

East Hampshire Playing Pitch Strategy: Appendix A Cricket - Assessment of Needs (Stages B & C)

1. Introduction

This appendix to the East Hampshire Playing Pitch Strategy 2018-2028 details the current picture of facility supply and demand for the playing pitch sport of **cricket** - at individual sites, in each of the four planning sub-areas and across the district as whole.

It also sets out how this current picture of provision is likely to change over the next ten years to 2028. The likely future picture of provision is assessed based on potential changes in supply (both committed and planned projects within the district and its travel catchment), forecast changes in the resident population informed by the targets for new housing in the District Council's Joint Core Strategy, national trends in participation and the development aspirations of the clubs based in the district.

The policies, development programmes and investment priorities of the national governing body for the sport will also influence the future picture of facility supply and demand for the sport in East Hampshire. These are summarised in Section 2 below.

The final section brings together the information on supply and demand in the district and draws conclusions as to the adequacy or otherwise of the existing supply to accommodate current demand (both from within the district or, if relevant, displaced demand from neighbouring local authority areas). Conclusions are also drawn as to the likely facility needs for this playing pitch sport in the sub areas and district-wide by 2028.

2. Cricket Unleashed Strategy 2016 - 2020

The England & Wales Cricket Board (ECB) produced the Cricket Unleashed Strategy in 2016. The vision of the strategy is:

A Game for Everyone – Cricket Played, Watched and Loved by More People

The strategy for development of the game over this five year period is based on five key elements:

- More Play
- Great Teams
- Inspired Fans
- Good Governance & Social Responsibility
- Strong Finance & Operations

More Play is the element of the ECB's strategy of most direct relevance to provision of appropriate facilities to facilitate growth in cricket participation among four distinct target audiences identified by the ECB through detailed research - i.e. Clubs & Leagues, Kids, Communities and Casual participation. The strategy aims to break down barriers to playing the game. The measures of its success will be: i) the number of people playing the game as a whole and, ii) the number of Under 16's playing the game. The ECB's strategic priorities of direct relevance to the provision of facilities are highlighted below:

Clubs & Leagues - *'We will grow our clubs and leagues by providing outstanding experiences for all by listening to players with regard to the formats, competitions and league structures they want to play in. As well as investing in support roles such as coaches, groundsmen and officials, we will develop the tools that will simplify the management of clubs and leagues and continue to invest in the facilities to create the most welcoming of environments. This will be delivered through local delivery plans and more help for our people who support local cricket clubs.'*

People & Play Priorities:

- *Put the player at the heart of our decision-making and promote player driven formats of the game in our leagues and clubs*

- Review the amount of national competitions supported by ECB to provide more opportunities to play across the whole league structure
- Deliver a new club affiliation core offer
- Deliver new CPD opportunities for coaches, officials and groundsmen
- Deliver a volunteer offer to drive recruitment, retention and recognition

Places & Processes Priorities:

- **Invest in new and existing facilities that will deliver More Play opportunities for men and women**
- Provide enhanced digital and hands-on support for clubs, leagues, coaches, officials and groundsmen
- Create better physical and digital signposting of how and where to play

Kids - 'We will provide more opportunities for kids to play by putting the bat and ball in more schools across the country and by engaging with teachers to integrate cricket more into the classroom curriculum. We will roll out an ability-based pathway for children that will foster skill development and player progression, but most importantly focus on just having fun. The first stage of that pathway will be a national, entry-level programme delivered in schools, clubs and the community called All Stars Cricket with a greater connection to the professional game.'

Places & Processes Priorities:

- Support clubs to develop more opportunities for children to play and facilitate a greater recruitment from school based activities into more sustainable cricket participation
- **Provide fun, safe and family friendly environments** for all children playing cricket

People & Play Priorities:

- Develop an ability-based pathway, including a national, entry-level programme for children aged 5-12 for adoption in clubs, schools and youth organisations
- In partnership with Chance to Shine, expand the reach of the game into all schools across the country through a combination of bat and ball opportunities, a national teacher ambassador program and curriculum aligned classroom resources
- Create a seamless transition across the age groups and different formats to reduce the current drop out at key ages
- **Promote shorter pitch lengths for younger age groups**
- Inspire kids through closer links between kids cricket and the professional game

Communities - 'We will ensure that cricket is at the heart of the communities in which it is played through a game wide philosophy of inclusivity. We will diversify participation with particular focus on women, girls, multicultural groups, those with disabilities and inner city communities. We will actively drive a broader representation of society in all areas of the game.'

People & Play Priorities:

- Implement inclusion and engagement strategies to deliver welcoming environments and opportunities for players of diverse backgrounds
- Prioritise additional investment in coaches for women's, girl's, multi-cultural groups and disability cricket
- Increase the opportunities for people with a disability to take part and play cricket at all levels
- Maximise the impact of hosting ICC global events to inspire a more diverse participation base to Play
- Deliver and invest in cricket programmes that are specifically designed to bring communities together and improve physical and mental wellbeing

Places & Processes Priorities:

- **Develop new facilities in areas of strategic need** to allow more people to play cricket more often
- Create a digital and social platform for Play
- Create the right opportunities to play for girls, boys, women and men

Casual - We will inspire stronger relationships with the game by breaking down barriers and **improving accessibility**. We will create opportunities for people to play the game anyhow, anytime and anywhere.

