



North Norfolk Open Space and Recreation Study **Volume II** Recreation Strategy

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Recreation Study

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North Norfolk District Council



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Volume II Recreation Strategy

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EXECUTIVE SUMMARY

This study provides a baseline of the number of playing pitches at open space sites within the District of North Norfolk as part of the Open Space Study carried out in 2005. The findings of the site assessments were verified with results drawn from a Pitch Sports Club Survey and Schools Survey to ensure that the assessment of pitch capacity within the District was as accurate as possible.

North Norfolk compares well to the equivalent national figures for pitch provision per adult population, with pitches distributed widely across the District amongst its villages and towns. The distribution and area of pitches per ward is uneven, with an overall area of 1.6ha per 1,000 population. This figure is exceeded in a number of wards including Priory, Glaven Valley, North Walsham West, Holt and Lancaster North.

Playing pitch quality assessment showed that all pitches in secure community use reached an overall quality standard of “good”.

To provide an in depth assessment of local playing pitch needs, an assessment following the Sport England Playing Pitch Model was undertaken. As a benchmark, the demand for pitch sports was assessed by applying National Participation Rates to the North Norfolk population. All sports showed a lower participation rate than national levels, with reduced participation for future years to 2016.

The demand assessments for each of the pitch sports identified football as the most popular of the sports played in North Norfolk, with 54 senior teams playing home games within the District. This demand was translated into a number of home games per week for each of the sports and an assessment of temporal demand provided.

This assessment showed that capacity exists for additional adult football and rugby matches per week on full sized pitches even when peak demand and utilisation for mini football is considered. There is a relatively low level of pitch availability for cricket pitches which is further reduced when considering latent and potential

demand. Whilst overall capacity exists on competitive hockey pitches (artificial turf pitches), on peak days there is no additional capacity.

The demographic profile of the District, socio-economic structure, gender differences and working hours are all likely to influence participation in sports in North Norfolk. A residents' survey undertaken as part of this study indicated that a lack of interest and health reasons were the strongest reasons for suppressing demand and participation. Calculated team generation rates also demonstrate that the highest latent demand is for hockey, especially senior hockey, and high levels of latent demand exist for all women's sports.

Additional pitch requirements for cricket, hockey and mini football have been identified from this assessment, which includes the need for a strategic reserve. A standard of 1.90ha per 1,000 population has been calculated taking into account existing provision, accessibility and future requirements.

An assessment was also made of demand, supply and future provision of other sports (indoor and outdoor). Using the Sports Facility Calculator to calculate needs for swimming pools, sports halls and indoor bowls, it is considered that existing provision meets the needs of the population of North Norfolk now and, taking into account projected demographic change, up to 2016. The provision of the swimming pools and sports halls in the District is, however, limited somewhat by the fact that many such facilities are dual-use, and are only available for community use outside school hours. Nor does the assessment consider facility age and condition. Previous condition surveys undertaken by the Council demonstrated that investment was necessary to ensure these facilities remained available for public use in a satisfactory standard. 16% of residents indicated that a better range and improvements to existing facilities would encourage use of indoor leisure facilities.

Access to sports facilities is an issue in North Norfolk given its rural and dispersed nature. Scope for improvement to access to sports hall and swimming pool provision was identified in a number of areas, which should be given priority for future investment.

Another important improvement identified as being necessary in the future was the need for a further all weather training pitch within the District, with Fakenham being the preferred location expressed by users.

Tennis, outdoor bowls and archery are anticipated to grow in numbers over the future years.

Also important in the District is the maintenance and improvement of the quality of beaches, countryside and bridleways, which provide opportunities for a wide range of informal and organised sports including horse riding.

In order to enhance the assessment undertaken within the scope of this study, recommendations are made for on-going work, including: future regular club surveys to monitor pitch use; development and application of appropriate standards within the Local Development Framework; and the adoption of revised supplementary planning documents to provide more detailed guidance on developer contributions relating to indoor and outdoor sports.

1. INTRODUCTION

- 1.1 Atkins Consultants were appointed by North Norfolk District Council in December 2004 to prepare a comprehensive appraisal of open space, indoor and outdoor sports in the District up to 2016. The purpose of the study is to support the Local Development Framework Core Strategy and Site Specific Proposals being developed by the Council and to provide a robust analysis of different types of urban green space including indoor and outdoor sports which fulfils the requirements set out in Planning Policy Guidance 17 (Open Space, Sport and Recreation) and Sport England guidance relating to the assessment of playing pitch needs.
- 1.2 This volume provides an assessment of indoor and outdoor sports needs within North Norfolk. It comprises an analysis of the existing provision of sports pitches, other forms of outdoor provision and indoor provision within the District including the quantity, quality and accessibility of existing provision and consideration of future needs through assessing changes in demand.

SECTION 1: OUTDOOR SPORTS

- 1.3 Chapter 2 describes the existing provision of outdoor pitches based upon data collected from a comprehensive survey of open spaces within the District undertaken by the consultants during Spring 2004 and additional information provided by the Council. It considers the spatial distribution of pitches, pitch ownership and the type and quality of facilities available at outdoor pitches within the District.
- 1.4 Chapter 3 describes the methodology used to assess the demand for outdoor playing pitches within the District, and describes the assumptions and limitations associated with assessing the demand for outdoor pitches and how these have been addressed.

- 1.5 Chapter 4 describes the findings of the demand assessment in relation to existing demand for football, cricket, rugby and hockey. The findings are also considered together with key findings from the site surveys. This chapter also provides comparisons with other local authorities and national sports participation rates.
- 1.6 Chapter 5 considers latent demand for pitch sports taking account of cross boundary pressures, team expansion plans, and factors linked to future pitch demand including demographic changes.
- 1.7 Chapter 6 considers provision and demand for other outdoor sports in North Norfolk.

SECTION 2: INDOOR SPORTS

- 1.8 Chapter 7 considers the provision and demand for swimming pools and sports halls within the District including issues relating to supply, accessibility, demand and facilities. The study considers issues relating to the adequacy in provision now and up to 2016.
- 1.9 Chapter 8 considers needs relating to health and fitness centres and other community sports venues in the District.
- 1.10 Chapter 9 considers indoor sports needs by sport taking account of demographic changes and the needs of sports clubs based in the District.

SECTION 3: CONCLUSIONS

- 1.11 Chapter 10 identifies the issues to be considered in meeting the needs of pitch sports, other outdoor sports and indoor sports needs including the development of a playing pitch strategy and local playing pitch standards and includes recommendations for each sport.

2. PROVISION FOR PITCH SPORTS WITHIN NORTH NORFOLK

INTRODUCTION

- 2.1 Playing pitch supply within the North Norfolk District has been assessed following a comprehensive programme of open space audits within the District. These visits, which were carried out between January and June 2005 included all open spaces, public and private. The survey, which encompassed 252 open spaces within the District identified 56 open space sites with either an active or reserve playing field function.
- 2.2 The findings of the site appraisals were compared and verified with the results of the league secretaries' survey and the pitch sport users' survey, which were undertaken as part of this study. This verification process was particularly important given that the site appraisals were carried out towards the end of the football season and the beginning of the cricket season. The timing of the site visits meant that those sites with a dual sport use (ie venues that cater for winter and summer sports at the same location) were in the process of changing the line markings to reflect the end of the football/rugby season and the start of the cricket/athletics season. Dealing with this issue sometimes made it difficult to determine the number of pitches at a given site. Also problematic was the lack of responses from football clubs.

ASSESSMENT OF PLAYING PITCH SUPPLY

- 2.3 The findings of the playing pitch audit are shown in Table 2.1. However, the pitch assessment findings later in the chapter focus upon full size, junior and mini outdoor grass pitches which are in secure community use. This is consistent with the requirements of Sport England guidance 'Towards a Level Playing Field', and enables the results of the study to be compared with national standards and provision within other local authorities.

2.4 Other types of pitches, including forms of provision such as artificial turf pitches, and consideration of casual use and hard surface training facilities have been considered separately in the report.

2.5 The key definitions of pitch supply used within the report are defined below:

Sports Covered

2.6 The open space site survey included the identification of all outdoor sports facilities in North Norfolk. In relation to pitch sports, the study has concentrated its analysis on the four most popular pitch sports which require access to extensive marked out areas of open space. These sports in terms of land take and participation are football, cricket, rugby union and hockey. Provision relating to other outdoor sports is considered later in this chapter.

Pitch Identification

2.7 Within planning legislation, Statutory Instrument 1817, The Town and Country (General Development Procedure) (Amendment) Order 1996 defines a playing field as 'a delineated area which, together with any run-off area, is of 0.4 hectares (1 acre) or more, and which is used for association football, American football, cricket, rugby, hockey, lacrosse, rounders, baseball, softball, Australian football, Gaelic football, shinty, hurling, polo or cycle polo (grass or artificial surface).

2.8 Subsequently, guidance from the Department for Education and Science (DfES) has defined a minimum pitch size of 0.2ha (The protection of School Playing Fields and Land for City Academies, Ref. DfES 0580/2001, Annex B). In order to maintain conformity with current legislation all sites with pitches of at least 0.2ha were identified as part of this study.

2.9 At the outset of the study, there was incomplete information available on the numbers of pitches by playing field site, and no information on their condition or quality. Therefore a new baseline of the number of playing pitches at each open space site was established as part of the comprehensive audit of open spaces within the District. The findings of the site assessments were subsequently verified with results drawn from the Pitch Sports Club Survey and the Schools Survey to ensure that an accurate assessment of pitch capacity within the District was achieved.

Scope of the Pitch Supply Survey

2.10 The site survey assessment and review of playing pitch demand included assessment of a wide range of attributes associated with outdoor playing pitches including:

- The number, type and surface of sports pitches including floodlighting and enclosure;
- The condition of pitches;
- The quality of pitch drainage;
- The existence and quality of changing accommodation;
- The accessibility of open spaces containing playing pitches;
- The usage of pitches; and
- Pitch ownership and access arrangements.

2.11 A copy of the site survey pro-forma used within the assessment and the survey guidelines used to assess pitch condition are included in Appendix A.

ANALYSIS OF EXISTING PROVISION

Overall Pitch Provision – Secure Community Use

2.12 Provision for a range of outdoor sport pitches exists within the North Norfolk District (see Table 2.1), spread across a total of 123 pitches. The provision for association football far outnumbers other outdoor pitch sports within the District. Analysis of the data obtained from the site survey visits revealed there are a total of 57 football pitches, 24 cricket pitches (plus two junior pitches), 9 full size rugby pitches and 7 hockey pitches. Within the provision figures provided in Table 2.1 there is dedicated provision for junior football, including 15 junior (six-a-side) football pitches and 3 five-a-side pitches.

Table 2.1 Secured Community Use - Pitches by Surface

Pitch Type	Grass	All Weather	Hard Surface	Total
Football Full Size	56	1	0	57
Football Junior	15	0	0	15
Football 5-a-side	1	0	2	3
2 Cricket full size	23	1	0	24
Cricket Junior	2	0	0	2
Rugby Full size	9	0	0	9
Rugby Junior	6	0	0	6
Hockey	5	0	2	7
Special Football	0	0	0	0

Pitch Access, Availability and Usage

2.13 In considering the overall scale of pitch provision it is vital to consider the status of playing pitch sites with regards to their accessibility and availability. In order for the study to be consistent with Sport England guidance all pitches and casual playing areas were classified into a number of categories to reflect their status. This included consideration of site management arrangements, including levels of access, ownership and usage. A preliminary assessment was undertaken during the site appraisal, which was then verified with demand information obtained from the aforementioned Pitch Sports Club and Schools questionnaires. For the purpose of this study, the following categories of use have been employed.

Secured Community Use

2.14 The term 'secured community use' is generally accepted to embrace the following:

- All local authority pitches;
- Educational facilities where they are subject to formal dual use/community use agreements. Although some school sites are

available for purposes other than education, others are currently not open for community use. The Schools survey associated with this study was designed to determine whether schools that currently have no public access would be prepared to 'open up' their pitches to accommodate wider community use during the evenings or weekends. Analysis of the Schools questionnaire revealed that 14 schools in the District may be prepared to do this. These schools, listed below, have not been included in the *Secured Community Use* category;

- Fakenham Infant and Nursery
- Sheringham Woodfields
- Bacton First
- Erpingham Primary
- Swanton Abbott C.P.
- Colby School
- Holt Community Primary
- Douglas Bader School (RAF Coltishall)
- Astley Primary
- St Johns Primary, Hoveton
- Kelling Primary
- Horning Community First
- Northrepps Primary
- Ludham First

- Any other institutional facilities which are available to the public; and
- Any facilities owned, used or maintained by clubs/private organisations or individuals which as a matter of policy or practice are available for use by large sections of the public through membership of a club or admission fee. In either case the cost of use must be reasonable and affordable for the majority of the community. This category may include facilities to which there is restricted physical access during part of the week.

Sites not Open for Community Use (No Public Access)

- 2.15 Sites not included within secure community use pitches are where one or more pitches are provided but as a matter of policy or practice these are not available for hire by the public. This category includes a large number of school sites that have dedicated pitches for educational use, and are not used for league fixtures during the evenings or weekends. This study did not survey sites at schools where no public access was available, though all schools were asked about their policy for community use which has been recorded in the tables below.

Sites with Kick-About Areas or Pitches in Casual Use (Casual Use)

- 2.16 In addition to sites that contain marked pitches, some open space sites have marked pitches for casual use or other pitch sport opportunities typically consisting of informal kick-about areas with one or more goal posts. These sites are unsuitable for league games due to the lack of facilities, site topography, insufficient pitch size and lack of space for the run of the ball, maintenance or other management issues.

Pitch Provision in Secured Community Use

Access

- 2.17 Access arrangements to pitches in secure public use vary according to the type of open space that they are located in. Table 2.2 identifies the types of open spaces in which playing pitches are located. It was however not always clear in carrying out surveys where playing pitches were owned and managed by North Norfolk and other public sector bodies (Parish Council).

Table 2.2 Sites with Pitches in Secure Community Use by Type of Open Space

Ownership	Total Sites	%
North Norfolk DC Park/Open Space	8	14
North Norfolk Education	4	7
Other publicly owned and managed	26	47
Publicly owned and private sector managed	3	5
Publicly owned and voluntary sector managed	0	0
Private sector owned and managed	15	28
Voluntary sector owned and managed	0	0
Total sites in secure community use	56	100

- 2.18 A strong relationship does exist between the type of open space and its access arrangements. Some open spaces contain pitches that offer unlimited access to the public, these pitches are almost exclusively located within public parks and open spaces owned by the Council. Pitches located within school grounds and private open space tend to have more restricted access arrangements and may only be available to clubs at limited times during the week. These open spaces tend to be more mono-functional, with outdoor sports often the only recreational activity taking place within such spaces.
- 2.19 Table 2.3 indicates the number and percentage of sites in secure community use which are subject to particular arrangements. 60% of sites containing sports pitches in the District have general public access. Around a quarter of sites are accessible to individual teams, but cannot be accessed by members of the general public for the majority of the week. The primary implication for these sites is that the condition of the playing surface can generally be maintained to a higher standard than in public parks and other open spaces, which tend to be more susceptible to problems such as dog fouling, vandalism, and other unauthorised activities. A further 27% of sites also have restricted access to the public; however, site visits determined that these sites have de facto public access. Although these sites are not intended to have general public access, evidence suggests that they are accessed illegally by the general public (for example via a broken gate or a gap in a fence).

Table 2.3 Access to Sites

Access	Total Sites	%
General public access	34	60.7
De facto public access	3	5.4
Shared/dual use	4	7.1
Restricted access	15	26.8
Total sites in secure community use	56	100

Ratio of Pitches per Person

2.20 Out of a total of 123 outdoor sports pitches identified by the study, 57 are full size, grass football, 24 cricket, 15 rugby and 7 hockey pitches in the District (refer to Table 2.1). This figure includes all pitches in secure community use and not any additional sites that may be restricted such as school sites for which there is no agreement for community use. This total equates to one pitch for every 850 adults within the study area (2001 Census). North Norfolk compares well to the equivalent national figure of 1 pitch for every 989 adults (1991 data)¹. This is likely to reflect the nature of provision, which is spread across small villages within the District.

Table 2.4 Local Pitch per Person for Individual Sports

Sport	North Norfolk number of Pitches	North Norfolk (pitches/person adult)	England (pitches/person adult)
Senior Football	57	1:1,446	1:1,840
Cricket	24	1:3,435	1:4,243
Rugby	15	1:9,161	1:8,271
Hockey (includes grass and all weather)	7	1:11,779	1:8,968

2.21 Table 2.4 provides a useful supply based comparator based upon population data with which to compare demand related indicators derived from the club survey and national participation rates. However due to the problems of comparing data over time it only represents a supplementary indicator to verify the findings of the main assessment.

¹ Source: Register of Recreation Land, Department of National Heritage (1994)

Distribution and Access to Outdoor Playing Pitches

- 2.22 The distribution of pitches within the District, although somewhat uneven in number, is spread across the District amongst the villages and towns. This distribution is a reflection of a number of factors, including the historical development of the District, topography, and other factors. In order to consider whether the distribution of playing field provision is adequate it is necessary to analyse the spatial distribution of the playing pitch sites within the District.
- 2.23 Figure 2.1 shows the distribution of open spaces containing outdoor playing pitches in secure community use within North Norfolk by ward and by location. It is noticeable that the main concentration of pitches is found in the eastern half of the District and concentrations within the towns of North Walsham, Cromer, Stalham, Holt and Fakenham.
- 2.24 In order to provide a robust assessment of playing field provision in the District, it is necessary to gain a greater appreciation of the various modes of travel that playing pitch users utilise to access the various playing pitch sites in the District. Analysis of the residents' survey is provided in Table 2.5. It shows that 50% of users in the District travel to their playing venue by private car, either as driver or passenger. A further 39.5% make the journey by foot, and 5.5% cycle.

Table 2.5 Mode of Transport to Outdoor Playing Pitches

Mode of travel	%
Car	50.0
Bus	0
Train	0
On foot	39.5
Cycle	5.3
Other/Don't Know	5.2

- 2.25 Given the dispersed rural nature of much of the District, travelling by foot to a playing pitch venue is likely to be particularly important in the North Norfolk District. Table 2.6 shows that 86.7% of playing pitch users travel less than 15 minutes to reach their usual venue by foot with none travelling more than 30 minutes. Assuming an average walking distance of 400 metres every 5

minutes, it would be reasonable to assume that playing pitches in the District have a pedestrian catchment area of about 1200 metres.

- 2.26 In order to account for any urban form and physical barriers, such as roads and railway lines, pedestrian catchments have been adjusted to 840 metres to better reflect the pedestrian catchment areas from home to open space.
- 2.27 Although the pedestrian catchments identified above may reflect catchment areas for casual use, findings from the club surveys indicate that sports clubs tend to draw their membership from larger catchment areas (see Table 2.7). The findings are limited somewhat by the poor response from football clubs to the survey. They are also limited due to the lack of information able to be provided by Holt Rugby Club about its club members, which would clearly have a significant effect on both the location of members within the District and the proportion from outside the District.
- 2.28 The findings do nevertheless show that whilst the pedestrian catchments are relevant to general open space areas, they are not necessarily applicable to patterns of playing pitch demand in North Norfolk.

Table 2.6 Travel Time to Outdoor Playing Pitches – by Foot

Travel Time (minutes)	%
About 5	53.3
6 -10	26.7
11 – 15	6.7
16 – 30	13.3
31 – 45	0.0
46 – 60	0.0
Over an hour	0.0

- 2.29 Figure 2.1 illustrates the 1200 metre catchments as derived from the methodology described above for playing pitches in secure community use. The catchment area is also shown as 840 metres on the map to allow for the urban areas/physical barriers to be taken into account. Catchments are not shown for pitches where there is no public access at present, or marked pitches in casual use.

- 2.30 Measures to alleviate deficiencies in access to playing pitches within the areas identified above are considered in Chapter 10. The implications of any growth in the number of households within the areas where deficiencies in outdoor sports pitches is greatest must also be considered. The playing pitch needs of these communities and additional need are considered in Chapter 10.
- 2.31 Expressed demand at each playing field site is influenced by movements of players from different parts of the District and from outside the District. In order to make an assessment of these patterns, the club survey asked clubs to provide an estimate of the percentage of regular playing members which live within the different areas of the District, neighbouring Districts and further afield (see Table 2.7).

Table 2.7 Location of Club Members by Sport

Sport	Sample Size	% Members in District	Wells next the -Sea	Fakenham	Holt	Sheringham	Cromer	North Walsham	Stalham	Other areas in District	Neighbouring Districts
Football	Insufficient information obtained from football club survey for significant results to be obtained										
Cricket	20	78.7	1.6	13.8	5.5	15.7	13.3	10.5	5.2	12.8	21.3
Rugby	3	66.4	2.5	18.5	5	5	5	15.1	5	10.1	33.6
Hockey	4	92.2	0.7	8.2	10.3	11.7	27.3	20.4	6.8	6.8	7.8

Defining an appropriate pitch access standard

- 2.32 In defining an appropriate standard for pitch access it is important to consider the distribution of existing pitch provision, the patterns of demand within the District (in terms of the various population densities) and the potential to change or influence the existing distribution of pitch provision within the District.
- 2.33 Other strategic objectives relate to the need to travel by non-motorised forms of transport and maximising the sustainable use of the existing facilities to make the most efficient use of land and buildings.

Table 2.8 Area of Pitches in Secure Community Use per 1000 population

Ward Name	Population 2001	Area of pitch sites in SCU (ha)	Area per 1,000 population (ha)
Astley	2,103	2.3	1.1
Briston	2,021	3.4	1.7
Chaucer	2,347	0.0	0.0
Corpusty	2,241	5.2	2.3
Cromer	3,882	0.0	0.0
Erpingham	2,242	2.0	0.9
Gaunt	2,189	3.5	1.6
Glaven Valley	2,159	9.2	4.3
Happisburgh	2,290	2.9	1.3
High Heath	1,780	6.0	3.4
Holt	3,550	29.1	8.2
Hoveton	2,001	0.0	0.0
Lancaster North	3,384	22.5	6.6
Lancaster South	3,973	1.7	0.4
Mundesley	4,090	3.1	0.7
North Walsham East	4,144	4.8	1.2
North Walsham North	4,067	0.0	0.0
North Walsham West	3,787	8.6	2.3
Poppyland	2,244	2.9	1.3
Priory	4,206	10.9	2.6
Roughton	2,090	2.0	1.0
Scottow	3,221	6.1	1.9
Sheringham North	3,612	0.0	0.0
Sheringham South	3,531	3.4	1.0
St Benet	2,050	3.5	1.7
Stalham and Sutton	4,177	7.8	1.9
Suffield Park	3,867	6.1	1.6
The Raynhams	2,237	0.0	0.0
The Runtons	2,068	0.0	0.0
Walsingham	2,232	1.7	0.8
Waterside	4,016	2.8	0.7
Waxham	2,011	3.1	1.5
Wensum	2,298	2.7	1.2
Worstead	2,272	3.5	1.5
Overall	98,382	160.5	1.6

2.34 With reference to Table 2.8 the wards with provision below 1ha per 1,000 population identified by the site survey assessments are:

- Chaucer
- Cromer Town
- Hoveton
- North Walsham North
- Sheringham North
- The Raynhams
- The Runtons

PITCH QUALITY AND FACILITIES

2.35 In addition to the pitch availability and accessibility, the quality of the pitch and supporting facilities has a strong influence on the attractiveness of a particular facility to prospective clubs.

Pitch Surface and Type

2.36 The provision of pitches in the District includes grass, all weather and hard surface facilities. For football, cricket and rugby matches, governing bodies stipulate that matches must be played on grass pitches. Other surfaces normally support training and more casual use. For competitive hockey matches, an all weather artificial surface is the preferred playing surface

2.37 Following a binding directive from UEFA, the Football Association (FA) introduced new regulations in 1999 which now mean that only mini soccer will be promoted amongst children under the age of 12. The main implication of this for the planning and provision of sports pitches is the need to provide small side pitches for specific age groups.

2.38 The site assessment identified 15 junior sized pitches and 3 five-a-side grass pitches in secure community use, though it was not always straightforward determining five-a-side pitches where markings had not been provided. Potentially, additional but temporary small side pitches may exist in the form of full sized pitches which are converted on a temporary basis for small side games and at school sites that do not presently have agreement for community use. The maximum dimensions of each pitch type are shown in Table 2.9. It should be noted that at least two small side pitches can be accommodated on the equivalent area of one full sized pitch.

Table 2.9 Dimensions of Small Sided Pitches

Age Group	Number per Team	Recommended pitch size (m)	Category used in database
Under 7s	4-a-side	37 x 28	5-a-side
Under 8s	5-a-side	37 x 28	5-a- side
Under 9s – Under 12s	6-a-side	55 x 37	Junior
Under 13s – Under18s	11-a-side	Full Size	Full Size

Playing Pitch Assessment

2.39 The methodology outlined in “Towards a Level Playing Field” (Sport England 2003) informed the site appraisal process. Table 2.10 shows the quality of pitches in the North Norfolk District. The condition assessment was based upon a visual assessment at the time of survey in March-May 2005. A pitch quality appraisal was undertaken for outdoor pitches identified in the District and considered the following aspects of pitch condition.

