiative ‘get into golf’.

As of March 2017, England Golf will solely oversee the Whole Sport Plan and receive golf’s National Lottery grant under Sport England’s strategy. England Golf’s Whole Sport Plan, identifies how England will achieve its vision of becoming ‘the leasing golf nation in the world by 2020’ from grass roots through to elite level.

Consultation

Three golf clubs are identified in Kettering; Kettering Golf Club, Pytchley Golf Lodge and Stoke Albany Golf Club. Of these clubs, only Pytchley Golf Lodge was responsive to consultation requests.

Any information relating to Kettering Golf Club or Stoke Albany Golf Club has been obtained through consultation with England Golf and online research.

11.2: Supply

There are three golf courses situated within Kettering. Both Kettering and Stoke Albany golf clubs host traditional 18-hole golf courses, whilst Pytchley Golf Lodge is a short nine-hole course. The latter is more suited to beginners and casual players. All three clubs affiliate to England Golf.

Management

There are no municipal golf courses in Kettering, with all three courses managed privately.

Course facilities

The nine-hole academy course at Pytchley Golf Lodge is a 34-par course. There is also a practice area and driving range at the site.

Kettering Golf Club offers a par 69, 18-hole, parkland golf course. In addition to the course, there is a driving range and an indoor practice facility available to members.

Stoke Albany Golf Club hosts a par 71, 18-hole golf course. This is the largest course in the Borough at 6,175 yards. The table below shows the yardage off white, yellow and red tees for each course. Kettering Golf Club does not have yellow tees.
Table 11.1: Yardage of golf courses in Kettering

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Course name</th>
<th>Number of holes</th>
<th>Par</th>
<th>Yardage$^{29}$</th>
</tr>
</thead>
<tbody>
<tr>
<td>51</td>
<td>Stoke Albany Golf Club</td>
<td>18</td>
<td>71</td>
<td>6,175</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5,922</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5,409</td>
</tr>
<tr>
<td>49</td>
<td>Kettering Golf Club</td>
<td>18</td>
<td>69</td>
<td>6,057</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5,444</td>
</tr>
<tr>
<td>50</td>
<td>Pytchley Golf Lodge</td>
<td>9</td>
<td>34</td>
<td>2,756</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,574</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,257</td>
</tr>
</tbody>
</table>

The location of these greens can be seen on the map overleaf.

$^{29}$ White denotes Championship tees, yellow denotes men’s tees and red denotes ladies tees.
Figure 11.1: Location of golf courses in Kettering
KETTERING BOROUGH COUNCIL
PLAYING PITCH AUDIT AND NEEDS ASSESSMENT

Quality

All courses in Kettering are considered to be good quality, with a dedicated maintenance regime carried out at each facility.

Ancillary facilities

The provision of a clubhouse is often key for golf clubs nationally as it can provide an income stream, not only from members but also through hiring the venue out for occasions (e.g. wedding receptions).

Kettering Golf Club offers a clubhouse containing a bar, function room and restaurant area which can cater for up to 120 people.

Stoke Albany Golf Club is serviced by a small bar and restaurant that can be booked for club functions or golf societies. Part of the Clubhouse has also been converted into rural office accommodation, which can be rented.

Pytchley Golf Lodge’s Garden Room was opened in 2012. The room includes a private bar, catering options, projection facilities and a large terrace and is capable of hosting up to 70 people.

Membership and costs

Access to Stoke Albany and Kettering golf clubs are available via both membership and pay and play. At Stoke Albany Golf Club, this may be limited during specific times such as club competition days. At Kettering Golf Club pay and play is only available Monday to Friday and is also restricted on bank holidays.

Pytchley Golf Lodge is predominately a play and pay facility although subscriptions are available that offer unlimited golf. English Golf Union handicaps and competitions are still available on site through a non-traditional membership format.

Nationally, many clubs have begun to alter their pricing structure to allow for discounted rates following a decline in golf participation. For instance, some clubs now offer a six-day or five-day membership (whereby members can access the course on specific days but not on a Saturday and/or a Sunday), whilst others now provide discounts based on age that is no longer limited to junior players. Previously, many clubs throughout the country had a waiting list for membership but that is rarely the case in the present day.
Table 11.2: Summary of membership in Kettering

<table>
<thead>
<tr>
<th>Course name</th>
<th>Membership summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stoke Albany Golf Club</td>
<td>A full seven day membership is available for £698 per year, with an off-peak (excludes play before 11am on weekends) seven day membership also available for £648. Five day memberships are also available for £598 a year. Concessionary rates are available for 25-28s and 18-24s, with junior memberships charged at £120 a year. The Club also offers a ‘Lifestyle Membership’ for £300 per year and a monthly Twilight (excludes play before 1pm) for £41.50 per month. Pay and play is available for adults at a rate of £20 on weekdays and £25 on weekends and for juniors at a rate of £13 on weekdays and £15 on weekends. Nine-hole rounds are also available for pay and play, with adults charged £15 during the week or £18 at weekends. Juniors pay £10 for a midweek nine-hole round or £12 at weekends. Adults also receive a £2 discount on all green fees if they are accompanied by a member. Day rates are also available for £38 during the week or £48 at weekends.</td>
</tr>
<tr>
<td>Kettering Golf Club</td>
<td>A full seven day adult membership is £1,050 per year although concessionary rates are available from under 12s to under 30s. Further discounts are also available through ‘loyalty rates’ which apply to members who have been with the Club for over six years. In addition to these memberships, a country membership is also available for £566 per year whilst social membership is £50 per year. A summer green fee is charged at £37.50pp which falls to £16.50 in the winter. However, play at bank holidays and weekends is reserved for members. Day Rates can also be purchased in the summer for £47.50pp. Junior visitors are charged £17.50 for a summer round or £11 for a winter round. A guest of a member is charged £17.50 for an 18-hole round in the summer or £11.50 in the winter. Additionally, a full day can be purchased for £25.</td>
</tr>
<tr>
<td>Pytchley Golf Lodge</td>
<td>Pytchley Golf Lodge does not offer a traditional membership package. Membership of the club provides a recognised English Golf Union handicap and eligibility to all of the Club’s qualifying competitions for £47.50. Green fees still apply to members. There are currently 90 members at the Club. In place of traditional memberships, Pytchley Golf Lodge offers a subscription for golf, which allows unlimited golf for an annual fee. However, only five day subscriptions are available, with weekends reserved for pay and play. This is currently charged at £280 although concessionary rates are available for males over 65, females over 60 and juniors. Subscriptions are capped at 80 people to facilitate regular pay and play availability. The Club is currently at capacity for subscriptions, with over 50 people signed onto the waiting list. Pay and play is available for £10 on weekends or £8 during the week, with concessions and under 16s charged at £7 throughout the week. 18 hole rounds can also be played on site at a cost of £18 for a weekend round, £14 for a midweek round or £13 for concessions/under 16s.</td>
</tr>
</tbody>
</table>
**County Card Scheme**

The County Card scheme was amended in 2012 so that all members of golf clubs affiliated to the Northamptonshire Golf Union, for whom an affiliation fee has been paid, will receive a County Card.