People & Play Priorities:

- Share best practice and use insight to deliver simple and enjoyable casual cricket offers
- Develop a **5 or 6-a-side version of cricket, played on artificial wickets** to engage players at all ages and levels
- Support innovation such as Last Man Stands, Indoor, Tape-ball and Beach Cricket
- Create a **12 month participation programme using artificial wickets, indoor centres and other indoor spaces to allow all-year round play**
- Drive availability of bats and balls for unstructured play

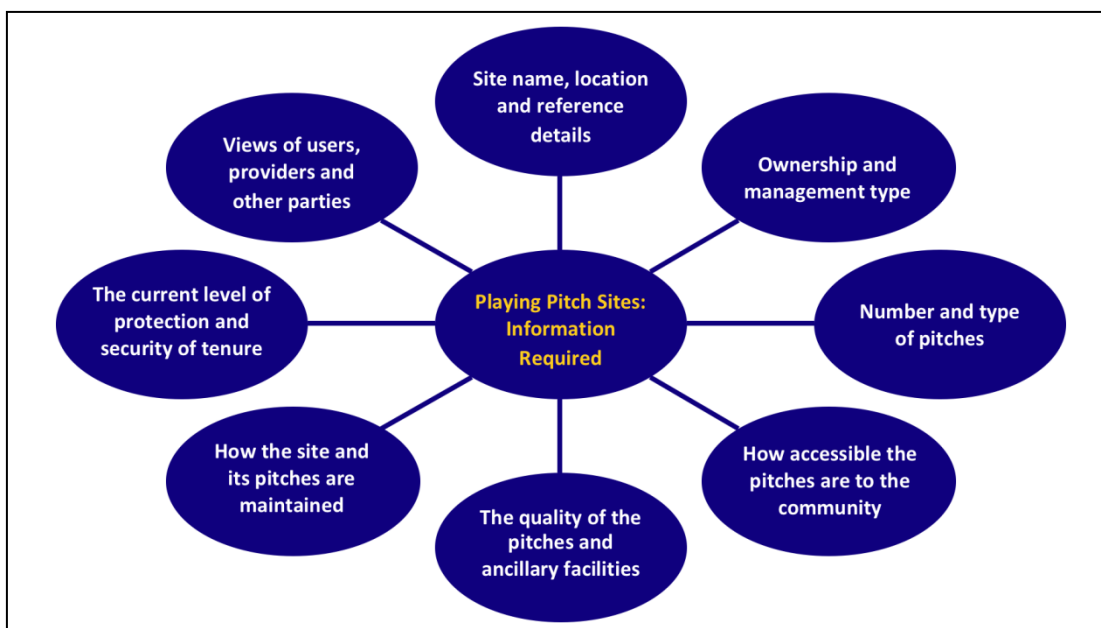
Places & Processes Priorities:

- **Create partnerships with local authorities to support the protection and improvement in facilities**
- **Work with Sport England and other NGBs to create multi-sport facilities with a focus on inner city areas**

3. Pitch Supply (Step 2)

For all four sports included in the PPS scope – cricket, football, hockey and rugby - the following pitch supply information, see diagram below, has been gathered, as far as possible, by a combination of data collection and review, surveys and consultations:

Pitch Supply Overview



Sources of information – The sources of information used to establish current pitch supply were: latest Sport England Active Places Power audit for playing pitches; the county board and cricket club websites; online survey returns from cricket clubs, plus information provided by schools and by town and parish councils.

Site visits and inspections – Visits to more than 90% of the cricket pitches in East Hampshire and visual, non-technical inspection.

Cricket Supply

Findings relating to cricket pitch supply in East Hampshire are summarised below.

Number and sizes of pitches

In the 2017 season, there were 32 maintained natural turf cricket pitches in East Hampshire district (plus another at Ripsley Park, located just over the district boundary with Chichester District). One pitch (at Bentley) is a non-turf pitch (NTP) only. A further nine of the 32 sites with natural turf pitches also have a non-turf pitch. Two of these sites - Grayshott Sports Ground and Medstead Village Green - have two NTPs although one at Medstead is not in a playable condition.

The table below compares the quantity of operational natural turf cricket pitches in the district with the provision in the six contiguous neighbour local authorities both in terms of the number of pitches and pitches per capita.

Local Authority	No. Natural Turf Pitches ¹	Population (2016)	Cricket Pitches per capita	Rank
East Hampshire	32	120,000	1 per 3,750	4
Havant	16	124,000	1 per 7,750	7
Hart	25	94,000	1 per 3,760	5
Chichester	38	118,000	1 per 3,105	3
Basingstoke & Deane	38	175,000	1 per 4,605	6
Waverley	61	124,000	1 per 2,032	1
Winchester & District	52	122,000	1 per 2,436	2

15 (just under half) of the 32 pitches are located on open access sites owned by Town and Parish Councils. East Hampshire District Council own a further pitch at Penns Place to the rear of the Council Offices used by Petersfield CC.

