**Herefordshire Cricket Limited**

** COUNTY FACILITIES STRATEGY 2023-2033**



**FOREWORD**

**The Inspiring Generations Strategy challenges all cricket bodies and administrators to think about how we can create environments where the next generation see our sport as a “game for me”. The Strategy also places considerable weight on supporting our existing clubs and organisations whilst recognising the opportunity for growth in urban areas where demand may be greater than the current supply. This challenge presents administrators with a need to clearly understand the unique nature and balance of existing resources within its sporting landscape and how to service the future needs of the people that live within the counties’ boundaries when seeking to access the sport.**

**Nationally our insight suggests that despite our efforts to improve this situation over many years, inequality of access to cricket facilities still exists and is particularly apparent in urban areas, amongst women and girls, diverse communities and people from lower socio-economic groups. Any plan must carefully and transparently consider how to address inequality of access to the game. This challenge applies to the space to play (quality and quantity), access to the sport when people want it and changing our existing facilities to ensure everyone is welcome and included.**

**The development of a County Facility Strategy will present the opportunity to test current plans, assumptions of future demand and consider how “place-based” thinking can complement and combine the past, present, and future facility needs. A strong plan will inform not just where and how a project comes to life but also why the project is important and the link to long-term sustainability. I look forward to my team working with you and keenly anticipate the new confidence in direction the plan will lead you to.**

**Board of Directors – HCL**

***INTRODUCTION***

Herefordshire Cricket Limited (HCL) serves as the main governing and representative body for cricket across Herefordshire. Working closely with the England and Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children within the Authority. It is currently working with the ECB on delivering its Inspiring Generations Strategy which has been ‘’live’’ since 2020.

***Developing a Facilities Strategy aligned to Herefordshire’s geography and demographics gives us the opportunity to make informed designed to create maximum impact for the game of cricket.***

The County Facilities Strategy (CFS) is a ‘long-term’ plan with county boards ensuring the Strategy provides a ten-year view of facility needs. Like a PPS, we have consulted and established key stakeholders (clubs, leagues, county sports partnerships, county pitch advisors & Sport England etc) within the locality to consult during the development of the Strategy.

We have been able to utilise up to date PPS within the locality to support the development of the CFS, utilising the PPS findings as a ‘high-quality’ evidence base.

Further to the above, there is also a need to recognise the role of informal recreational space (and informal outdoor sport activity) in meeting the changing demands of local communities and links to the current Herefordshire Cricket Assessment.

***Evidence shows the impact of high-quality facilities, or the lack thereof, on the satisfaction levels of participants and the likelihood of them continuing to play the game cannot be overstated. For example, the annual results of each ECB National Playing Survey and our ongoing engagement with the cricket community within Cricket East strongly supports this view.***

***This represents well our view that the quality and quantity of places and spaces to play is crucial to ensure that cricket can thrive in the future.***

***Richard Cox, General Manager, Herefordshire Cricket Ltd***

***OUR APPROACH***

***The study area comprises the whole of the Authority administrative area. However, it is also broken into smaller subsections known as analysis areas to allow for a more localised assessment of provision and examination of supply and demand at a local level, as follows:***

* ***Bromyard***
* ***Golden Valley***
* ***Hereford***
* ***Kington***
* ***Ledbury***
* ***Leominster***
* ***Ross-on-Wye***

*Map

Description automatically generated*

*Figure 1.1: Map of Study Area*

Supply and demand information gathered is used to assess the adequacy of playing pitch, facilities, and outdoor Cricket provision in Herefordshire and to identify key issues, challenges, and aspirations. This information forms the main basis of this report.

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

Across Herefordshire there are significant issues surrounding flooding. These will be outlined where relevant within each section. Any spare capacity at sites located within a flood zone will be discounted as it is realistically cannot support any additional demand due to not being accessible for large portions of the season.

For relevant flood zone related maps please see Appendix Three.

In conjunction with HCL and ECB a project team from the Council has also been working with KKP to ensure that all relevant information is readily available so that project stages and milestones are delivered on time. In addition, a strong and effective steering group has and will continue to lead the HCL Facility Development Group during its development and will be responsible for the delivery of its recommendations and actions. The membership of this group is balanced and representative of the different parties and key drivers behind the work; it is made up of representatives from the Council (Ruth Jackson) , Sport England (Stuart Morgans) ECB (Ged McDougall) and Active Herefordshire & Worcestershire (Steve Brewster).

The steering group is and has been responsible for the direction of the PPOSS and therefore the HCL Cricket Facilities Strategy from a strategic perspective and for supporting, checking and challenging the work of the project team. It will be important for the steering group to continue once the PPOSS has been finalised for several reasons, including a continuing responsibility to:

* Be a champion for provision in the area and promote the importance of the Cricket within the PPOSS.
* Support implementation of the recommendations and action plan.
* Monitor and evaluate the outcomes of the study.
* Ensure that the work is kept up to date and refreshed when necessary.

This CFS will be used to shape investment decisions and priorities, particularly how HCL will use the devolved budget within the County Grants Fund and prioritise larger scale strategic projects. An example of this is the long standing issue around facility development at Brockhampton CC and their clubhouse redevelopment which currently doesn’t fall under the criteria for ECB Investment Funding.

Notwithstanding the above, it is important to recognise that the CFS is an investment portfolio of priority projects for potential investment; it is not a detailed supply and demand analysis of all pitch provision in a local area.  Consequently, it cannot be used in place of a PPS and is not an accepted evidence base for development proposals that need to be judged against the NPPF and Sport England’s Playing Field Policy. The two areas should be considered separately.

**Consultation**

There are 22 affiliated cricket clubs playing in Herefordshire but 28 Clubs in all – the 6 playing wandering / midweek cricket but using ECB regs and processes for their match play eg using Play Cricket etc . Through video consultation and surveys, a total club response rate of 91% has been achieved, with only two clubs not responding as seen below.