The card is valid yearly from the 1st April each year. In return for this card, players will gain access to approximately 1,300 courses in many English counties at reduced rates. Rates are generally reduced by 25-50%.

Both Kettering and Stoke Albany golf clubs in Kettering are members of the County Card scheme and therefore can be accessed at a reduced rate by holders.

**11.3: Demand**

England Golf’s Club Membership Questionnaire (2018) highlights that the average number of members per golf course nationally is 484. As a breakdown, this consists of 381 adult males, 70 adult females, 27 junior boys and six junior girls.

In Kettering, only Kettering Golf Club has a membership base comparable to the national average. Stoke Albany Golf Club’s membership numbers are significantly below the national average at just 132 members. Pytchley Golf Lodge currently has 90 ‘members’ although the Club focuses on pay and play and golf subscriptions for revenue generation.

**Table 11.3: Summary of demand**

<table>
<thead>
<tr>
<th>Club name</th>
<th>Current membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pytchley Golf Lodge</td>
<td>90</td>
</tr>
<tr>
<td>Kettering Golf Club</td>
<td>497</td>
</tr>
<tr>
<td>Stoke Albany Golf Club30</td>
<td>132</td>
</tr>
</tbody>
</table>

Despite the varying levels of membership, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees. This means that further exploration is required before determining that clubs with a low membership base are unsustainable.

**Participation trends**

Nationally, the average number of members per golf club has increased slightly from 460 in 2016 compared to 484 in 2018. A total of 38% of clubs saw an increase in membership over this time period. Clubs showing growth are increasingly offering more tailored packages, which provide flexibility and cater for less traditional golfers. These include flexible, points–based memberships for those who are time poor, corporate packages which provide opportunities to network, academy/trial memberships for those getting into the game and student/intermediate offers to enable younger people to manage the cost of a significant outlay.

In Kettering, membership at Pytchley Golf Lodge and Kettering Golf Club has increased slightly since 2016, whilst Stoke Albany Golf Club experienced a sharp decline of 69 members from 2016 to 2017.

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30 England Golf provides no membership figure for 2018 membership at Stoke Albany Golf Club. Therefore, the 2017 figure has been taken.
Table 11.4: Summary of participation trends

<table>
<thead>
<tr>
<th>Course name</th>
<th>2016 membership</th>
<th>2017 membership</th>
<th>2018 membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pychley Golf Lodge</td>
<td>58</td>
<td>65</td>
<td>90</td>
</tr>
<tr>
<td>Kettering Golf Club</td>
<td>488</td>
<td>519</td>
<td>497</td>
</tr>
<tr>
<td>Stoke Albany Golf Club</td>
<td>201</td>
<td>132</td>
<td>-</td>
</tr>
</tbody>
</table>

**Future demand**

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”. To enable this, market segmentation was created that is specific to Golf, identifying that 24% of adults in England are potential players. This is made up of 9% current players, 8% lapsed players and 7% latent players and amounts to around 9.6 million people in total.

The research also provides nine defined profiles and clearly identified behaviours, motivations and barriers within each one. The nine segments are:

- Relaxed members
- Older traditionalists
- Younger traditionalists
- Younger fanatics
- Late enthusiasts
- Occasional/time-pressed
- Social couples
- Casual fun

To align with this, a facility mapping tool has been created to provide a statistical data engine that identifies golfing demand within a 20-minute drive time of each facility within England using the segments above. The tool highlights the dominant profiles within each catchment area and also within access to each course. This can then be used to predict likely demand for each type of facility and can support informed marketing, development and investment decisions whilst allowing providers to adapt their offer to cater for a range of different needs.

The demand for golf within Kettering by segment type is seen in the table overleaf. The figures represent the number of people within each profile that are within a 20-minute drive time of each course. It is then averaged across the available courses to ensure no double counting.

**Table 11.5: Summary of demand in Kettering by segment**

<table>
<thead>
<tr>
<th>Segment no.</th>
<th>Segment name</th>
<th>Average number of people per affiliated facility (20-minute drive time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Relaxed members</td>
<td>4,591</td>
</tr>
<tr>
<td>2</td>
<td>Older traditionalists</td>
<td>3,895</td>
</tr>
<tr>
<td>3</td>
<td>Younger Traditionalists</td>
<td>4,636</td>
</tr>
<tr>
<td>4</td>
<td>Younger fanatics</td>
<td>4,103</td>
</tr>
<tr>
<td>5</td>
<td>Younger actives</td>
<td>4,391</td>
</tr>
</tbody>
</table>
In total, an average of 38,278 people are identified as current or potential users of golf courses within Kettering. This demand is relatively evenly spread across the profiles, with “younger traditionalists” generating the most demand and “older traditionalists” generating the least. Each profile is applied on a facility by facility basis in the table below.