A further 10 cricket pitches are in secure ownership of community clubs or sports associations. 25 of the 32 pitches in the district (78%) therefore have secured community access.

The remaining 6 pitches are on secondary school sites (either state academies or independent schools) and are not generally available for community use out of hours.

Summaries of the cricket pitches in East Hampshire and their access, availability and quality for community cricket use are summarised in the following table.

Cricket Pitches in East Hampshire

Site Name	Sub Area	Postcode	Access	Pitches	Quality	Availability/Comments
North West						
Jubilee Playing Fields	North West	GU34 1RF	Secured - TC Alton CC lease pavilion (24yrs) Annual licence changing rooms	2 + NTP Own 4 lane NT net system	Pitch 1- Good Pitch 2 - Good NTP - Good	Open site, managed and maintained by Alton TC Grounds Staff with club support. Good quality pitches well used by large club. Pavilion needs upgrading / replacing
Binsted Rec	North West	GU34 4PB	Secured - PC	1	Good	Open site, locked at night. Well-presented and maintained. HCB 'Most Improved Pitch' 2016. Local cricket playing GM contractor supported by club volunteers. Practice net surface worn.
Bentley Rec	North West	GU10 5JP	Secured - PC	1 NTP only	Poor	Open site. Very uneven outfield (shared with football). NTP needs replacing. NT nets well used for informal practice in summer but worn.

¹ Sport England Active Places Playing Pitch Strategy Reports, October 2017

Site Name	Sub Area	Postcode	Access	Pitches	Quality	Availability/Comments
Wield Cricket Ground	North West	SO24 9RX	Secured - private	1	Standard	A picturesque gated traditional village cricket ground. Sunday village cricket plus junior coaching and u9 league team. Reasonable square with very uneven outfield. Good pavilion. Derelict practice net.
Bentworth Cricket Ground	North West	GU34 5LE	Secured - club	1	Standard	A picturesque gated traditional village cricket ground. Short outfield on one side, with ramp up to outfield from square.
Four Marks Rec	North West	GU34 5AF	Secured - PC	1	Poor	Open site. Uneven outfield, no wickets prepared on visit - limited use, no village club.
Holybourne Sport Field	North West	GU34 4JA	Secured - club lease from trust (only 4 years unexpired)	1 with NTP	Standard	Gated site. Good but small square, outfield uneven - possibly due to past use for football. Potential to improve now football use ceased. Large club. Pitch over-played.
Ropley Rec	North West	SO24 0DU	Secured - PC	1 (plus 'Academy Pitch')	Good	Open site. Well presented and maintained - LA contractor with club support. Southern Premier League accredited pitch. Minor outfield issues due to share with football. Large club with primary school links.
Chawton Cricket Ground	North West	GU34 1SB	Secured - club	1	Good	Open site in picturesque setting with thatched pavilion. Well presented and maintained by club volunteers. Limited use - one team club, no juniors.
East Tisted Rec	North West	GU34 3QW	Secured - PC	1	Standard	Open site in picturesque setting. Well presented and maintained by club volunteers (contracted by PC). Limited use - one team club, no juniors.
Medstead Village Green	North West	GU34 5LG	Secured - PC	1 with NTP + separate NTP	Standard 1 NTP - Good (2012), other unsafe	Open site shared with village hall. Square well maintained by club volunteers. Practice net needs replacing. Large junior section. Old NTP needs replacing or removing.
Eggars School	North West	GU34 4EQ	Unsecured - Academy	1	Not known	No regular use of school cricket pitch. Occasional hires to Holybourne CC juniors. Main cricket club use is of indoor nets for winter training
SDNP						
Petersfield Heath	SDNP	GU31 4HR	Secured - TC	1	Good	Open site on Heath. Nearest parking 200m. Pitch and pavilion maintained by club volunteers. Pavilion refit with grant support in 2017. Practice nets worn. Large club (also at Penns Place)
Steep Cricket Club	SDNP	GU32 2DA	Secured - Club	1	Good	Gated site, entrance shared with tennis club. Well presented and maintained by club volunteers. New flooring to pavilion in 2017. Large club with school links. Net surface worn. Also hosts Stoolball.
East Meon Cricket Ground	SDNP	GU32 1QD	Secured - PC Trustee	1	Standard	Open site, closed at night. Club do own maintenance. Net requires replacing. Current fundraising to replace 50+ years old wooden pavilion. Planning consent in Jan 17 for office use of a former forge building at entrance to ground in ball strike area. ECB no objection. SE no objection (Planning Policy Exception E3 - no loss of sporting use)