Summary of cricket club consultation by KKP and HCL

|  |  |  |
| --- | --- | --- |
| Club name | Analysis area | Response |
| Almeley CC | Kington | Yes |
| Bartestree & Lugwardine CC | Hereford | Yes |
| Bosbury CC | Ledbury | Yes |
| Brampton Bryan and Leintwardines CC | Leominster | Yes |
| Brockhampton CC | Ross-on-Wye | Yes |
| Bromyard CC | Bromyard | Yes |
| Burghill, Tillington & Weobley CC | Hereford | Yes |
| Canon Frome CC | Ledbury | Yes |
| Colwall CC | Ledbury | Yes |
| Dales CC | Leominster | Yes |
| Eastnor CC | Ledbury | Yes |
| Fownhope Strollers CC | Hereford | Yes |
| Garnons CC | Hereford | Yes |
| Goodrich CC | Ross-on-Wye | Yes |
| Herefordians CC | Hereford | No |
| Kington CC | Kington | Yes |
| Ledbury CC | Ledbury | Yes |
| Luctonians CC | Leominster | No |
| Moccas CC | Golden Valley | Yes |
| Ross-on-Wye CC | Ross-on-Wye | Yes |
| Woolhope CC | Ross-on-Wye | Yes |
| Wormelow CC | Ross-on-Wye | Yes |

**Supply**

There are 38 grass wicket squares in Herefordshire located across 33 sites, of which, 26 are available for community use. In addition, there is also a grass square at West Malvern Cricket Club (Ledbury Analysis Area), however, following consultation with the ECB and Worcestershire Cricket Board this site and club was included within the Malvern PPS. This is based on the Club affiliating to Worcestershire Cricket Board rather than Herefordshire Cricket Board.

The Hereford, Ledbury and Ross-on-Wye analysis areas have the most available natural turf provision with six squares each (23%). Whilst the Leominster Analysis Area has four available squares (15%), the Kington Analysis Area has two available squares (8%), and the Bromyard and Golden Valley analysis areas have one available square each (4%).

**Non-turf pitches (NTPs)**

The ECB highlights that non-turf pitches (NTPs) which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered to have carrying capacity of 60 match equivalent sessions per season, although this may include training sessions via the use of mobile nets.

However, not all local leagues permit use of NTPs for match play and nationally those which do typically allow use for lower level of competition or within lower divisions. Those clubs second and third XIs that appear in the lower echelons of the Worcs County Cricket League can avail themselves of the use of NTPs for League Matchplay where required.

In Herefordshire, there are seven NTPs which accompany grass wicket squares, as well as nine standalone NTPs.

**Summary of NTPs in Herefordshire**

| Analysis area | Site ID | Site name | Post code | Com use? | Number of NTPs | Position |
| --- | --- | --- | --- | --- | --- | --- |
| Bromyard | 107 | Queen Elizabeth High School | HR7 4QS | Yes | 1 | Standalone |
| Bromyard | 113 | Sapey Cricket Ground | WR6 6EU | Yes | 1 | Square |
| Golden Valley | 44 | Escley & District Sports Pavilion | HR2 0JS | Yes | 1 | Standalone |
| Hereford | 25 | Burghill Tillington & Weobley Cricket Club | HR4 8LL | Yes | 1 | Square |
| Hereford | 48 | Fownhope Recreation Field | HR1 4PJ | Yes | 1 | Standalone |
| Hereford | 60 | Hereford Leisure Centre | HR4 9UD | Yes | 1 | Standalone |
| Hereford | 72 | Kingstone Academy | HR2 9HJ | No | 1 | Standalone |
| Hereford | 124 | St Mary's RC High School | HR1 4DR | Yes | 1 | Standalone |
| Hereford | 185 | Herefordshire Cricket Ground (Pentland Gardens) | HR4 0TN | Yes | 1 | Square |
| Ledbury | 10 | Bishops Frome Sports Ground | WR6 5DA | No | 1 | Standalone |
| Leominster | 88 | Luctonians Sports Club | HR6 9SB | Yes | 1 | Square |
| Leominster | 166 | Wigmore Leisure Centre | HR6 9UW | Yes | 1 | Square |
| Ross-on-Wye | 66 | John Kyrle Academy | HR9 7ET | No | 1 | Standalone |
| Ross-on-Wye | 112 | Ross-On-Wye Sports Centre | HR9 5JA | Yes | 1 | Square |
| 1 | Standalone |
| Ross-on-Wye | 170 | Wormelow Cricket Club | HR2 8EJ | Yes | 1 | Square |

**Pitch quality**

The quality of cricket pitches has been rated via a combination of site visits (using non-technical assessments as determined by the ECB) as well as Andy Welsbys site visits (formal technical assessments) and user consultation to reach and apply an agreed rating as follows:

**Good / Standard / Poor**

The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (50-79%), Poor (<49%).

Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. As an example, if a square is poor quality, a ball can bounce erratically on a wicket and become a danger to nearby players.

All grass cricket squares within Herefordshire receive a quality rating based on a combination of non-technical assessments and club/league consultation. Of the 26 squares available for community use, 17 are rated as good quality (65%) and nine are rated as standard quality (35%). However, these self-evaluations are not set against NCCA XI standards please note.

The Herefordshire Cricket Ground (Pentland Gardens) is currently assessed as only being able to cater for junior cricket demand however after consultation with Herefordshire Council there is nothing in the lease documents to prevent higher levels of cricket being played subject to suitable BSN protection . Herefordshire CL believes that the site is of the ability to cater for low level senior cricket demand and is currently exploring the conditions of use on site. It has recently been approached by two clubs (Bartestree & Lugwardine CC and Burghill Tillington & Weobley CC) for use of the site for both clubs Third XI’s. The ECB are looking to support this and are going to have a Labosport ball strike assessment to understand risks and proximity of houses surrounding the ground.

**Flooding**

Kington Recreation Ground, Bosbury C of E Primary School, Dales Cricket Club, Ross-On-Wye Sports Centre which have all currently or historically been used for cricket, are located on flood zones. The ECB working with Sport England, has produced a set of information for clubs that have been affected by adverse weather in England[[1]](#footnote-1). Sport England, when necessary, can also offer various funding options for clubs that have been affected by flooding.

**Ancillary facilities**

The extent of ancillary facilities required differs between times of play. For example, senior teams playing at weekends typically need to access clubhouse and kitchen facilities to provide teas, whereas this is often not required for junior and short format senior matches, where the need is more for access to suitable changing and/or toilet facilities.

Quality and access to required match day and preparatory facilities across the Authority is varied, with clubs playing at privately managed or sports club sites generally better served than those playing at community managed provision.

Ancillary facility rating is primarily influenced by the type and quality of amenities which are available on a site, such as a clubhouse, changing rooms, showering provision, car parking, dedicated umpire, spectator facilities and boundary fencing. Provision of high quality ancillary facilities is a key aspect of the ECB ‘Inspiring Generations’ Strategy, to meet the expectations of the core participation base as well as key growth markets such as women and girls, South Asian and BAME communities and All Stars and Dynamos cricket (detailed later in the section).