- Grass cover;
- Length of grass;
- Size of pitch;
- Adequacy of safety margins;
- Slope of pitch/cricket field;

- Evenness of pitch
- Evidence of dog fouling, litter etc;
- Evidence of unofficial use;
- Estimated number of hours per week in season;
- Evidence of damage to surface;
- Drainage problems;
- Changing accommodation; and
- Quality of equipment/line markings/training areas.

2.40 The pitch appraisals rated the various factors listed above according to the criteria established by Sport England. Each of the 15 factors was allocated a score, weighted according to the standard of each pitch. To generate a single quantitative score for each pitch, the scores were added together. The total scores were then turned into a percentage so that each pitch could be classified into the following categories: Excellent (pitches with a final score over 90%); Good (pitches with a final score of 64-90%); Average (pitches with a final score of 55-64%); Below Average (pitches with a final score of 30-54%) and Poor (pitches with a final score less than 30%). A more detailed breakdown of the adopted Sport England good practice is provided in the Proforma Site Survey Guide which can be found at Appendix A.

Table 2.10 Quality of Playing Pitches in Secure Community Use

Pitch Type	Excellent (>90%)		Good (64-90%)		Average (55-64%)		Below Average (30-54%)		Poor (<30%)		Total Pitches	Average Pitch Score %
	No	%	No	%	No	%	No	%	No	%		
Football Full Size	12	21.4	44	78.6	0	0	0	0	0	0	56	83.0
Football Junior	1	12.5	7	87.5	0	0	0	0	0	0	8	82.9
Football 5-a-side	2	66.6	1	33.3	0	0	0	0	0	0	3	87.2
Cricket Full Size	6	31.6	13	68.4	0	0	0	0	0	0	19	84.5
Cricket Junior	0	0	2	100	0	0	0	0	0	0	2	82.7
Rugby Full size	0	0	9	100	0	0	0	0	0	0	9	81.62
Rugby Junior	4	80	1	20	0	0	0	0	0	0	5	90.38
Hockey (includes grass hockey pitches)	5	83	1	17	0	0	0	0	0	0	6	90.38
Total	30	27.8	78	72.2	0	0	0	0	0	0	108	85.34

2.41 No pitches identified were found to be below good in quality, with the majority of hockey pitches within the excellent category. Football pitches tended to be good in quality (87%). The condition of pitches is also strongly influenced by the presence or absence of a pitch drainage system, how intensively pitches are used, maintenance regimes and other factors such as the hydrological condition influenced by geology and topography.

2.42 Table 2.11 illustrates that there are a number of pitches within the District that are floodlit, often required for higher competitive rugby and football matches. Floodlighting is not generally provided within normal cricket matches. The absence of floodlighting may limit capacity for teams to undertake evening or mid-week training matches outside and could place undue pressure on indoor facilities in the District.

Table 2.11 Number of Pitches which are Floodlit or Enclosed

Number % Percentage of pitches floodlit/enclosed	Number of floodlit pitches	% of pitches floodlit	Number of enclosed pitches	% enclosed pitches
Football Full Size	11	19	4	7
Football Junior	2	13	0	0
Football 5-a-side	2	28	2	28
Cricket Full Size	0	0	2	8
Cricket Junior	0	0	0	0
Rugby Full Size	4	44	2	22
Rugby Junior	0	0	0	0
Hockey	1	14	1	14
Total	20	18.5	11	10.2

CHANGING FACILITIES

- 2.43 The level of ancillary facilities associated with playing field sites in North Norfolk varies between sites. About 22% of sites in secure community use (comprising 10% of pitches) do not have dedicated changing facilities directly associated with site or changing facilities are at present derelict.
- 2.44 It was only possible to assess the internal condition of changing facilities at a small number of sites. Although the majority of sites are provided with changing facilities, in some cases these are not fit for purpose as they are likely to be too small for the number of pitches, offer a limited range of facilities or be in a poor state of repair.
- 2.45 The demand assessment found that those pitches which were in better condition and have supporting facilities such as changing rooms, social facilities of an appropriate standard were in much higher demand. Many clubs based at such grounds reported problems of congestion and overcrowding at the changing facilities at peak times and problems of churned up and over intensively used pitches, despite reasonable levels of pitch maintenance. Clubs perceived that their expansion was being constrained by lack of additional available pitches in good condition with appropriate changing facilities. Furthermore, clubs located on less adequately served

grounds tended to express dissatisfaction with the standard or lack of ancillary facilities and a desire to relocate to better served grounds.

3. ANALYSING DEMAND FOR OUTDOOR PITCH SPORTS

INTRODUCTION

- 3.1 For the purposes of policy development PPG17, on Open Space, Sport and Recreation, recommends that local authorities derive standards for the provision of sports and recreation facilities for inclusion within statutory development plans. These standards should be based on local assessments of need. The companion guide which accompanies PPG17 'Assessing Needs and Opportunities' recommends that the Sport England guidelines 'Towards a Level Playing Field' (2003) should be used to provide a robust basis for preparing such an assessment.
- 3.2 This assessment follows the approach recommended within Towards a Level Playing Field for reasons of robustness and to enable comparison with other authorities.
- 3.3 The primary data collected to inform the demand assessment was derived from surveys of pitch sports clubs, league secretaries, schools and other facilities providers undertaken in spring 2004. This data was supplemented by other relevant data available at the national level such as the Football Foundation data, the Register of Recreation Land and information from the General Household Survey and other market research on participation rates and trends.

SCOPE OF THE ASSESSMENT

- 3.4 The objectives of the playing pitch demand assessment are as follows:
- To assess current playing pitch demand and supply in North Norfolk District, including:
 - An assessment of the adequacy of existing provision in terms of quantity and quality of pitches;

- To provide information on participation characteristics and trends within the District;
 - To provide an assessment of latent demand for football, cricket, rugby and hockey within North Norfolk;
 - To consider cross border issues associated with demand and supply in adjacent Districts;
 - To identify issues associated with pitch ownership and management.
- To forecast future playing pitch demand and assess the adequacy of existing provision to meet this demand;
 - To derive local standards of outdoor pitch provision;
 - To identify options to address areas deficient in pitch provision and management options in areas of the district where minimum standards of provision have been met;
 - To provide a tool to support the development control process when evaluating planning applications associated with outdoor playing pitch sites; and
 - To provide the basis for identifying future priorities for investment and funding bids to improve local sports provision.

STANDARDS

NPFA Standards

- 3.5 Historically, the National Playing Fields Association (NPFA) has set recommended standards for outdoor playing space to assist local planning authorities formulating local open space standards. However, the revised PPG17 no longer regards the NPFA standard as an adequate measure of local open space needs and indicates that local authorities should undertake a robust assessment of needs considering the demand, supply and

accessibility of different forms of open space. The methodology used to carry out the NPFA assessment for team pitch sports uses a minimum desired standard of 1.21ha per 1000 of population.

North Norfolk Local Plan 1998 Standards

- 3.6 The North Norfolk District Local Plan Adopted April 1998 includes a playing pitch standard for new residential development of 2.4ha of playing space for every 1,000 population of which between 1.6ha and 1.8ha should be for outdoor playing space for sport.

Sport England Playing Pitch Assessment

- 3.7 To provide an in depth assessment of local playing pitch needs, an assessment following the Sport England Playing Pitch Model was undertaken. This approach uses surveys of actual demand to assess the number of pitches required to meet local needs. Stages within the Sport England assessment include:

- (i) Identifying teams/team equivalents;
- (ii) Calculating home games per team per week;
- (iii) Assessing total home games per week;
- (iv) Establishing temporal demand for games;
- (v) Defining pitches used/required on each day;
- (vi) Establishing pitches available (refer to Chapter 2);
- (vii) Assessing the findings;
- (viii) Identifying policy options and solutions.

- 3.8 The results serve to model the existing demand for playing pitches on the ground and can also be used to determine the adequacy of existing provision, and predict future demand and supply scenarios.

3.9 This methodology provides a relatively sophisticated tool for modelling playing pitch demand; however, there are a number of issues and limitations associated with the model which should be considered when interpreting the findings:

- The model is reliant on the collection of large volumes of information relating to sports clubs, sports teams and sports pitches. The methodology recommends that ideally primary data should be collected over a year in order to cover an entire season length for each of the pitch sports;
- To ensure that demand is modelled as accurately as possible the importance of data quality is paramount. The identification of clubs is often difficult as local sport representatives, club handbooks, and league organisers tend not to have comprehensive and up to date records relating to the existence of clubs or teams playing in their leagues, contact details of club secretaries, or details of their home ground. A low response rate by clubs or gaps in the information provided could reduce the number of useable responses for some aspects of the model or skew the demand profile of the District. Within this study we have acknowledged and accounted for these issues. In some cases a number of clearly stated assumptions have been used to overcome the data limitations;
- Another issue is the extent of the study area and cross boundary issues. Some of the demand generated from within the District is likely to be satisfied by pitches within adjacent local authorities. The assessment does not consider demand for pitches generated by non-residents working or visiting the District;
- The assessment includes an assumption relating to the physical capacity of pitches to accommodate matches which has the potential to distort the true picture of supply. This issue has been overcome within this study by considering the Council's approach to pitch maintenance, a visual assessment of pitches within the District and consideration of Sport England guidance on the match capacity of different playing surfaces;

- The methodology can create a circular argument that supply of pitches is just about adequate as the number of teams and matches within the District is constrained by the number of pitches. We have recognised this potential limitation and have considered issues including suppressed and potential demand, cross boundary issues and recommended that a precautionary approach be taken to pitch supply.

3.10 There are several forms of sports participation which are not considered within this study and are not included within the Playing Pitch Model; these include:

- Curricular requirements;
- Professional and semi-professional sport;
- Teams which have informal arrangements to use school playing fields;
- Groups who participate casually in pitch sports on open spaces within the District; and
- The training and practice needs of clubs.

3.11 However, pitch needs relating to training and casual usage are considered as part of the strategic reserve of pitches defined in Chapter 5.

THE CONSULTANTS APPROACH

3.12 The approach followed by the Consultants mirrors that of the Sport England Playing Pitch methodology outlined in 'Towards a Level Playing Field' (2003).

The Club Survey

3.13 In order to assess the demand for pitch sports within North Norfolk, information was analysed from several sources including Council club records, information from county secretaries of the national governing bodies for each of the selected sports. From these sources, a list of clubs based in the District was drawn up. Clubs were incorporated into the survey sample if they were known to play in the District (from existing records and local

knowledge), had club names with geographic association with places within the District or immediate surrounding areas, or played in leagues with a geographic association with the District. All schools and outdoor providers were also asked to provide details of the clubs playing regularly on their pitches. From this sample only those teams playing within the District were included within the analysis.

3.14 Using this method a total of 43 football, 20 cricket, 3 rugby union and 4 hockey clubs were identified where it could be directly established that clubs play on pitches within the District.

3.15 A questionnaire survey was sent to each club requesting basic information, this included:

- Club name;
- Type of sport(s) played;
- Location of home ground;
- Number of regular playing members within the club;
- Number of teams fielded;
- Type of teams within the club (adult, women's, youth, mixed);
- Name of leagues played in;
- Number of games per season for each team;
- Day(s) of the week each team normally plays its matches;
- Whether teams had a waiting list for new members;
- Whether clubs had plans to field additional teams next season;
- Whether clubs planned to relocate from their existing home ground.

- 3.16 Clubs were also asked to raise any issues concerning pitch provision and quality within the District. A copy of the questionnaire used is included in Appendix B. The information collected was combined with data from the open space site visits relating to the facilities at each ground, the quality and condition of pitches. Unfortunately, response rates in particular from football clubs were quite poor and the Norfolk FA were unable to provide details of clubs and fixtures contained within their League Handbook for reasons of data protection. Where clubs did not respond to the survey therefore, data from league secretaries and pitch providers was used where possible to enable a basic level of assessment for these clubs.
- 3.17 The postal survey was distributed in February/March 2005 and further letters were sent in May 2005 to obtain missing responses. Telephone calls to clubs and league secretaries were also made to attempt to obtain missing data during May and June 2005.
- 3.18 The response to the questionnaire survey coupled with records collected from the other sources provides full coverage of football, cricket, rugby union and hockey. Although the responses to the club survey did not provide comprehensive coverage of all football clubs within the District they did provide a sound basis for undertaking the Sport England assessment given the information obtained from the league secretaries' surveys.

4. EXISTING PITCH DEMAND

INTRODUCTION

- 4.1 This chapter sets out the various stages of the playing pitch assessment which follow the method identified by Sport England in 'Towards a Level Playing Field '(2003). This methodology was described in Chapter 3.

COMPARISON WITH NATIONAL AND FORECASTED LOCAL SPORT PARTICIPATION RATES

- 4.2 In order to benchmark the findings of the playing pitch assessment derived from the club survey, the findings were compared with national participation rates calculated from the 2002 General Household Survey. These national rates are based on a relatively small sample size of some 15,500 individuals. In order to better reflect the age structure of North Norfolk, a key influence on sports participation, the national participation rates for each age cohort have been applied to the 2001 Census information for the District to derive estimates of the potential level of overall demand. These rates are unconstrained and do not reflect constraints relating to the supply or quality of facilities or other influences on demand such as ethnicity and socio-economic characteristics.
- 4.3 Team participation as part of an organised sports club only represents one component of regular participation. Nationally, some 28% of regular adult football participants play as part of an organised sports club. For cricket the figure is some 46%, with 64% for rugby and 43% for hockey.

Table 4.1 Regular Participation Rates – Pitch Sports

Sport	National Participation % (GHS 2002)	GHS Rates Applied to North Norfolk Demographic Profile 2001 census %	GHS Rates Applied to North Norfolk District 2016 projections (NCC)
Football	3.8	3.5	3.1
Cricket	0.9	0.6	0.5
Rugby	0.4	0.3	0.3
Hockey	0.3	0.2	0.2

4.4 Table 4.1 illustrates what picture is likely to arise using the National Participation Rates for main pitch sports applied to the North Norfolk population at 2001 and for projections to 2016. It is apparent that all sports show a lower participation rate than national levels and football, cricket and rugby show reduced participation for future years to 2016.

4.5 This rudimentary calculation only provides an initial assessment of what picture may emerge. Closer examination of participation derived from latent demand accessibility of provision and other socio-economic influences is necessary to obtain a full picture. The Sport England methodology is followed below.

STAGE 1 IDENTIFYING TEAMS/TEAM EQUIVALENTS

4.6 The number of teams based within North Norfolk is identified in Table 4.2. For those clubs who responded to the club survey or where information was incorporated from facilities providers or the league secretaries survey the actual number of teams was recorded. The number of teams based at those clubs where information was not forthcoming from the survey or other sources was derived based upon the average from all clubs in the District.

Table 4.2 Number of Teams by Sport

Team Type		Football	Cricket	Rugby	Hockey
Male	Mini	40	2	13	2
	Junior (<16)	37	17	8	1
	Senior	51	40	8	5
	Veteran (>40)	2	2	2	0
Female	Mini	2	0	0	3
	Junior (<16)	6	0	2	1
	Senior	1	0	0	4
	Veteran (>40)	0	0	0	0
Mixed	Mini	0	2	5	0
	Junior (<16)	0	1	0	0
	Senior	0	0	0	0
	Veteran (>40)	0	0	0	0
Total	Mini	42	4	18	5
	Junior (<16)	43	18	10	2
	Senior (incl. veterans)	54	42	10	10
Total by Sport		139	64	38	17

Football

4.7 Football is the most popular of the outdoor sports played in North Norfolk with 54 senior teams (including veterans) and 43 junior teams, together with some 42 mini football teams playing in a number of leagues of varied levels.

Cricket

4.8 Cricket is the second most popular sport, with a total of 64 teams identified with a total of some 1300 members (including social/non playing members). There were over 42 senior teams with larger clubs such as Fakenham, Happisburgh, Norwich and Coltishall Wanderers, Sheringham and Bradfield having more than 2 teams and a variety of junior teams as well as other initiatives.

Rugby

- 4.9 Rugby is concentrated within three main Rugby Union clubs within the District; Fakenham, Holt and North Walsham Rugby Clubs. North Walsham is the largest of the three clubs with three senior teams - 1st 15 playing within the National League Division 3 (south), 2nd 15 within the Canterbury League and 3rd 15 in the Merit Table. It also has 6 junior teams and 6 mini teams together with a veterans team.

Hockey

- 4.10 Four hockey clubs were identified within the Sports Club Survey, “Evergreens” and Briston womens hockey clubs and Holt and North Walsham mixed hockey clubs. In total these clubs have a total of 6 male senior teams and 4 female senior teams as well as two junior teams and 5 mini teams.

ASSESSMENT OF HOME GAMES PER TEAM PER WEEK

- 4.11 This stage of the assessment derives the average number of home games per week by calculating the average number of games per week for each team within the District. The club survey indicates that in almost all cases clubs play half of their fixtures at their home ground. However for cricket and football slightly more fixtures are played at home due to mid week fixtures and due to the presence of clubs visiting from outside the District. Generally for most football clubs the season lasts 26 weeks (adults), junior clubs tend to play fewer fixtures and have an average of 24 weeks per season. For other pitch sports the cricket season lasts 26 weeks (24 weeks junior) and rugby union 28 weeks (26 weeks junior, 24 weeks mini). The length of time pitches may be marked out and hired for pitch sports is slightly longer to account for match cancellations and accommodate re-organised fixtures.
- 4.12 The sport club survey also identified the presence of mini cricket teams, which may include Quick Cricket initiatives, placing a further burden on the use of playing pitches.

Table 4.3 Home Games per Week

Sport	Total Teams	Total Home Games per week	Total Home games per season
Football Senior	54	40.6	1056
Football Junior	43	21.5	358
Football Mini	42	34.5	828
Cricket Senior	42	29.4	764
Cricket Junior	18	9.8	328
Cricket Mini	4	7.04	156
Rugby Senior	10	6.96	195
Rugby Junior	10	7.58	197
Rugby Mini	18	4.38	105
Hockey Senior	10	7.19	187
Hockey Junior	2	2	24
Hockey Mini	5	1	24

TEMPORAL DEMAND FOR GAMES

4.13 The next stage of the assessment looked at the proportion of teams playing on each of the main match days to assess the proportion of league matches played during particular periods during the week based upon information provided by the club survey (see Table 4.3). This information is then used to derive pitch requirements for each day during the weekend peak period (Table 4.4).

Table 4.4 Proportion of Games Played on Each Day

Team Type	Sat am %	Sat pm %	Sun am %	Sun pm %	Midweek %
Football	17	36	30	15	2
Cricket	0	50	0	30	20
Rugby	0	42	58	0	0
Hockey	18	73	12	0	0

Table 4.5 Pitch Requirements for Each Day (number of games)

Pitch Type	Sat am	Sat pm	Sun am	Sun pm	Mid Week	Total
Football	15.5	32.5	26.6	13.3	2.1	90
Football Junior	Information not apparent from results of survey. Assumed peak is Sun am (50%) Number of matches 21.5. Peak Day 10.75 matches.					
Cricket	0	22	0	15	9.2	46.2
Rugby	0	7.48	10.3	0	0	17.8
Hockey	1.8	7.25	1.2	0	0	10.2

4.14 Peak times for pitch sports is therefore as follows;

- Football – Saturday pm (32.5)
- Cricket – Saturday pm (22)
- Rugby – Sunday am (10.3)
- Hockey – Saturday pm (7.25)

PITCH CAPACITIES

4.15 With the exception of all weather pitches which are considered later in this report, outdoor sports pitches within the District are only able to accommodate a small number of games each week. The capacity of each pitch is derived from a combination of factors including access arrangements, facility opening times, the availability of floodlighting for evening games and the need to rest pitches between games in order to avoid deterioration of the playing surface.

Table 4.6 Match Cancellations

Sport	None		1-4		5+		10+		Unknown	
	No.	%	No.	%	No.	%	No.	%	No.	%
Cricket	3	15	7	35	4	20	1	5	5	25
Hockey	4	100	1	25	0	0	0	0	0	0
Rugby	2	66.6	1	33.3	0	0	0	0	0	0
Football Senior	6	13	6	13	1	2	1	2	31	70

4.16 Cricket is more sensitive to cancellations as poor weather conditions may prevent play (rain and bad light). Consequently it may not be solely the condition of the pitches themselves that results in cancellations. Due to the poor response rate from football clubs only a partial understanding of pitch quality can be obtained directly from clubs.

4.17 Whilst the capacity of pitches and the quality of the playing surface varies enormously between individual pitches, for the purpose of the assessment an assumption has been made of the maximum number of games which each pitch (on average) can support each week. The capacities are:

- 2 games per week for adult and junior football and rugby pitches and cricket – given that demand is spread over the weekend period (different leagues operate on different days);
- 6 games per week for mini football. The number of matches a mini pitch can sustainably accommodate is greater than a full size pitch. This is because the length of small side games is shorter and due to lower levels of wear associated with junior fixtures. We have also made the assumption that a maximum of 6 matches per day can be played on a single pitch based upon the length of each match, allowance for changeover times and availability of natural daylight;
- It is assumed that only artificial pitches can be used for hockey, that fixtures are programmed to take place on 3 days during the week and that a maximum of 4 matches per day can be accommodated on an Artificial Turf Pitch (ATP).

4.18 All the above capacities are consistent with the guidance contained in 'Towards a Level Playing Field' and are a realistic view of the general capacity of pitches within the District given actual patterns of demand and usage at individual sites within the North Norfolk District. The estimates assume that there are some opportunities for pitch rotation and that pitches will not necessarily be used for games every week during the season.

4.19 Table 4.7 shows the derivation of pitch capacity (games per week) taking account of the number of games which can be supported on existing pitches (number of pitches in secure community use multiplied by pitch capacity per week) and demand forecasts relating to the number of home games per

week. Net capacity per week is derived by subtracting Demand (matches per week) from Total Pitch Capacity. The implications of the findings for each sport are discussed below.

Table 4.7 Pitch Capacity and Usage (Weekly)

Pitch Type	Total Grass Pitches in Secured Community Use	Capacity per pitch	Total Pitch Capacity	Demand (matches per week)	Net Capacity per week
Football Senior	56	2	112	40.6	71.4
Football Junior	15	2	30	21.5	8.5
Football Mini	1	6	6	34.5	-28.5
Cricket (including junior)	25	2	50	46.2	3.8
Rugby (including junior)	15	2	30	18.9	11.1
Hockey (all weather only)	2	12	24	10.2	13.8

4.20 The capacity estimates contained in Table 4.7 indicates that overall there is sufficient capacity within the District to accommodate existing manifest demand whilst sustaining pitch quality for most sports. The estimates of pitch capacity and available match slots identified assumes that teams can play fixtures when a slot is available and that additional capacity is available at a playing field which is accessible, available for hire and which has suitable facilities for the needs of the team.

4.21 Given that most matches for all pitch sports take place at weekends and that leagues normally stipulate the days on which matches should be played, there is a need to consider the additional capacity available during peak day for each sport. This is shown in Table 4.8 below.

Table 4.8 Pitch Capacity and Usage – Peak Day

Pitch Type	Total Pitches Secured Community Use	Grass in	Slots per pitch on peak day	Demand (Matches peak day)	Peak Day on	Net Capacity (peak day)
Football Adult	56		2	32.5	Sat	79.5
Football Junior	15		2	10.75	Sun	4.25
Cricket	25		1	22	Sat	3
Rugby	15		1	10.3	Sun	4.7
Hockey ^{*2}	2		4	7.25	Sat	0.75

4.22 The needs of mini football within the District need to be considered separately as demand is accommodated not only on mini pitches but also on junior and full size pitches. The stages of assessment are identified in Table 4.9.

Table 4.9 Assessment of Mini Pitch Capacity and Usage

Mini Football	Number	Explanation
Number of Mini Pitches	1	Number of grass pitches in secure community use
Pitch capacity per week	6	Assumes each mini pitch can support 6, 15 minute matches per week
Demand (Matches per week)	34.5	Number of pitch slots required to meet demand
Matches catered for on other pitch types	28.5	(Mini pitch capacity) - Demand (Matches per week)
Equivalent number of full size pitches required to meet shortfall	5.75	Number of teams * 0.5/4 (Assumes 2 teams per mini pitch and that 4 mini pitches can take place concurrently on 1 adult pitch)

² artificial pitches

Football

Full size

- 4.23 At present capacity exists for some 71 additional adult football matches per week on full sized pitches, this represents an overprovision of some 126% in terms of overall capacity. Demand for football on full size pitches is split between Saturday and Sunday. On Saturday when full sized pitches are most utilised there remains capacity for a further 79 fixtures taking into account pitch capacity constraints and assuming there is some flexibility between morning and afternoon fixtures (refer to Table 4.8).
- 4.24 However, at present it is estimated that the equivalent of 10% (6) full sized pitches are utilised for mini football pitches within the District. This reduces the available capacity to 65 matches per week.
- 4.25 Although current requirement for pitches appear to be satisfied the above analysis excludes consideration of issues relating to latent and future demand. It also does not consider the distribution of demand and pitch provision within the District which are likely to be significant factors within a rural District such as North Norfolk.

Junior

- 4.26 Overall, demand for junior football (U9-U12 age groups) in the District is catered for by the available capacity of pitches, with capacity for some 8.5 matches per week (4.25 on peak days). It is possible that some full sized pitches are currently being adapted on a temporary basis to accommodate junior fixtures.

Mini

- 4.27 At present mini pitch supply for junior football matches for the U7-U8 age groups is not accommodated on grass mini pitches dedicated for junior football for these age groups (28 matches per week). Fixtures are likely to be accommodated on full sized pitches which are converted on a temporary basis for mini football. There appears to be additional need for further provision of dedicated pitches, to the equivalent to 5.75 full sized pitches.