Site Name	Sub Area	Postcode	Access	Pitches	Quality	Availability/Comments
Judges Meadow, East Meon	SDNP	GU32 1QS	Unsecured - Private	1	Not known	Second ground of Old Hambledonians CC (based at Ridge Meadow, Hambledon in Winchester District). No 2017 league fixtures identified - mainly used for junior coaching
The Glebe, Liss Cricket	SDNP	GU33 6JU	Secured - Club	1	Standard	Gated site. Poor access and parking. Untidy site shared with Liss Athletic Juniors FC. Fundraising to extend pavilion to provide disabled access and officials changing.
Hawkley Cricket Ground	SDNP	GU33 6NE	Secured - club/assoc	1	Good	Open site shared with parish hall, play area, tennis. Cricket pitch maintained by club volunteers to high quality. Single team village cricket no juniors.
King George V Field, Froxfield	SDNP	GU32 1EG	Secured - PC	1	Standard	Open site with large village hall with integrated pavilion (recently upgraded with lottery support) and car park. Outfield compacted and uneven - possibly use for informal football - maintained by club volunteers. 2 teams, no juniors.
Buriton Rec	SDNP	GU31 5RX	Secured - PC	1	Not known	Open site shared with village hall. Little cricket use, village club struggles to raise team. Some football use - Clanfield FC
The Petersfield School	SDNP	GU32 3LU	Unsecured - Academy	1 NTP only	Good	NTP potentially available for community hire but no demand. No cricket nets in sports hall.
Ditcham Park School	SDNP	GU31 5RN	Unsecured - private	1	Good	Club hires of winter nets in sports hall. No availability of pitch - independent school
Churchers College (Ramshill)	SDNP	GU31 4AS	Unsecured - private	2	Good	Community demand (Petersfield CC) for indoor nets and MUGA nets only
Churchers College (Penns)	SDNP	GU31 4EP	Unsecured - private	1 with NTP	Good	No community demand - school use plus Penns pitch (reciprocal use of college nets by Petersfield CC)
Bedaes/Dunhurst Schools	SDNP	GU32 2DG	Unsecured - private	1 with NTP	Good	No community availability - clubs hire nets in sports hall
Southern Parishes						
Rowlands Castle Rec	Southern Parishes	PO9 6AQ	Secured - PC	1	Poor/Standard	Open site, locked at night. Uneven outfield (football share). Contractor maintains outfield, club volunteers the square. Social team, no juniors.
South Lane Meadow, Clanfield	Southern Parishes	PO8 0RN	Secured - PC	1	Poor/Standard	Open site. Site is subject to issues with travellers seeking to access. No pavilion. One team social village cricket only, no juniors
North East						
Lindford Sports Field	North East	GU35 0JX	Secured - club/assoc	1 with NTP	Standard Good NTP	Flat, gated site surrounded by mature trees and Broxhead Common. Some dead grass in thatch and anthills on outfield compromising evenness. Adjacent former football pitch with potential for change of use to cricket. Grayshott CC has large junior section
Headley Playing Field	North East	GU35 0PD	Secured - PC	1 with NTP	Standard Poor NTP	Slight fall at ends of square and towards pavilion. Dead grass thatch in outfield. Tears in NTP, needs replacing.
Grayshott Sports Field	North East	GU26 6LS	Secured - PC	1 with 2 NTPs separate. Own secure 2 lane NT net	Standard/Good 1 NTP - Good 1 NTP - Poor	Open site, issues with dogs. Locked net system. Part of outfield shared with football and slopes. Large club and junior section. Junior length NTP is worn. Pavilion roof requires attention.

Site Name	Sub Area	Postcode	Access	Pitches	Quality	Availability/Comments
				system		
Bordon & Oakhanger	North East	GU35 9HG	Secured - club/assoc	New pitch 2018/19		A new pitch and pavilion (shared with football) is under construction as part of S106 Agreement - no current club.
Kingsley Sports Club	North East	GU35 9PD	Secured - club/assoc	1	Standard	Gated site. Untidy site with low-grade pavilion and changing huts. Social village cricket, one team, no juniors.

Indoor cricket

Indoor Cricket in South East Hampshire is played at two venues: first the **Fareham Leisure Centre** (with East Hampshire teams competing from Petersfield CC, Steep CC, Clanfield CC and Hambledon CC), and second the new building in Fleming Park Leisure Centre (now 'Places Leisure Eastleigh') from November to end January and involving a women's team from Petersfield CC ('Pallas').

Indoor practice nets

Winter Practice Nets are provided and with access available to community clubs in Sports Halls at several schools in East Hampshire District. Those identified in the course of the research and the hiring clubs are:

Schools with indoor cricket or practice nets	Hiring clubs
Churchers College, Ramshill, Petersfield	Petersfield CC
Dunhurst Bedales School, Steep	Petersfield CC; Steep CC; Buriton CC
Mill Chase Academy, Bordon	Headley CC
Ditcham Park School	Petersfield CC
Eggars School	Alton CC, Holybourne CC
Bohunt School	Grayshott CC; Liss CC
Amery Hill School	Alton CC, Ropley CC, Kingsley CC
Alton College	Alton CC, Medstead CC

Medstead CC juniors hire nets just over the district border in Alresford at Perins School (Academy). So too do Grayshott CC youth who have a partnership with the independent Amesbury School in Hindhead.