The audit of ancillary facilities at available grass pitch cricket sites determines that nine squares (33%) are accompanied by good quality provision, whilst 12 (44%) squares are accompanied by standard quality provision. There are three (11%) squares accompanied by poor quality provision. There are two squares at Brampton Bryan and Leintwardine Cricket Club and Wigmore Leisure which are accompanied by no provision.

Eastnor CC suggests it currently does not have the funds to extend the changing rooms as it also plans to extend the function area. The site is utilised by Herefordshire CL for National Counties matches and Eastnor CC suggests that to continue being awarded these fixtures the Club needs to extend the changing rooms as the HCL suggests they are currently too small.

Colwall CC suggests that in the coming years it plans to redevelop its clubhouse. There are no drawn plans at present, and the Club is currently unsure whether it is looking to use the same structure or to look at a rebuild of the clubhouse. In addition, the site currently has no car parking, which has become a significant issue but due to lack of land on the site, it is unlikely that this issue can be solved. The Club suggests that if a small patch of land close to the site could be secured then this would likely be the ideal scenario for a car park.

Herefordshire CL reports that due to aspirations to grow the women’s and girls’ game within Herefordshire, it plans to use Herefordshire Cricket Ground (Pentland Gardens) as a home venue for this. At present, the support ancillary provision does not support women’s and girl activity and therefore there is a need to improve this to support future demand. Existing Changing Rooms are non-compliant for multi gender cricket.

Brockhampton CC has previously been approved as a Female Cricket Hub in the county when it was applying for ECB Grant Aid. However, despite having a decent number of females the growth of the participation base in recent times has flat lined given the clubs location. Other clubs will no doubt be seeking similar status as their sections increase.

**Training facilities**

Access to cricket nets is important, particularly for pre-season/winter training. Clubs access both indoor and outdoor provision before the season commences. During the cricket season, outdoor training provision supplies the majority of use.

Woolhope CC aspires to develop a net lane facility at Berryfield Woolhope Playing Fields. The Club suggests this will help to support the club’s growth.

Almeley CC suggests that it requires net facility provision to ensure it has access to quality training facilities at Spearmarsh Common. Whilst Dales CC reports it has similar aspirations for its site at Dales Cricket Club.

**2: Demand**

Traditionally, the English cricket season runs between late March and early/mid-September each year. There are 23 cricket clubs playing in affiliated weekend leagues in Herefordshire. Most affiliated clubs play in the Marches League which is now part of a 1-season experiment into the Worcestershire County League.

Across the 23 clubs there are 91 teams which access pitch provision in Herefordshire, made up of 52 senior men’s, two senior women’s, 36 junior boys’ and one junior girls’ team.

Table - Summary of competitive cricket club demand

| Club name | Analysis area | No. of competitive teams | | | |
| --- | --- | --- | --- | --- | --- |
| Senior men | Senior women | Junior boys | Junior girls |
| Almeley CC | Kington | 2 | - | - | - |
| Bartestree & Lugwardine CC | Hereford | 3 | - | 3 | - |
| Bosbury CC | Ledbury | 1 | - | - | - |
| Brampton Bryan and Leintwardines CC | Leominster | 1 | - | - | - |
| Brockhampton CC | Ross-on-Wye | 5 | 1 | 4 | - |
| Bromyard CC | Bromyard | 5 | - | 2 | - |
| Burghill, Tillington & Weobley CC | Hereford | 3 | - | 4 | - |
| Canon Frome CC | Ledbury | 2 | - | - | - |
| Colwall CC | Ledbury | 4 | 1 | 6 | - |
| Cross Keys CC | Ross-on-Wye | 1 | - | - | - |
| Dales CC | Leominster | 2 | - | 2 | - |
| Eastnor CC | Ledbury | 2 | - | 3 | - |
| Fownhope Strollers CC | Hereford | 3 | - | - | - |
| Garnons CC | Hereford | 1 | - | - | - |
| Goodrich CC | Ross-on-Wye | 1 | - | - | - |
| Herefordians CC | Hereford | 1 | - | - | - |
| Kington CC | Kington | 2 | - | 2 | - |
| Ledbury CC | Ledbury | 3 | - | 3 | - |
| Luctonians CC | Leominster | 3 | - | 3 | - |
| Moccas CC | Golden Valley | 1 | - | - | - |
| Ross-on-Wye CC | Ross-on-Wye | 2 | - | 1 | 1 |
| Woolhope CC | Ross-on-Wye | 2 | - | - | - |
| Wormelow CC | Ross-on-Wye | 2 | - | 3 | - |
| Total | | 52 | 2 | 36 | 1 |

The largest club playing in the Authority is Colwall CC which has a total of 11 teams.

Most teams play in Ledbury Analysis Area which accommodates 25 teams (27%), followed by the Ross-on-Wye Analysis Area with 23 teams (25%) and then the Hereford Analysis Area with 18 teams (20%). The Golden Valley Analysis Area accommodates the least teams with just one (1%).

In addition to the above, there are two clubs/teams which currently play midweek cricket in and around the Herefordshire Area. Pencombe CC and Chasers CC both utilise pitches across the Herefordshire and Worcestershire pitches. These teams are not included within the capacity analysis below.

Furthermore, Hay-on-Wye CC currently is based on the border between Herefordshire and Powys falling just outside the Authority but has a Herefordshire postcode. A number of players will live within Herefordshire and the Club play within the Marches (Worcestershire County Cricket) League, operating two senior men’s team (one Saturday and one Sunday teams).

Table : Summary of competitive cricket teams by analysis area

| Analysis area | Number of teams | | | | |
| --- | --- | --- | --- | --- | --- |
| Senior men’s | Senior women’s | Junior boys’ | Junior girls’ | Total |
| Bromyard | 5 | - | 2 | - | 7 |
| Golden Valley | 1 | - | - | - | 1 |
| Hereford | 11 | - | 7 | - | 18 |
| Kington | 4 | - | 2 | - | 6 |
| Ledbury | 12 | 1 | 12 | - | 25 |
| Leominster | 6 | - | 5 | - | 11 |
| Ross-on-Wye | 13 | 1 | 8 | 1 | 23 |
| Total | 52 | 2 | 36 | 1 | 90 |

In addition to affiliated competitive demand, some clubs operate ECB initiatives such as All Stars, Dynamos and Softball.

**Exported demand.**

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of the Authority, in this case to meet facility needs which are not able to be met due to insufficient quality or access.

There is no recorded exported demand for cricket in Herefordshire.

**Latent/unmet demand**

Latent demand is demand which is perceived to exist but is not presently realised, whereas unmet demand is demand which is known to exist but similarly is not able to be realised, in this case due to lack of access to or poor quality of facilities.