Table 11.6: Summary of demand per course by profile type

<table>
<thead>
<tr>
<th>Course name</th>
<th>Segment no.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kettering Golf Club</td>
<td>31</td>
<td>441</td>
<td>399</td>
<td>418</td>
<td>425</td>
<td>25</td>
<td>416</td>
<td>423</td>
<td>418</td>
<td>439</td>
</tr>
<tr>
<td>Pytchley Golf Lodge</td>
<td></td>
<td>9,451</td>
<td>7,910</td>
<td>9,549</td>
<td>8,291</td>
<td>9,005</td>
<td>8,171</td>
<td>9,243</td>
<td>8,514</td>
<td>7,980</td>
</tr>
</tbody>
</table>

The table above summarises that demand is likely to be highest for Pytchley Golf Lodge with 78,114 potential users, followed by Stoke Albany Golf Club, which has 33,428 potential users. Demand is lowest for Kettering Golf Club, which has 3,404 potential users although England Golf have noted that the figures provided do not appear to be correct. In reality, these figures are likely to comparable to those at Pytchley Golf Lodge due to the close proximity of the sites.

Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways where appropriate. This way, all golfing profiles can be collectively catered for.

In order to increase membership and to target the golfing profiles detailed above, England Golf sets out the following key themes:

- Creating a welcoming environment
- Catering for a range of different needs
- Communicating regularly with members and visitors
- Developing facilities to broaden income streams
- Becoming part of the local community

Footgolf

Footgolf is a relatively new activity that is played on a golf course using a football. The object of the game is to get the ball into the hole using only your feet in the fewest number of shots possible. It is governed by the UK Footgolf Association.

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31 England Golf reports that the figures provided do not appear to be correct. Given the close proximity to Pytchley Golf Lodge, the real figures are likely to be similar. England Golf are working with the segmentation data to find the cause of this anomaly.
Nationally, there are currently 160 recognised golf courses that incorporate Footgolf, with many clubs recognising it as a chance to provide an income stream that can provide sustainability at a time when participation in the traditional game has decreased.

There are currently no Footgolf courses in Kettering, with the nearest courses located at Rushden Golf Range (East Northamptonshire) or Brampton Heath Golf Centre (Daventry).

**Supply and demand analysis**

The England Golf mapping tool suggests that there is a good level of demand for golf within Kettering, meaning each course should be protected together with accompanying facilities.

To ensure long-term sustainability, emphasis must be placed on sites retaining their current members/users and capitalising on any untapped demand and future demand generated from housing growth and population increases. The nine segments identified by England Golf should be used to help with this so that providers can cater what is offered to best suit the potential users in the locality.

Declining membership at Stoke Albany Golf Club should be of concern as the Club’s previous membership base was already below half the national average. Therefore, with the further decline in membership, support should be offered to the Club to attract additional members to ensure that the Club remains financially feasible.

Further analysis at club or facility level, along with some additional England Golf tools, can be used to better understand the existing members and visitors of each venue. This may help to establish a clearer picture of the overall facility landscape and how well it caters for the local demographic.

**Golf summary**

- The England Golf mapping tool suggests that there is a good level of demand for golf within Kettering, meaning each course should be protected together with accompanying facilities.
- Emphasis must be placed on sites retaining their current members/users and capitalising on any untapped demand and future demand. A particular focus should be placed on Stoke Albany Golf Club, as declining membership figures may threaten the Club’s long-term sustainability.
- There are three private golf courses situated within Kettering. Both Kettering and Stoke Albany golf clubs have traditional 18-hole courses whilst Pytchley Golf Lodge is a short nine-hole course.
- All courses in Kettering are considered to be good quality, with a dedicated maintenance regime carried out at each facility.
- Kettering Golf Club and Pytchley Golf Lodge both have clubhouses with bars and function rooms available for hire. Stoke Albany Golf Club has a small bar and restaurant on site.
- Access to all three golf clubs is available through membership and pay and play. However, pay and play is unavailable for non-members on weekends and bank holidays at Kettering Golf Club. Pytchley Golf Lodge is predominately a play and pay facility.
- An average of 38,278 people are identified as current or potential users of golf courses within Kettering. Pytchley Golf Lodge has 78,114 potential users, followed by Stoke Albany Golf Club, which has 33,428 potential users. Potential demand is lowest for Kettering Golf Club, which has 3,404 potential users although England Golf reports that these figures are incorrect.
- In Kettering, membership at Pytchley Golf Lodge and Kettering Golf Club has increased slightly since 2016, whilst Stoke Albany Golf Club experienced a sharp decline of 69 members from 2016 to 2017. Declining membership at Stoke Albany Golf Club should be of concern as the Club’s previous membership base was already below half the national average.
- There are currently no Footgolf courses in Kettering, with the nearest courses located at Rushden Golf Range (East Northamptonshire) or Brampton Heath Golf Centre (Daventry).
PART 12: BEACH VOLLEYBALL


Numerous attempts were made to contact both Volleyball England and volleyball clubs in the area, however, no response has been received.

Research indicates that The National Volleyball Centre has been based at Arena Sports since 2009 and has recently renewed its lease for another three years. It is also used as a central location to provide volleyball courses and the annual referee, coaching and higher education volleyball conferences as well as English National Squads training camps. The facility has hosted a range of competitions including National and European Cup events.

Kettering Volleyball Club uses the indoor volleyball courts at Arena Sports and William Knibb Youth Centre, as well as the outdoor courts at Arena Sports (beach volleyball) and Bowling Green Courts at Kettering Sports Club. The Club caters for both juniors and seniors playing competitively and recreationally.
PART 13: ARCHERY

13.1: Introduction

Archery GB is the national governing body for archery in the UK. It is responsible for archery from development to elite level and acts as an umbrella organisation for English Archery Federation (EAF), Archery Northern Ireland, Scottish Archery and Welsh Archery.

The EAF is a body set up by the five English Regions within The Grand National Archery Society (GNAS) to select and manage teams for International events where it is appropriate for England (as opposed to Great Britain) to participate. The Regions also require the EAF to run National tournaments and administer such English Awards deemed appropriate (e.g. English Crosses).

Consultation

Both Kettering Archers and Targetcraft Archers were consulted via a telephone consultation, resulting in a 100% response rate.

13.2: Supply

Kettering Archers has a field located at Kettering Sports Club, whilst Targetcraft Archers has a field at West Lodge Rural Centre. The field at Kettering Sports Club is 180 yards in length meaning it can host meets from the East Midlands Archery Society. The length of the field also enables Kettering Archers to host flight competitions at the site.

Both clubs also have access to suitable ancillary provision at their respective sites. Four years ago Targetcraft Archers received a small grant for a toilet and car parking space, as well as two storage containers.