Accessible Cricket Club Grounds in Neighbouring Local Authorities

Cricket clubs in neighbouring local authorities with East Hampshire located within the travel catchment (15-20 minute drive time) are summarised in the following table.

Site	Travel Distance from East Hants sub areas	Comments
Haslemere CC, Recreation Ground, Haslemere Grayswood CC, Village Hall & Recreation Ground, Grayswood (Waverley)	5-7 miles from North East	These grounds and clubs are likely to have little impact as Grayshott CC and Headley CC in Whitehill & Bordon are both large community clubs located within the sub area. Liphook & Ripsley CC in Rogate is also closer (see below)
Liphook & Ripsley CC (Chichester)	2-4 miles from North East	Serves East Hampshire demand from the Liphook area of SDNP and Bramshott in the North East
Havant CC, Havant Park Waterlooville CC, Rowlands Avenue Recreation Ground (Havant)	4-6 miles from Southern Parishes (3.5 miles from Horndean) (2.5 miles from Horndean)	These clubs serve demand from Horndean currently as no pitches or club in this parish. However, a new pitch and pavilion are to be provided shortly on Land to East of Horndean on Rowlands Castle Road as part of a signed S106 Agreement for development of 700 new dwellings.

Site	Travel Distance from East Hants sub areas	Comments
Hambledon CC, Hambledon	3.5 miles from Clanfield in Southern Parishes	Hampshire Regional South league team playing at Ridge Meadow PO9 4TH. Occasional use of Judges Meadow, East Meon pitch in East Hampshire - none identified in 2017
Cheriton CC, Cheriton	6-8 miles from North West	Village cricket only. Little impact as Ropley (nearest village) has own club playing league cricket with junior section.
St Cross Symondians CC and Hursley CC (Winchester)	Large clubs - outside catchment area	
Odiham & Greywell CC, Hook (Hart)	6-8 miles from North West	South of M3
Basingstoke & North Hants CC (Basingstoke & Deane)	8-10 miles from North West	North of M3 barrier but similar drive time as Alton CC from north western parts of the district

Proposals identified in consultation for change in the supply of cricket pitches in East Hampshire are summarised in the following table.

Proposed Cricket Pitch Supply Changes with Planning Consent

Site Name	Sub Area	Access	Proposal	Status and Comments
Bordon & Oakhanger Sports Club (BOSC)	North East	Secured community use - sports association	Replacement changing and social pavilion; a cricket pitch; tennis courts; a bowling green; a petanque area; a play area; two adult football pitches (enhancing former provision), and a parking area	First phase of S106 works is nearing completion. Cricket pitch available for play for 2018 or 2019 season allowing for bedding in. No club user identified for use of this pitch at present. Potential second site for Headley CC as alternative to current proposal to secure land for a second pitch on land adjacent to Headley Recreation Ground (subject to views of the club).
Land East of Horndean, Rowlands Castle Road and Havant Road	Southern Parishes	Secured - Parish Councils to take ownership	700 dwellings with S106 Agreement to include provision of public open space and community facilities on a minimum of 21.5ha of land to include a community facility, a football pitch, a cricket pitch, a 2 team pavilion, a fenced hard court MUGA, an outdoor gym, land for a skate park, play areas, allotments and commuted sums for management / maintenance	Outline consent with all matters reserved was granted in February 2016. Currently, while there is no cricket pitch in Horndean, the supply at Rowlands Castle Recreation Ground and South Lane Meadow in Clanfield is sufficient to meet local demand which is only for social cricket. However, in the long term, the development of 700 new dwellings in this sub-area may justify provision of this pitch and pavilion (particularly as the Clanfield site does not have a pavilion to support cricket played at this site).

Two other potential changes to cricket facility supply in the district have been identified in the course of the research for this report:

The first is a proposal by **Grayshott CC** to take on and convert the former football pitch to the right side of the entrance to the **Lindford Sports Association Sports Ground** on Broxhead Common to provide a junior cricket pitch. The club seeks this additional pitch capacity to accommodate demand from the large junior section of this club that has outgrown the club's main home ground in Grayshott. The club already leases the existing cricket pitch and pavilion at the Lindford Sports Association Ground. This project does not require planning consent. Implementation is dependent on securing the necessary funding to install a cricket table and irrigation system and to carry out works as required to the outfield (e.g. de-compaction, levelling, weed killing,

The second proposal is by **Headley CC** (in association with Headley Parish Council) to purchase land adjoining the Parish Council's existing **Headley Recreation Ground** to create a second pitch to accommodate demand for pitches generated seeding). It is noted that Grayshott players playing at Lindford drive beyond BOSC (where a new pitch is in

development). by this club. This proposal is likely to require planning consent (for change of use) and funding, both for the land purchase and the works to prepare the ground and install the pitch. In light of the committed project at BOSC to provide a new cricket pitch (with no identified club user at present) and the likelihood that Grayshott CC's proposal will go ahead at Broxhead Common, a further new pitch in this sub area is not justified by demand.