Recorded unmet demand lies with Bartestree and Lugwardine & Burghill Tillington and Weobley who both require facilities for their 3rd XI League Cricket on a Saturday – alternatively they have to rearrange the fixtures to their home first XI ground for Sunday match play.

**Future demand**

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

**Population forecasts**

Team generation rates (TGRs) are used as the basis for calculating the number of teams likely to be generated in the future (2043) based on population growth.

When team generation rates are applied across Herefordshire, based exclusively on population change, there is no forecasted growth. Although there is some increase across the formats, there is no full team predicated with the increase expected to join existing squads.

It is likely that increases in participation at other age groups will join part of existing squads at established clubs.

**Participation increases.**

Of the responding clubs, six indicate aspirations to increase levels of participation through the creation of new teams.

Goodrich CC reports aspirations to add an additional senior men’s Saturday team. The Club has seen an increase in demand in recent years and suggests it has both capacity and demand for an additional team.

Woolhope CC currently operates two senior men’s teams, it now has aspiration to look at developing a junior section to support its long-term future starting with adding a junior boys’ team at Under 11.

Ledbury CC has aspirations to add a senior women’s team and junior boys’ team in the coming years. It already has several junior boys’ teams; however, it plans to extend its junior section with an under 17 junior boys’ team.

Ross-on-Wye CC has in recent years lost a number of its junior teams. Whilst some remain, it plans on developing its junior section further with two junior boys’ teams and an additional junior girls’ team.

Eastnor CC aspires to continue the development of its senior Saturday men’s teams. It aspires to add a third senior men’s team, however, its 2nd square is now disused and therefore the Club reports it would have to look at bringing this back into use or explore an alternative site. In addition, the Club is looking to develop a women’s and girls’ section.

Colwall CC planned to add an additional senior Saturday men’s team for the 2022 season, however, it did not have the numbers to add the team. It suggests that it still plans to add this team and is looking to recruit further to add an additional senior men’s team for the 2023 season.

Bartestree & Lugwardine CC has in the past operated a fourth team and has aspiration in the coming years to re-establish this team. At present it reports it does not have enough players to accommodate this and would require some player recruiting to do so. In addition, the Club is looking at expanding its junior section by adding an Under 17 team to help player drop off from junior to senior cricket and create more of a pathway into the senior teams.

**Women’s and girls**

Herefordshire CL reports that in the coming 2-3 years it is looking to grow women’s and girls’ cricket within Herefordshire. There is currently three women’s and girls’ teams at present in Herefordshire (two women’s teams at Brockhampton CC and Colwall CC, one junior girls team at Ross-on-Wye CC). Herefordshire CL has started to work on improving this with two further women’s and girls’ programme in the Authority at Bartestree & Lugwardine CC and Wormelow CC. Further clubs have expressed interest in this in the Winter/Spring of 2023. 6 in all. Target is 9 Ws and Gs sections by the end of 2023.

At present, this new demand is all through softball cricket with aspirations from the Cricket Board to increase the number of women’s and girls’ sections to ten clubs. Whilst it suggests that in the near future it hopes to develop ten women’s hard ball teams. This demand is very much aspirational at present and therefore won’t be included within the supply and demand analysis below, however the teams will be applied in a scenario in the preceding Strategy document to identify the impact it would have if the growth was realised.

**Future demand summary**

As population growth does not identify a full team being produced, there is no future demand to be taken forward to the supply and demand analysis below. Although individual clubs have identified plans for increase in teams this demand is considered more aspirational and as such will be applied as a scenario in the preceding Strategy document to identify the impact it would have if the growth was realised.

The Club aspirations amounts to additions of four senior men’s, two senior women’s, five junior boys and one junior girls’ teams.

**Peak time demand**

An analysis of match play identifies peak time demand for cricket across three distinct time periods which are Saturdays, Sundays and Midweek (Monday to Friday).

Saturday is classified as peak time for senior men’s cricket across Herefordshire where at present there is demand for 12 teams (including the one team exporting demand).

However, Sunday also accommodates for both senior men’s cricket and senior women’s match play whether this is hardball or softball and some junior matches. On Sunday’s there is demand for 12 men’s senior teams (including two teams exporting demand) and two senior women’s hardball teams. In addition, there is demand for two senior women’s softball teams. Whilst junior teams generally access pitches on Sunday mornings and therefore this does not affect the availability of squares for senior cricket which is played in the afternoon. In Herefordshire there are 10 junior teams reported to have demand on Sunday mornings.

Midweek is when most junior matches are played, as well as all club training and ECB initiatives All Stars and Dynamos cricket typically take place. In total, there are 19 junior and two senior midweek teams which have demand for midweek play.

**Capacity analysis**

Capacity analysis for cricket is measured on a seasonal rather than a weekly basis. This section of the report presents the current pitch stock available for cricket and illustrates the number of competitive matches per season per square.

The number of matches played by each team has been derived from consultation with the clubs. Where consultation was not possible, the assumption has been made that all senior teams play 12 home matches per year and all junior teams play five matches per year depending on their age and level of competition.

**Saturday cricket spare capacity**

A square is only considered to have actual spare capacity if it is available for further usage. For senior men’s cricket, peak time is Saturday as this is when most demand exists. As only one match can be played on each square per day, only two Saturday teams can be assigned to play home matches on one square (based on matches being played on an alternate home and away basis). As such, if a square has two Saturday teams already playing home fixtures on it, no actual spare capacity is perceived to exist for additional senior usage. If one or no teams are playing on a square on a Saturday, and it has overall capacity, actual spare capacity for senior demand is generally identified.

There is actual spare capacity to accommodate additional match play demand on Saturdays in Herefordshire at three sites, see Table 4.15

Table : Sites with actual spare capacity to accommodate senior Saturday cricket

|  |  |  |
| --- | --- | --- |
| Analysis area | Site ID | Site |
| Golden Valley | 35 | Coppice Field (Moccas Cricket Club) |
| Ledbury | 33 | Colwall Cricket Club |
| Ross-on-Wye | 136 | The Avenue (Goodrich Cricket Club) |

**Sunday cricket - spare capacity**

Like Saturday cricket, a square on a Sunday is only considered to have actual spare capacity if it is available for further usage. As only one match can be played on each square per day, only two Sunday teams can be assigned to play home matches on one square (based on matches being played on an alternate home and away basis).

There is actual spare capacity to accommodate additional match play demand on Sundays in Herefordshire at ten sites, see Table 4.16.