Security of tenure

Kettering Sports Club owns the site used by Kettering Archers. Targetcraft Archers has a lease on the field it uses at West Lodge Rural Centre with over 20 years remaining on its lease. As such, both clubs are considered to have security of tenure.

13.3: Demand

Kettering Archers

Kettering Archers has around 100 members ranging in age from seven to 70 and is affiliated to Archery GB. The Club reports it has seen growth over the last few years and it anticipates this will continue. Growth in recent years includes its junior section.

The Club attributes its growth to its ‘Have a Go’ days, where people interested in archery can pay a small fee to participate in some shooting. It provides both equipment and coaches. It also provides coached sessions for beginners of all ages at St Edwards Church. Participants can take part in two, three hour sessions on a Saturday morning. Following this, individuals are invited to shoot at Kettering Sports Club on a Friday evening or Sunday morning.

Outdoor shoots at Kettering Sports Club take place throughout the year on Monday and Friday evenings from 6pm until dusk and on Sunday mornings 9:30am until 12:30pm. From October through to April, it also has indoor shooting at 7:00pm until 9:00pm at Kettering Buccleuch Academy.
Targetcraft Archers

Targetcraft Archers has around 70 members (60 senior and ten junior) and is affiliated to Archery GB. Similarly, to Kettering Archers, the Club has seen an increase in membership over the last few years and anticipates further growth. It states it would welcome this growth and that its facility could accommodate double the number of members it currently has.

Whilst the majority of its members are local, it does report that several members travel from Northampton to participate. As a competitive club it has members competing in national, regional and inter-county tournaments. As well as competitive members, it also has social members.

It offers beginners courses for anyone interested in taking up archery. One of the courses is a six week course, with one two hour session per week. Alternatively, there is an intensive eight hour course on a Saturday. Both of these courses provide individuals with the basic skills and knowledge required to shoot.

Members are able to shoot any day of the week; however, club nights are Tuesdays and Fridays. Members can also have one on one sessions with one of the Club’s qualified coaches.

Latent demand

Sport England’s Segmentation Tool enables analysis of ‘the percentage of adults that would like to participate in archery but are not currently doing so’. The tool identifies latent demand of 489 people who would like to participate in the sport within Kettering.

Most latent demand is identified in the segment ‘Philip – mid-life professional, sporty males with older children and more time for themselves’ (19%).

13.4: Supply and demand analysis

Demand for archery in Kettering is reasonably high with a total of 170 members across both clubs. Both clubs have seen growth over the last few years and anticipate this will continue. This is not reported to be a concern, with Targetcraft Archers describing capacity for members to double. On this basis, the focus should be around supporting clubs with their growth and development, whilst ensuring sustainability.

Archery summary

- Demand for archery in Kettering is reasonably high with a total of 170 members across both clubs.
- The focus should be around supporting the clubs with their growth and development, whilst ensuring sustainability.
- Kettering Archers has a field located at Kettering Sports Club, whilst Targetcraft Archers has a field at West Lodge Rural Centre.
- Both clubs are considered to have security of tenure on their respective sites.
- Kettering Archers also access Kettering Buccleuch Academy on Friday evenings for indoor shooting from October through to April.
- Both clubs have seen growth over the last few years and anticipate this growth will continue. Some of this growth is attributed to beginners’ courses. Kettering Archers also hold a ‘Have a Go’ day, which attracts members.
- Sport England’s Segmentation tool identifies there is latent demand of 489 people across Kettering who would like to participate in archery.
PART 15: CYCLING

15.1: Introduction

British Cycling is the national governing body for all forms of cycling. It oversees six sporting disciplines, with each having a dedicated facility type:

- Track cycling – Velodrome
- Road cycling – Closed Road Circuits
- Mountain Bike – Trails
- BMX – Race/Pump tracks
- Cycle Speedway – Cycle speedway tracks
- Cyclocross – non-dedicated, non-permanent venues

It should be noted that mountain bike trails rely on countryside and green infrastructure such as bridleways. These are covered in greater detail within the Kettering Open Space Study.

British Cycling aids in the development of all six formats, helping to safeguard those that wish to participate in a competitive and compelling environment. The popularity of cycling has increased since elite sporting success in the Olympics, Paralympics and major championships.

*Kettering Borough Council Cycling Strategy and Master Plan (2005)*

The Kettering Cycle Strategy sets out four objectives:

- **Objective 1:** to maximise the role of cycling as a transport mode in order to reduce the use of private cars.
- **Objective 2:** to develop a safe, convenient and efficient transport infrastructure which encourages and facilitates the use of walking, cycling and public transport and which minimises the reliance on the private car.
- **Objective 3:** to ensure that policies to increase cycling and meet the needs of cyclists are fully integrated into the Local Development Framework and other travel plans.
- **Objective 4:** to promote cycling as a healthy means of travel and as an effective means of reaching local destinations, including shops, the workplace and the public transport network.

In order to achieve these objectives, measurable targets were identified:

- To adopt a strategic cycle network identifying priority routes;
- To work with the County Council to ensure the provision of cycle-friendly infrastructure and to work towards 50% completion of the strategic cycle network as outlined in the Master Plan by 2010.
- Contribute to national cycling targets by increasing cycle trips from 0.9% in Kettering in 2002 to an average of 5% of urban traffic by 2010.

*file:///C:/Users/al/Downloads/Cycling_Strategy_FINAL.pdf*
Prioritise the development of appropriate cycle facilities at key locations, including Council buildings, Kettering General Hospital, Tresham Institute, within town centres, at transport interchanges, new developments, business areas, cultural and leisure centres and to meet demand, commensurate with other access requirements.

Support the County Council to publicise and promote cycling locally, specifically targeting secondary school and college students.

Implement the Council’s Travel Plan by 2005, establishing a programme of cycle friendly employer initiatives.

Source and apply for other areas of funding to support all of the above.

Support the County Council in collecting and monitoring data to develop future targets.

Northamptonshire Cycling Strategy (2013)33

Northamptonshire County Council (NCC) produced its Cycling Strategy in 2013. The aim of the Strategy is to increase the number of people choosing to cycle for trips less than five miles by making improvements to both on and off-road cycling environment, as well as promoting cycling routes and training.