4.28 In relation to Sundays, the peak period for both junior and mini football, capacity does exist in quantitative terms at least to accommodate fixtures on existing pitches and converted full size pitches though there may be difficulties in specific locations where demands are highest.

4.29 It should be recognised that the assessment of existing pitch capacity does not reflect the organisational or logistical needs associated with youth football. It is often essential for clubs/leagues to run several matches concurrently at a single ground in order to make best use of facilities and coaching volunteers. It may be logistically problematic to utilise some adult pitch sites for junior football once the following issues are considered:

- The need for facilities to be located close to the source of demand;
- The need to accommodate multiple junior/mini pitches at a single site or a number of sites located in close proximity in order to make the organisation of leagues practicable; and
- The need for pitches to be accompanied by changing facilities of adequate size and quality.

4.30 This finding is supported by information from the club and league secretaries' survey. Several clubs indicated that there was no additional capacity available at their existing home ground to enable league expansion in situ. Mini football principally takes place at the larger club grounds where the number of teams and demand on pitches is higher than outlying village pitches.

Cricket

4.31 Overall, capacity is just sufficient to accommodate existing manifest demand for matches whilst sustaining pitch quality. Demand for cricket is split between Saturday and Sunday.

4.32 The preferred day for cricket league fixtures is Saturday although a significant proportion of fixtures also take place on Sunday. At present there is only limited sufficient capacity to accommodate further league fixtures on either day during the weekend peak assuming that only 1 match per day can be accommodated in a sustainable manner.

- 4.33 This represents a relatively low level of pitch availability, given that latent and potential demand has not been accounted for in this figure and that bringing forward available match slots on certain grounds to accommodate additional matches may be difficult to realise given ownership patterns and high levels of demand. Further pitches may need to be brought into secure public use in order to enable the sport to grow.

Rugby

- 4.34 Overall sufficient capacity exists for some 11.1 matches per week on full sized pitches. Rugby union league fixtures are spread throughout the weekend. At present there is more limited additional capacity to accommodate further league fixtures on either day during the weekend peak assuming that only 1 match per day can be accommodated sustainably.
- 4.35 These results also demonstrate a relatively low level of pitch availability, given that latent and potential demand has not been accounted for in this figure. Further pitches may need to be brought into secure public use in order to enable the sport to grow.

Hockey

- 4.36 There are 2 Artificial Turf Pitches in secure community use which are available for hockey usage. It has been assumed that these pitches can be programmed for 4 match slots per day at weekends and that 8 further matches can be accommodated on weekdays and that these additional pitch slots are not already being utilised for other sports (eg 5-a-side football). Based upon these assumptions capacity exists for an additional 13.8 matches per week. On the peak day for hockey (Saturday) there is no additional capacity for further matches, highlighting the problem of limited supply of suitable pitches (ATPs) to stage competitive hockey matches. These figures do not take into account the distribution of pitches and club requirements in terms of preferred location of pitches. Chapter 6 considers Artificial Turf Pitch needs in more detail and considers the programming arrangements at pitches within the district.

5. LATENT DEMAND FOR OUTDOOR SPORTS

- 5.1 Participation in outdoor pitch sport is strongly influenced by age. The Mintel study 2000 and General Household Survey 2002 have provided a strong evidence base to provide an illustration of these influences. The demographic structure of the District is integral to the playing pitch model which has been used to derive forecasts of existing and future usage. In addition to age there are a wide range of other influences on demand for outdoor pitch sports within the District including other socio-economic factors and sports related influences.

INFLUENCES ON DEMAND IN NORTH NORFOLK

Demographic profile

- 5.2 The demographic profile of a District has a direct influence on sport participation levels and open space usage as people's involvement in sport and recreational activities generally varies according to age. Table 5.1 illustrates the demographic profile of the North Norfolk District compared to the national average taken from the census of population 2001.

Table 5.1 Demographic Profile

Age Cohort	North Norfolk	% North Norfolk	% England
0-4	4310	4.38	5.96
5-7	2949	3	3.74
8-9	2082	2.12	2.61
10-14	5462	5.55	6.57
15	1123	1.14	1.27
16-17	2179	2.21	2.51
18-19	1920	1.95	2.4
20-24	3826	3.89	6.01
25-29	4191	4.26	6.65
30-44	17531	17.82	22.65
45-59	21207	21.56	18.88
60-64	6587	6.7	4.87
65-74	12997	13.21	8.35
75-84	8738	8.88	5.6
85-89	2200	2.24	1.3
90 and over	1080	1.1	0.64
All People	98382	100	100

- 5.3 Participation in and demand for sport is likely to be somewhat less in the District than at the national level given that North Norfolk has considerably greater numbers of residents over the age of 65 (25.43%) than nationally (15.98%). Similarly it has fewer residents under the age of eighteen than nationally (18.4% compared to 22.67%).

Under-Represented Groups

Gender Differences

- 5.4 Outdoor pitch sports tend to be more popular amongst men than women, although differences in participation rates are less marked for hockey than other pitch sports. Female participation in outdoor pitch sports has been increasing, albeit from a low base, with growth strongest at junior levels.
- 5.5 Between 1987 and 1996 women's participation in sport increased nationally by 8%, growth being highest amongst informal recreational activities and

indoor sports, notably walking (+6%), swimming (+4%), keep fit/yoga (+5%), cycling, golf and tennis (+1%).

- 5.6 In terms of each of the outdoor sports, there appears to be a relatively low level of women/girls participation within either cricket or rugby, whilst girls' and women's teams are represented within football and hockey.

Socio-Economic Structure

- 5.7 The socio-economic characteristics of a given area have implications regarding the demand for leisure. Research at the national level has reported that an increasing proportion of individuals working within the service sector is likely to increase the propensity for people to participate in sport in their leisure time to compensate for relatively less physically demanding occupations (Mintel, 2000). The General Household Survey (2002) highlighted differences in participation rates between different socio-economic groups (refer to Table 5.2).

Table 5.2 Participation in Selected Pitch Sports by Social Group - England

Socio-economic Group	% regular participation			
	Football Outdoor	Cricket	Rugby	Hockey
Professional	3.1	0.9	0.7	0.6
Employers and Managers	2.7	1.3	0.4	0.2
Intermediate/junior non-manual	2.5	0.6	0.3	0.3
Skilled Manual	4.7	1.1	0.7	0.2
Semi-skilled Manual	2.8	0.3	0.4	0.1
Unskilled Manual	2.3	0.2	0.1	0
Student	17.3	3.6	4.4	3.1
All Adults	3.8	0.9	0.6	0.3

- 5.8 For football those in skilled manual occupations and students had high rates of participation compared to the general population. For cricket participation rates are greatest amongst employers and managers, those employed in skilled manual occupations and students. Rugby participation is greatest among professional and skilled manual occupations and students. Those in professional occupations and students have the highest rates of hockey participation.

Table 5.3 Socio-Economic Structure

Socio–Economic Grouping	% North Norfolk District	% England
Large employers and higher managerial occupations	2.08	3.43
Higher professional occupations	2.88	5.03
Lower managerial and professional occupations	15.71	18.59
Intermediate occupations	6.88	9.39
Small employers and own account workers	10.84	6.98
Lower supervisory and technical occupations	7.33	7.15
Semi-routine occupations	13.36	11.68
Routine occupations	9.74	9.07
Never worked	1.64	2.72
Long term unemployed	0.70	1.02
Full-time students	3.72	7.04
Not classifiable for other reasons	25.11	17.90
All people aged 16-74	70,438	35,532,091

- 5.9 With reference to Table 5.3 the largest socio-economic groupings in the district in percentage terms are those in lower managerial and professional occupations though this group is under-represented compared to England. The groupings that are better represented in North Norfolk when compared to England's population as a whole include small employers and own account workers, routine and semi-routine occupations and lower supervisory and technical occupations.
- 5.10 These results tend to indicate that participation in many sports may be limited by the lack of student population in the District. Participation in hockey, cricket and rugby may be more limited than might be expected based on national participation rates due to the relatively low level of those in professional occupations.

Other Socio-Demographic Influences

Household Composition and Life Stage

- 5.11 In addition to age, gender and ethnicity, a wide range of other factors influence participation in sport. Further research investigating the demographic characteristics influencing participation and reasons given for sports participation and non-participation has been undertaken by Mintel in the report 'Sports Participation' published in May 2000 (refer to Table 5.4); the club and residents surveys undertaken as part of this study have also provided further explanation of patterns of demand within the District.
- 5.12 The results from the Mintel study relate to those who regularly participate (at least once a month) in any sport (formal or informal) and are based on a sample size of 1,984 responses.

Table 5.4 Regular Participation in Sport by Life Stage

Life Stage	Demographic Profile	% All Adults	% Male Adults	% Female Adults
All	N/A	59	67	53
Pre-Family	Under 35 not parents	85	89	79
Family	15 to 54 with at least one child under 16 still at home	65	71	61
Empty Nesters	35 to 64 no children	59	67	52
Retired	Aged 55 or over	37	43	33

- 5.13 Table 5.4 suggests that despite age and gender explaining a significant proportion of the variation in sports participation amongst adults, the life stage of individuals is also significant. Participation levels are highest amongst those who are employed but are not married and are influenced by their family status and occupational group as individuals grow older.
- 5.14 Whilst the demographic trend of an ageing population has served to increase the level of non-participation amongst the population as a whole (of particular relevance to North Norfolk), the current trend towards later marriages and starting a family later have increased the length of time that individuals participate most actively in sport.

Table 5.5 Household Composition

Household Type	Number in North Norfolk	% North Norfolk	% England
Households with dependant children	9823	22.58	29.45
Pensioner Households	15269	35.10	23.71

5.15 Whilst the proportion of households with dependant children is lower than at the national level, it is significant that the proportion of pensioner households is considerably above national levels. This is likely to suppress demand and participation in active sports clubs, though it may give rise to higher levels of participation in other sports.

Working Hours

5.16 Those in employment may also have difficulties in accessing sporting opportunities due to a lack of time rather than financial resources. The increasing demands that are being placed on individuals both from the workplace, but also from within the family, have gradually served to erode the amount of time that is available to participate in leisure activities. For many, a further issue arises due to the fact that an opportunity to participate in a leisure activity may not necessarily coincide with an individual's working hours, thereby preventing the individual from participating. Both of these factors play a crucial role in determining the amount of leisure activities that an individual or family is likely to participate in.

5.17 Table 5.6 shows the number of hours per week worked by those of a working age living in North Norfolk.

Table 5.6 Working Hours

Working Hours	Number of Persons	% North Norfolk Workforce	% England workforce
Males			
All males aged 16-74 in employment	22814	55.09	49.23
Males aged 1-74 in employment working part-time: 1-30 hours a week	2623	11.50	9.62
Males aged 16-74 in employment working full-time: 31-37 hours a week	2012	8.82	14.80
Males aged 16-74 in employment working full-time: 38-48 hours a week	11953	52.39	51.45
Males aged 16-74 in employment working full-time: 49 or more hours a week	6226	27.29	24.12
Females			
All females aged 16-74 in employment	18597	44.90	50.77
Females aged 16-74 in employment working part-time: 1-30 hours a week	9258	49.78	44.09
Females aged 16-74 in employment working full-time: 31-37 hours a week	3044	16.37	20.59
Females aged 16-74 in employment working full-time: 38-48 hours a week	4872	26.20	28.53
Females aged 16-74 in employment working full-time: 49 or more hours a week	1423	7.65	6.80
Total	41411	100	100

5.18 These statistics suggest that a significant group of both men and women residing in the District are likely to find it difficult to participate in sport due to

the time constraints that their occupations place upon them. In some cases, long working hours may effectively exclude some members of the population from participating in leisure activities, especially if those working more than 38 hours a week have parental or other responsibilities.

- 5.19 Those individuals working more than 48 hours a week may find it especially difficult to play team sports, which usually require members to keep regular attendance at training sessions. Fulfilling such a commitment may be particularly difficult for a significant number of individuals living in the District of North Norfolk.
- 5.20 These findings were also apparent within the public consultation survey outlined in Table 5.9 below. Long working hours may contribute to more informal types of team sport participation, such as five-a-side leagues. A further implication of this may be to shift demand to more informal types of recreation, such as swimming or membership of a gym or health club.
- 5.21 The Mintel survey investigated other reasons why individuals participate in sport and reasons why people do not (refer to Table 5.7 and 5.8). Again the findings are based upon a nationwide survey of 15,500 adults.

Table 5.7 Reasons Given for Participating in Sport (Mintel)

Reasons for participating in sport	All adults %	Male Adults %	Female Adults %
I play sport to keep fit	34	38	29
I play sport to wind down and relax	26	34	20
I play sport to meet people and socialise	24	31	19
I play sport to lose weight	15	13	18

Table 5.8 Reasons for not Participating in Sport (Mintel)

Reasons for non-participation	% All Adults	% Male Adults	% Female Adults
I enjoy watching sport rather than participating	24	23	24
I don't like sport and have no intention of participating	16	11	20
I would like to play sport but haven't the time	11	10	11
The expense of participating in sport puts me off	4	4	4

5.22 The reasons given for participating in sport indicate that individuals take part for other reasons in addition to simple enjoyment of a particular activity. Some of the reasons cited for participation and non-participation suggest that the experience of sport is likely to be influenced by the convenience and ease of participation and qualitative factors likely to be affected by the level of amenities associated with sports provision.

5.23 The residents' survey undertaken as part of this study asked 500 residents questions relating to indoor and outdoor sports facility usage. Of this sample apart from those expressing no interest in participation, the next most common reason for non-participation was poor health (19%). This is common with the overall higher percentage of people in poor health in the District reflecting the higher age structure of the population. Other important factors behind people's non-participation that received a high proportion of responses included the demands of work and home/family commitments and limited time available, already identified as an issue at paragraph 5.18 to 5.20 of this report.

Table 5.9 Reasons for not Participating in Sport - North Norfolk

Reason Identified	Number of Responses	% of Responses
No Interest	79	24.2
Health Reasons	62	19.0
Home/Family Responsibilities	53	16.3
Work/Study Demands	42	12.9
Too Busy	26	8.0
Too Old	17	5.2
Cannot Reach Facilities	12	3.7
No specific Reason	52	16.0

LATENT DEMAND

- 5.24 It is important to recognise that the existing level of expressed demand may be influenced by factors not directly related to the clubs, pitch provision or quality. These other factors may have the effect of inflating or suppressing participation in the District.

Cross Boundary Demand and Supply

- 5.25 Demand for pitches in North Norfolk is potentially sensitive to the movement of teams into and out of the District. Table 2.7 demonstrated the high numbers of people affiliated to rugby and cricket clubs in particular within North Norfolk who reside out of the District. The implications for sports provision caused by population growth within neighbouring authorities which is not accompanied by the provision of outdoor sports pitches, could potentially have an impact on pitch availability in North Norfolk.

Suppressed Demand

- 5.26 Suppressed demand is defined as potential participants who have expressed a desire to play but cannot join at present. Three indicators have been used to assess the extent of suppressed demand for pitch sports within North Norfolk - club membership trends, future plans and plans for relocation.
- 5.27 The pitch sports club survey asked clubs located in the District whether membership of their club has increased, decreased or remained static over the last three years. Table 5.10 illustrates the results to this question. Not all clubs have responded to this question and the picture is mixed.

Table 5.10 Membership Trends of Pitch Sports Clubs

Sport	Increased		Remained Static		Decreased		Unknown		Total Number
	Number	%	Number.	%	Number.	%	Number	%	
Cricket	6	30	7	35	3	15	4	20	20
Hockey	1	25	1	25	1	25	1	25	4
Rugby	2	66	1	33	0	0	0	0	3
Football	4	9	2	4	7	16	32	71	45

5.28 Pitch sports clubs were also asked whether any additional teams would be fielded from next season. A number of clubs had specific plans to expand next season and are outlined below;

Football

- Barney FC – Youth Team
- Gimmingham FC – Reserve Adult Team
- Hindringham FC – U14s Junior Team
- Sheringham FC – U-18s Team
- Wells FC – U 18s Team

Cricket

- Overstrand – 1 more adult Team

Rugby

- North Walsham RC – U21 Age Group Team (priority age group of the Rugby Football Union).

Hockey

- North Walsham Hockey Club – U9 level boys, possible further junior teams and U11 girls team.

5.29 The lack of information obtained directly from the Football clubs results in a more uncertain picture than in other sports, yet still shows growth in teams in a number of clubs. The data serves as a useful indicator of demand and popularity of the pitch sports in the District.

5.30 In order to gain a greater appreciation of the future plans that sports clubs have in the District, the pitch sports club survey also asked further questions relating to the issue of the planned changes, if any, that the club were intending to make in the future (Table 5.11).

5.31 Significantly two hockey clubs, “Briston” and “Evergreens” state that they have plans/aspirations to relocate to alternative facilities. In both cases there is a desire to relocate to a facility within Fakenham, from the existing pitch used at Greshams School, Holt, and Sheringham High School respectively.

5.32 Results from the survey do tend to demonstrate that most clubs are, however, most concerned about increasing membership and refurbishing existing facilities.

Table 5.11 Future Plans for Pitch Sports Clubs

Type of Change Envisaged	Cricket		Hockey		Rugby		Football	
	Number	%	Number	%	Number	%	Number	%
Increase number of members	14	70	3	75	2	66	11	73
Expand range of facilities provided	9	45	1	25	2	66	5	33
Refurbish existing facilities	9	45	0	0	3	100	9	60
Relocation to different facilities	0	0	2	50	0	0	0	0
None	0	0	0	0	0	0	3	20

Team Generation Rates

- 5.33 An alternative indicator used to express demand for pitch sports are Team Generation Rates (TGRs). These rates provide an estimate of the number of people required within a particular age cohort to form one team. They are calculated by dividing the total population for a given age cohort by the total number of teams relating to that age group. The Team Generation Rates for North Norfolk are shown in Table 5.12.
- 5.34 These rates can, when considered with other indicators, support comparisons between different local authority areas. An average TGR for a sport is 1:500. A high team generation rate of 1:1000 indicates a relatively low level latent (unmet) demand. A low team generation rate of 1:1000 indicates relatively high latent (unmet) demand.

Table 5.12 Team Generation Rates

Sport sub-group	Population 2001	Age groups as a % of total active population	Number of teams within age group	Teams generated per 1000 pop	TGR Pop in age group needed to generate 1 team
Football					
Mini Soccer	4,091	6-9 year olds	7	42	10.3
Junior football	3,345	10-15 year olds	6	37	11.1
Junior Football	3,258	10-15 year olds	6	6	1.8
Men's Football	15,394	16-45 year olds	28	53	3.4
Women's Football	15,410	16-45 year olds	28	1	0.1
Totals for football (excl. mini)	37,407			139	3.7
Cricket					
Junior Cricket	3,929	11-17 year olds	7	17	4.3
Junior Cricket	3,769	11-17 year olds	7	1	0.3
Men's Cricket	21,157	18-55 year olds	38	42	2.0
Women's Cricket	21,613	18-55 year olds	39	0	0.0
Totals for cricket	50,468			60	1.2
Hockey					
Junior Hockey	2,796	11-15 year olds	5	3	1.1
Junior Hockey	2,732	11-15 year olds	5	4	1.5
Men's Hockey	15,394	16-45 year olds	28	5	0.3
Womens Hockey	15,410	16-45 year olds	28	5	0.3
Totals for Hockey	36,332			17	0.5
Rugby Union					
Mini-Rugby	5,328	8-12 years old	10	18	3.4
Junior Rugby	2,861	13-17 year olds	5	8	2.8
Junior Rugby	1,037	16-17 year olds	2	2	1.9
Men's Rugby	14,261	18-45 year olds	26	10	0.7
Women's Rugby	14,373	18-45 year olds	26	0	0.0
Totals for Rugby (excl mini)	32,532			38	8.8
All Sports	55,634		100	254	4.6

5.35 Certain conclusions can be reached from the above TGR analysis;

- The highest latent demand is for hockey, especially senior hockey;
- The lowest latent demand is for football especially at junior level;
- High levels of demand exist for all women's sports.

5.36 Team Generation Rates for North Norfolk have also been benchmarked with those of other local authorities to provide a comparison with levels of participation in other areas (Table 5.13). The authorities identified are those available that have completed a similar pitch assessment and which share a comparable socio-economic profile to North Norfolk.

5.37 The TGRs shown in Table 5.13 for comparable local authorities are not shown in the same level of detail as those for the North Norfolk District (Table 5.12). Conducting analysis from aggregated TGR results is however somewhat limited as it can mask trends that can only be seen when the overall TGR data is broken down into more detailed categories.

5.38 For football, North Norfolk has higher levels of unmet demand when compared with the four other local authorities, though this is still relatively low (100 = Low Latent Demand, 1000 = High Latent Demand).

Table 5.13 Comparative Team Generation Rates

Sport	North Norfolk District	Kings Lynn and West Norfolk	Wychavon	South Somerset	Malvern Hills
Football	269	180	180	131	241
Cricket	841	451	239	298	499
Hockey	2137	Not available	450	1,081	4986
Rugby	856	Not available	498	608	1068

5.39 In relation to cricket, a relatively high latent demand is revealed, North Norfolk having TGRs above those other local authorities including the neighbouring authority of Kings Lynn and West Norfolk.

- 5.40 The North Norfolk District TGR for hockey is high, performing worse than both Wychavon and South Somerset, though better than Malvern Hills.
- 5.41 Finally for Rugby, there are higher unmet demands within North Norfolk compared to both Wychavon and South Somerset, though less than in Malvern Hills. Data from Kings Lynn and West Norfolk is unavailable.

FUTURE PITCH DEMAND

- 5.42 The future playing pitch demand is influenced by three sets of key drivers which could impact on the number of outdoor sport participants in the District. These are factors linked to latent potential demand which may trigger an increase in sports participation, macro and local trends in sports participation and changes to the size of the population of the District and its demographic structure, outlined below.

Factors Linked to Latent Potential Demand

- 5.43 The potential demand of sport in the North Norfolk District is affected by several factors.

The Influence of Sports Development Campaigns

- 5.44 Initiatives taken by the governing bodies of sport, schools and local authorities may lead to an increased demand to take part in a given sport. Recent examples of campaigns include the Football Associations Mini Soccer initiative, and the English Sports Councils 'school-community' initiatives. It is difficult to predict the effect of such initiatives in advance.

The Influence of New Facilities

- 5.45 New or improved facilities themselves can stimulate demand which had not been previously evident. Examples include the development of local authority leisure centres and the development of five-a-side football facilities.

Management Arrangements

- 5.46 The management of facilities can affect demand. Changes in opening hours, pricing structures, and access to supporting facilities could affect the demand for particular facilities.

Media Exposure of Individual Sports

- 5.47 The national success at events such as the football and rugby world cups, the recent Ashes cricket series and general success of the national cricket team will invariably attract young people into sports. Specific local marketing initiatives have also had a similar effect.

Improved Access to Sport Amongst Socially Excluded Groups

- 5.48 Certain groups in society are currently socially excluded from participating in sport. This could be for a number of reasons including the inaccessibility of pitches, the cost of participating or other barriers affecting membership of sports clubs. The Sport England Sports Equity Index for Regular Participation provides a possible basis to identify and account for social groups within the District which have lower than average participation rates.
- 5.49 A number of recent initiatives developed by the Government and Sport England have identified the potential role sport can play in regenerating local areas and reducing levels of social exclusion. The findings of the Social Exclusion Unit PAT 10 report identify that sport can contribute to neighbourhood renewal and improve health, crime, employment, education and quality of life in deprived communities.

Changes in Population and Demographic Structure

- 5.50 One of the most significant determinants of future demand is likely to be future population changes within the District. The District has experienced significant population growth over the last ten years. Between 1991 and 2001 population increased by 7921 people (9.1%). Significantly in this period North Norfolk experienced an increase of 16% in the population of its towns and a far smaller increase (3%) in the population of its villages.

5.51 Between 2001 and 2016 it is expected that the population of the District will grow at a rate of only 3.15%, with the population predicted to fall slightly (-0.5%) between 2016 and 2021. It can be anticipated that this low level of population growth and ageing population structure will be likely to suppress demand for participation in many sports.

IMPACT OF LATENT AND FUTURE DEMAND ON PITCH CAPACITY

5.52 Table 5.14 identifies forecasts for the total number of teams for each of the main pitch sports for 2016, the end date of the Local Development Framework, taking account of the change in demographic structure anticipated in the District.

Table 5.14 Estimated Teams 2016

Sport	Total Teams 2004/5	Total Teams Generated 2016	Net Change in Teams Generated	Growth Factor	Total Teams 2016	Net change in Teams 2001-2016
Football Full Size	54	46.95	-7.05	10%	55.0	+1
Football Junior	43	39.5	-3.5	10%	44.0	+1
Football Mini	42	31.14	-10.86	10%	43.0	+1
Cricket Adult	42	37.94	-4.06	10%	42.7	+1
Cricket Junior	18	17.17	-0.83	10%	20.3	+2
Rugby Adult	10	9.45	-0.55	10%	10.5	+1
Rugby Junior	10	9.53	-0.47	10%	10.5	+1
Hockey Adult	10	8.54	-1.46	10%	9.6	0
Hockey Junior (incl. mini)	7	6.02	-0.98	10%	7.4	0

5.53 The estimates of future teams were derived using the following methodology:

- Projected population / Team Generation Rate (refer to Table 5.12);
- Apply a growth factor to total number of teams to account for enhanced participation/sports development initiatives assumed to be 10% in accordance with Sport England methodology;

- Identify the proportion of adult/junior teams generated 2005-2016 based upon existing patterns.