Table : Sites with actual spare capacity to accommodate senior Sunday cricket.

| Analysis area | Site ID | Site |
| --- | --- | --- |
| Golden Valley | 35 | Coppice Field (Moccas Cricket Club) |
| Kington | 117 | Spearmarsh Common |
| Kington | 74 | Kington Recreation Ground |
| Ledbury | 28 | Canon Frome Cricket Club |
| Ledbury | 33 | Colwall Cricket Club |
| Ledbury | 43 | Eastnor Cricket Club |
| Ledbury | 77 | Ledbury Cricket Club |
| Leominster | 88 | Luctonians Sports Club |
| Ross-on-Wye | 112 | Ross-On-Wye Sports Centre |
| Ross-on-Wye | 136 | The Avenue (Goodrich Cricket Club) |

**Midweek cricket - spare capacity**

For midweek cricket, most squares with spare capacity have actual spare capacity for an increase in demand. This is because usually most of the demand is from junior matches which are generally played during midweek, where matches can be spread across numerous days, meaning capacity is not limited to two teams. Moreover, the presence of junior wickets at certain sites, as well as NTPs, provide further capacity that is generally not available to senior demand.

Table : Sites with actual spare capacity to accommodate midweek cricket.

| Analysis area | Site ID | Site |
| --- | --- | --- |
| Junior wickets | | |
| Ledbury | 43 | Eastnor Cricket Club |
| Ledbury | 77 | Ledbury Cricket Club |
| Leominster | 88 | Luctonians Sports Club |
| Ross-on-Wye | 147 | The Parks |
| Senior wickets | | |
| Bromyard | 206 | Flaggoners Green |
| Golden Valley | 35 | Coppice Field (Moccas Cricket Club) |
| Hereford | 6 | Bartestree And Lugwardine Playing Fields |
| Hereford | 48 | Fownhope Recreation Field |
| Kington | 74 | Kington Recreation Ground |
| Kington | 117 | Spearmarsh Common |
| Ledbury | 28 | Canon Frome Cricket Club |
| Ledbury | 33 | Colwall Cricket Club |
| Ledbury | 43 | Eastnor Cricket Club |
| Ledbury | 77 | Ledbury Cricket Club |
| Leominster | 88 | Luctonians Sports Club |
| Ross-on-Wye | 9 | Berryfield Woolhope Playing Fields |
| Ross-on-Wye | 112 | Ross-On-Wye Sports Centre |
| Ross-on-Wye | 136 | The Avenue (Goodrich Cricket Club) |
| Ross-on-Wye | 147 | The Parks |

**Spare capacity summary**

It should be noted that the actual spare capacity on Saturdays, Sundays and during midweek should not be viewed collectively as utilising it across different days may result in overplay. For example, a site with 12 match equivalent sessions of spare capacity per season theoretically has capacity for one additional senior team and two additional junior teams; however, it does not have capacity for both. As such, this needs to be taken into consideration on a site-by-site basis as and when demand grows.

**Overplay**

There are two sites in Herefordshire identified as being overplayed for senior cricket by a total of 23 match equivalent sessions per season. Of the six analysis areas, there is currently overplay of senior wickets in the Hereford and Ross-on-Wye with Burghill Tillington & Weobley Cricket Club the most overplayed square (12 match equivalent sessions per season).

There are two sites in Herefordshire identified as being overplayed for junior cricket by a total of seven match equivalent sessions per season. Overplay is mostly in the Bromyard Analysis Area (three match equivalent sessions per season), with Colwall Cricket Club the most overplayed square.

Table : Summary of overplay.

| Analysis area | Site name | Site ID | Number of squares | Overplay  (Matches per season) |
| --- | --- | --- | --- | --- |
| Senior wickets | | | | |
| Hereford | Burghill Tillington & Weobley Cricket Club | 25 | 1 | 12 |
| Ross-on-Wye | The Parks | 147 | 1 | 11 |
| Total | | | 2 | 23 |
| Junior wickets | | | | |
| Bromyard | Flaggoners Green | 206 | 1 | 3 |
| Ledbury | Colwall Cricket Club | 33 | 1 | 4 |
| Total | | | 2 | 7 |

**Conclusion**

Overall, there is currently sufficient capacity of natural turf cricket squares to meet current demand for club cricket at an Authority wide level. However, it should be noted that for Saturday and Sunday cricket there is a shortfall in the Hereford Analysis Area. Likewise, on junior wickets there is a shortfall in the Bromyard Analysis Area for junior midweek cricket.

Table : Capacity balance of grass cricket squares summary

| Analysis area | Demand (match sessions per season) | | |
| --- | --- | --- | --- |
| Actual spare capacity | Overplay | Current total |
| Saturday | 36 | 23 | 13 |
| Sunday | 132 | 23 | 109 |
| Midweek | 30 | 7 | 23 |

As there is no future demand identified through population increases it is expected that current supply will also be able to cater for future demand due actual spare capacity on offer across the Authority at differing peak times.

Pentland Gardens – Herefordshire Cricket Centre, Hereford.

|  |
| --- |
| Cricket summary  Overall, there is currently sufficient capacity of natural turf cricket squares to meet current demand for club cricket at an Authority wide level.  There are 37 grass wicket squares in Herefordshire located across 32 sites, of which 26 are available for community use.  There are four disused sites which formerly had cricket pitch provision, at The Hayes, Sapey Cricket ground, Pencombe Recreation ground and Marden Recreation Ground.  In Herefordshire, there are seven NTP’s which accompany grass wicket squares, as well as nine standalone NTPs.  All but four clubs in Herefordshire have secure tenure at their home venues through ownership, long term lease and formal rent agreement.  Of the 26 squares available for community use, 17 are rated as good quality (65%) and nine are rated as standard quality (35%).  The audit of ancillary facilities at available grass pitch cricket sites determines that nine squares (35%) are accompanied by good quality provision, whilst 11 (42%) squares are accompanied by standard quality provision. There are three (12%) squares accompanied by poor quality provision.  There are 23 cricket clubs competing in Herefordshire fielding 91 teams, equating to 52 senior men’s, two senior women’s, 36 junior boys’ and one junior girls’ team.  Of the responding clubs, seven indicate aspirations to increase levels of participation.  There is no predicted participation growth through population growth.  Three squares have spare capacity and availability to accommodate additional senior cricket on Saturdays and ten squares have availability on Sundays.  There are 16 squares which have availability on junior wickets to accommodate more junior teams.  There are two sites in Herefordshire considered to be overplayed for senior cricket by a total of 23 match equivalent sessions per season.  There are two sites in Herefordshire considered to be overplayed for junior cricket by a total of seven match equivalent sessions per season. |

# INDOOR CRICKET PROVISION IN HEREFORDSHIRE - INTRODUCTION

In 2021 -2023 Knight, Kavanagh & Page Ltd (KKP) was appointed by Herefordshire Council ‘*to produce a Built Indoor Sports Facilities Strategy (BFS) 2021-2041*'. This work provides a key piece of evidence to support the update of the Herefordshire Local Indoor Cricket Plan Strategy.