Kettering Town Transport Strategy (2015)34

The Kettering Town Transport Strategy explains how there has been significant investment into the cycling network in Kettering; for example, through The Green Links projects. There has been increased links between residential areas and employment areas, education facilities and retail facilities to encourage increased levels of cycling across the Borough.

The Strategy; however, identifies the need for continued improvement to the cycling network and identifies ten priority schemes:

- Northampton Road
- Stamford Road
- Rothwell Road/ Telford Road Industrial Estate
- Town Centre
- Pytchley Road/ Kettering Business Park
- Rockingham Road alternative
- Kettering East
- Barton Seagrave links
- Ise Valley
- Warkton Link

Further to direct improvements to the cycling network in Kettering, the strategy identifies opportunities for investment into supporting infrastructure such as signage and cycle parking. Furthermore, it refers to the supportive measures of promotion and training highlighted in the Northamptonshire Cycling Strategy.

The Council is currently working with NCC to create both cycling and walking infrastructure plans and aspires to refresh its current cycling strategy which was produced in 2005.

It continues to promote cycling in the area through improvements to the Kettering cycle maps, which is available in both paper and digital form. Moreover, as of summer 2019 the Council is going to be running a number of cycling events for people of all ages and abilities.

Consultation

Kettering Cycling Club (KCC) was consulted via telephone. Olde Victoria Cyclists did not respond to consultation requests. As such, all information related to this club was obtained via the British Cycling website.

15.2: Supply

There are currently two small pump tracks in the Borough. One is located at Desborough Leisure Centre and one is located at Rockingham Road Pleasure Park. The track at Desborough Leisure Centre has a concrete surface, whilst the track at Rockingham Road Pleasure Park has a compact mud surface.

Further to this, there is a Cyclo-Cross track at Linear County Park, where two cycle cross events take place each year. This is provided by Prologis for Kettering Cycle Club, which hosts the events as part of the Central Cyclo-Cross League. This makes a good venue due to Cyclo-Cross tracks needing to be three meters wide and run across a variety terrain and gradients.

All other facilities accessed by Kettering Cycling Club within the Borough are not dedicated cycling facilities. At present it is using the grass space at Rothwell Community Centre and a tarmacked area at the Oxford University Press Distribution Centre.

15.3: Demand

*Kettering Cycling Club (KCC)*

KCC has both a senior and junior section (Cyclones). The senior section has 150 members and the junior section has 120 members, giving a total of 270 members. The junior section has been running for five years and has continued to grow. It now has six different groups based on ability. Once members turn 16, they can also follow a programme through the Club to become a youth volunteer for British Cycling.

The Club belongs to three leagues; Central Cyclo-Cross League, West Midlands Cyclo-Cross League and the Leicester Cyclo-Cross League. As a member of the Central Cyclo-Cross League it should hold three Cyclo-Cross events per year; however, due to the events taking place in Linear Country Park in conjunction with Prologis, it can only hold two races per year to reduce the impact on the site.

The event at Linear Country Park is very successful. Last year 400 racers took park and around upwards or 350 spectators also attended. The event holds races for men, women, veterans, over 75’s and junior age groups (both boys and girls).

In addition to Cyclo-Cross, the Club also offers road cycling, as well as family rides each weekend. The family rides include tours around local lakes and down disused railways lines.

The Club currently trains across three venues within Kettering Borough; Linear County Park, Rothwell Leisure Centre and Oxford University Press Distribution Centre. Further to this, it accesses facilities outside of the authority. These will be discussed further in the exported demand section.

Training at Rothwell Community Centre takes place on a Monday 6:00pm-8:30pm on the field. In order to train through the winter, the Club has purchased portable floodlights. The key issues with using this site are that should the grass become too wet and muddy, training is unable to take place. Furthermore, it does not have access to toilets on site due to the community centre being accessed by another club. This can be challenging with younger age groups.
Linear Park is used for training by the club on a Monday, Wednesday and Saturday (when the club is not competing). Either the Cyclo-Cross track or the tarmacked car park is used. Similarly, when it uses the Oxford University Press Distribution Centre either the car park or fire road is utilised.

The Club has aspiration to have its own facility; however, it does understand the cost of this would be high. Furthermore, the is a fair amount of space required (around three football pitches in size). It has explored options at Wicksteed Park; however, due to other users it was not feasible. Since then, it has had discussions with the Council around the potential of a facility at the new Hanwood Park development, east of Kettering. It reports that should a full track not be possible, having a shorter track with turning space could be an alternative.

*Olde Victoria Cyclists*

Olde Victoria Cyclists Club is a road cycling club with approximately 41 members. The Club accommodates all ages and abilities and meets Tuesdays, Thursdays and at weekends. All rides from The Olde Victoria pub in Burton Latimer.

*Exported demand*

KCC also train outside of the Borough in both Leicester and Milton Keynes. It accesses Milton Keynes Bowl and Leicester Cycle Circuit on a Wednesday. The latter is a purpose built cycling facility. These venues; however, are not accessible for all juniors in the Club due to travel distance.

*Latent demand*

Sport England’s Segmentation Tool enables analysis of ‘the percentage of adults that would like to participate in cycling but are not currently doing so’. The tool identifies latent demand of 6,794 people who would like to participate in the sport within Kettering.

Most latent demand is identified in the segment ‘Tim – sporty male professionals, buying a house and settling down with partner’ (19%) and ‘Philip – mid-life professional, sporty males with older children and more time for themselves’ (17%).

Sport England’s Active Design (Appendix Two) indicates to actualise this latent demand there is a need integrate any new developments with integrated safe walking and cycling routes to help people to become more active.

Latent demand does not account for societal factors or changes in the way people may wish to participate in sport and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus by British Cycling to develop youth participation through the HSBC UK Go-Ride scheme.

*HSBC UK Go-Ride*

HSBC UK Go-Ride is a British Cycling’s development programme for young people. It offers a fun and safe way to introduce young people to the sport and provides a platform to improve cycling skills. People can get involved through holiday coaching programmes or through their local accredited club which allows them to sample the various disciplines of the sport.

Progression is obtainable with Go-Ride Racing, offering competition for riders to transition from school or club coaching to inter club and open regional competitions.
15.4: Supply and demand analysis

KCC is a large club which is continuing to grow. The Club makes up the majority of identified demand in Kettering. The remaining demand is not considered to require dedicated facilities as participants predominately utilise roads and cycle paths.