5.54 The estimates show a very stable picture with little growth of any of the major pitch sports. This is in main due to the population changes and decline in active population anticipated over the period 2001-2016. The greatest levels of increase relate to Junior Cricket.

Overall Capacity

5.55 The total teams information was then used to derive demand and weekly net capacity for 2016 (refer to Table 5.15). It is assumed that there is no net change in the supply of pitches in secure community use. Little change was projected in the future demands for sports within North Norfolk as illustrated in Table 5.15. When projections are made in terms of highlighting future capacity it is shown that the pattern of a more than adequate supply of pitches continues through to 2016 in relation to all sports with the exception of hockey. A shortfall of 1.8 matches per week is shown. This is a marginal shortfall given the assumption that a maximum capacity of 12 fixtures per week per pitch can take place.

Table 5.15 Weekly Pitch Demand and Capacity 2016

Sport	Total Pitches in Secure Public Use 2016	Pitch Capacity per pitch	Total Capacity Per week	Total Demand 2016	Net Capacity matches per week
Football Full Size	56	2	112	41.4	70.6
Football Junior	15	2	30	22	8
Football Mini	7	6	42	35.3	6.7
Cricket (including 2 junior pitches)	26	2	52	49.2	2.8
Rugby	15	2	30	19.8	10.2
Hockey	2	4	8	9.8	- 1.8

Capacity on Peak Day

5.56 Estimates of pitch capacity for the peak day have been derived using the same assumptions used in Table 4.8. The findings of the assessment are

shown in Table 5.16. The assessment is based upon the assumption that there will be no change in playing patterns or league structures up to 2016 (ie fixtures cannot take place on alternative days).

5.57 Table 5.16 shows that there will potentially be insufficient capacity on peak days only in relation to hockey which has a peak day use of some 91 % of all matches played.

Table 5.16 Peak Day Demand and Capacity 2016

Sport	Total Pitches in Secure Public Use 2016	Pitch Capacity per pitch (Peak Day)	Total Capacity (Peak Day)	Proportion of demand on peak day (%)	Peak Day	Total Demand	Net Capacity Matches Per Week
Football Full size	56	2	112	53	Saturday	22	59
Football Junior	15	2	30	Assumed 100%	Sunday	22	8
Football Mini	7	6	42	Assumed 100%	Sunday	43	-1
Cricket	26	2	52	50	Saturday	24.6	27.4
Rugby	15	2	30	58	Sunday	11.4	18.6
Hockey	2	4	8	91	Saturday	8.9	-0.9

PITCH PROVISION CONSIDERING LATENT AND FUTURE DEMAND

Need for a Strategic Reserve

5.58 In addition to considering the impact of latent and future demand within the District it is recommended that a strategic pitch reserve is identified. The identification of such a reserve (a surplus of pitches) is recommended by Sport England (Towards a Level Playing Field). There are a number of reasons for defining a strategic reserve:

- It accounts for the uncertainties associated with modelling demand for outdoor sports pitches and assumptions relating to pitch capacity;
- There will usually be some pitches which are out of use because they are waterlogged or need time for maintenance and recovery;

- As the demand for each of the different pitch sports changes independently of the others, it is necessary to keep the number of pitches for each sport under review; although sometimes it may be possible to re-mark a pitch, the need for one additional pitch in, say, rugby does not automatically mean a local need for one less football pitch; and
- The need to account for the informal usage of pitches.

5.59 The likely extent of the strategic reserve should reflect local circumstances. No specific level of strategic reserve is defined by Sport England and it is for local assessments to determine the scale of reserve needed. Sport Scotland recommends a minimum strategic reserve of 10% although often levels are higher than this (typically 15 or 20%).

5.60 This report has identified the particular local circumstances in the North Norfolk context which the strategic reserve should reflect:

- Several playing field sites within North Norfolk are susceptible to waterlogging either as a result of geological conditions, due to their location within a flood plain, or more often due to inadequate drainage arrangements; and
- Several of the most popular pitches within the District (with the best quality supporting facilities) are intensively used and are insufficiently rested over the course of the season compared with provision of pitch drainage and pitch maintenance regimes.

5.61 The scale of the strategic reserve should be defined in addition to any requirements associated with latent and potential demand. Table 5.17 identifies the scale of a notional 15% strategic reserve which has been derived as the number of pitches required to accommodate 15% of demand in the District at 2016 (See Column 3). The strategic reserve should only include sites which are/can be made available for use.

5.62 The net capacity taking account of the need to include a strategic reserve of pitches is identified in Column 4 (overall capacity) and column 6 (peak day capacity).

- 5.63 In order to plan for the future needs of the District for the purposes of identifying playing pitch land requirements we have adopted a precautionary approach to provision. Therefore a 15% growth assumption has been used.
- 5.64 Furthermore, for each sport the indicator identifying the greatest level of unsatisfied demand has been selected to derive future pitch needs. This is to reflect possible management problems in bringing forward additional pitch slots at individual sites to meet club/league requirements.
- 5.65 With reference to Columns 4 and 6 of Table 5.17, where the greatest level of unsatisfied demand is in the 'overall net capacity column' this shows that pitch carrying capacity or the overall number of pitches is the most significant constraint for all pitch sports within North Norfolk. Column 6 shows the net peak day capacity.
- 5.66 Table 5.17 shows that in 2016 taking account of the strategic reserve there is still sufficient capacity to cater for demand for all pitch sports with the exception of hockey, mini football and cricket.

Table 5.17 Unsatisfied Demand 2016 (including Strategic Reserve)

Pitch Type	Demand (home games per week)	15% of total demand	Overall net capacity per week including strategic reserve	Peak day	Net peak day capacity (including strategic reserve)	Unsatisfied demand 2016 (matches per week including strategic reserve)
Football Full size	41.4	6.2	64	Saturday	56	+56
Football Junior	22	3.3	5	Assumed to be Sunday	5	+5
Football Mini	35.3	5.3	1	Sunday	-7	-7
Cricket	49.2	7.38	-5	Saturday	24	-5
Rugby	19.8	2.97	7	Sunday	17	+7
Hockey	9.8	1.47	-3	Saturday	-2	-3

Identification of Additional Pitch Space Requirements

5.67 So far in this chapter unsatisfied demand has been expressed in terms of matches per week. Table 5.18 converts match requirements into pitch requirements. It uses the same assumptions relating to pitch carrying capacities as Tables 4.8 to 4.9.

Table 5.18 Pitch Space Requirements 2016

Pitch Type	Existing pitches 2005	Additional pitch requirements 2005-2016	Pitch requirements 2016	Pitch Size (Ha)	Pitch space requirements (ha) (including allowance)
Football Full Size	56	None (+23)	56	1.68	94.08
Football Junior	15	None (+5)	15	0.6	9
Football Mini	1	4	5	0.36	1.8
Cricket	26	3	29	2.16	62.64
Rugby	15	None (+7)	15	1.44	21.6
Hockey	2	1	3	1.40	4.20
Pitch Space Requirements 2016					193.32
Total Population 2016					101,617
Standard per 1000 population (ha)					1.89
1.00					

5.68 Table 5.18 shows that by 2016 there is a surplus in full size pitch provision in the District (excess of 35 pitches), including junior pitches (5), rugby pitches (7) and full sized football pitches (23). Additional demand for a single mini football pitch is required and can be accommodated within reconfiguration of existing full size pitches. Further additional pitch provision is identified for both cricket (3) and hockey (1).

5.69 This picture of oversupply of football pitches is, however, somewhat distorted due to the methodology employed. Many pitches in villages and remote rural areas provide for a more limited number of matches and are not used to capacity. They also provide an important role in the continuing role of sports development and formation of teams in villages and in more remote areas of

the District. They also serve other purposes as well as for organised sport being used for walking, informal games/kick about areas, and as a meeting place and for holding of local village events.

- 5.70 Removing these pitches would also leave rural areas with limited access to sports facilities and it is not considered that these pitches should be viewed as surplus, given their wider role in supporting the rural communities of the District.
- 5.71 It should also be recognised that some existing playing field sites incorporate a greater area of land than this minimum requirement and may include other open space functions and areas not connected to the use of the site for pitch sports (eg areas of scrub, informal grassland, children's play areas etc.)
- 5.72 The total pitch requirements provided above are converted into space (hectares) using the recommended pitch areas defined by national governing bodies (including safety margins). In addition a 20% area allowance has been added to account for changing facilities, car parking etc.
- 5.73 Overall a minimum of 192.27ha is required to meet the overall playing pitch standard per 1000 population. The projected 2016 population is divided by the pitch space requirements and then multiplied by 1000. The standard equates to 1.89ha per 1000 population. It should be recognised that the standard applies to new provision within the District.

6. OTHER OUTDOOR SPORTS PROVISION

ARTIFICIAL TURF PITCHES

The Role of ATP Facilities

- 6.1 Artificial Turf Pitches (ATPs), whilst being the preferred surface upon which to play hockey, are not generally considered acceptable for competitive play in football, rugby and cricket. However, for these sports they represent a significant training resource as they offer a robust and even surface, playable in all conditions and can, at least in theory, be used 24 hours/day if floodlighting is provided. ATPs are also increasing in popularity for 5-a-side football as indicated by the growth in the provision of commercial soccer centres in recent years.
- 6.2 Use of ATPs for football and rugby training can also assist in reducing wear and tear on grass pitches thus securing playable pitches for competitive matches and reducing maintenance costs.

Standards of Provision for ATPs

- 6.3 At present there are no adopted standards relating to the provision of ATPs. However, Sport England is developing guidance for such facilities including a recommended minimum standard anticipated to be 1 ATP per 60,000 population within a 20 minute drive time catchment. This standard is used to measure local need in the assessment of lottery funding applications. Table 6.1 shows the estimated need for ATPs based on 2001 and 2016 population projections.

Table 6.1 Estimated ATP Needs

Year	2001 - Baseline	2016 – Estimated Population
Population Scenario	98,515	101,617
ATP Provision	1.64	1.69

- 6.4 Applying the Sport England Standard to the existing population of the District suggests that there is a need for 2 ATPs in secure public use in the District at present, subject to the provision of accessible and available ATPs in adjacent local authorities. Based upon the Sport England standard this minimum requirement rises from 1.64 to 1.69 at 2016, purely based upon expected population growth in the District.
- 6.5 The two existing full size all weather pitches within the District in secure community use are at Cromer High School/Sports Centre and at Greshams School, Holt. These are used by hockey teams on a regular basis as well as for football training.
- 6.6 The ATP at Cromer High School is available for outside bookings for 1 hour (5 a-side matches), 1.5 hour, or 2 hour slots. The results of the postal survey indicated that the pitch is booked frequently during the week and at weekends for hockey (North Walsham and Holt Harlequins) and for football, including football in the community programmes.
- 6.7 The all weather facility at Greshams School is available for community use, being available on Monday, Tuesday, Wednesday and Saturday for community sports teams, being used by Holt Harlequins Hockey Club and Evergreens Hockey Club. It is evident therefore that although community use of the ATP takes place on a regular basis, it is restricted to outside school hours.
- 6.8 The evidence suggests that due to the booking levels for Cromer Sports Centre astroturf pitch the need for ATPs within North Norfolk is potentially higher than the 1 pitch per 60,000 national standard and that existing provision is somewhat more limited than the 2 ATPs as a result of restrictions on community availability.

Pitch Accessibility

- 6.9 It is also important to consider the accessibility of existing provision and whether the needs of some parts of the District are not well served by the distribution of facilities. The Sport England Standard recommends that the catchment area for ATP provision should be 20 minutes travel time. Access to an ATP is considered to be poor when the travel time to a given pitch exceeds 20 minutes.

- 6.10 Potential ATP users in some parts of the District do not have access to at least one ATP within a 20 minute travel time from an existing facility, especially for those without access to a private car living to the east or west of the District. There may be opportunities to establish new ATPs in certain parts of the district where existing provision is not made. ATP provision in neighbouring Districts has not been considered as part of this assessment.
- 6.11 As ATPs are expensive to construct and the surface has to be replaced approximately every ten years, it is important that facilities are located where they will be used, both to recoup the initial capital outlay and to maximise the contributions to the necessary sinking fund to replace the worn out surface.
- 6.12 The viability of ATPs is underpinned by committed users such as large hockey and football clubs who are willing to block book sessions. It also helps if, in off-peak periods, time can be utilised by schools. The optimal locations for such facilities are frequently school sites in accessible locations where community use agreements exist. Within North Norfolk it would be desirable to improve the spatial distribution of facilities and access from areas not well served by the existing facilities.

OTHER OUTDOOR SPORTS PROVISION

- 6.13 In addition to the provision made for outdoor playing pitches for pitch sports made within the District, provision also exists for a range of non team sports, on a variety of surfaces. The number of these facilities within the District is identified in Table 6.2 below.

Table 6.2 Other Sports Provision

Facility Type	Grass	Redgra	All Weather	Hard Surface	Total
Multi Use Games Area (MUGA)	0	0	0	0	0
Tennis Court	22	17	4	17	60
Rounders	0	0	0	3	3
Athletics/Running	0	0	0	0	0
Bowls	16	0	0	0	16
Artificial Turf Pitch (ATP)	0	0	2	0	2
Netball	0	0	0	3	3

Multi Use Games Areas (MUGAs)

- 6.14 The majority of MUGAs are normally found at school sites. MUGAs have various line markings laid out and as such can accommodate a wide range of sports including netball, mini-football, badminton and junior tennis.
- 6.15 They are consequently suited to the needs of children and young people due to their inherent flexibility to cater for a range of sports and in areas of high demand or where there is potential for intensive usage. They may not be the preferred surface for such sports, but provide a cost effective means of catering for a large number of sports when space is at a premium.
- 6.16 The lack of recordings of MUGAs is possibly a result of two factors:
 - Schools facilities not in community use were not directly audited;
 - Site audits recorded the all weather tennis courts, all weather 5-a-side pitches and netball courts, etc separately. It is likely that these were in use for such purposes when sites were visited.

Tennis Courts and Bowls

- 6.17 The largest number of outdoor sports facilities which exist in North Norfolk are tennis courts (60). Only 14% of tennis courts are floodlit. The surface of tennis courts is spread fairly evenly between the redgra, hard surface and grass with few all weather courts available. Table 6.2 also shows that significant provision is made within the District for full size outdoor bowls.

Table 6.3 Floodlighting and Enclosure at Other Facilities

Facility Type	Floodlit		Enclosed	
	Number	%	Number	%
Artificial Turf Pitch	2	100	2	100
Multi Use Games Area	0	0	0	0
Tennis Courts	18	14	27	41
Netball	2	66	1	33
Basketball	0	0	0	0
Bowls	9	56	2	13

6.18 Table 6.3 shows that of the pitches identified in North Norfolk 31 outdoor sports facilities were floodlit, while 32 were also enclosed (had a net wire fence around the facility). This consequently means that the capacity to practice sports is limited somewhat to daylight hours. This applies particularly to tennis.

DEMAND FOR OTHER OUTDOOR SPORTS

6.19 It is not appropriate to assess the needs for other outdoor sports using the playing pitch assessment methodology. For non team sports including tennis, bowls and athletics an alternative assessment of provision and supply has been undertaken which reflects the particular requirements of these sports and available data. The commentary for this chapter analyses the provision for the various other outdoor sports that have been identified in the North Norfolk District, drawing from information obtained from the sports clubs survey.

6.20 It should be recognised that participation as part of a club represents only a small component of overall participation for several sports (such as walking/rambling, running and cycling), whereas for sports which require specialised knowledge, equipment or are team based (including bowls, tennis and sailing), membership of a club is sometimes essential in order to participate.

Tennis

Existing Provision

6.21 The club survey identified three tennis clubs in the District: Cromer Tennis (and Squash) Club, North Walsham Parks Tennis Club, and Blakeney Tennis Club. Of these clubs, only Cromer Tennis Club, known to be the largest in the District, responded to the survey. The club has 10 grass courts and 4 all weather, and approximately 230 senior and 230 junior members. It is also available to the general public. The club has experienced growth over the last few years, with an estimated 30% increase in membership in the last 6 months.

6.22 It is understood that the club has plans (planning permission exists) to enable the club to expand both in terms of the number and quality of courts including

expansion of enclosed hard courts, but also in terms of its overall membership.

Capacity Issues

6.23 It is not possible to estimate existing usage at courts located at public open spaces, as the courts are predominantly in casual use. However, nationally only 35% of regular tennis participants are members of a tennis club (General Household Survey 2002). At present, the inappropriate surface of courts and the inadequate provision of ancillary facilities at courts located at public parks and schools may suppress patronage of these facilities and as a result there is likely to be an element of unmet demand for tennis facilities of adequate quality which can be booked for casual sessions.

6.24 The national tennis facilities strategy primarily aims to improve the quality of tennis facility infrastructure at sites that have established clubs. The main facilities targeted for improvement are:

- Provision of covered courts which provide double the tennis time provided by an outdoor “all weather” court;
- Increased provision of clay courts which provide the best outdoor experience to all standards of player. The playing characteristics associated with clay courts are also the best suited to players seeking to improve their personal technique;
- Provision of floodlighting can, potentially at least, provide an additional 33% playing time per annum taking into account inclement weather conditions and hours of darkness. Floodlighting provision is particularly effective at meeting demand for players who work during the day as well as assisting general increases in participation;
- Provision of new courts, upgrading the playing surface at existing courts and provision of off court facilities combined with good coaching and development programmes to maximise playing potential and offer more opportunities to occasional players; and provision of practice walls to provide a cost effective training resource to allow players to improve stroke play during periods when playing opportunities are otherwise restricted.

Latent Demand

- 6.25 As previously indicated the comments from Cromer Tennis Club indicate that significant rises in membership have taken place in recent months.
- 6.26 In order to assess potential demand, the overall number of potential regular tennis participants within North Norfolk has been estimated based upon national participation rates taken from the General Household Survey, adjusted to fit the demographic profile of the District (Table 6.4). This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for tennis. The national figures include tennis provision at indoor facilities.
- 6.27 With reference to Table 6.4, it is expected that the youth participation rates for tennis in North Norfolk are expected to decrease between 2001 and 2016, whilst potential adult participation is expected to increase marginally.
- 6.28 An assessment of future court needs has been made based upon national participation rates for each age cohort adjusted to fit the demographic profile of North Norfolk. Table 6.4 indicates that the extent of potential demand for tennis within North Norfolk is likely to be in the order of 3664 regular participants (who participate at least once a month in season) falling slightly to 3236 in 2016.

Table 6.4 Potential Tennis Demand

Age Cohort	2001	2016
	Number Participating	Number Participating
6 to 11	1151	889
12 to 16	1363	1207
17 to 19	214	230
20 to 24	154	189
25 to 29	84	81
30 to 44	351	244
45 to 59	213	217
60 to 69	134	178
70 +	0	0

Total Youth 6-16 years	2514	2096
Total Adult 17+	1150	986
Total	3664	3236

6.29 The estimate of participation as illustrated in Table 6.4 does not reflect existing constraints on demand within North Norfolk, namely the restricted access to privately managed courts, lack of floodlighting and changing rooms and issues relating to the inadequacy of hard surface courts for competitive matches. These issues are likely to suppress manifest demand for courts.

6.30 At present the maximum estimated capacity of existing courts is some 10164 match slots per month in North Norfolk. This is based upon the following assumptions:

- For each court there is capacity of 4 match slots per weekday evening and 8 slots per weekend day resulting in 36 slots per week and 154 slots per month; and
- For the purposes of the assessment we have assumed that all courts could potentially be publicly accessible and could support 36 match slots per week.

6.31 We have estimated that demand for match slots is likely to be in the order of 2611 match slots per month. This is based upon the following assumptions:

- Half of matches will be singles matches and half of matches will be doubles; and
- 20% of players participate 4 times per month, 30% of players participate twice a month and 50% of players participate once a month.

6.32 At present there are 60 tennis courts in the District (including school sites). A significant proportion of these courts are either concrete hard surface courts which are inappropriate for competitive matches or redgra which is also not the preferred surface for competitive matches. At present there are only 26 courts which have a grass, all weather or clay surface which is preferred for competitive play.

- 6.33 The capacity of these courts within the District is an estimated 4004 matches per month based upon an estimated 36 match slots per week per court. At 2016 it is estimated that demand will be in the order of 2200 matches per month.
- 6.34 It should be recognised that the distribution of courts of such a standard is uneven with Cromer Tennis Club containing 14 of the 26 competitive play courts in the District. The remaining courts (12) have a capacity of only 1848 match slots per month.
- 6.35 In order to meet the tennis needs in the district as a whole it will be necessary to upgrade 3 tennis courts to support competitive tennis fixtures. These courts should be concentrated at tennis club sites, public parks and school sites which have out of hours public access outside the Cromer catchment area.
- 6.36 Chapter 10 identifies options for meeting the needs of tennis in the District.

Athletics

Existing Provision

- 6.37 No athletics clubs were identified that are actually based in the North Norfolk District. One running club, the North Norfolk Beach Runners was identified and consulted. The club have a total of 65 adult members split between 40 male and 25 female. They report that the membership has increased over the last 3 years. The club currently use Cromer Tennis and Squash Club for outdoor training and the Sports Park in Norwich as an indoor venue for training.
- 6.38 It is recognised that provision for the sport is made within the District for children, as schools usually act as providers for the sport during the summer term. However, this form of provision does not cater for elite athletes of any age residing in the District, meaning that both adults and children wishing to compete in the sport at club level have to look outside of the District in order to find an athletics club that will meet their needs. This was borne out by the comments of the running club who indicated that that they had to travel to Norwich for athletics facilities which was not ideal given that an estimated 97% of members came from North Norfolk District.

Latent Demand for Athletics

- 6.39 In order to assess potential demand, the overall number of potential regular athletics participants within North Norfolk has been estimated based upon national participation rates adjusted to fit the demographic profile of the District (Table 6.5). This estimate does not reflect the existing issues relating to the scale or quality of athletics provision or the demand for athletics. It is anticipated that the demand for athletics in the District is likely to fall somewhat for the youth sector with rises likely only to occur within the 17-24 year olds between 2001 and 2016.

Table 6.5 Potential Athletics Demands

z	2001 Number Participating	2016 Number Participating
6 to 11	932	720
12 to 16	587	520
17 to 19	76	82
20 to 24	19	24
25 to 29	4	4
30 to 44	18	12
45 to 59	0	0
60 to 69	0	0
70 +	0	0
Total Youth 6-16 years	1519	1240
Total Adult 17+	117	122
Total	1636	1362

Outdoor Bowls

Existing Provision

- 6.40 Based on the relatively large number of clubs situated in the area, outdoor bowls is a popular sport in the North Norfolk District. A total of 16 bowls greens were identified within the site survey. 6 bowls clubs were originally identified. Only one, Mundesley Haig Bowls Club returned the survey questionnaire. They indicated that they had 67 members, comprising 47 male senior members and 20 female seniors.

Latent Demand for Bowls

- 6.41 In order to assess potential demand, the overall number of potential regular athletics participants within North Norfolk has been estimated based upon national participation rates adjusted to fit the demographic profile of the District (Table 6.6). This estimate does not reflect the existing issues relating to the scale or quality of athletics provision or the demand for athletics. It is anticipated that the demand for bowls in the District will fall for under 16s but

rise quite significantly for the adult age groups between 2001 and 2016 in particular those over 60 years of age.

Table 6.6 Latent Demand – General Bowls

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	100	77
12 to 16	78	69
17 to 19	23	25
20 to 24	0	0
25 to 29	0	0
30 to 44	0	0
45 to 59	213	217
60 to 69	534	713
70 +	550	730
Total Youth 6-16 years	178	147
Total Adult 17+	1321	1685
Total	1499	1832

Cycling

6.42 The sports Clubs surveys identified one cycling club within North Norfolk District, the North Norfolk Wheelers. No response was obtained from this club. North Norfolk has a rich pattern of lanes and some strategic cycleways, so participation is often higher as a leisure pursuit rather than in an organised manner.

Latent Demand for Cycling

6.43 In order to assess potential demand for cycling, the overall number of regular cycling participants within North Norfolk has been estimated based upon national participation rates adjusted to fit the demographic profile of the District (Table 6.7). This estimate does not reflect the existing issues relating to the scale or quality of cycling provision or demand for cycling.

6.44 Table 6.7 highlights the potential participation of the sport in North Norfolk District. It is recognised that for the majority of the population, cycling is most

likely to take place on an informal basis, rather than with an organised cycling club. The potential for cycling highlighted in Table 6.7 reflects the potential participation of the sport at both the informal and formal level. The total number of cycling clubs situated in the District is consequently likely to play only a small part in realising the overall potential of the sport, due to the fact that they tend to cater for more advanced cyclists.

- 6.45 Measures such as improving the quality and quantity of cycle paths, including the potential for a cycle corridor along the now disused North Walsham and Dilham Canal may prove to be more effective as a means of increasing participation in the sport.