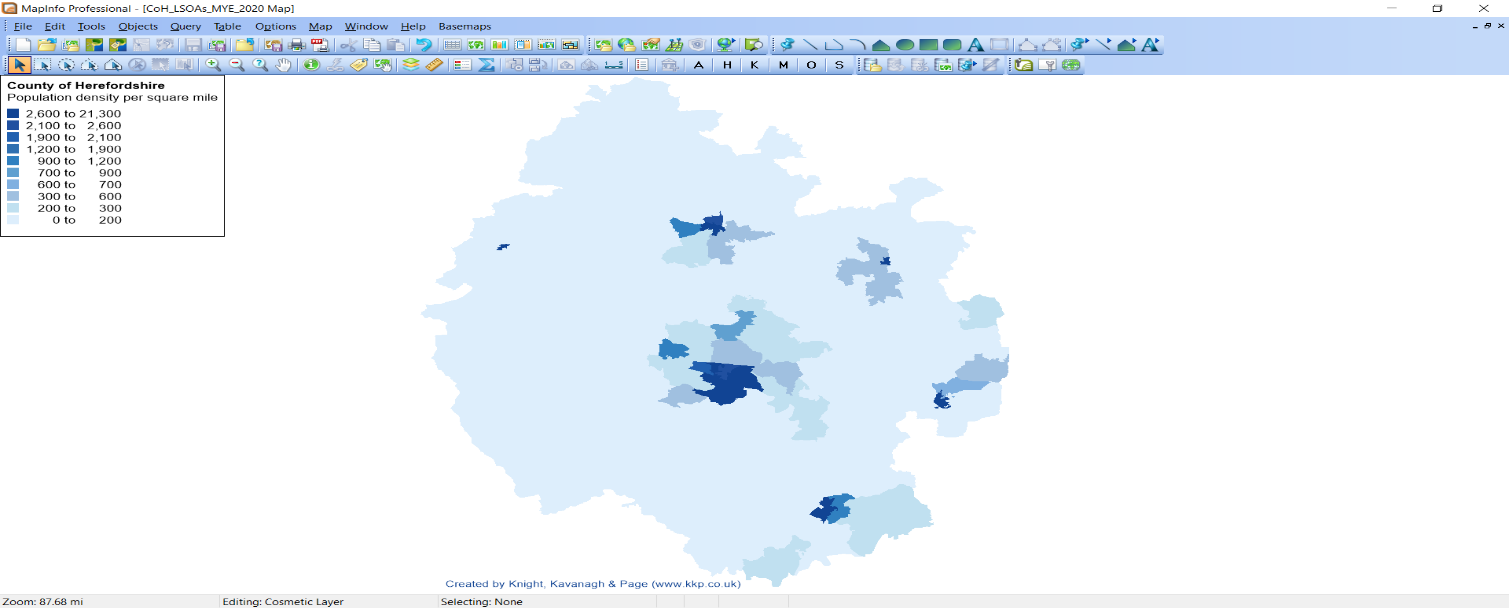
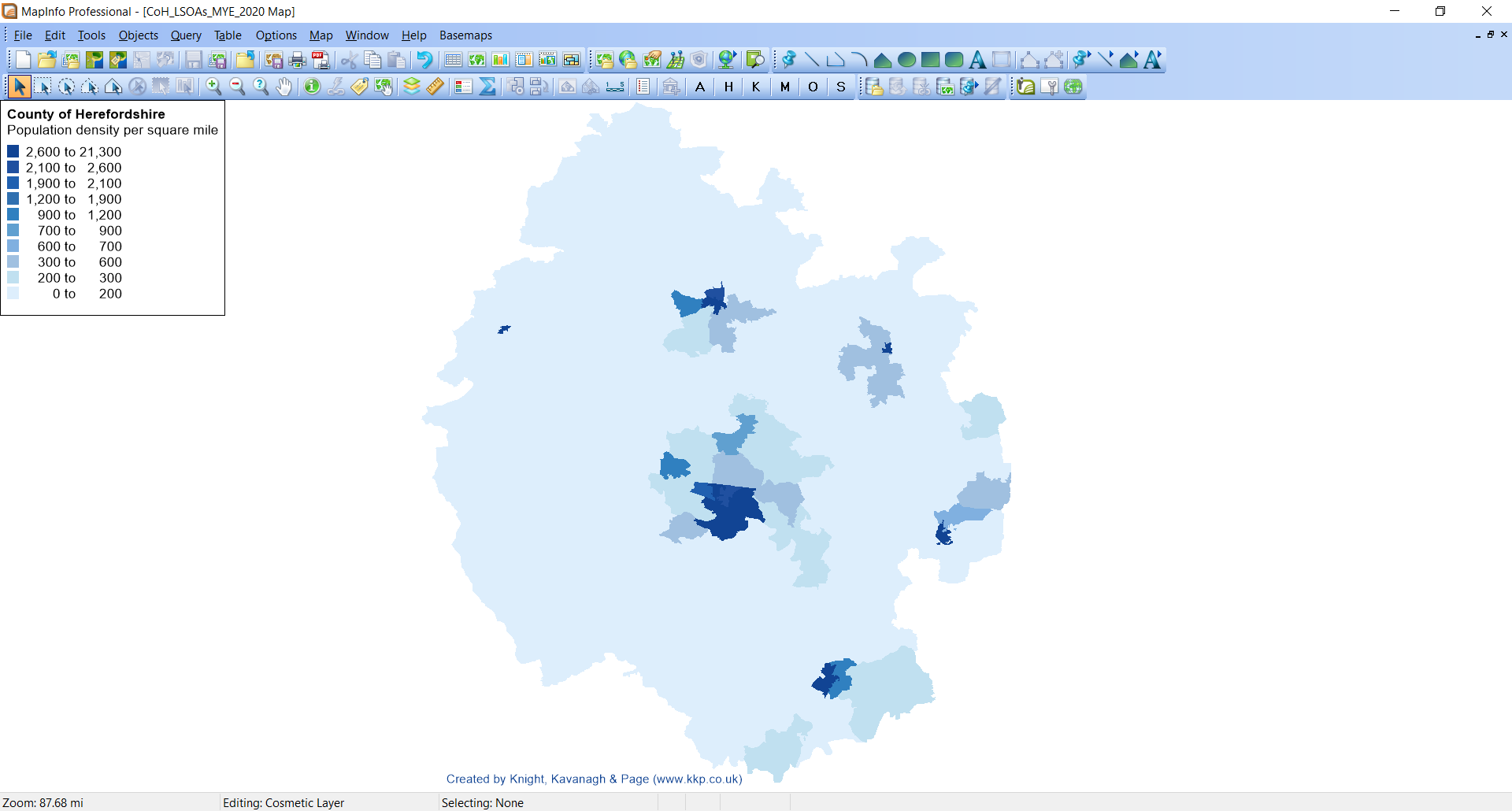
The audit was conducted between December 2021 and February 2022. Where access to sites was not available KKP carried out non-technical quality assessments via desktop research, and where possible quality was accessed via utilising virtual ‘walk arounds’ of the health and fitness suites or videos and photos present on the operator’s website or in discussion with the operator.