KCC has access to Linear County Park for Cyclo-Cross league meets and some training sessions; however, given its size and the impact on the country park this can’t be utilised to the extent it requires. Furthermore, a number of junior age groups are having to access facilities outside of the Borough, or as an alternative, accessing sites without necessary facilities for training.

Based on the above and the demand from KCC, providing the Club access to a suitable site with ancillary provision should be explored. Should no suitable sites be found, consideration could be given to providing a dedicated Cyclo-Cross facility within the Borough. Whether this is a full-size track, or a compact facility for training purposes, needs to be further explored.

There is a need to consider the location; for example, whether the Club would be best placed on an existing sports site or on a new site as part of the Hanwood Park development. The size and landscape of the site is important, with a need for varying gradients.

For demand that does not require dedicated facilities and as such utilises the cycle network around Kettering, there is a need for KBC to continue its work in improving the networks quality and interconnectivity. In addition, there is a need for the Council to continue to engage with key stakeholders and clubs to sustain/increase participation and to further develop cycling across the authority. This not only helps with the growth of cycling as a port but also supports with improving the health and wellbeing of residents through physical activity and improvements to air quality.

Cycling summary

- KCC is a large club (270 members), which is continuing to grow. The Club makes up the majority of identified demand in Kettering. The remaining demand is not considered to require dedicated facilities as participants predominately utilise roads and cycle paths.
- Providing the Club access to a suitable site with ancillary provision should be explored. Should no suitable sites be found, consideration could be given to providing a dedicated Cyclo-Cross facility within the Borough. Whether this is a full-size track, or a compact facility for training purposes, needs to be further explored.
- There are currently two small pump tracks in the Borough. One is located at Desborough Leisure Centre and one is located at Rockingham Road Pleasure Park.
- There is a Cyclo-Cross track at Linear County Park. This is provided by Prologis for Kettering Cycle Club, which hosts the events as part of the Central Cyclo-Cross League.
- There are two cycling clubs in the Borough; Kettering Cycling Club and Olde Victoria Cyclists.
- KCC currently trains across three venues within Kettering Borough; Linear County Park, Rothwell Leisure Centre and Oxford University Press Distribution Centre. Further to this, it accesses facilities outside of the authority for training.
- As a member of the Central Cyclo-Cross League it should hold three Cyclo-Cross events per year; however, due to the events taking place in Linear Country Park in conjunction with Prologis, it can only hold two races per year to reduce the impact on the site.
- Sport England’s Segmentation tool identifies there is latent demand of 6,794 people across Kettering which would like to participate in cycling.
- For demand that does not require dedicated facilities and as such utilises the cycle network around Kettering, there is a need for the Council to continue its work in improving the networks quality and interconnectivity.
APPENDIX 1: SPORTING CONTEXT

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

National context

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

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

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

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

*Sport England: Towards an Active Nation (2016-2021)*

Sport England has recently released its new five year strategy ‘Towards an Active Nation’. The aim is to target the 28% of people who do less than 30 minutes of exercise each week and will focus on the least active groups; typically women, the disabled and people from lower socio-economic backgrounds.

Sport England will invest up to £30m on a plan to increase the number of volunteers in grassroots sport. Emphasis will be on working with a larger range of partners with less money being directed towards National Governing Bodies.

The Strategy will help deliver against the five health, social and economic outcomes set out in the Government’s Sporting Future strategy.

- Physical Wellbeing
- Mental Wellbeing
National Planning Policy Framework

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

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs. Whilst the NPPF was updated was reviewed in 2018, policies relating so sport having not significantly changed.

The ‘promoting healthy and safe 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.

The FA National Football Facilities Strategy (2018-28)

The Football Association’s (FA) National Football Facilities Strategy (NFFS) provides a strategic framework that sets out key priorities and targets for the national game (i.e., football) over a ten-year period. The Strategy is presently in draft and is due for publication in 2018.

The Strategy sets out shared aims and objectives it aims to deliver on in conjunction with The Premier League, Sport England and the Government, to be delivered with support of the Football Foundation.

These stakeholders have clearly identified the aspirations for football to contribute directly to nationally important social and health priorities. Alongside this, the strategy is clear that traditional, affiliated football remains an important priority and a core component of the game,
whilst recognising and supporting the more informal environments used for the community and recreational game.

Its vision is: “Within 10 years we aim to deliver great football facilities, wherever they are needed”

£1.3 billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government’s shared objectives for participation, individual well-being and community cohesion are to be achieved. Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years).

The NFFS investment priorities can be broadly grouped into six areas, recognising the need to grow the game, support existing players and better understand the different football environments:

- **Improve 20,000 Natural Turf pitches**, with a focus on addressing drop off due to a poor playing experience;
- **Deliver 1,000 3G AGP ‘equivalents’** (mix of full size and small sided provision, including MUGAs - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers), enhancing the quality of playing experience and supporting a sustainable approach to grass roots provision;
- **Deliver 1,000 changing pavilions/clubhouses**, linked to multi-pitch or hub sites, supporting growth (particularly in women and girls football), sustainability and providing a facility infrastructure to underpin investment in coaching, officials and football development;
- **Support access to flexible indoor spaces**, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes, exploiting opportunities for football to positively impact on personal and social outcomes for young people in particular;
- **Refurbish existing stock to maintain current provision**, recognising the need to address historic under-investment and issues with refurbishment of existing facilities;
- **Support testing of technology and innovation**, building on customer insight to deliver hubs for innovation, testing and development of the game.

**Local Football Facility Plans**

To support in delivery of both the current and superseding FA National Games Strategy, the FA has commissioned a national piece of work. Over the next two years, a Local Football Facility Plan (LFFP) will be produced for every local authority across England. Each plan will be unique to its area as well as being diverse in its representation, including currently underrepresented communities.

Identifying strategic priorities for football facilities across the formal, recreational and informal game, LFFPs will establish a ten-year vision for football facilities that aims to transform the playing pitch stock in a sustainable way. They will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all national football investment (FA, Premier League and DCMS) will be identified via LFFPs.