Table 6.7 Estimated Participation in Cycling

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	4134	3194
12 to 16	2290	2029
17 to 19	647	297
20 to 24	462	567
25 to 29	503	486
30 to 44	2280	1586
45 to 59	1701	1736
60 to 69	534	713
70 +	367	487
Total Youth 6-16 years	6424	5223
Total Adult 17+	6493	5807
Total	12917	11495

Running

Demand for Running

- 6.46 In terms of the way in which people participate in the sport, running is similar to cycling insofar that the membership of a running club represents only a small proportion of the total number of people that participate in the sport. In comparison to more specialised sports, such as rowing, where membership of

a club is generally required in order to participate, people are far more likely to run on an informal basis.

Latent Demand

- 6.47 In order to assess potential demand, the overall number of potential Running Club facilities within North Norfolk has been estimated based upon national participation rates to fit the demographic profile of the District (Table 6.12). This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for running.
- 6.48 Table 6.10 suggests the predicted participation rates for running is expected to decline slightly principally as a consequence of the ageing population structure of the District over the period 2001-2016.

Table 6.8 Estimated Participation in Running

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	488	377
12 to 16	654	579
17 to 19	302	324
20 to 24	346	425
25 to 29	461	446
30 to 44	1403	976
45 to 59	638	651
60 to 69	134	178
70 +	0	0
Total Youth 6-16 years	1141	956
Total Adult 17+	3283	3001
Total	4424	3957

Walking / Rambling

- 6.49 It is recognised that membership of such organised clubs forms only a small part of the total number of residents that participate in the activity, due to the fact that specialised equipment or club membership is not necessarily required to go walking. The two rambling clubs identified were Fakenham Rambling Association and the Sheringham and District Rambling Association. No responses were obtained from either club to the club survey.

Latent Demand for Rambling/ Walking

- 6.50 In order to assess potential demand, the overall number of walking club facilities within North Norfolk has been estimated based upon national participation rates adjusted to fit the demographic profile of the District (Table 6.9). This estimate does not reflect the existing issues relating to the scale or quality of provision within the District or local influences on demand for walking. Using population projections for North Norfolk in 2016 it is expected that the potential demand for walking is expected to rise by over a thousand persons during the period 2001-2016.

Table 6.9 Estimated Participation in Walking

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	1657	1280.48
12 to 16	1045	925.276
17 to 19	1429	1539.64
20 to 24	1577	1938.07
25 to 29	1759	1701
30 to 44	8891	6187.428
45 to 59	11266	11499.94
60 to 69	6266	8356.642
70 +	5117	6788.907
Total Youth 6-16 years	2702	2206
Total Adult 17+	36305	38012
Total	39007	40217

Sailing

Demand for Sailing

- 6.51 Sailing forms an important recreational pursuit with the North Norfolk Coastline and Broads both providing an important natural resource for large areas for participation. Four sailing clubs were identified as being within the North Norfolk District: Blakeney Sailing Club, Hickling Broad Sailing Club, Horning Sailing Club and Norfolk Broads Yacht Club.
- 6.52 Norfolk Broads Yacht Club were the only respondents and indicated that they are actually situated outside the District being within Wroxham Broad. Nevertheless the response did indicate the extensive membership in terms of number (1079) and location (nationwide). They also highlighted that although membership had increased there was no longer a waiting list for membership as restrictions were placed upon them in terms of the number of berths and moorings available.
- 6.53 Blakeney Sailing Club actively race from late April through to the end of the October. All racing takes place in the harbour, which is about 3km long. The harbour is tidal, so races take place at a variety of times to suit the prevailing conditions. During the season there are number of regattas which can attract up to 70 entries.

Latent Demand for Sailing

- 6.54 In order to assess potential demand, the overall number of sailing participants within North Norfolk has been estimated based upon national participation rates adjusted to fit the demographic profile of the District (Table 6.10). This estimate does not reflect the existing issues relating to the scale or quality of provision within the District or local influences on demand for sailing which overall are likely to be significantly higher than national rates. Using the population projections for North Norfolk in 2016 it is expected that the potential demand for sailing is expected to remain very consistent overall, with significant increases in those over 45 years of age.

Table 6.10 Estimated Participation in Sailing

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	63	48
12 to 16	190	168
17 to 19	18	19
20 to 24	23	28
25 to 29	34	32
30 to 44	123	85
45 to 59	149	152
60 to 69	53	71
70 +	18	24
Total Youth 6-16 years	253	217
Total Adult 17+	418	413
Total	671	630

Canoeing

- 6.55 A club survey response was received from Wensum Ospreys Canoe Club. The club have a total membership of 74 (50 junior and 25 adult) and use facilities at Fakenham Swimming Pool for training purposes.
- 6.56 They report that membership has remained fairly static over the last 12 months.

Latent Demand for Canoeing

- 6.57 Again latent demand has been assessed using national participation rates using the general Household Survey and population projections for North Norfolk to 2016. The comments of the canoe club are illustrated in these findings which actually show a trend of decline in canoeing for the period.

Table 6.11 Estimated Participation in Canoeing

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	63	48
12 to 16	307	272
17 to 19	53	57
20 to 24	27	33
25 to 29	25	24
30 to 44	105	73
45 to 59	64	65
60 to 69	0	0
70 +	0	0
Total Youth 6-16 years	370	320
Total Adult 17+	274	252
Total	644	562

Archery

Existing Provision

- 6.58 The facilities providers' survey identified two archery clubs within the District: Fakenham Bowmen and Cromer Archers. A response to the survey was obtained from Fakenham Bowmen who participate at the Fakenham Sports Centre, Hempstead Road on Tuesdays and Sundays.

Demand for Archery

- 6.59 Fakenham Bowmen comprises a total membership of 82, including 46 youth members. Their membership is almost exclusively from Fakenham and report that membership has increased significantly over the last 12 months.

Latent Demand for Archery

- 6.60 An indication of latent demand can be obtained from future plans of clubs. In this case, Fakenham Bowmen have indicated their intention to develop an

indoor shooting range in order to develop an Archery Centre of Excellence at Fakenham Sports Centre.

- 6.61 Membership of archery clubs has been on the increase since the 1960s. There are approximately 1,000 archery clubs in the UK. Although membership of clubs is heavily weighted in favour of males, female membership does comprise 25% of all members. The provision of archery facilities is often poor in schools due to both the shortage of qualified persons available to teach the sport, but also because archery often has to compete with other sports for time and space. These issues are also true with regards to commercial sports centres.

Horse Riding

Existing provision

- 6.62 North Norfolk provides a wide range of bridleways suitable for horse riding across the District as a whole and linking with a wider network. The Peddars Way, which runs for 63 miles from just outside Thetford to the North Norfolk coast has separate riding and walking routes. The riding route follows farm tracks and minor roads and follows, or meanders close to, the old Roman road and includes part of the ancient Icknield Way.
- 6.63 Two stables were identified during the survey work: West Runton Stables, Cromer and Roseacre Riding School, Gimingham. The North Norfolk Pony Club is also active in the area and forms the main club in the District serving the needs of young people interested in horse riding.

Latent Demand for Horse Riding

- 6.64 Again latent demand has been assessed using national participation rates using the general Household Survey and population projections for North Norfolk to 2016. The findings show a trend of some increase in horse riding between 2001 and 2016. This is likely to be of more importance in North Norfolk given the open countryside surrounding areas of population and availability of bridleways throughout the District.

Table 6.12 Estimated Participation in Horse Riding

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	52	77.04
12 to 16	125.08	144.96
17 to 19	87.84	94.65
20 to 24	76.92	94.54
25 to 29	83.78	81
30 to 44	175.36	122.04
45 to 59	212.57	216.98
60 to 69	0	0
70 +	0	0
Total Youth 6-16 years	177.08	222.00
Total Adult 17	637.49	657.85
Total	814.57	879.85

CONCLUSIONS

6.65 In the main this section has shown that participation levels for most other sports are remaining fairly stable with some decline principally due to the limited growth of the District population and the age structure of the population. Chapter 10 identifies how the needs of outdoor sports should be met in the District. It is not appropriate to set specific standards relating to the quality of provision as the provision of MUGAs is linked to standards of children's play provision. It is expected that deficiencies in other outdoor sports provision will be linked to the improvements in the quality of public park provision or other plans initiated by schools or clubs.

7. INDOOR FACILITY NEEDS – SPORTS HALLS AND SWIMMING POOLS

INTRODUCTION

7.1 In addition to assessing outdoor sports the study has also examined indoor sports needs within North Norfolk. The aim of the assessment is to:

- Identify the provision of indoor sports facilities within the District and identify issues relating to the accessibility and quality of facilities;
- Identify the adequacy of existing provision and the extent to which it meets demand and the needs of individual sports within the District both at present and up to 2016;
- Consider issues relating to latent and future demand; and
- Identify deficiencies in existing provision and opportunities to improve the range, quality and accessibility of provision within North Norfolk.

7.2 In order to address the issues identified above we have considered indoor sports in North Norfolk according to the type of facility and by sport in order to enable the identification of specific local needs. The technical aspects of the assessment are explained within the commentary relating to particular types of facility/sport. Further details of the assumptions used within the assessment are provided within appendices where appropriate.

METHODOLOGY

7.3 The study has used the Sports Facility Calculator (Sport England) approach to assess the need for Indoor Sports Halls and Swimming Pools. This has been extended to other types of facilities where data is available.

7.4 The Sports Facility Calculator (SFC) helps estimate the amount of key community sports facilities required to meet the needs of the local population. It uses information on facility participation and applies these to the actual population profile of the local area. This ensures that the calculation is sensitive to the needs of the people who actually live there. The SFC then turns this estimation of demand into actual facilities. For swimming pools it uses square metres of water, lanes and 25m x four lane pools. For halls, it uses the number of badminton courts and four court halls. For indoor bowls, it uses rinks and centres.

INDOOR SPORTS PROVISION

7.5 The first stage of the needs assessment was to identify and establish the location of all indoor sports facilities within the District. This was carried out by identifying facilities from a wide range of information sources including:

- Responses to the club survey;
- North Norfolk District Council web site;
- Sport England Active Places Database.

7.6 All facilities within North Norfolk were included within the assessment. In addition, facilities with public access within the neighbouring authorities were included if they were located within a 20 minute drive time from the North Norfolk boundary.

7.7 Table 7.1 identifies the number of facilities identified by type. A typology was developed to classify indoor sports facilities according to the type of provision, size and type of public access available at each site. The typology was split into 5 types:

- Leisure Centres - those facilities which incorporated both swimming pool and sports hall provision and had secure community use. There are 4 facilities in the District located at: Splash Leisure and Fitness Centre, Sheringham; Victory Swim and Fitness Centre, North Walsham; Pinewood Leisure Park, Upper Sheringham; Rossi's Sport and Leisure, North Walsham;

- Sports Halls - those venues where access is provided to a hall dedicated to sports use: Fakenham Sports Centre, Trap Lane, Fakenham;
- School Halls - those halls located at school sites where access is provided to a hall dedicated to sports use: Cromer Sports Centre, High School Cromer; Fakenham High School and College; Alderman Peel School, Wells next-the-Sea; Stalham Sports Centre, Stalham High School; Broadland High School; Gresham High School, Holt; and North Walsham Sports Centre, North Walsham High School;
- Commercial Gyms and Health Clubs not within secure community use;
- Out of District Facilities: Reepham Health and Fitness Centre, and Aylsham Sports Hall, Aylsham School.

7.8 Community Halls and Village Halls are those facilities which accommodate sporting activities but where sport is unlikely to be the predominant use. These facilities tend to accommodate sports which do not require specialist playing facilities or require changing rooms. These are considered in chapter 8.

Table 7.1 Indoor Facilities by Type

Facility Type	Number of Facilities within North Norfolk District	Number of Facilities in adjacent Districts	Total within study area
Leisure Centres (Swimming Pool and Sports Hall)	4	1	5
Sports Hall	1	0	1
School Hall	7	1	8
Commercial Gym/Health Club	4	0	4
Commercial sports halls and swimming pools/fitness centre	1	0	1

7.9 An assessment of needs for swimming pools, indoor sports halls and indoor bowls centres was undertaken using the Sport England Facilities calculator. The calculator is a simplified version of the Facilities Planning Model approach which estimates the demand for various facility types based upon

demographic structure and typical facilities usage patterns. Using the model, requirements for 3 types of facility are considered for 2001 and 2016. The findings of the assessment are summarised in Table 7.2.

Facility Type	2001		2016		Increase 2001-2016
	Area		Area		Area
Swimming Pools	897.76	Sq.m	926.23	Sq.m	28.47
	16.9	Lanes	17.43	Lanes	0.53
	4.22	25m Pools	4.36	25m Pools	0.14
Sports Halls	25.4	Courts	26.2	Courts	0.8
	6.35	4 Court Sports Halls	6.55	4 Court Sports Halls	0.2
Indoor Bowling Centres	8.45	Rinks	8.71	Rinks	0.26
	1.41	Centres	1.45	Centres	0.04
Total Population	98,382		101,617		3,235

Swimming Pools

7.10 At present there is demand in the district for up some 897.76 square metres of pool space in the District which equates to the equivalent of 4.22 x 25m pools. Up to 2016 demand is forecast to increase by some 28.47 square metres of pool space to 926.23 square metres.

7.11 Table 7.3 identifies those pools in the district which fulfil Sport England Facilities Planning Model criteria of being at least 100 square metres in size and being accessible to the general public. It should be recognised that the swimming pools situated at the two schools sites are subject to restriction in terms of their availability to the public (evenings only). Existing provision equates to some 1168 square metres. At present there is sufficient provision in quantitative terms to meet the needs of the district. Whilst demand and pool space requirements will increase up to 2016 the scale of demand growth is insufficient to justify additional facilities provision - there would still be a surplus of 241.77 square metres. Without the school sites being included, this figure is reduced somewhat to a total provision of 886 square metres, leading to a shortfall of 40.23 square metres, insufficient to justify additional facilities provision. This shortfall is the equivalent of under 1/6th of a 25 metre pool.

Table 7.3 Swimming Pools Fulfilling Sport England Criteria

Name of Facility	Area of Facility – Square Metres
Splash Leisure and Fitness Centre (Sheringham)	250
Victory Swim and Fitness Centre (North Walsham)	250
Pinewood Leisure Park (Upper Sheringham)	250
Rossi Sport and Leisure (North Walsham)	136
Fakenham High School (Fakenham)	120
Alderman Peel High School (Wells next-the-Sea)	162
Total	1168

Swimming Pool Standard

7.12 In order to derive an accurate swimming pool standard for the North Norfolk District in 2016, the amount of pool space needed to meet the District's needs per 1,000 people has been identified. Given that the population of the North Norfolk district is expected to increase to 101,617 by 2016, the swimming pool standard for the District amounts to 11.29 square metres of pool space per 1,000 population.

Table 7.4 Swimming Pool Standards

2016 Population	Number of Facilities	Total Pool Space Required to meet North Norfolk Demand (square metres)	Total pool space in North Norfolk's District (square metres)	Standard per 1,000 Population (square metres)
101,617	6	926.23	1168	11.29

7.13 Table 7.4 highlights the fact that existing provision exceeds this figure at present and that the 2016 swimming pool standard will be met by existing facilities located in the District.

Sports Halls

7.14 At present there is demand in the district for Sports Hall provision equivalent in scale to 25.4 Badminton courts or 6.35 x 4-court Sports Halls. Up to 2016 Sports Hall demand is forecast to increase to the equivalent of 26.2 Badminton courts, an increase of 0.8 courts.

7.15 Table 7.5 identifies those facilities with Sports Halls in the district which fulfil Sport England Facilities Planning Model size criteria and are accessible to the general public. Existing provision equates to some 30 Badminton courts. This meets the requirements for courts at present and would provide a surplus of 4 courts by 2016. Community centres and village halls also have the potential to be upgraded to incorporate smaller scale sports provision equivalent to 1 or 2 badminton courts but have not been considered here as they do not meet Sport England standards.

Table 7.5 Sports Halls Meeting Sport England Criteria

Name of Facility	Number of Courts	Area (square metres)
Splash Leisure and Fitness Centre	1	180
Fakenham Sports Centre (Trap Lane)	4	680
Cromer Sports Centre (High School)	4	680
Fakenham High School	4	680
Alderman Peel High School	1	170
Stalham Sports Centre	4	680
Broadland High School (Hoveton)	3	510
Greshams School	5	680
North Walsham Sports Centre (High School)	4	680
Total	30	4940

7.16 This surplus of court facilities is clearly reliant on ensuring the continued provision of school sites into dual/community use. Dual use sports centres at Stalham, Cromer and North Walsham are known to be ageing facilities and are in need of refurbishment (Stalham Sports Centre condition survey Norfolk County Council 2002). They do not provide the level of lighting, ventilation, heating and changing facilities that are required for a modern facility and which would assist in encouraging sports facility use in the future.

7.17 These dual use sports halls are also not accessible to the public during the term time day. Within the North Norfolk area there are therefore no four-court halls available for community use during the daytime during school term time.

7.18 The potential for extended schools across the District may also present difficulties in the future in securing community use of facilities if additional demands are placed on the facilities for school use. It is also necessary to achieve a distribution across the District to provide for reasonable access to facilities for the majority of residents. This issue is considered in more detail at paragraph 7.25 onwards.

Sports Hall Standard

- 7.19 In order to derive an accurate sports hall standard for North Norfolk District, the amount of hall space needed to meet the District's needs per 1,000 people has been set (based on the number of equivalent badminton courts) based upon the sports hall space requirement identified in Table 7.6.
- 7.20 Given that the population of the North Norfolk district is expected to increase to 101,617 by 2016 the standard of provision required to meet the needs of the district equates to an area equivalent to 0.26 badminton courts per 1,000 population (or 40 square metres of hall space per 1,000 population).

Table 7.6 Sports Hall Standard

2016 Population	Number of Facilities serving North Norfolk Population*	Hall space requirements 2016 (Badminton Court Equivalent)	Standard / 1,000 Population (Badminton Court)
101,617	26	26.2	0.26

* Existing facilities meeting Sport England Access Criteria

Indoor Bowls

- 7.21 At present there is demand in the district for Indoor Bowls provision equivalent in scale to 8.45 Rinks or 1.41 Indoor Bowls Centres. By 2016 demand for indoor bowls centres is forecast to increase to the equivalent of 8.71 rinks or 1.45 centres, an increase of 0.26 rinks.
- 7.22 At present there are 2 dedicated Indoor Bowls Centres in the District;
- Pinewood Park Indoor Bowls Centre, Upper Sheringham; and
 - Fakenham Sports Centre Association (comprising Gallows Bowls Club) Hempton Road, Fakenham.
- 7.23 Together these provide a total of 10 rinks (6 and 4 rinks respectively). Given the existing scale of provision there is a sufficient number of rinks to satisfy demand to 2016.

- 7.24 Based upon these requirements an appropriate standard for Indoor Bowls rinks provision would be 0.1 rinks per 1,000 population.

ACCESSIBILITY

- 7.25 Research informing the parameters of the national Facilities Planning Model³ and subsequent best practice contained within the companion guide to PPG17 'Assessing Needs and Opportunities'⁴ defines the typical effective catchment areas for indoor facilities as the area where 75-80% of visits to a particular facility are drawn from. At the national level this was found to equate to a 20-30 minute travel time by different modes of transport. To assess the usage and travel patterns to leisure facilities of North Norfolk residents a telephone survey of 500 households was undertaken in spring 2005.
- 7.26 The findings of the survey asked residents who use indoor leisure facilities within the District which mode of transport they usually use to get to particular facilities. The findings are shown in Table 7.7 below. Of those residents who normally use indoor sports facilities, some 77% travel by car. The second most popular mode was by foot (24%). The proportion of those residing in the District that travel by other modes of travel is small, reflecting the high car ownership levels in the area.

³ Survey of Sports Halls and Swimming Pools in England, Sport England, 1999.

⁴ Para 5.9 Assessing Needs and Opportunities: A Companion Guide to PPG 17, OPDM, 2002.

Table 7.7 Modal Split for Leisure Centre Users

Mode	Number of Users	%
Car	110	77
Bus	1	1
Train	0	0
On foot	24	17
Cycle	7	5
Other	1	1
Total	143	100

7.27 The survey also sought to assess the distance people were prepared to travel to use leisure facilities in order to assess the effective catchment areas of sports halls, swimming pools and other indoor facilities.

7.28 With reference to Table 7.8 most leisure centre users in North Norfolk travelled for less than 15 minutes to reach indoor sports halls and swimming pools. For respondents using facilities within the district a 15 minute effective catchment area represented the area from which around 80% (77%) of users were drawn.

Table 7.8 Journey Time to Leisure Facilities

Travel Time	Number of Users	%
About 5 minutes	45	31
6 - 10 minutes	37	26
11 - 15 minutes	29	20
16 – 30 minutes	26	18
31 – 45 minutes	4	3
46 – 60 minutes	1	1
Over an hour	0	0
Don't Know	1	1
Total	143	100

7.29 In order to determine the 15 minute catchment distances of indoor sports facilities the typical distance which could be travelled in 15 minutes in North Norfolk was estimated by applying average travel speeds for the primary modes of transport by which residents travel to leisure centres based upon the findings of the residents' survey (Table 7.9).

7.30 Given that the journey from home to indoor sports facilities are generally not 'as the crow flies', the distances were adjusted to account for the layout of the highway network within the District using adjustment factors recommended in Government best practice guidance. The number of facility users travelling by

bus, rail and cycle are too small to set meaningful catchment areas for these modes.

Table 7.9 Estimation of Travel Distances

Mode of transport	Average travel speed (km/h)	Distance travelled in 15 minutes (metres)	Adjusted distance travelled in 15 minutes (metres) *
Car	30	10000	7000
Foot	4.8	1600	1120

* Adjusted distances were 70% of the straight line distance.

- 7.31 Given that a large majority of users travel by car to existing indoor sports facilities the access standard for indoor sports provision should relate to car travel. All areas of the major centres of population within the District are located within a 15 minute car catchment area of sports hall or swimming pool provision.

LATENT AND POTENTIAL DEMAND FOR INDOOR SPORTS FACILITIES

Access issues

- 7.32 Those wishing to travel by foot or public transport or who don't have access to a car may be unable to access facilities easily and are likely to be deterred from using them. This is particularly true amongst those socially excluded groups within the community who may experience other barriers which deter usage. A recent report by the Social Exclusion Unit identified that people without cars are twice as likely to find it difficult getting to leisure centres than those with access to a car⁵. However, this trend is not borne out by the results of the residents' survey, where only 3.7% (12 in total) of respondents cited difficulties in accessing facilities as a reason for non-participation.
- 7.33 This was matched by responses in the residents' survey where only 3.8% of respondents stated that they would use facilities more if it was closer to where they lived or easier to get to.
- 7.34 Another issue which arose both from analysis of census information and the findings of the residents' survey was that long working hours, work/study demands and family responsibilities place a significant constraint on

⁵ Making the Connections: Final Report on Transport and Social Exclusion (2003), Social Exclusion Unit, London.

participation for some sections of the population. 37.2% of respondents identified family responsibilities, work/study demands or lack of time as reasons for non-participation. However, only 1.5% of respondents to the residents survey stated that more convenient opening hours would encourage them to participate more frequently. This reflects the difficulties in combining long working hours with participating in regular physical activity, and may suggest that many do not think that it is possible to fulfil work commitments with frequent sporting participation.

- 7.35 Despite the significant proportion citing these reasons only 1.8% of users said they would use facilities more often if opening hours were longer, or if it was easier to book a session, suggesting that overall capacity is not a major issue in North Norfolk.
- 7.36 Only 1.0% of users would increase participation if crèche/childcare provision was improved.
- 7.37 The most significant reasons cited for non-participation were old age or poor health (24.2% of respondents) and lack of interest (also 24.2% of respondents).
- 7.38 To cater for the needs of the poor and those who do not have access to a car it is preferable that new indoor sports facilities are sited in locations which have high levels of public transport accessibility. This will minimise the levels of transport exclusion experienced by those without access to a car. It will also maximise the opportunities for linked journeys and enable people to include visits to indoor sports facilities in between other journeys (for example home and work) or enable indoor recreation to be combined with other activities/visits.

Quality and attractiveness of facilities

- 7.39 A major influence on the extent to which local demand translates into actual participation is the quality and attractiveness of facilities. If facilities do not meet the standards demanded by potential users individuals may travel further to a higher quality facility or may decide not to participate at all.
- 7.40 The Sport England Calculator does not reflect variations in the quality of facilities such as whether they are of a reasonable physical standard,

available at a reasonable price to all sections of the community and are managed in a way which seeks to meet a wide range of sports development objectives.

7.41 The residents' survey undertaken as part of the study sought respondents' views on the quality of all indoor facilities within the District. Existing users of indoor facilities within the District were generally very positive about the quality of indoor sports facilities. Over 90% (92.6%) of respondents rated the overall quality of facilities as either very good or good. No users perceived the quality of facilities to be either poor or very poor, suggesting that the quality of indoor sports facilities in the District generally meets the expectations of those residing in the District in terms of their overall quality.

7.42 An indication of how latent demand could be translated into participation within North Norfolk is shown by the reasons identified by respondents which would encourage increased use of indoor leisure facilities.

- 8.4% identified a better range of facilities to be added to the existing facilities;
- 7.6% said that improvements to the quality of existing facilities would encourage them to make more use of facilities; and
- 5.8% cited improving the range of organised activities/classes;
- However, 76% stated that nothing would encourage them to participate in sport.