3. Pitch Demand (Step 3)

For all four sports included in the PPS scope, the following pitch demand information, see diagram below, has been gathered, as available, by a combination of data collection and review, surveys and consultations:



Sources of information – The sources of information used to establish current cricket pitch demand were:

- Booking records of pitch providers where provided.
- Online survey returns from Alton CC, Rotherfield Park CC, Ropley CC, Medstead CC, Holybourne CC, Liss Cricket Club, and Hawkey Sports Club re: teams, patterns of use, unmet demand etc., and discussions with members of Petersfield CC and Chawton CC on site visits.
- Sport England tools - i.e. Sports Market Segmentation (SMS) trends and latent demand.
- District population forecasts and distribution by age groups relevant to cricket to estimate additional team generation in 2028.
- Hampshire Cricket website - Information for East Hampshire
- Club and league websites.

Cricket Demand

Findings relating to cricket pitch demand in East Hampshire are summarised below.

Clubs and Teams

East Hampshire currently has 21 cricket clubs based in the district with a total of 50 men's teams 4 women's teams, 40 youth boys teams and 8 youth girls teams.

Five of the 21 are large clubs that offer competitive cricket opportunities for men, women and boy and girls of all ages - i.e. Alton CC, Ropley CC, Petersfield CC, Grayshott CC and Headley CC. Alton CC play at the highest level in the Southern Premier League.

At the next level, the four settlements of Steep, Liss, Holybourne and Froxfield each have cricket clubs with at least two teams and competing in the Hampshire Cricket Leagues.

Petersfield, Headley and Steep cricket clubs also have teams competing in indoor cricket leagues between November and February in either Eastleigh or Fareham. The Petersfield club has an indoor women's team.

Most of the nine multi-team clubs also offer coaching opportunities for children aged 5-8 some as part of the ECB 'All Stars Cricket' initiative.

There is very little displaced demand to grounds in neighbouring local authority areas for matches. The only displaced demand identified in the research is Grayshott Cricket Club's u9s playing at Amesbury School in Hindhead. The club has a sponsorship partnership with this school.

Two clubs close to the district border - Grayshott CC and Medstead CC - travel to sports halls at schools just over the district border (in Hindhead and Alresford respectively) to access indoor nets for junior squad coaching sessions.

The Binsted Recreation Ground is used by the Rowledge Cricket Club's 3rd and 4th Saturday sides home ground (imported demand from Waverley Borough). Rowlands Castle's cricket club folded in 2009 and reformed as Stanstead Park Cricket Club playing at Stanstead House & Grounds just across the border with Chichester District. The pitch at Rowlands Castle Recreation Ground now accommodates imported demand from a social side with its origins in the City of Portsmouth (the DACD Club).

There is also some imported demand in East Meon at the Judges Meadow pitch by Hambledon Cricket Club's juniors for coaching when the club's home ground at Ridge Meadow across the border in Winchester District is unavailable.

Active People Survey

The final Active People Survey 10 (Oct 2015 - Sept 2016) showed that adult (16+) participation in cricket fell by 0.05% over the previous 12 months. 0.36% of adults (16+) in England played cricket for at least 30 minutes once a week in 2015/16. Comparable data at Hampshire and District level is not available due to insufficient sample size.

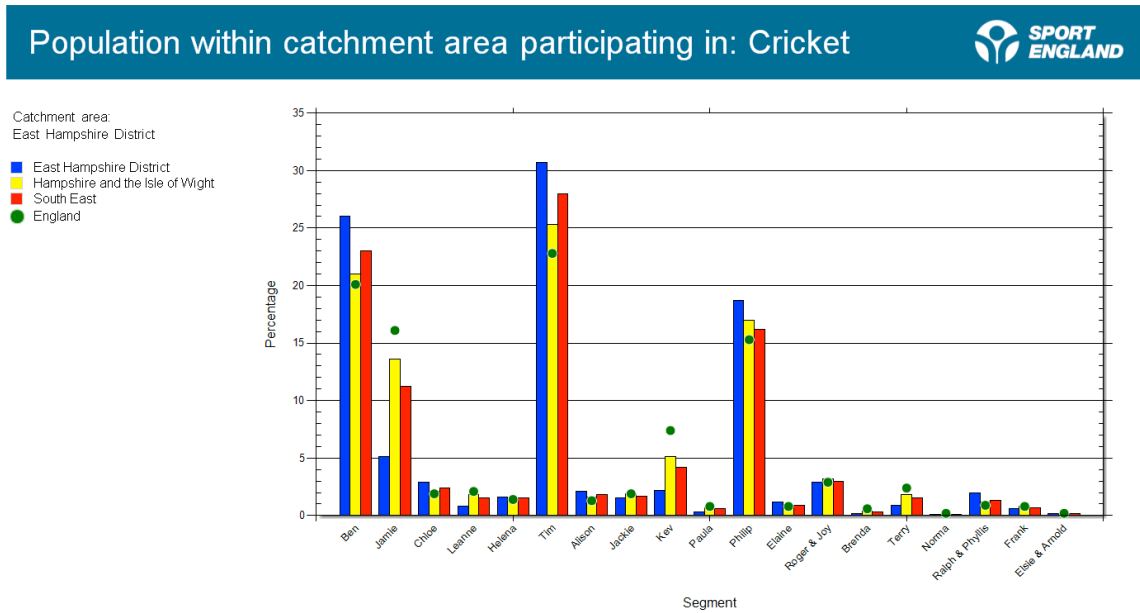
If cricket participation in East Hampshire were at the national average, this would indicate around 200 adults (aged 16+) living in the District play cricket (out of an adult population of approximately 54,260 (male and females) in the prime 18-55 yrs adult age range for cricket participation). With current adult cricket club membership of well over 600, adult participation in cricket in East Hampshire is roughly three times the national adult participation rate for the sport.