It is important to recognise that a LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in
a local area. Therefore, it cannot be used as a replacement for a Playing Pitch Strategy (PPS) and it will not be accepted as an evidence base for site change of use or disposal.

A LFFP will; however, build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities.


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

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

**England and Wales Cricket Board (ECB) Inspiring Generations (2020-2024)**

The England and Wales Cricket Board unveiled a new strategic plan in 2019. The strategic plan aims to connect communities and improve lives by inspiring people to discover and share their passion for cricket

The plan sets out six important priorities and activities, these are:

- **Grow and nurture the core**
  - Create an infrastructure investment fund for First Class County Clubs (FCCs)
  - Introduce a new Community Investment Funding for FCCs and County Cricket Boards (CCBs)
  - Invest in club facilities
  - Develop the role of National Counties Cricket
  - Further invest in County Competitions

- **Inspire through elite teams**
  - Increase investment in the county talent pathway
- Incentivise the counties to develop England Players
- Drive the performance system through technology and innovation
- Create heroes and connect them with a new generation of fans

**Make cricket accessible**

- Broaden cricket's appeal through the New Competition
- Create a new digital community for cricket
- Install non-traditional playing facilities in urban areas
- Continue to deliver South Asian Action Plans
- Launch a new participation product, linked to the New Competition

**Engage children and young people**

- Double cricket participation in primary schools
- Deliver a compelling and coordinated recreational playing offer from age five upwards
- Develop our safeguarding to promote safe spaces for children and young people

**Transform women’s and girls’ cricket**

- Grow the base through participation and facilities investment
- Launch centres of excellence and a new elite domestic structure
- Invest in girls’ county age group cricket
- Deliver a girls’ secondary school programme

**Support our communities**

- Double the number of volunteers in the game
- Create a game-wide approach to Trust and Foundations through the cricket network
- Develop a new wave of officials and community coaches
- Increase participation in disability cricket

*The Rugby Football Union Strategic Plan (2017-2021)*

The RFU has released its new strategic vision for rugby in England. The strategy is based on four main elements which are; Protect, Engage, Grow and Win. It covers all elements of rugby union ranging from elite rugby to grassroots, although the general relevancy to the PPS is centred around growing the game.

The RFU exists to promote and develop rugby union in England and ensure the long-term sustainability of clubs by growing player numbers and retaining them across all age groups. Responding to wider marker influences, work will continue on developing new ways to take part in all forms of the game, without comprising the sports traditions. This will ensure a lasting legacy from elite success by attracting new players and encouraging current male and female adult players to play.
The four key aims to ensure long term sustainability are to:

- Improve player transition from age grade to adult 15-a-side rugby
- Expand places to play through Artificial Grass Pitches (AGPs)
- Engage new communities in rugby
- Create a community 7’s offering

**England Hockey (EH) - A Nation Where Hockey Matters 2013**

The vision is for England to be a ‘Nation Where Hockey Matters’.

We know that delivering success on the international stage stimulates the nation’s pride in their hockey team and, with the right events in place, we will attract interest from spectators, sponsors and broadcasters alike. The visibility that comes from our success and our occasions will inspire young people and adults to follow in the footsteps of their heroes and, if the right opportunities are there to meet their needs, they will play hockey and enjoy wonderful experiences.

Underpinning all this is the infrastructure which makes our sport function. We know the importance of our volunteers, coaches, officials, clubs and facilities. The more inspirational our people can be, the more progressive we can be and the more befitting our facilities can be, the more we will achieve for our sport. England Hockey will enable this to happen and we are passionate about our role within the sport. We will lead, support, counsel, focus and motivate the Hockey Nation and work tirelessly towards our vision.

As a governing body, we want to have a recognisable presence to participants of the game, be that through club or association website or their communications, or through the work of the many outstanding coaches in our game, so that players understand that their club is part of a wider team working together to a common goal.

The core objectives are as follows:

1. Grow our Participation
2. Deliver International Success
3. Increase our Visibility
4. Enhance our Infrastructure
5. For England Hockey to be proud and respected custodians of the sport

**Club participation**

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

Hockey is clearly benefiting from a double Olympic legacy. After Great Britain’s women won bronze in front of a home crowd in London in 2012 the numbers of young girls playing the sport doubled and a historic gold in Rio 2016 saw more than 10,000 players promptly joining clubs. These triumphs have inspired the nation to get active and play hockey. Thanks to the outstanding work of the network of clubs across the country, England Hockey has seen
unprecedented growth at both ends of the age range. There has been an 80% increase in the number of boys and girls in clubs, as well as a 54% increase in players over the age of 46.

Hockey clubs have reaped the rewards of the improved profile of the sport, focussing on a link with schools to provide excellent opportunities for young players. Programmes such as Quick sticks – a small-sided version of hockey for 7-11 year olds – in Primary Schools have been hugely successful in allowing new players to take part in the sport from an early age. The growth in the sport since the eve of London 2012 has been seen across the country, examples being a 110% increase in under 16s club participation in London, and a 111% growth in the North West in the same age bracket.

**England Hockey Strategy**

England Hockey’s Facilities Strategy can be found [here](#).

**Vision:** For every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players.

**Mission:** More, Better, Happier Players with access to appropriate and sustainable facilities

The 3 main objectives of the facilities strategy are:

1. **PROTECT: To conserve the existing hockey provision**
   - There are currently over 800 pitches that are used by hockey clubs (club, school, universities) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.

2. **IMPROVE: To improve the existing facilities stock (physically and administratively)**
   - The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. England Hockey works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

3. **DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.**
   - England Hockey has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

**Growing the Game of Golf in England (2017-2021)**

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”. The 2014 strategy helped achieve the following:

- 427,111 people being introduced to golf for the first time.
- 31,913 new members for England’s golf clubs from national initiatives.
- Over £25 million generated for golf clubs through new members.
Four counties to merge their men’s and women’s unions associations.

Support for 15,200 national, regional and county squad players.

Over 150 championships and events organised across the country.

Following the above strategy, England Golf is now setting out to “grow the game” of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all.