7.43 It will be important for the Council to tackle latent demand proactively through its sports strategy. The strategy should consider the opportunities likely to achieve the greatest improvements in participation; this may be at Council managed facilities or at facilities managed by the commercial or voluntary sector. In particular the Council should seek to convert latent demand into active participation through addressing barriers restricting participation within the catchment populations of individual facilities. These measures may include:

- Developing its sports development programme to stimulate participation, particularly among those groups within the community who do not utilise facilities at present but wish to do so;
- Enabling the provision of new facilities to address deficiencies in provision in North Norfolk through appropriate locations within the District and identifying and securing appropriate funding;
- Securing improvements in the quality and attractiveness of those existing indoor sports facilities in the District which do not meet the expectations of existing and potential users; and
- Improving access to Council managed facilities in the widest sense through enhancing the physical accessibility of facilities to all sections of the community and by reviewing opening hours and programming on a regular basis. The objective should be to ensure that opportunities are available to all at convenient times and that those sporting opportunities appeal to the particular user profiles likely to patronise facilities at different times during the day/week.

7.44 North Norfolk has already sought to overcome some of these barriers to participation and access with the "On the road to wellbeing" project, where older people are targeted in an attempt to increase physical activity within the community. The project aims to take the facility to those "hard to reach" communities and settlements and increase their awareness of the benefits of physical activity. Activities are provided within a mobile unit (gym, Pilates, Tai Chi, Capoeira, etc), and in the longer term people are signposted to other facilities where they can continue with their healthier lifestyle.

INDOOR SPORTS NEEDS BY SPORT

Methodology for Assessing Latent Demand for Other Indoor Sports

7.45 In addition to considering the needs for facilities it is also necessary to consider the needs of individual sports. Analysis of the General Household Survey (GHS) Sport and Leisure module (2002) provides a number of trends in indoor sports at the national level. The most popular outdoor sports for adults (those aged over 16) were as follows:

- Swimming – 14% of adults had participated at least once in the 4 weeks up to the interview (conducted by the General Household Survey);
- Keep Fit - 12% of adults had participated at least once in the 4 weeks up to the interview; and
- Weight Training – 6% of adults had participated at least once in the 4 weeks up to the interview.

7.46 It is also possible to establish trends at the national level for outdoor sport participants aged 16 and under. The General Household Survey (GHS) Participation in Sport - Past Trends and Future Prospects (2001) illustrates participation rates for those aged 16 and under based upon the National Survey of Young People and Sport in England 1999. Outdoor sport participation rates for those aged 16 and under are generally much higher than adult participation rates.

7.47 In order to assess potential demand for indoor sports, it is possible to estimate potential participants for outdoor sports relevant to North Norfolk based upon these national participation rates adjusted to fit the demographic profile of the District. These estimations do not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on demand for these activities.

8. INDOOR FACILITY NEEDS – OTHER FACILITIES

INTRODUCTION

- 8.1 In addition to assessing the needs for sports hall and swimming hall provision, the study has also considered the needs for two other forms of provision, namely health and fitness centres and community sports venues which are not specifically adapted for sports use (community centres, village halls etc).

HEALTH AND FITNESS CENTRES

Demand

- 8.2 Demand for health and fitness facilities has grown significantly over the last 5 years. Between 1998 and 2003 the percentage of the adult population who are members of a health and fitness club grew from 4.6% to 7.8% nationally.
- 8.3 Where health and fitness centres are located can be characterised by four types of facility:
- Those located within a leisure centre or swimming pool (24% of centres);
 - Stand alone health and fitness clubs (normally commercially operated) (45% of centres);
 - Facilities located within hotels (20% of centres); and
 - Other facilities (schools, hospitals and colleges) (11% of centres).
- 8.4 Nationally, 75% of facilities are managed as part of a group of facilities whilst a quarter of facilities are single site operations.

- 8.5 Usage of health and fitness clubs varies according to age, socio-economic group and life-stage. Membership is evenly split between males and females. However, men tend to use facilities more frequently. Table 8.1 shows the percentage of health and fitness centre users by age. These estimates were derived from a national survey of 4,098 adults aged 15+ undertaken by Mintel in 2002. Overall 17% of the population are members of a health and fitness club; membership rates are greatest within the 20-24 year age cohort where 31% of the population are members.
- 8.6 The Mintel survey also identified attitudes to potential health and fitness club membership. Those who don't belong to a centre but considered that they might use one in the future accounted for 36% of the population, whilst 47% said they had no intention of using such a facility. Those who considered that they might use a facility in the future were defined as prospective or potential users.
- 8.7 Table 8.1 provides an estimate of the number of health and fitness centre users in North Norfolk by applying national usage rates to the demographic structure of the District (as defined by the 2001 census). In total it is estimated that there are more than 12,000 health and fitness centre users in the District (14.4% of the adult population) and some 25,000 potential users (i.e. those who consider that they might use one in the future).

Table 8.1 Estimated Health and Fitness Club Users by Age

Age Cohort	Number in age category	Estimated Number of Users 2001	Number of Potential Users 2001
15-19	5213	1303	2971
20-24	3846	1192	1961
25-34	9479	2275	4834
35-44	12246	2694	5266
45-54	13748	1925	4812
55-64	14124	1412	3390
65+	25086	1254	2759
Total	83742	12,056	25994

Supply

- 8.8 The facilities provider survey undertaken as part of the assessment identified all sports facilities within the District which have a health and fitness centre. These facilities are listed in Table 8.2. Within the District there are 9 major centres identified; it was not possible to establish exact numbers of members

in this survey, but estimates have been provided below based on broad figures provided.

Table 8.2 Health and Fitness Centres Estimated Membership

Health and Fitness Centre	Estimated Number of Members
Splash Leisure and Fitness Centre, Weybourne Road, Sheringham	450
Victory Swim and Fitness Centre, Station Road, North Walsham	1020
Pinewood Leisure Park (Woodlands), Upper Sheringham	500
Rossi Sport and Leisure, Tungate Farm, Tungate North Walsham	1000
Fakenham Sports Centre Trap Lane Fakenham	700
First Stop Fitness, Oak Street, Fakenham	300
Bodyfit Gym, Brooke St, Cromer	100
Fitness Express at High Kelling, Sandy Hill Lnae, Weybourne	360
Cromer Country Club	300
Total estimated membership	4730

Comparison of demand and capacity

- 8.9 In 2001 it was estimated that there is demand equivalent to 4,730 health and fitness centre users. This figure has been used as a more realistic assessment of present membership than the national participation estimates.
- 8.10 Demand for health and fitness centre users is forecast to grow in North Norfolk between 2001 and 2016. The number of users was derived by applying existing known participation rates to the 2016 projected population for each age cohort (Norfolk County Council estimates). In addition it was assumed that the health and fitness centre market would grow by a compound rate of 3% per annum based upon current growth rates.
- 8.11 This results in some 2,682 persons who would become members of health and fitness centres over and above those additional members arising from any demographic changes. It is estimated that the total level of health and fitness club users will increase from some 4,730 to 7,390 members.

Table 8.3 Estimated Health and Fitness Club Users by Age 2016

Age Cohort	Estimated Users based on 2001 participation levels	Number of Potential Users 2001	Number of Potential Users converted to users 2001-2016	Total Users 2016
15-19	512	1161.661	199	708
20-24	469	766.751	370	836
25-34	894	1890.094	707	1,596
35-44	1059	2059.006	706	1,759
45-54	757	1881.492	411	1,163
55-64	555	1325.49	206	759
65+	493	1078.769	84	574
Total	4739	10163.65	2682	7,396

Implications for provision

8.12 If it can be assumed that existing facilities can grow their current membership levels by up to 30% then there will be a need to make further provision to accommodate some 1,266 additional members in the District (if needs originating in North Norfolk are to be met locally). This level of demand would equate to 1-2 centres typical of those managed on behalf of the Council.

8.13 In order to meet expected demand, additional provision could be made in a number of possible ways:

- Extensions to existing facilities; and/or
- The development of new facilities within the District.

8.14 The typical land take for a medium-large size facility at a stand-alone location is normally between 0.8-2ha. If the facility is provided on a town centre site or as part of a mixed use development then a typical facility ranges between 2,000-9,000sqm depending on the range of facilities provided.

COMMUNITY CENTRES AND VILLAGE HALLS

8.15 In addition to dedicated sports venues a range of other facilities including community centres and village halls also contribute towards meeting the sporting needs of the District. A Parish Council survey was undertaken as part of the facilities provider survey.

- 8.16 The following Community Halls were identified as providing such facilities, though many Parishes did not respond to the questionnaire survey.

Table 8.4 Community Halls - Parish Council Responses

Community Halls & Youth Clubs

Wells Community Hall, Marsh Lane, Wells next-the-Sea
Holt Youth Project, Old Station Way, Holt
Fulmodeston and Barney Old School Hall
Worstead Queen Elizabeth Hall, Ruin Road
Swanton Novers Village Hall, St Giles Road, Swanton Novers
Lessingham Village Hall
Baconsthorpe Village Hall
Corpusty and Saxthorpe Village Hall, Corpusty
Potter Heigham Village Hall, School Rd, Potter Heigham
Aylemerton Village Hall and Snooker Hall
Sheringham Community Centre, Cromer Road, Sheringham
Alborough Community Centre

- 8.17 The majority of halls identified through this survey are used for informal recreational activities and classes which do not require dedicated facilities or changing areas such as table tennis, dance, keep fit and yoga. The needs and requirements of these sports are considered in Chapter 9.
- 8.18 The residents' survey also assessed the usage of community centres and village halls for other recreational activities. Tables 8.5 and 8.6 summarise the usage of halls by gender and age.

Table 8.5 Usage of Community Centres and Village Halls by Gender

Activity	Total Number	%	Male Number	%	Female Number	%
Hobbies/societies	36	7.2	8	4	28	9.4
Environmental/horticultural	7	1.4	3	1.5	4	1.3
Children/Youth Activities	13	2.6	3	1.5	10	3.3
Educational Classes	5	1	2	1	3	1
Elderly Persons Groups	5	1	1	0.5	4	1.3
Religious Groups	5	1	0	0	5	1.7
Community Group	18	3.6	10	5	8	2.7
Art, Music, Drama	22	4.4	8	4	14	4.7
Personal Health	10	2	5	2.5	5	1.7
Informal Social Activities	37	7.4	13	6.5	24	8
Other	0	0	0	0	0	0
None	361	72.2	152	75.6	209	69.9
No. of Respondents (Base)	500		201		299	

8.19 Overall it can be seen that village halls and community centres play an important role in informal recreational provision in the District. They serve as a venue for informal social activities and hobbies and societies. They are most popular for those residents within the age category 55-64 and will continue to serve an important recreational function in the future given demographic change in the District leading to a greater representation of this age category.

Table 8.6 Usage of Community Centres and Village Halls by Age

Activity	Total %	Number	15-24	25-34	35-44	45-54	55-64	65+						
Hobbies / Societies	7.20%	36	3.40%	1	10.20%	5	6.50%	5	6.80%	6	11.90%	12	4.60%	7
Environmental / Horticultural	1.40%	7	0.00%	0	0.00%	0	1.30%	1	2.30%	2	0.00%	0	2.60%	4
Children's / youth activities	2.60%	13	3.40%	1	12.20%	6	5.20%	4	1.10%	1	1.00%	1	0.00%	0
Educational classes	1.00%	5	3.40%	1	2.00%	1	0.00%	0	0.00%	0	0.00%	0	2.00%	3
Elderly Person's Group (ie activities specifically for older people)	1.00%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1	2.60%	4
Religious groups	1.00%	5	0.00%	0	0.00%	0	0.00%	0	1.10%	1	3.00%	3	0.70%	1
Community groups	3.60%	18	3.40%	1	2.00%	1	1.30%	1	2.30%	2	5.90%	6	3.90%	6
Arts, music and drama	4.40%	22	3.40%	1	2.00%	1	1.30%	1	6.80%	6	4.00%	4	5.20%	8
Personal health	2.00%	10	3.40%	1	4.10%	2	3.90%	3	2.30%	2	1.00%	1	0.70%	1
Informal social activities (eg coffee morning)	7.40%	37	0.00%	0	0.00%	0	5.20%	4	10.20%	9	7.90%	8	10.50%	16
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(None)	72.20%	361	79.30%	23	73.50%	36	75.30%	58	71.60%	63	69.30%	70	71.20%	109
Base:		500		29		49		77		88		101		153

9. INDOOR SPORTS NEEDS BY SPORT

INTRODUCTION

- 9.1 In addition to identifying the number and type of indoor facilities required to meet the sporting needs of the District it is also necessary to consider the type of existing indoor provision and its capability for meeting the needs of particular sports.
- 9.2 The level and type of existing provision at existing facilities was identified through the facilities provider survey and council records. The needs of existing sports were derived from a survey of existing clubs within the District. However, it should be recognised that participation as part of a club represents only a small component of overall participation for several sports (eg swimming, squash), whereas sports which require the hire of a larger venue or are team sports are more likely to be club based (such as martial arts, basketball).
- 9.3 Analysis of the General Household Survey (GHS) Sport and Leisure module (2002) provides a number of trends in indoor sports at the national level. The most popular sports were as follows:
- Swimming – 35% of adults had participated in the last 12 months (14% in the last 4 weeks);
 - Keep Fit, Yoga and Dance – 22% of adults had participated in the last 12 months (Keep fit – 12% in the last 4 weeks);
 - Cue Sports including snooker, pool and billiards – 17% of adults had participated in the last 12 months.
- 9.4 Participation rates vary according to gender. Men are more likely to participate in at least one activity, and also have higher participation rates

than women in each activity with the exception of swimming, keep fit/yoga and netball.

SWIMMING AND DIVING

Demand for Swimming and Diving

- 9.5 Demand for these sports comprises both informal participation (ie swimmers that do not belong to a swimming club) and members of formal swimming clubs. When the results obtained from the North Norfolk residents' survey are compared to national participation rates, it becomes apparent that the District contains a higher proportion of regular swimmers (19%) (ie adults that had participated in the last four weeks) compared to the national average (14%).
- 9.6 Four Swimming clubs were identified within the sports club surveys, Aylsham Vikings, Fakenham Swimming Club, Wells and District School Amateur Swimming Club and Runton Over 60s swimming club although no responses were obtained directly from these clubs.

Latent Demand

- 9.7 In order to assess potential demand, the overall number of potential swimming sports participants within North Norfolk has been estimated based upon national participation rates adjusted to fit the demographic profile of the District (Table 9.1). This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for swimming.
- 9.8 Overall it is predicted that the potential demand for swimming and diving in the District will fall somewhat between 2001 and 2016, though there are rises in participation within the age groups 45+ years of age.
- 9.9 Since participation in swimming relies on the supply of swimming pools, future participation may be more heavily influenced by the number of swimming pools in the District than by demand side factors.

Table 9.1 Potential Demand for Swimming and Diving

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	3815	2948
12 to 16	2022	1791
17 to 19	568	612
20 to 24	654	804
25 to 29	712	689
30 to 44	3507	2441
45 to 59	2763	2821
60 to 69	935	1247
70+	550	730
Total Youth 6-16 years	5837	4739
Total Adult 17+	9690	9343
Total	15527	14082

BADMINTON

Demand for Badminton

9.10 A total of five badminton clubs were identified through the facilities survey and Council Website. Only one of the clubs responded to the survey, Holt Friday Badminton Club who use Badminton Facilities at Greshams School. Other facilities hosting badminton include: Fakenham Sports and Fitness Centre, Cromer Sports Centre.

Latent Demand

9.11 In order to assess potential demand the overall number of potential regular badminton players within North Norfolk has been established based upon national participation rates adjusted to fit the demographic profile of North Norfolk. This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for badminton (Table 9.2).

9.12 Badminton demand is expected to decline somewhat over the period 2001-2016, although a small increase in participation is expected amongst those over 45 years of age.

Table 9.2 Potential Badminton Demand

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	450.3	347.9
12 to 16	675.9	598.7
17 to 19	137.6	148
20 to 24	76.9	94.5
25 to 29	125.7	121.5
30 to 44	350.7	244.1
45 to 59	425.1	434.0
60 to 69	133.6	178.2
70+	0.0	0.0
Total Youth 6-16 years	1126.2	946.6
Total Adult 17+	1249.7	1221.6
Total	2375.9	2168.2

BASKETBALL

Demand for Basketball

- 9.13 Two basketball clubs were identified within the surveys: Cromer Wildcats and Fakenham Basketball Club. A response was received from the Fakenham Basketball Club, which comprises a youth club containing 18 youth members (mixed sex).

Latent Demand

- 9.14 In order to assess potential demand, the overall number of potential regular basketball players within North Norfolk has been estimated based on national participation rates adjusted to fit the demographic profile of the District. This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for basketball. The national figures also include basketball participation at outdoor facilities. Between 2001 and 2016 it is estimated that potential demand for basketball will reduce by nearly 20% (Table 9.3).

Table 9.3 Potential Basketball Demand

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	663	512.2
12 to 16	944	836.2
17 to 19	167	179
20 to 24	58	70.9
25 to 29	13	12.2
30 to 44	70	48.8
45 to 59	0	0.0
60 to 69	13	17.8
70+	0	0.0
Total Youth 6-16 years	1607	1348.4
Total Adult 17+	321	209.5
Total	1928	1678

KEEP FIT, YOGA AND DANCE

Existing Demand

9.15 Fitness, yoga and dance classes take place at a variety of venues in North Norfolk, including private gyms, public leisure centres, village halls and schools. Typically these sports take place in the form of regular aerobic, fitness and dance classes. Private facilities including chains of commercial gyms generally offer the highest standard of provision for these activities, providing specialised venues with appropriate flooring and mirrored walls. By its very nature, the range of facilities in community centres/village halls is generally more modest, although rental costs are normally lower.

Demand for Fitness Yoga and Dance

9.16 The surveys identified 7 classes dedicated to fitness, yoga and dance in the District. Although no responses were received from these classes the Parish Council consultations identified four of the clubs having a membership of some 68 persons. However many more people are likely to participate in the District in such sports either through organised classes booked on a casual basis at both public and private indoor sports facilities.

Latent Demand

- 9.17 Participation in fitness, dance and related activities is likely to be one of the most popular forms of sport and recreational activities in the District, particularly amongst women. In order to assess potential demand, the overall number of potential regular participants in these activities within North Norfolk has been estimated based upon national participation rates adjusted to fit the demographic profile of the District (Table 9.4). This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand of these activities. It is predicted that participation rates are expected to slightly decrease overall, though with rises in participation within the age groups 45 years and above.

Table 9.4 Potential Yoga, Dance & Fitness Demand

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	1263	976
12 to 16	782	693
17 to 19	562	606
20 to 24	615	756
25 to 29	796	770
30 to 44	2806	1953
45 to 59	2551	2604
60 to 69	1029	1372
70+	752	998
Total Youth 6-16 years	2045	1669
Total Adult 17+	9111	9058
Total	11156	10726

SQUASH

- 9.18 The facilities provider survey identified two squash clubs within the District: the Fakenham Squash Club and Cromer Squash Club (part of the Cromer Tennis and Squash Club).

Latent Demand

- 9.19 In order to assess potential demand, the overall number of potential regular squash players within North Norfolk has been estimated based on national participation rates adjusted to fit the demographic profile of the District. This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for squash.
- 9.20 Participation in squash is expected to decrease overall, though principally this is due to the falls in participation within the 30-44 age cohort. It may be necessary to promote this sport in a way that appeals to a wider range and number of people in the future.

Table 9.5 Potential Squash Demand

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	63	48
12 to 16	268	238
17 to 19	64	69
20 to 24	77	95
25 to 29	126	122
30 to 44	351	244
45 to 59	213	217
60 to 69	0	0
70+	0	0
Total Youth 6-16 years	331	286
Total Adult 17+	830	747
Total	1161	1032

TABLE TENNIS

Existing Provision

- 9.21 The North Norfolk Table Tennis League contains 11 teams. The League Secretary was consulted to obtain impressions of membership and club details but no return was obtained.

Latent Demand

9.22 In order to assess potential demand, the overall number of potential regular table tennis participants within North Norfolk has been estimated based on national participation rates adjusted to fit the demographic structure of the District (Table 9.6). This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for table tennis. Potential demand for table tennis is predicted to fall somewhat over the period 2001-2016.

Table 9.6 Potential Table Tennis Demand

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	338	261
12 to 16	480	426
17 to 19	143	155
20 to 24	77	95
25 to 29	42	41
30 to 44	175	122
45 to 59	213	217
60 to 69	0	0
70+	0	0
Total Youth 6-16 years	818	686
Total Adult 17+	650	629
Total	1468	1315

MARTIAL ARTS

Existing Provision

9.23 A total of 10 martial arts clubs were identified from the sports surveys, including karate, judo and ikedo. Only North Walsham Judo Club responded. The club totals 31 members with membership having doubled over the last two years.

Latent Demand

- 9.24 In order to assess potential demand, the overall number of potential regular participants in these activities within North Norfolk has been estimated based on national participation rates adjusted to fit the demographic structure of the District (Table 9.7). This estimate does not reflect the existing issues relating to the scale or quality of provision within North Norfolk or local influences on the demand for martial arts. Potential demand for martial arts is predicted to fall somewhat over the period 2001-2016.
- 9.25 The findings from this analysis suggest that the demand for martial arts will decline somewhat between 2001 and 2016 across almost all age categories with the exception of those aged 20-24.

Table 9.7 Potential Martial Arts Demand

Age Cohort	2001 Number Participating	2016 Number Participating
6 to 11	500	387
12 to 16	341	302
17 to 19	41	44
20 to 24	96	118
25 to 29	75	73
30 to 44	193	134
45 to 59	43	43
60 to 69	0	0
70+	0	0
Total Youth 6-16 years	841	688
Total Adult 17+	448	413
Total	1289	1101

10. CONCLUSIONS AND RECOMMENDATIONS

MEETING SPORTS NEEDS WITHIN THE DISTRICT

INTRODUCTION

- 10.1 This chapter summarises the findings of the study and identifies the policy and management mechanisms necessary to address the sports needs identified within the preceding chapters of this report. The recommendations should be used to inform the policies of the forthcoming Local Development Framework where they relate to land use and planning issues. Where a policy relates to the management of existing demand then the development of a sports and recreation or playing pitch strategy and action plan is likely to be the most appropriate mechanism to affect change.

PLAYING PITCH NEEDS

Quantitative Requirements

- 10.2 The playing pitch needs assessment has demonstrated that the provision within the District is generally adequate to meet the needs of the District to 2016. The shortfalls identified relate to the following pitch sports:
- Football Mini – 4 pitches;
 - Cricket – 3 pitches;
 - Hockey – 1 pitch.
- 10.3 The likely options to address the needs identified include providing pitches at existing playing fields in community use which have physical potential for additional pitches or diverting use of pitches from football (full size) to other sports (cricket and mini football) where available.

- 10.4 Table 10.1 translates the net pitch requirements for each sport into minimum land requirements. The pitch areas (including safety margins) are derived from national governing body standards. In addition a 20% site area multiplier has been applied to the area of each pitch to allow for changing provision and car parking.

Table 10.1 Net Pitch Requirements

Pitch Type	Additional pitch requirements	Additional pitch space requirements (ha) including allowance
Football Mini	4	1.44
Cricket	3	6.48
Hockey	1	0.72
Total Pitch Space Requirements	8	8.64

- 10.5 Overall, in addition to existing sites in secure community use, an area of only 8.64ha would be required to meet the additional playing pitch needs of the District up to 2016.

ACCESS TO OUTDOOR PITCH SPORTS FACILITIES

- 10.6 Those open spaces which are located within or close to parts of the North Norfolk District which are currently deficient in pitch access (Fig 2.1) should be prioritised for additional pitch provision. Furthermore, pitch provision should be enhanced within areas of the District which are expected to experience significant population growth over the LDF period if needs are not already catered for.
- 10.7 Many rural parts of the District lie outside the catchment area of a playing field in secure community use. Those areas which are deficient in access tend to be rural areas with insufficient population to justify the provision of further pitches. However, of the main towns there is a deficiency area identified within Sheringham (east) within the St Benet Ward.

IMPROVING THE QUALITY OF PITCHES IN SECURE COMMUNITY USE

- 10.8 For all sports there is a need to upgrade the overall quality of provision at sites in secure community use in order to make these facilities 'fit for use'.

Several improvements are possible in order to improve the quantity and quality of playing pitches within the District. The possible menu of options includes:

- Qualitative improvements to enhance the provision and quality of ancillary facilities to improve their adequacy to meet the level of potential demand associated with pitches at that location; and
- Improvements to utilisation of sites through improved pitch layouts, improvements to pitch drainage, provision of floodlighting to enable evening matches mid-week, or use of under-utilised land to accommodate further pitches.

10.9 The programme of open space site visits included an appraisal of the condition of existing facilities and identification of possible opportunities for future enhancement of facilities at all sites including those not in secured public use. The site assessments identified that all pitches were categorised as being in either good or excellent condition (refer to table 2.10). If these sites are to be retained in secure community use then pitches at these sites should be upgraded to meet league standards.

10.10 The site survey identified that no changing facilities exist at 8 sites with pitches in secure community use. The lack of quality changing rooms within the District has meant that the needs and expectations of clubs which use these venues are not met. The provision or upgrading of changing rooms is a priority in order to facilitate the growth and development of pitch sports within the District. Those strategic sites which support the greatest number of matches should be prioritised for improvement.