Market Segmentation and Latent Demand

As the two graphs below illustrate, there is higher demand from those Sports Market Segmentation Groups 'Ben', 'Tim' and 'Philip' playing and wanting to play cricket in East Hampshire (the blue column) compared to the averages across the County Sports Partnership area (Hampshire and IoW), the SE region and England as a whole. Among the female Groups, 'Chloe' is more likely to play or want to play cricket in East Hampshire than the average for this group across the county, region and country. In terms of wanting to play cricket (i.e. latent demand), the older 'Ralph & Phyllis' Group is also an important Group in the district. The main characteristics of these five main Groups already playing the game or interested in playing (i.e. latent demand) are:

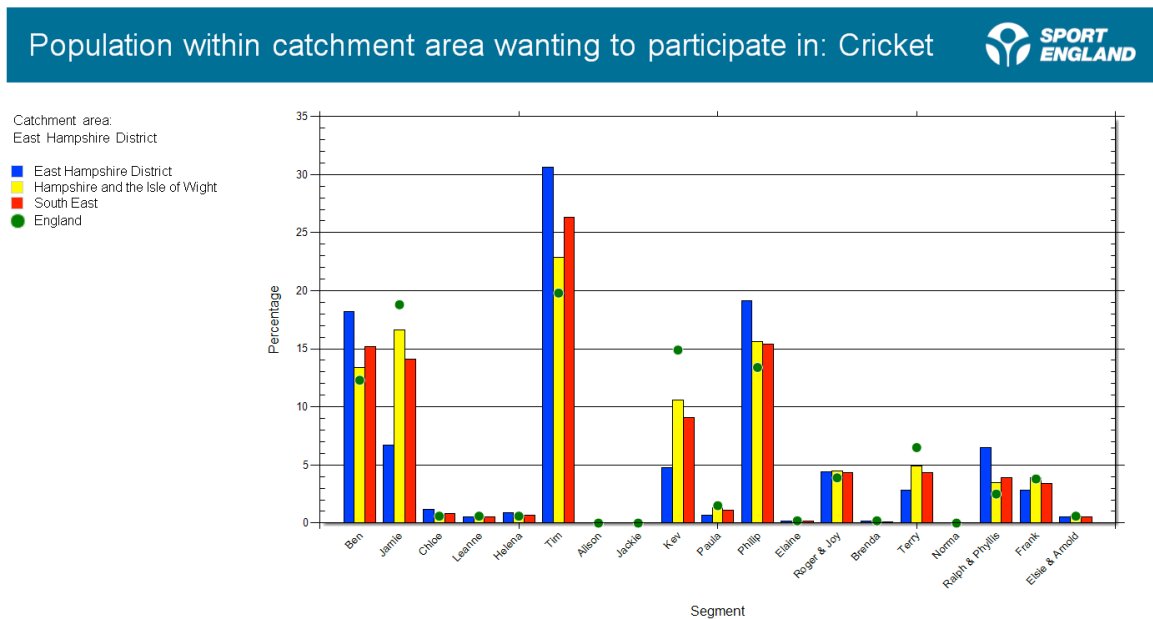
- **Ben** - competitive male urbanites, recent graduates with a work hard play hard attitude
- **Tim** - settling down males, sporty professionals, buying a house and settling down with a partner
- **Philip** - comfortable, midlife males, professional, sporty with older children and more time for themselves
- **Chloe** - fitness class friends, young image conscious females keeping fit and trim
- **Ralph & Phyllis** - comfortable retirees enjoying active lifestyles

Market Segmentation – currently participating in Cricket



Source: Sport England Sports Market Segmentation (September 2017)

Market Segmentation – would like to participate in Cricket



Source: Sport England Sports Market Segmentation (September 2017)

Casual Demand

Clubs and facility providers can continue to target latent demand for the game within these groups by organising and promoting the right programmes with the support of the ECB through the Hampshire Cricket Board, for example social midweek evening limited over games for unaffiliated teams, Twenty/20 and softball games including 'This Girl Can' weekly drop in sessions for girls and women.