The objectives are:

- Being customer focussed
- Stronger counties and club
- Excellent governance
- Improve image
- More members and players
- Outstanding championships, competitions and events
- Winning golfer

**British Tennis Strategy 2019**

The new LTA Strategy includes seven strategies relating to three objectives which are built around the following vision and mission:

**Vision:** tennis opened up

**Mission:** to grow tennis by making it relevant, accessible, welcoming and enjoyable

**Objectives**

- Increase the number of fans on our database from [623,602] to [1,000,000] by 2023.
- More people playing more often;
  - Increase the number of adults playing tennis each year from [7.7% (4,018,600)] of the population to [8.5% (4,420,460)], and the frequency of adults playing tennis twice a month from [1.9% (858,700)] of the population to [2.2% (1,000,000)] by 2023.
  - The number of children playing tennis from [x] to [y] by 2023 (to be finalised December 2018 on publication of Sport England’s new Child Participation Survey).
- Enable 5 new players to break into the top 100 by 2023 and inspire the tennis audience.

**Strategies**

- Visibility - Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players.
- Innovation - Innovate in the delivery of tennis to widen its appeal.
- Investment - Support community facilities and schools to increase the opportunities to play
Accessibility - Make the customer journey to playing tennis easier and more accessible for anyone.

Engagement - Engage and collaborate with everyone involved in delivering tennis in Britain, particularly coaches and volunteers to attract and maintain more people in the game.

Performance - Create a pathway for British champions that nurtures a diverse team of players, people and leaders.

Leadership - Lead tennis in Britain to the highest standard so it is a safe, welcoming, well-run sport.

**Bowls England: Strategic Plan 2014-2017**

Although the Plan is currently being updated, this version remains the most up to date available. Bowls England will provide strong leadership and work with its stakeholders to support the development of the sport of bowls in England for this and future generations. The overall vision of Bowls England is to:

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

In order to ensure that this vision is achieved, ten key performance targets have been created, which will underpin the work of Bowls England up until 31st March 2017.

- 115,000 individual affiliated members.
- 1,500 registered coaches.
- Increase total National Championship entries by 10%.
- Increase total national competition entries by 10%.
- Medal places achieved in 50% of events at the 2016 World Championships.
- County development officer appointed by each county association.
- National membership scheme implemented with 100% uptake by county associations.
- Secure administrative base for 1st April 2017.
- Commercial income to increase by 20%.

Despite a recent fall in affiliated members, and a decline in entries into National Championships over the last five years, Bowls England believes that these aims will be attained by following core values. The intention is to:

- Be progressive.
- Offer opportunities to participate at national and international level.
- Work to raise the profile of the sport in support of recruitment and retention.
- Lead the sport.
- Support clubs and county associations.
England Netball - Your Game, Your Way 2013-17

Even though this Plan is out of date, England Netball remains committed to its ‘10-1-1’ mission, vision and values that form the fundamentals for its strategic planning for the future for the sport and business.

To facilitate the successful achievement of Netball 10:1:1 and Goal 4, England Netball will:

- Accelerate the participation growth by extending our market penetration and reach through the activation of a range of existing and new participant-focused products and programmes that access new and targeted markets.
- Increase the level of long-term participant retention through targeting programmes at known points of attrition and easy transition through the market segments, supported by an infrastructure that reflects the participant needs and improves their netball experience.
- Build a sustainable performance pathway and system built on the principles of purposeful practice and appropriate quality athlete coach contact time.
- Develop sustainable revenue streams through the commercialisation of a portfolio of products and programmes and increasing membership sales. This will also include the creation of cost efficiencies and improved value for money through innovative partnerships and collaborations in all aspects of the business.
- Establish high standards of leadership and governance that protect the game and its people and facilitates the on-going growth and transformation of the NGB and sport.

England Athletics Strategic Plan – Athletics & Running: for everyone, forever – 2017 and beyond

This plan sets out England Athletics’ mission, vision and strategic priorities that will direct how they work as an organisation during the coming years: what they do and how they will do it.

**Vision:** Make athletics and running the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body.

For England Athletics to achieve this vision, they will focus on three values:

- Pride – taking pride in their work and demonstrating to athletes that they recognise the importance of their role in bettering athletics.
- Integrity – demonstrate integrity to earn respect and to build effective partnerships.
- Inclusivity – promote inclusivity in all their actions.

**Mission:** To grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

In order to achieve their mission, England Athletics will have three strategic priorities.

- To expand the capacity of the sport by supporting and developing its volunteers and other workforce. The target is to achieve a 6% increase every year of licensed leaders, coaches and officials.
To sustain and increase participation and performance levels in our sport. To achieve this, England Athletics’ current targets are to increase the number of club registered athletes from (149,000 to 172,000), engage 135,000 people through the RunTogether programme and to increase athlete performance levels across all events and disciplines by 1% every year.

To influence participation in the wider athletics market. Their target here is to increase the number of regular athletes or runners by at least one million.


The purpose of this document is to set out our long term vision for athletics facilities in England. Facilities form a vital component of the overall England Athletics strategy.

The development, protection and enhancement of facilities will support our strategic plan and help England Athletics contribute to the delivery of the Department for Culture, Media and Sport’s Sporting Futures: A New Strategy for Sport and Sport England’s strategy Towards an Active Nation. Appropriate facilities help to attract and inspire new participants and provide the foundation and focus for a significant proportion of the England Athletics family.

The England Athletics Strategic Plan notes that the sport increasingly needs to become financially sustainable and that a business-like and innovative approach is a vital component of its future success. Facilities are fundamental, but they are also expensive to create and to maintain. The sport therefore faces a significant challenge to develop, improve and maintain facilities, most of which are currently operated and funded by third parties.

This strategy sets out a challenge to all those involved with the delivery of the sport to be innovative and business like in the operation and development of facilities at a time of financial challenge, as it aims “To create an innovative and inspiring network of sustainable athletic facilities, with the capacity to meet both current and future demand across England”.


Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.

UKA and the Home Country Athletics Federations (HCAFs) recognise the challenges faced by facility owners and venue operators, and the 5 year Facility Strategy (2014-2019) uses a Track & Field facility model designed to support a sustainable UK network of development, training and competition venues that meet Home Country needs aligned to UKA’s Athlete/Participant Development Model. In addition to Track and Field provision, UKA recognises the huge amount of club activity that takes place on roads, paths and trails and the strategy also maps out a plan for future “running” facilities.