POTENTIAL TO ACCOMMODATE CHANGING ROOMS OR SOCIAL FACILITIES

10.11 The site assessment identified 7 sites where physical potential exists to accommodate additional changing rooms or social facilities. This does not indicate whether such proposals are likely to be acceptable in planning terms. The sites identified are:

- Holt Playing Fields;

- Norwich Road Sports Fields, North Walsham;
- Barney Recreation Ground;
- Melton Constable Recreation Ground;
- Fakenham Playing Fields;
- Edgefield Football Fields;
- Fakenham Rugby Club.

POTENTIAL OPPORTUNITIES FOR DIVERSIFICATION AND INTRODUCTION OF NON PITCH OPEN SPACE USES

10.12 At some playing fields the potential is in the form of diversifying the use of the periphery of the site whilst retaining the primary pitch use. At other sites potential may exist to diversify larger areas of the site for other open space uses where the site may be more appropriately used to meet deficiencies in other forms of open space.

10.13 Partial diversification of sites would contribute towards improvement of the public realm in these spaces and could deliver benefits including improved access to informal recreational activities, landscape enhancement and informal policing of spaces.

10.14 The site assessment identified 16 playing pitch sites where potential opportunities for the introduction of other open space uses may be feasible or beneficial. These are:

- Gimingham Recreation Ground;
- Cabbell Park, Cromer;
- Overstrand Sports Ground;
- Norwich Road Sports Fields, North Walsham;

- Horning Recreation Ground;
- Catfield Playing Fields;
- Great Ryburgh Playing Fields;
- Ludham Recreation Ground;
- Hindolveston Playing Fields;
- MADRA Knapton;
- Smallburgh Recreation Ground;
- Trunch Playing Fields;
- Worstead Playing Field;
- Norwich Wanderers CC;
- Fakenham Rugby Club;
- Ingham Recreation Ground.

10.15 It is important to emphasise that this list of sites provides an indication of potential rather than a recommendation to implement such changes. In considering specific improvements there is a need to consider access and security considerations to prevent dog fouling, vandalism of facilities and degradation of the playing surface. However, it should be recognised that playing fields represent a shared resource for all residents and that flat mown fields may hold only limited appeal for some residents. In these circumstances diversification to provide other uses in more remote, less intensively used playing pitch sites within villages may represent a key to sustaining their use and function in the future.

IMPLEMENTATION

Preparation of a Playing Pitch Strategy and Action Plan

10.16 In order to secure the level of provision necessary to meet the needs of the District up to 2016 it will be necessary for the Council to prepare a playing pitch strategy and action plan. The strategy and action plan should be developed in accordance with best practice recently published by Sport England (Towards a Level Playing Field: A Guide to the Production of Playing Pitch Strategies). The strategy should identify solutions to the qualitative and quantitative deficiencies identified within this assessment including site specific proposals for:

- Bringing forward pitches at individual open space sites to meet the quantitative needs of the District up to 2016;
- Improving the quality and carrying capacity of pitches within the District including improvements to pitch drainage;
- Providing or upgrading changing facilities at individual sites; and
- Identifying options to improve the management of playing pitch resources within the District including identification of the roles to be performed by pitches not managed by the Council.

10.17 The strategy should include an annual action plan for its implementation. The Action Plan is likely to identify priorities, targets, performance indicators, funding requirements/budget bids, sports development initiatives and monitoring mechanisms as well as which organisations will be responsible for specific actions. Potential projects should be divided into short term projects which are relatively easily implemented and do not require major resource inputs and medium to longer term projects which are likely to require further resources outside of existing budgets or from external resources.

RESOURCES

10.18 In developing the strategy it will be necessary to develop bid proposals to secure additional funding and to identify which proposals have the potential to be funded from other sources (eg developer contributions). The Playing Pitch

Strategy should be realistic and recognise the resources available for implementing the actions identified. It is recommended that investment priorities should be developed in accordance with the needs identified within the study.

10.19 The Parks and Open Spaces budget is limited and includes routine maintenance of existing Council managed and Parish Council managed playing fields. It is understood that only very minor capital works to existing ancillary facilities can be financed through this budget.

10.20 In addition to the existing parks and open spaces budgets and the resources of individual clubs and private pitch providers, several sources of external funding exist which could be used to implement improvements and initiatives relating to sports pitches. The emphasis of national funding programmes in targeting schools should be recognised in the determination of priorities for pitch improvements in order to maximise resources coming into the District.

Developer Contributions

10.21 The Council should also seek to secure appropriate developer contributions for open space, sport and recreation provision from new residential development within the District. The improvements to provision do not necessarily have to take place at playing fields within or adjacent to the development so long as it can be demonstrated that the improvements serve the new developments and are proportional to the level of additional demand generated.

OTHER OUTDOOR SPORTS NEEDS

10.22 The sports assessment identified the improvements in provision necessary to meet outdoor sports needs in the District.

ATPs

10.23 Chapter 6 identifies that one additional Artificial Turf Pitch may be needed in the District to meet the needs of existing users based upon the utilisation of existing pitches. Chapter 5 identifies a marginal increase in pitch requirements up to 2016 falling short of the need for provision of an additional pitch to support the growth of hockey in the District. It is expected that ATPs

can be programmed for other activities when they are not required for hockey league fixtures. There are clearly issues relating to access to ATPs within the District with large parts of the District being remote from such facilities. This includes the west of the District around Fakenham where existing hockey clubs have expressed a desire to locate.

10.24 Chapter 6 identifies the criteria which should be considered in locating future ATP provision. The optimal sites are sports centres and secondary school sites in accessible locations. Whilst the provision of ATPs is not identified as requiring an increase in number, support should be given to provision at school sites in the area where these could provide for the existing difficulties in access.

MUGAs

10.25 At present there are no recorded multi-use games areas within the district. This audit does not account for those at school sites and hard surfaced areas which are marked for a range of sports rather than dedicated multi-use games areas which meet the design guidelines prescribed by Sport England and the NPFA for new facilities.

10.26 Nevertheless the lack of MUGAs within open spaces within the District of North Norfolk represents a significant absence of provision.

10.27 In order to ensure adequate access to multi-use games areas it is important that the recommended access standard defined into children's play provision is met (refer to volume I).

10.28 It is important that the quality and range of children's play provision at Neighbourhood Equipped Areas of Play is enhanced to include a MUGA which meets nationally recognised quality and design standards.

Tennis

10.29 At present there are 60 tennis courts in the District (including school sites). A significant proportion of courts are either concrete hard surface courts which are inappropriate for competitive matches or redgra which is also not a preferred surface for competitive matches. It is also significant that the vast

majority of those courts within the District that are of sufficient quality are located at the Cromer Tennis Club.

10.30 It will be necessary to upgrade an additional 3 tennis courts within the District to satisfy future demand. Such provision should generally be located within the large towns/settlements serving a larger population and outside the catchment area of Cromer Lawn Tennis Club.

Archery

10.31 The results of the sports clubs' survey identified significant increases and expansion plans of archery within the District. There is a need to better support the needs of archery clubs in the District by finding mechanisms to enable improved access to venues which are suitable for accommodating archery training and competitions.

Outdoor Bowls

10.32 The results of the sports survey combined with the examination of sports participation levels indicate that outdoor bowls will continue to grow as a sport within the community. Support should be given to continued improvement of existing facilities including changing rooms, clubhouses at such facilities and to improvements to surfaces of existing bowling greens to ensure that such additional demand is catered for in future years.

Other sports

10.33 There is no need to make specific improvements to the scale or quality of provision for the following sports:

- Athletics - needs will be met by facilities in neighbouring local authorities;
- Cycling - no change other than improvements to the cycle network and green network. These should be funded through the Local Transport Plan (LTP);
- Walking and Running - no change other than general improvements to the cycle network and green network which should be funded through

the LTP and improvements to the quality of provision at individual parks identified in Volume I;

- Water Sports - no change to facilities other than extensions to facilities to be funded by individual clubs.

MEETING INDOOR SPORTS NEEDS

10.34 The needs assessment has identified a range of sporting needs which are unsatisfied at present within the District. Up to 2016 the need for further improvements has also been identified to meet the changing needs of the community resulting from increases in population and changes in the demographic structure of the District. The needs and possible opportunities to meet these needs are considered below.

Swimming pool provision

Access

10.35 There is a need to improve access to swimming pools for residents living further than 20 minutes journey time from existing facilities. Principally the difficulties in access relate to many rural wards where those wishing to travel by car also live beyond 20 minutes travel time from the nearest large swimming pool. This is particularly marked in the following rural wards:

- Gaunt;
- Astley;
- Briston;
- Waterside;
- Waxham;
- Stalham and Sutton;
- Hoveton; and

- Poppyland.

10.36 These deficiencies in access relate to the following small towns and large villages as defined in the North Norfolk Local Plan;

Small Towns:

- Stalham.

Large Villages:

- Briston/Melton Constable;
- Hoveton;
- Mundesley (part).

10.37 A large number of other selected small villages are also outside the catchment areas identified.

10.38 To address deficiencies in access to swimming pools the possible options include:

- Assisting potential users in reaching other facilities beyond the 20 minute journey time;
- Locate additional facilities in areas of poor facility access; and
- Encourage use of smaller facilities to which there is limited or restricted public access at present.

10.39 To enable the potential swimming pool users to access facilities more easily the Council should encourage improved bus service frequencies from rural areas to the main pools serving the district and seek improvements in the standard of bus stop facilities, improve the quality of cycle and pedestrian routes within the catchment of all publicly accessible swimming pools through the provision of well lit footpaths and improved signposting.

10.40 At present there is insufficient unmet demand within areas of poor swimming pool access to justify the provision of additional facilities. This is also the case in 2016 as overall demand is expected to decrease slightly. There may be opportunities to enhance access to small pools not currently in public use and which are not included within the Sports Facility Calculator Assessment.

Capacity

10.41 At present there is insufficient unmet demand to justify the provision of further large swimming pools within the District. This remains the case up to 2016.

Indoor Sports Hall Provision

Access

10.42 There is a need to improve access to sports hall provision to residents living further than a 20 minute journey time from existing facilities. This comprises large areas of the following settlements:

- Mundesley;
- Briston; and
- Melton Constable and other surrounding villages.

10.43 To address deficiencies in access to sports halls the possible options include

- Assisting potential users in reaching other facilities beyond the 20 minute journey time;
- Improving access to halls with no public access prioritising those located within deficiency areas;
- Enhancing the sports function of community centres and village halls to enhance their role in catering for sporting needs; and

- Encouraging use of smaller facilities to which there is limited or restricted public access at present through improving the attractiveness of the facilities or the range of facilities provided.

10.44 To enable potential sports hall users to access facilities more easily the Council should encourage improved bus service frequencies within those parts of the District which have low or medium public transport accessibility. The Council should seek improvements to the standard of bus stop facilities close to indoor sports halls, and improvements to the quality of cycle and pedestrian routes passing close to sports halls through the provision of well lit footpaths, signage etc.

Capacity

10.45 At present there is insufficient unmet demand to justify the provision of further sports halls within the District. This is also the case in 2016 as overall demand is expected to remain fairly static. Nevertheless it should be borne in mind that issues of public access to sports halls is limited by the fact that Stalham, Cromer and North Walsham sports halls are not open to the public during daytime school term time. Whilst evidence suggests that most use of sports halls is made during the evening, consideration should be given to the ability to extend the community use of such halls to increase capacity for community use.

Health and fitness centres

10.46 At present the District has sufficient health and fitness centres provision to meet existing needs. The number of users is not likely to exceed nationally derived average membership levels. Up to 2016 the demand for health and fitness centres is expected to grow by an additional 2,682 members. In order to meet this need sites will need to be identified to accommodate centres equivalent in size to 1-2 facilities similar in size to those operated on behalf of the Council (potentially operated by commercial enterprises).

Community venues and village halls

10.47 In order to enhance the capability of community and village halls to meet sporting needs, the Council, Parish Council and Voluntary sector operators in partnership with local clubs should seek to improve the range and quality of

provision through tapping available grants available at the national level through national sporting governing bodies and lottery funding.

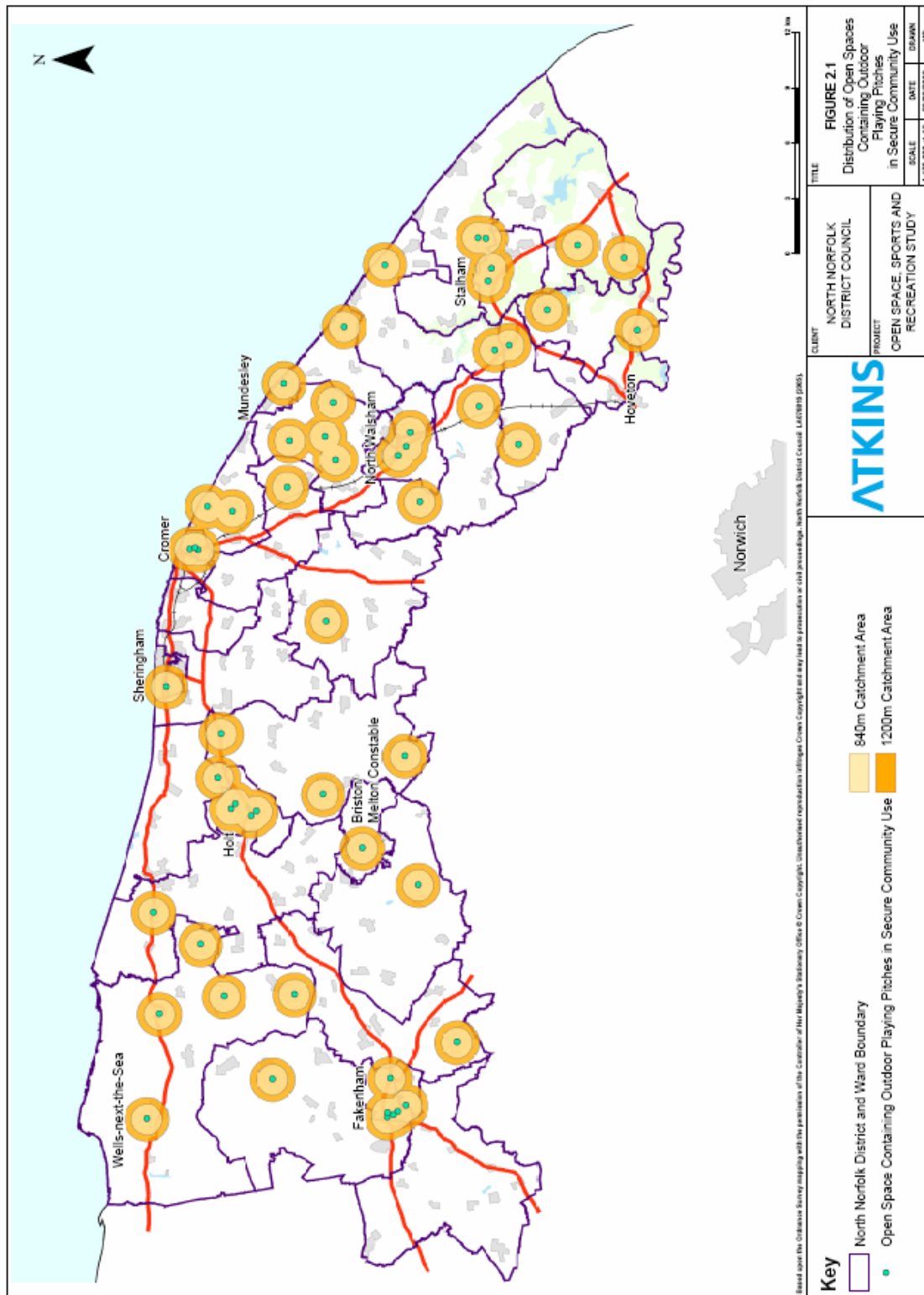
SPORTS DEVELOPMENT INITIATIVES

- 10.48 The Council should continue with its existing programme of sports development initiatives including its attempts to bring sporting facilities out to less accessible parts of the District. However, the following actions may also be required to accompany the expected changes in demand and supply.
- 10.49 The Council should act in an enabling role to match teams seeking pitches to available supply. This should encompass privately managed sites such as school sites and other pitch providers in addition to Council pitches.
- 10.50 The Council and other pitch providers should ensure that investment in new or improved facilities should be accompanied with promotional and sports development activities to encourage increased participation.
- 10.51 The Council should foster increased sports participation through the continual development of measures to convert latent demand into active participation.
- 10.52 The Council should regularly monitor the capacity of local football leagues and in liaison with local governing bodies encourage the creation of additional leagues where sufficient demand for additional teams exists.
- 10.53 The Council should continue to support the development of female participation in outdoor pitch sports.
- 10.54 The Council should set and monitor appropriate priorities and targets when designing sports development programmes and when considering proposals for new facilities in order to assess the impact of programmes and proposals on participation levels and their contribution towards regeneration and social inclusion objectives. The findings of such work may be used within future assessment, benchmarking and best value work.

FURTHER WORK

10.55 In order to enhance the assessment undertaken within the scope of this study, the desirability of further work has been identified. The key areas identified are:

- In order to maintain the reliability of the assessment and to account for future changes it is recommended that the Council undertakes club surveys every 5 years to monitor the extent of pitch use and the extent to which latent demand remains unfulfilled;
- In order to provide sufficient protection for outdoor playing fields the Council should derive an appropriate standard for inclusion within the forthcoming Local Development Framework in accordance with national planning policy; and
- The Council should adopt revised supplementary development documents to provide more detailed guidance relating to developer obligations relating to open space, outdoor and indoor sports.
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APPENDIX A SITE SURVEY PRO-FORMA

Q2-4	<p>Site reference No.</p> <p>To be identified completed prior to survey by North Norfolk. Linked to development of GIS. Site name to be verified on site and updated if necessary</p>
Q6	<p>Ward - Desk based assessment</p>
Q7	<p>Area -To be measured by GIS (desk based assessment)</p>
Q8	<p>Photo ID no.</p> <p>The number should be unique to avoid confusion between sites. A representative photo should be taken of each site. Together with any illustrating queries (historic features) or relating to problems.</p>
Q9	<p>Description of the park.</p> <p>Aspects which should be included within the description include an indication of the type of uses present within the open space and the overall condition of the open space.</p>
Q10	<p>Type of Open Space</p> <p>Select main purpose. If there is more than one major role select secondary purpose.</p> <p>Country Park – <i>size threshold to be determined.</i> Natural/semi-natural greenspace or park with public access. May contain playing fields, but at least 40 ha for other pursuits. Adequate parking.</p> <p>District Park – <i>size threshold to be determined.</i> Landscape setting with a variety of natural features and a range of facilities including outdoor sports facilities and playing fields, children’s play for different age groups and informal recreation pursuits. Some car parking.</p> <p>Neighbourhood Park – <i>size threshold to be determined.</i> They have an important children’s play function. Provision for court games, important children’s play function, sitting-out areas, nature conservation, landscaped environment, and playing fields if the parks are large enough.</p> <p>Small Local Park or Open Space – These are open spaces less than x ha in size (threshold to be determined). These are likely to include gardens, sitting out areas, children’s play grounds and other publicly accessible open space uses.</p> <p>Provision for children and teenagers – Play areas (including LAPs, LEAPs and NEAPs), skateboard parks, outdoor basketball goals and ‘hanging out’ areas (including teenage shelters).</p> <p>Linear Open Space / Green Corridors – River and canal banks, canal towpaths, road and rail corridors, cycling routes, paths, disused railways, and other routes which provide opportunities for informal recreation (including nature conservation).</p> <p>Amenity Green Space – Includes informal recreational spaces and housing green spaces. This category would include green spaces in and around housing areas, large landscaped areas, and domestic gardens.</p> <p>Outdoor Sports Facilities / Playing Fields - Sites which are not located within a public park and which the primary role is for formal recreation. Sites include tennis courts, bowling greens, sports pitches, golf courses, athletics tracks, school playing fields, other institutional playing fields and outdoor sports areas. Categorise by ownership i.e.</p>

	<p>public/private/education.</p> <p>Allotments / Community Gardens / Urban Farms - Open spaces where the primary use is gardening.</p> <p>Cemeteries and Churchyards</p> <p>Natural or Semi-Natural Urban Greenspaces – Woodland (coniferous, deciduous, mixed) and scrub, grassland (e.g. down land, meadow), heath or moor, wetlands (e.g. marsh, fen), open and running water, wastelands (including disturbed ground), bare rock habitats (e.g. cliffs, quarries, pits).</p> <p>Civic spaces / pedestrianised areas – more formally laid out hard surfaced public spaces including squares, pedestrian streets, sitting out areas. These spaces would not normally have a formal recreational function.</p> <p>Green Spaces within Grounds of Institution - Open space located within the grounds of hospitals, universities and other institutions which are accessible to the general public or some sections of the public.</p>
Q11	<p>Site Ownership</p> <p>Public sector – includes spaces owned by other national, regional or local government agencies. Excludes utility companies and rail track owned land.</p> <p>Voluntary sector – includes community organisations, charities, clubs and societies, private schools.</p> <p>Private sector – Company sports grounds, land owned by statutory undertakers, university owned sites.</p>
Q12	<p>Site access arrangements</p> <p>General public access - unrestricted public access or management agreements for public access. This usually relates to publicly owned parks and open spaces.</p> <p>De-facto public access - general public use of spaces for short cuts, walks, playing games etc., without formal public access arrangements.</p> <p>Shared / dual use - formal arrangements exist for the use of open space which is not normally accessible to the general public. E.g. formal arrangements which allow the use of school sports facilities out of hours.</p> <p>Restricted access – access only to members of clubs or associations, where formal shared use arrangements are unlikely to exist. This could include private spaces within housing estates open to local residents or company sports grounds which are accessible and used by other teams not associated with the company.</p> <p>No access means that no public access is possible, usually for safety or security reasons (e.g. to railway embankments, vacant land, areas of wildlife etc). These areas are generally securely fenced off to prevent public access.</p>
Q13	<p>Landscape / Planning Designations</p> <p>Desk based assessment using adopted Local Plan</p>
Q14	<p>Does the open space fulfil a structural role?</p> <p>This question relates to the spaces structural role in the physical environment in which it is located. Physical structure within a large built up area provides a sense of orientation.</p> <p>Criteria 1 - sites clearly distinguishable from the built up area providing separation <u>between</u> different settlements or communities. This is likely to apply to large open spaces on the edge of settlements.</p>

	<p>Criteria 2 - contribution to the setting of townscapes which are important in a district or county context because of location or characteristics.</p> <p>Criteria 3 - whether it provides any impression from a major transport corridor.</p> <p>Criteria 4 - whether the local population is able to positively identify with the space (e.g. importance for leisure activities, regular visits, and important elements of their local or wider area).</p> <p>Criteria 5 - whether it contributes (by itself or with another space) to a separation/definition of the local neighbourhoods <u>within</u> the District, e.g. sites on ward boundaries or transport corridors.</p> <p>Criteria 6 - whether the local population is likely to attach a level of importance to the space due to the presence of recognisable features (e.g. historic buildings, sports clubs, significant landscapes or events).</p>
<p>Q15</p>	<p>Does the open space have a significant amenity value?</p> <p>This question relates to the level to which the space makes a pleasant contribution to the locality which people can identify with (e.g. views, landscaping, openness, settings etc).</p> <p>Criteria 1 - relates to whether the space is visible from adjacent buildings, transport corridors, footpaths or the wider area.</p> <p>Criteria 2 - seeks to determine whether the space is 'visually attractive'. Whilst this is subjective, the attractiveness of the space will be determined by positive features such as the condition, quantity, size and appropriateness of planting features; landforms, street scene; views etc., or negative features such as pylons, industrial features railway tracks etc.</p> <p>Criteria 3 - seeks to determine whether the space makes a contribution to the setting of the townscape surrounding it e.g. a green corridor providing a space for buildings to look onto it.</p> <p>Criteria 4 - assesses whether the open space provides visual relief of built up areas, such as spacing between buildings including whether the space provides a 'window' for views from adjacent buildings, road or built up areas.</p>
<p>Q16</p>	<p>Heritage Designations</p> <p>Heritage designations to be derived from Local Plan prior to site surveys. Information concerning the designation of a site, with exception to the Listed Building data, can be found within the local plan. Heritage desk top review to identify listed buildings.</p> <p>The on site survey should identify whether the open space forms part of the setting for any of the heritage designations and note the approximate distance of the site from the boundary of the designation.</p> <p>The criteria to determine whether the site meets one or more criteria for inclusion on the EH register of parks and gardens are listed below:</p> <ol style="list-style-type: none"> i. Sites with a main phase of development before 1750 where at least a proportion of the layout of this date is still evident, even perhaps only as an earthwork. ii. Sites with a main phase of development laid out between 1750 and 1820 where enough of this landscaping survives to reflect the original design. iii. Sites with a main phase of development between 1820 and 1880 which is of importance and survives intact or relatively intact.