It is a concise, robust, comprehensive, and up-to-date evidence base in line with the emerging Local Plan. It sets out a strategic, action plan-based approach to the enhancement of existing, and creation of new, sporting provision. This will ensure that residents have the opportunity to be physically active and healthier, and where appropriate develop their physical, sporting, health and wellbeing ambitions within their local cricket community.

**Population and distribution** (*Data source: 2020 Mid-Year Estimate, ONS)*

The population of Herefordshire is 196,649. Population density is greatest around Hereford, located centrally within the Authority. There are concentrations in the north around Leominster, and in the east and south east around Ledbury and Ross-on-Wye.

*Figure 2.1: Population density 2020 MYE, ONS*



*Figure 2.5: Comparative age/sex pyramid for Herefordshire and West Midlands*

*A picture containing chart

Description automatically generated*

Set against that of the region Herefordshire population age/gender composition data indicates that it has a lower proportion of 10–34-year-olds (26% - than the West Midlands; 32%). This may suggest a lower level of demand from what are regarded as the main sports participation groups and young families. There are, however, more in the 35-64 age groups (38.9% - compared to the West Midlands; 37.1%). These tend to have higher disposable income and may also still be physically active. The age and make-up of the population is a key factor to consider, when developing and implementing the sport and physical activity offer in the area.

***Ethnicity*** *(Data source: 2011 census of population, ONS):* Herefordshire’s ethnic composition reflects that of England as a whole. The largest proportion (98.2%) of the local population classified their ethnicity as White; this is considerably higher than the comparative England rate of 85.4%. The next largest population group is Asian, at 0.8% this is considerably lower than the national equivalent (7.8%).

***Income and dependency*** *(Data source: NOMIS (2021):* The median figure for full-time earnings (2020) in Herefordshire is £29,416; the comparative rate for the West Midlands is £30,254 (+2.8%) and for Great Britain is £31,881 (+8.4%). In January 2022 there were 2,960 people in Herefordshire claiming out of work benefits; this represents a decrease of 41.2% when compared to May 2020 (5,035).

***Deprivation*** *(Data source: 2019 indices of deprivation, MHCLG):* Levels of deprivation in Herefordshire are, relative to other parts of the country, low. One in eight of the County population (12.6%) falls within the areas covered by the country’s three most deprived cohorts compared to a national average of c.30%. Conversely, 17.4% live in the three least deprived groupings (again, this compares to a ‘norm’ of c.30%). The pattern for health is similar; 11.2% of Herefordshire’s population fall within areas covered by the three most deprived cohorts.

**Population projections**

The most recent ONS projections indicate a rise of 11% in Herefordshire’s population (+21,554) over the 20 years from 2021 to 2041. Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups. Key points are outlined below:

* The number of 25-34 year olds, falls by -1,666 (-7.6%) over the first half of the projection (to 2031).
* There is a continuous increase in the number of persons aged 65+ of +24.8% (+12,302) in the first period continuing to rise to +40.8% (+20,223) between 2031 and 2041. While this age group represented 25.2% of Herefordshire’s population in 2021 it is projected to be 32.0% of the total by 2041 – approaching one third of the population.

*Table 2.1 Herefordshire - ONS projected population*[[2]](#footnote-2) *(2021 to 2041)*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Age (years)** | **Number** | | | **Age structure %** | | | **Change 2021 – 2041** | | |
| **2021** | **2031** | **2041** | **2021** | **2031** | **2041** | **2021** | **2031** | **2041** |
| 0-15 | 32,754 | 31,897 | 32,718 | 16.7% | 15.3% | 15.0% | 100.0% | 97.4% | 99.9% |
| 16-24 | 15,924 | 17,602 | 16,786 | 8.1% | 8.4% | 7.7% | 100.0% | 110.5% | 105.4% |
| 25-34 | 21,975 | 20,308 | 22,390 | 11.2% | 9.7% | 10.3% | 100.0% | 92.4% | 101.9% |
| 35-44 | 21,883 | 23,994 | 22,317 | 11.1% | 11.5% | 10.2% | 100.0% | 109.6% | 102.0% |
| 45-54 | 25,192 | 24,083 | 26,259 | 12.8% | 11.5% | 12.0% | 100.0% | 95.6% | 104.2% |
| 55-64 | 29,381 | 29,103 | 27,969 | 14.9% | 13.9% | 12.8% | 100.0% | 99.1% | 95.2% |
| 65+ | 49,541 | 61,843 | 69,764 | 25.2% | 29.6% | 32.0% | 100.0% | 124.8% | 140.8% |
| **Total** | **196,649** | **208,829** | **218,203** | **100.0%** | **100.0%** | **100.0%** | **100.0%** | **106.2%** | **111.0%** |

***Herefordshire Local Plan: Emerging housing requirements***

In November 2022 emerging housing market area requirements were provided for this study, as listed in table 2.7 below:

*Table 2.7: Housing Market Area Requirements 2021-2041*

|  |  |  |  |
| --- | --- | --- | --- |
| **Housing market area** | **Total** | **Indicative urban target** | **Indicative rural target** |
| Hereford | 7,880 | 3,900 | 3,980 |
| Leominster | 2,500 | 1,700 | 800 |
| Ross-on-Wye | 2,660 | 2,180 | 480 |
| Ledbury | 1,860 | 1,570 | 290 |
| Bromyard | 940 | 750 | 190 |
| Kington | 720 | 150 | 570 |
| Golden Valley | 380 | 0 | 380 |

Average household size in the county in 2021 was 2.26 persons per dwelling (2021 Census data). The Council has applied this figure to the projections running through to 2041.