	<ul style="list-style-type: none"> iv. Sites with a main phase of development between 1880 and 1939 where this is of high importance and survives intact. v. Sites with a main phase of development laid out post-war, but more than 30 years ago, where the work is of exceptional importance. vi. Sites which were influential in the development of taste whether through reputation or references in literature. vii. Sites which are early or representative examples of a style of layout, or a type of site, or the work of a designer (amateur or professional) of national importance. viii. Sites having an association with significant persons or historical events. ix. Sites with strong group value.
<p>Q17</p>	<p>Conservation and heritage</p> <p>i) Using a scale of 1-10 consider the state of conservation of <u>natural</u> features within the site</p> <p>Natural defined as (Geomorphologic features, woodland, scrub, grasslands, wetlands, open sand running water, wasteland and derelict open land).</p> <p>0,1, Very Poor / 2,3,4 Poor / 5,6 Fair / 7 Good / 8 Very good / 9 Excellent / 10 Exceptional</p> <p>ii) Using a scale of 1-10 consider the conservation of <u>landscape</u> features within the site including individual landscape components, the ‘strength of character’ of the landscape defined as its distinctiveness and integrity (with reference to Q29) and its overall condition.</p> <p>ii) Using a scale of 1-10 consider the <u>condition</u> of historic buildings and structures.</p> <p>Structures includes railings, gates and gate posts, walls, statues, fountains, bandstands etc.</p> <p>(Condition: the appearance and present management of the feature, along with its stability and likely rate of change from existing state).</p> <p><i>Not to be confused with survival. This can be defined as: <u>the percentage of the original structure or features which remains intact/extant</u></i></p> <p>Poor – little of the original style and finish can be recognised and the present condition will likely lead to further degradation.</p> <p>Moderate – most of the original style and finish can be recognised but unless the rate of degradation can be arrested it will lead to loss of the present intelligibility of the feature.</p> <p>Good – the feature survives in its perceived original condition and at present no factors are exist to depreciate its current form.</p> <p>Where appropriate refer to the extent/survival of historical features/structures in the comments box.</p>
<p>Q18a</p>	<p>Ecological value</p> <p>Desk top exercise to determine whether the site has any <u>existing</u> ecological designations.</p> <p>Site surveys should identify sites which have potential to form local nature reserves.</p>
<p>Q18b</p>	<p>Environmental role</p>

	<p>Floodplain to be determined from GIS overlay From Local Plan.</p> <p>On site survey to identify whether the site has any lakes, man-made drainage dykes/balancing ponds, or natural drainage features. Tick if trees/vegetation forms a shelter belt adjoining residential development.</p> <p>Tick the appropriate noise attenuation box if the site plays a role in alleviating the effects of noise either from traffic/rail, industry or other sources either by providing separation between the source and sensitive receptors (housing, schools etc.) or by providing a landscape buffer/shelter belt.</p> <p>Tick the appropriate air quality attenuation box if the site plays a role in ameliorating the effects of poor air quality from sources such as road traffic (from busy roads), or emissions/odours from industry. In order to fulfil this role open spaces should provide vegetation in close proximity to sources of air pollution.</p> <p>Sustainability section – to be completed by WDC at a future date</p>
<p>Q19</p>	<p>Educational role</p> <p>Sport / Organised Games – WDC information to determine existing use of parks by schools. Site assessment to determine potential use – In order for the sites to be suitable for schools use. The areas to be used should be free from dog fouling and other potential hazards.</p> <p>Nature / Environmental Study - To be determined from site survey. Sites should have a range of ecological/environmental features. For the sites to have an existing role there should be some form of interpretation provision (e.g. Boards, leaflets part of a trail, programme of events/activities). Education role should be assessed in terms of the potential benefit to the wider community (not just schools).</p> <p>Historical interpretation / understanding - Such sites should have been identified within Q16. For the sites to have an existing role there should be some form of interpretation provision (e.g. boards, leaflets part of a trail). Education role should be assessed in terms of the benefit to the wider community (not just schools).</p> <p>Rating</p> <p>Using a scale of 1-10 consider whether the provision of education/interpretation provision relating to the park is fit for purpose (considering the type of open space).</p> <p>0,1, Very Poor / 2,3,4 Poor / 5,6 Fair / 7 Good / 8 Very good / 9 Excellent / 10 Exceptional</p> <p>Comment on what additional facilities could be provided to make it fit for purpose (bearing in mind the type of open space it is).</p>
<p>Q20</p>	<p>Cultural role</p> <p>Criteria relating to existing events should be ticked if there is a formal outdoor venue on site (e.g. bandstand, stage, amphitheatre etc) which is in reasonable condition. Will be added to from consultation with WDC to determine sites where the events programme may not be visible.</p> <p>The comments box should describe the type of on site provision (i.e. type/s of venues present on site).</p>
<p>Q21</p>	<p>Recreational role</p> <p>The relevant boxes should be ticked if the site performs one or more of the recreational role identified.</p> <p>Active Recreation - a major role is where at least 40% of the usage of the site is likely to be dedicated to the type of activity identified.</p>

	<p><i>Noisy sports to be identified</i></p> <p>Informal recreation - a major role is where it is considered that the identified activity accounts for at least 40% of all on site activity.</p> <p>A minor role is where an activity is likely to take place but does not constitute a major activity.</p> <p>N/A should be ticked where the site does not support the recreational activity identified.</p> <p>Dedicated provision should be identified if there are facilities for undertaking the activity.</p> <p>Informal provision should be ticked if there are no formal facilities but where other evidence suggests an activity takes place.</p>
Q22	<p>Children's Play Provision</p> <p>Note the total number of pieces of children play equipment.</p> <p>Type of play equipment</p> <p>Tick all boxes that apply to the type of each play item:</p> <p>Balancing, e.g. beams, stepping logs, clatter bridges, or graphic line elements such as hopscotch.</p> <p>Rocking, e.g. see-saw or spring animals.</p> <p>Climbing or agility, e.g. frames, nets, overhead bars, or angled climbers.</p> <p>Sliding, e.g. traditional slides, straight or angled 'fire-fighter's' poles.</p> <p>Social play, e.g. sheltered areas or child seating.</p> <p>Additional items might focus upon rotating, swinging, jumping, crawling, viewing (e.g. ground graphics), or counting.</p> <p>Quality</p> <p>Tick the boxes for LEAPs and NEAPs if the children's play area meets most of the following criteria:</p> <p>Criteria for a LEAP:</p> <ul style="list-style-type: none"> • It caters for children of 4-8 years in age • It has an activity zone a minimum of 400m² in area • It contains at least 5 types of play equipment (i.e. balancing, rocking etc.) • There is adequate space around the equipment for children to play games of 'tag' and 'chase' • It has a barrier to limit the speed of a child entering or leaving the facility • There is at least 10 metres between the edge of the play area and the boundary of the nearest property • The buffer zone includes planting to enable children to experience natural scent, colour and texture. • Some individual seats are provided for parents or carers • It has a notice to indicate that the area is for use by children only • It has a litter bin <p>Criteria for a NEAP:</p> <ul style="list-style-type: none"> • It caters predominantly for older children • It has an activity zone a minimum of 1000m² divided into 2 areas; one containing a range of play equipment and the other provided with a hard surface of at least 465m² (minimum 5-a-side pitch) • It contains at least 8 types of play equipment • There is adequate space around the equipment for children to play games of 'tag' and 'chase'

	<ul style="list-style-type: none"> • It has a barrier to limit the speed of a child entering or leaving the facility • There is at least 30 metres between the edge of the play area and the boundary of the nearest property • The buffer zone includes planting to enable children to experience natural scent, colour and texture. • Some individual seats are provided for parents or carers • It has a notice to indicate that the area is for use by children only • It has litter bins at each access point and in proximity of each group of seats • It has convenient and secure cycle parking
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<p>Q23</p>	<p>Pitch Provision</p> <p>Write the number of pitches which fall into each category.</p> <p>Pitch type/size (size of pitch excluding safety margins)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Football full size</td> <td>90-120m (length) x 46-90m (width) (1.4 ha)</td> </tr> <tr> <td>Football Junior</td> <td>Approx 70 x 50m (0.5 ha)</td> </tr> <tr> <td>Football 5-a-side</td> <td>Approx 27-55m (length) x 18-37m (width) (0.2-0.3 ha)</td> </tr> <tr> <td>Cricket full size</td> <td>46m x 46m (1.6-2.0 ha)</td> </tr> <tr> <td>Cricket junior</td> <td>37m x 37m</td> </tr> <tr> <td>Rugby full size</td> <td>Approx 100m x 55m (min) (1-1.2 ha)</td> </tr> <tr> <td>Rugby junior</td> <td>(smaller than above)</td> </tr> <tr> <td>Hockey</td> <td>91 x 55m (grass) (0.6 ha)</td> </tr> </table> <p>Special football (Gaelic, American or Aussie Rules football or camogie – comment which in notes or take picture)</p> <p>Pitch surface</p> <p>Redgra - red-brown shale surface - this is largely being phased out because of injuries.</p> <p>All weather - artificial astroturf type surfaces which are normally green and have a textured surface normally fine plastic strands.</p> <p>Hard surface – concrete, or other type of surface not identified above.</p>	Football full size	90-120m (length) x 46-90m (width) (1.4 ha)	Football Junior	Approx 70 x 50m (0.5 ha)	Football 5-a-side	Approx 27-55m (length) x 18-37m (width) (0.2-0.3 ha)	Cricket full size	46m x 46m (1.6-2.0 ha)	Cricket junior	37m x 37m	Rugby full size	Approx 100m x 55m (min) (1-1.2 ha)	Rugby junior	(smaller than above)	Hockey	91 x 55m (grass) (0.6 ha)
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Hockey	91 x 55m (grass) (0.6 ha)																

<p>Q24</p>	<p>Other outdoor sports provision</p> <p>Pitch/court provision</p> <p>Write the number of pitches which fall in to the each category.</p> <ul style="list-style-type: none"> • Do not double count pitches which are noted in Q23. • Full sized artificial pitches should be noted in Q24 only. • Basketball count full sized courts in this section (29x17m). Note practice areas in Q27. • MUGAs (multi use games areas) are totally enclosed games areas which provide facilities for a range of sports normally 5-a-side football, basket ball practice etc. These facilities are a recent 'invention' and will not be more than about 5 years old. For other court type uses (normally concrete surfaces) the facility should be classified according to the court markings and any other tell tale signs (portable goal posts etc.) which indicate the range of activities which are supported (tennis, netball, 5-a-side). Courts which are used for a number of sports (e.g. tennis& netball) should be noted in both rows but placed in brackets. • Tick if there are dedicated changing or social facilities rather than noting the No.
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	<p>facilities.</p> <p>Pitch/court/facility condition</p> <p>Good</p> <p>Grass cover 85-94%</p> <p>Length of grass and evenness of pitch – Excellent</p> <p>Pitch/court is of adequate size</p> <p>Slope of pitch/court – Flat</p> <p>No evidence of dog fouling, glass, stones, litter, unofficial use or damage to surface.</p> <p>Fair</p> <p>Grass cover 60-84%</p> <p>Length of grass and evenness of pitch – Good</p> <p>Pitch/court is of adequate size</p> <p>Slope of pitch/court - Slight</p> <p>Some evidence of dog fouling, glass, stones, litter, unofficial use or damage to surface.</p> <p>Poor</p> <p>Grass cover <60%</p> <p>Length of grass and evenness of pitch – Poor</p> <p>Pitch/court is of inadequate size</p> <p>Slope of pitch/court – severe</p> <p>Dog fouling, glass, stones, litter, unofficial use or damage to surface pose major problem.</p>
<p>Q25</p>	<p>Indications of informal use</p> <p>Tick boxes if there are indications of the any of the activities listed.</p> <p>Provision of other amenities</p> <p>Tick boxes if any of the amenities are provided.</p>
<p>Q26</p>	<p>Quality/condition audit</p> <p>Using a scale of 1-10 consider the following factors bearing in mind the range of provision which is appropriate for each type of open space.</p> <p>0,1, Very Poor / 2,3,4 Poor / 5,6 Fair / 7 Good / 8 Very good / 9 Excellent / 10 Exceptional</p> <p>A list of criteria which should be considered in relation to each factor is provided below. If the rating given does not adequately reflect all of the issues/problems identified on site highlight any differences in the comments box.</p> <p>A WELCOMING PLACE FOR ALL</p> <p>Welcoming</p> <p>Is there a clearly defined entrance?</p> <p>Is there a welcome/advisory sign which is an appropriate size and clear?</p> <p>Is the entrance clean, tidy, well maintained and inviting</p> <p>Are the site boundaries including hedges, gates etc. clearly defined and well maintained?</p>

Good and safe access

How well is the open space linked with neighbouring areas? (consider both formal and informal connections and the number of entrances to the open space)

Is there adequate car parking spaces either within or adjacent to the open space? (Note if parking has to be paid for)

Are spaces well defined/maintained?

Is there provision for cycling within the open space including cycle routes (larger spaces) and cycle parking (if there are facilities which cyclists are likely to frequent)

Are roads, pathways and cycle ways constructed using appropriate materials are they level for safe use, are edges well defined, surfaces clean and debris and weed free?

Signage

Is the open space easy to locate?

Is there adequate signage to the open space? (if appropriate)

Is there a site plan within the space identifying the location of facilities/amenities? (if relevant)

Is there appropriate directional signage within the open space? (e.g. finger posts)

0,1, Very Poor / 2,3,4 Poor / 5,6 Fair / 7 Good / 8 Very good / 9 Excellent / 10 Exceptional

Equal access for all

Are there any physical barriers which prevent/obstruct access for pedestrian or cyclists? (Physical barriers may include busy roads with absence of pedestrian crossings in close proximity to the open space)

Are there barriers which would deter/preclude certain user groups from accessing the space (e.g. young children, women, the elderly etc)

Are there any physical barriers of access for people with mobility difficulties?

Flights of steps with no ramps, inadequate pathways, lack of disabled parking, toilets etc.

HEALTHY, SAFE AND SECURE

Safe equipment and facilities

Do any of the facilities or equipment within the open present a potential risk to users either because they are damaged or poorly maintained?

Personal security

Consider whether potential park users may be deterred from using the park for reasons of safety and security. Consider the following issues:

Is there natural surveillance from neighbouring properties?

Are there potential ambush areas?

	<p>Is there vandalism of park buildings/changing facilities which presents a poor image of the space Is the space well frequented? Does it have regular flows of people on routes through the open space Is the space well provided with lighting if it is likely to be used or has potential to be used at night Do the approaches to the open space feel open or do they feel intimidating? Does the park have park rangers or similar?</p> <p>Dog fouling</p> <p>Is there evidence of dog fouling within the open space? Are children’s play areas and sports pitches fenced from dogs? Are there clearly defined dog walks or areas for Dogs? Is there provision of bins for dog waste?</p> <p>Appropriate provision of facilities</p> <p>Does the park have the range of facilities (variety, size and number) which would be expected for the type of open space it is? Consider: Children’s play provision (for different age groups) Spaces for different functions, informal recreation, walks, active sport, spaces for nature Amenities (toilets, café, seating, shelters, club house, changing facilities) Provision for a range of age ranges Does the open space provide a varied and stimulating environment/landscaped Is there provision for interpretation facilities if there are features of interest</p> <p>Quality of facilities</p> <p>Are the facilities which are provided fit for purpose? Consider the quality of facilities, whether they are in use, their physical condition/state of repair and their attractiveness to existing and potential users.</p>
	<p>0,1, Very Poor / 2,3,4 Poor / 5,6 Fair / 7 Good / 8 Very good / 9 Excellent / 10 Exceptional</p> <p>CLEAN AND WELL MAINTAINED</p> <p>Are facilities within the open space clean and well maintained? (Check for signs of graffiti/vandalism, broken glass etc). Check toilets and other indoor facilities if access is available</p> <p>Litter and waste management</p> <p>Are there enough bins? Are they emptied regularly enough? Are there facilities for recycling? Is there evidence of fly tipping/abandoned cars etc?</p> <p>Grounds maintenance and horticulture</p> <p>Consider the number, variety, condition and health of planted areas within the park including grassed areas, trees, shrubs and bushes and formal planted areas.</p>

	<p>Is there the range of vegetation types that may be expected for the type of open space? Are there unmanaged or overgrown areas?</p> <p>Buildings and infrastructure maintenance Park buildings (roofs, windows, signs of graffiti/vandalism, arson) Fences/site boundary (safe and secure) Other structures (bandstands, historic structures, information/interpretation points) Lighting (working) Paths etc. Good condition</p> <p>Equipment maintenance Park benches, Play equipment, Drinking fountains, etc.</p>
<p>Q27</p>	<p>Allotment provision and condition No. plots & no. occupied from council records (for council sites) Estimate % abandoned/unmanaged plots Identify the nature of the water supply (piped water, water butts, none?) Identify the presence of any communal facilities (trading shed, storage, meeting facilities etc. and their condition).</p>
<p>Q28</p>	<p>Open space character Tick relevant boxes which most appropriately describe feel/character of the site</p>
<p>Q29</p>	<p>Landscape Character Type Desk based assessment informed by WDC Landscape Character Assessment</p> <p>Which of the following best describe the physical character of the open space? Assess the composition of the park in terms of its land use pattern (to nearest 5% for each category. (Aerial photographs may assist with assessing the percentages for some of the larger spaces).</p>
<p>Q30</p>	<p>Vegetation coverage and condition Assess the coverage and type of vegetation within the space to nearest 5% for each category. Landscape assessment of vegetation. Using a scale of 1-10 consider the appropriateness of arboriculture and woodland management arrangements. 0,1, Very Poor / 2,3,4 Poor / 5,6 Fair / 7 Good / 8 Very good / 9 Excellent / 10 Exceptional Identify any recommendations for change</p>
<p>Q31</p>	<p>Scope for change/improvement Select options for change or improvement bearing in mind the type of open space. Consider the feasibility, viability of options for improvement based upon answers to preceding questions and a visual assessment. Identify the rationale for the changes suggested.</p>
<p>Q32</p>	<p>People/resources <u>Site Management</u></p>

	<p>Select relevant boxes based upon site assessment supplemented by information provided by WDC Using a scale of 1-10 consider the following park management issues. 0,1, Very Poor / 2,3,4 Poor / 5,6 Fair / 7 Good / 8 Very good / 9 Excellent / 10 Exceptional <i>Community involvement in management and development [TO BE COMPLETED BY WDC AT LATER DATE]</i></p> <p><u>Appropriate provision for the community</u> Consider how well the open space meets the needs of the community in general.</p> <p><i>Marketing and promotion [TO BE COMPLETED BY WDC AT LATER DATE]</i> <i>Provision of appropriate information [TO BE COMPLETED BY WDC AT LATER DATE]</i> <i>Site management plan [TO BE COMPLETED BY WDC AT LATER DATE]</i> <i>Implementation of the management plan [TO BE COMPLETED BY WDC AT LATER DATE]</i></p>
Q33	Any other comments

Q34 Playing Pitch Assessment

Field	Explanation	Max score as % of Total score.
Pitch ID	Number used on site to identify pitch, usually Pitch 1, Pitch 2, etc	N/a
Sport	Describe sport and pitch type, e.g. football – junior, rugby league – senior, etc (should reflect Q23).	N/a
Grass cover	Choose % cover from options. This grass coverage is for the whole of the pitch/field area. Bare goal mouths would represent about 5% each. Weed cover should be treated as ‘bare patches of grasses’. The presence of weeds can significantly reduce the performance of a grass pitch. Estimate the % of weed cover on the pitch and subtract it from the total grass cover %. The common weeds are dandelion, clover, plantain, daisy and white clover.	7%
Length of grass	The length of grass will depend on the sport, e.g. rugby will require slightly longer grass than football.	7%
Size of pitch	Does the pitch look like it meets the recommended pitch dimensions given by the NGB? There may be instances where the pitch does not quite meet these dimensions, but is still adequate for its users. Recommended pitch dimensions are listed in the appendix.	4%
		4%

Safety margins	Same as above. Where safety margins do not meet the NGB dimensions, they may be adequate if there is sufficient run-off onto other pitches (although this is not ideal).	
Slope of pitch	This is the overall gradient and cross fall for the pitch. The general categories to use are flat, slight, gentle, moderate and severe. While it will not be possible to measure the fall of the pitch, the following are the recommended falls: <ul style="list-style-type: none"> • for winter sports, a fall of 1:80–100 along the line of play is acceptable, and 1:40–50 cross fall • for cricket, the square should be level, and a 1:80–100 fall for the outfield and flat for the wicket. 	7%
Evenness of pitch	Is the pitch 'bumpy', rutted or uneven? A completely flat pitch scores <i>Excellent</i> .	7%
Dog fouling	Is there any evidence? If not, assume <i>none</i> . The user survey may indicate any problems.	4%
Unofficial use	Such as informal 'kick-about', unbooked use, etc. The user survey may help with this, plus comments from grounds maintenance.	4%
Damage to surface	Is there any evidence of problems such as golf divots, motorbike/car tracks, etc?	4%
Training: number of hours per week	Number of hours per week that the pitch is used for training. User survey may help with this. If not known, score 0 hours.	7%
Changing Accommodation	Is the pitch served by changing accommodation	7%
Winter sports only – posts/goals	Are posts upright, straight, painted, not damaged? For football, are there net hooks on both sets of posts? If posts are removable or dismantled, score <i>Excellent</i> .	4%
Cricket only – wicket protection	Is the cricket wicket protected when not in use, for example, roped off, movable covers, etc?	4%
Line markings	During the season are the line markings clear and straight? If line is burnt/marked with creosote, score <i>Poor</i> .	4%
Training area	Are there any training areas that are separate from the main pitch, such as marked grids, separate goals?	4%
Comments	Record any specific information that will help you when you come to analyse the data.	4%

About the Changing Accommodation

Overall quality	What is the overall quality of the accommodation? Does it look well-maintained, clean, user friendly, etc?	24%
Evidence of vandalism	Is there any evidence of vandalism, such as damage to doors/windows, broken glass, graffiti, fire damage, etc?	12%
Showers	First, are there showers, second, how good are they? The quality issue to be supplied by the user survey. If it is not possible to assess quality, tick Yes-OK.	12%
Toilets	As above	12%
Car parking	Is there purpose-built car parking for circa 20 cars, which is not on the playing field? What is the quality – surfaced, broken glass, etc? If there is no parking tick <i>Poor/non</i> .	7%
Links to public Transport	Has the site good links to the local public transport network? Good = within 10 mins walks of stop, station, hub.	12%
Security	Does the accommodation look secure? Is there evidence of break-ins? The user survey may be useful.	12%
Segregated changing	Are there self-contained changing rooms? Are there communal showers? Can male and female teams use the accommodation at the same time? This information could come through the site managers.	7%

APPENDIX B CLUB SURVEY QUESTIONNAIRE

North Norfolk Open Space and Indoor Sports Assessment – Sports Club Survey

OTHER CLUBS – INDOOR

Club Details

Q1. Please verify your club details and provide details of your home ground/facility:

Name of Club:	«Club»
Name of sports facility	
Address of home facility	
Club Contact details	«Hon_Sec» «Address_1» «Address2» «Address_3» «PostCode»

Q2. Please identify any additional facilities your club uses (i.e. for training purposes):

Details of Club Membership

Q3. For each of the sports played at your club, please list the number of club members in the following team types

Name of Sport		Men	Women	Junior/Youth	
				Boys	Girls
	No. of regular playing members (participate at least once every four weeks in season)				
	No. casual members				
	No. of regular playing members (participate at least once every four weeks in season)				
	No. casual members				
	No. of regular playing members (participate at least once every four weeks in season)				
	No. casual members				

	No. of regular playing members (participate at least once every four weeks in season)				
	No. casual members				

Club expansion plans

Q4. Over the last three years has membership (please circle):

Increased

Decreased

Remained Static

Please explain your response

Q5. Which leagues / competitions does your club participate in?

Club Catchment area

Q6. From which of the following areas does the club draw its members from? (Please indicate the approximate % coming from each area)

Within the Borough	%	Neighbouring Authorities	%
North Walsham		Kings Lynn & West Norfolk	
Cromer		Broadland	
Fakenham		Norwich	
Sheringham		Great Yarmouth	
Holt		South Norfolk	
Stalham		Breckland	
Wells-next-the-Sea			
Other Settlement in North Norfolk			

TEAM SPORTS ONLY (non team sports please go to Q9)

Q7. Please provide details of each team regularly fielded at the club for league matches. (please fill in a separate entry for each adult and junior team)

Sport	Team Name (e.g. 1st team/ Under 8's, etc.)	Team type (Adult/ Women's/ Youth/ Veteran)	Name of League/s played in	Day/s of the week when home games are usually played *	Normal match start time	Total no. of home games per season	Total no. of games per season

* If teams normally play home games on more than one day please state the proportion of games played on each day

Q8. In addition to league matches, does your club hold any training sessions/casual matches on a weekly basis? YES/NO (delete as applicable)

If yes, how many? Men _____ Women _____ Youth/Junior _____

Where and when are these sessions held?

NON-TEAM SPORTS ONLY

Q9. Please state the time(s) when your club normally meets

Membership Type (i.e. adult, youth)	Day	Start Time	End Time	Frequency (e.g. weekly, fortnightly)

Club expansion plans

Q10. Does the club have a waiting list of prospective members? (Please circle)

YES NO DON'T KNOW

If yes how many? Men _____ Women _____ Youth/Junior _____

Q11. Does the club have plans to relocate to a new facility?

Other issues

Q12. Does the standard of sports provision at your facility meet the existing/future needs of the club? *Please comment on the quality of the sports provision, changing accommodation and other supporting facilities:*

Q13. Does your club have any plans for the development of new facilities? YES/NO.

If yes, please provide details overleaf.

Q14. Does your club have any sports development initiatives aimed at increasing participation? YES/NO

If yes, please provide details overleaf.

Q15. Are there any other issues you would like to raise concerning the facilities you use? *(i.e. cancellations, access and availability problems, other issues)*

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