***Summary of the demographic profile and population projections***

Herefordshire’s population, over the next 20 years is expected to increase by 14.5%, with the most substantial rise being in the 65+ age group (by 40.8%). Over one third of the population falls into the Country Living segment. They are defined as ‘well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities.

A key issue to consider is whether the current stock of facilities will be able to accommodate this increase or whether there is sufficient demand in specific areas to justify the development of new leisure facilities. There will also be a need to consider how the ageing population will choose to use its leisure time; this may well lead to changes in levels of demand for different activities. The importance of ensuring that the proportion of the population which is currently active remains so and that more of the presently inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant.

## General findings

Herefordshire recognises the importance of its leisure facility stock to physical activity, health, and wellbeing. It is committed to its retention via the presumption (in Planning Policy) against any net loss of active sport and leisure facilities. There is also recognition that HC must operate within a climate of financial constraints (probably increasingly so) following the Pandemic.

As noted above, there is a projected increase in the size of the population of 11% by 2041 (+21,554 additional residents). This encapsulates the predicted continuous rise in the number of persons aged 65+ to the point where this cohort represents 32% of the population by 2041. The key issue is, therefore, likely to be how an increasingly ageing population chooses to use its leisure time and whether/how this may lead to changes in demand for different activities.

It is important to ensure that the proportion of the population which is currently active remains so and that more currently inactive people ‘get active’ (sustaining and improving the general health of the local population). Indoor and built facilities, and programmes of activity therein, need to be capable of adapting to changing demand and need associated with demographic change.

The principal opportunity/challenge for the Council is to ensure that its facility stock continues to be fit for the future and viable. There is a need to balance the requirements of the core market of people already taking part in sport and physical activity with ensuring that the growth of existing or new activities meets the needs of a more diverse and ageing population. Sustaining and improving the general health of the local population will become increasingly relevant.

The facility stock is splits evenly into those which are in either above or below average condition. It is, however, meeting the current demands of residents. There is a need to maintain/ improve this quality stock and ensure that facilities within the education estate continue to offer community access.

**What do we know about Cricket facilities and activities in Herefordshire?**

***Sports halls***

The 47 sports halls in Herefordshire offer sports hall space equivalent to 96 badminton courts[[3]](#footnote-3).

Of the 47 sites, 27 have one court or fewer and there are no halls with two courts. Spatially, sports halls are generally located in areas of higher population density. In terms of quality of the 20 assessed 3+ hall sites:

* Three are rated good quality.
* Seven are of above average quality.
* Eight are rated as below average quality.
* Two sites were unassessed.

Education site availability is limited to peak times (evenings/weekends). All education sites with sports halls manage community bookings in house. Halo manage five sports halls at: Bridge Street Leisure Centre, Hereford Leisure Centre, Lady Hawkins Community Leisure Centre, Leominster Leisure Centre, and The Bromyard Centre. Overall, 25% of the 3+ court sports halls in Herefordshire are operating at least 70% capacity, this includes the hall at Hereford Leisure Centre. There are greater levels of spare capacity across the remaining stock, and some sites do have potential to increase usage.

Overall, the assessment, including FPM analysis finds Herefordshire to be generally well served in terms of the number and coverage of its sports halls. They are well used by a variety of sports clubs and community groups. There are clear issues with regard to the quality of certain facilities quality and there is a need to continue to engage with schools to support the vital community access they offer.

**5.6 VISION AND STRATEGIC RECOMMEDATIONS AND ACTION PLAN**

Herefordshire’s vision for sport and leisure provision in the area for the period 2021 -2041 reflects the need to support Herefordshire’s wider ambitions set out in its physical activity strategy.

The vision is: *“For every person in Herefordshire to have the opportunity to: ‘get moving, be active, feel better, keep well and enjoy healthier lives as part of everyday life in their local community”.*

## Strategic objectives

*Sports halls*

* Work with site operators (mainly secondary schools) to improve the standard of the eight below average community available sports / cricket halls and maintain the quality of those which are currently in good/above average condition.
* Engage with St Mary’s RC High School to investigate the potential to open its facilities to community users.
* Consider whether and how community use can be extended at school sites enabling existing sport and physical activity participation to grow.
* Where no formal agreements are in place work with educational sites to secure binding and effective community use agreements (CUAs).
* The Council to work across its planning and leisure functions to establish a policy whereby developer contributions can be directed at improving sports hall quality. S106 et al,

*All facility types.*

* Ensure that memberships and specific activities are available to people living in the Authority’s more deprived communities via enabling increased use of community cricket facilities (e.g., activity halls and community centres).
* Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing cricket and physical activity within the wider community.
* Work with local cricket clubs (with and via the leisure operator) to ensure that facilities and workforce development programmes meet the needs of all clubs and residents.
* Develop a system to, as early as possible, identify and tackle ongoing investment, maintenance, and refurbishment requirements to protect and improve existing indoor cricket facilities.

***Action plans***

The following action plan contains two sections:

* Management and programming.
* Indoor and built cricket facilities action plan.

All actions identified should take account of accessibility issues (hearing, visual and wheelchair access). In respect of timescales, short term refers to 1-2 years; medium is 3-5 years and long-term equates to 5-10 years. Action plan priorities are categorised either as protect, enhance, or provide in line with Sport England objectives.

The Sport England definitions for these ‘headings’ are as follows:

* Protect- *to protect the right opportunities in the right places.*
* Enhance - *to enhance opportunities through better use of existing provision.*
* Provide- *to provide new opportunities to meet the needs of current and future generations.*
* Overarching – *roughly works across the three of the above (to be updated*

## Indoor built facilities action plan

Taking into account the needs assessments related to specific facilities and sports, the demographic make-up, current vision of the Council and associated organisations, plus Sport England’s Planning Model which encourages Protection, Enhancement and Provision of new facilities, it is recommended that the Council adopt the following strategic recommendations:

| **Strategic objective** | **Recommendation** | | **Action** | | **Timescale** | | | | | **Responsibility** | **Importance** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Indoor cricket | | Cricket in the form of winter club training and recreational activity takes place in ten sports halls in the area. The Bridge Street Sports Centre is a key venue. It hosts the affiliated Herefordshire Indoor Cricket League which accommodates seven clubs from the County. | | Consider options to install cricket nets when new sports halls are developed or facilities that do not have them are refurbished.  Continue to support indoor league clubs. | | HCB, Council/AHW | Medium | Enhance, Provide |

1. [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)
3. [↑](#footnote-ref-3)