Schools Cricket

A significant contributory factor to the much higher than average take up of cricket by adults in East Hampshire is the extent to which cricket is taught and played competitively in the secondary schools in the district, particularly in the independent sector, for example at Alton College, Dunhurst Bedales, Ditcham Park, Kingscourt and Churchers College. Pupils from these schools - as well as from those schools in the state sector in the district that continue to teach cricket - feed into the community clubs in the district.

Several of the large clubs are registered with Hampshire Cricket Board as delivery venues for the All Stars Cricket beginners coaching programme for primary school age children.

The clubs with large junior sections are also involved with voluntary coaching in schools through the Chance to Shine initiative, notable Ropley CC and Petersfield CC as members of the Winchester Warriors District Association for Junior Cricket.

Other Cricket Activities

Several of the larger cricket clubs in the district with junior sections programme Kwik Cricket festivals and tournaments for younger children (both hard and soft ball versions) each season.

Cricket - Expressed Club Demand

East Hants Based Clubs	Teams	League (Senior Team)	Home Ground	Other Grounds Used	Training Nets
North West					
Alton CC	4 - Saturday 1 - Women Juniors - 6 age group boys teams; 3 age group girls teams, kids group, Chance to Shine coaching in schools	Southern Premier League	Jubilee Playing Field	Bentworth CC Chawton CC	Amery Hill School, Eggars School, Alton College
<i>Rowledge CC (Waverley Borough)</i>	<i>3rd and 4ths play in East Hampshire District - imported demand</i>		<i>Binsted Recreation Ground</i>	<i>Rowledge Recreation Ground</i>	
Binsted CC	From 2017 - juniors	N/A	Binsted Recreation Ground		
Wield CC	1 - Sunday social Juniors 6-11yrs u9 team	N/A	Wield Cricket Ground		
Bentworth CC	1 - Saturday	Hampshire Cricket League (4 North)	Bentworth Cricket Ground		
Holybourne CC	2 - Saturday 1 - Sunday (occasional) Juniors - 5 age group teams, kids group	Hampshire Cricket League North Hampshire Youth Cricket League	Holybourne Sports Ground	Eggars School	Eggars School
Ropley CC	2 - Saturday 1 - Sunday 1 - Midweek 1 - Women (Sunday) 'This Girl Can' (W10) women's coaching group Juniors - 6 age group teams, u10 girls, kids group.	Hampshire Cricket League (Div1) SE Hants Cricket League Hampshire Ladies League (Div2) Member of Winchester Warriors District Assoc for Juniors	Ropley Recreation Ground		Amery Hill School

East Hants Based Clubs	Teams	League (Senior Team)	Home Ground	Other Grounds Used	Training Nets
Chawton CC	1 - Saturday No juniors (go to Alton or Holybourne)	N/A	Chawton Cricket Ground		
Rotherfield Park CC	1 - Sunday social	N/A	East Tisted Recreation Ground		
Medstead CC	1 - Saturday 1 - Sunday (occasional) Juniors - 2 age group teams (u9, u11)	Hampshire Cricket League	Medstead Village Green		Alton College Juniors at Perins College, Alresford
SDNP					
Petersfield CC	3 - Saturday 1 - Women 1 - Indoor Men 1 - Indoor Women 3 - Sunday/Midweek social sides Juniors - 8 age group teams, Member of Winchester Warriors District Association for Junior Cricket Deliver All Stars Cricket for children aged 5-8yrs. Chance to Shine coaching in schools	Hampshire Cricket League (Div2) SE Hants Indoor League	Petersfield Heath	Penns Place	Churchers College, Dunhurst Bedales, Ditcham Park. Fareham LC (Men Indoor) Fleming Park LC (Women indoor)
Steep CC	2 - Saturday 1 - Indoor 1 - Sunday social Juniors - 2 age group teams (u11, u13)	Hampshire Cricket League SE Hants Cricket League	Steep Cricket Club Ground		Dunhurst Bedales Fareham LC (indoor)
East Meon CC	1 - Sat/Sun social	N/A	East Meon Cricket Ground		
Izaak Lions CC	1 - social pub side	N/A	East Meon Cricket Ground		
Hambledon CC	<i>League side, friendly side and juniors</i>	<i>Hampshire Cricket League (2 South)</i>	<i>Ridge Meadow, Hambledon</i>	<i>Judges Meadow</i>	
Liss CC	2 - Saturday 1 - Sunday (occasional) Juniors - 2 age group teams (u11, u15)	Hampshire Cricket League (3 North)	The Glebe Cricket Ground		Bohunt School
Hawkley CC	1 - Sunday/Midweek social	N/A	Hawkley Cricket Ground		
Froxfield CC	2 - Saturday 1 - Sunday (occasional)	Hampshire Cricket League	King George V Field, Froxfield		
Buriton CC	1 - Occasional social games only	N/A	Buriton Recreation Ground		Dunhurst Bedales
Southern Parishes					
Clanfield CC	1 - Sunday/Midweek social	N/A	South Lane Meadow, Clanfield		
DACD CC (Portsmouth)	1 - Sunday/Midweek social	N/A	Rowlands Castle Recreation Ground		
North East					
Grayshott CC	4 - Saturday 1 - Sunday u19 team Juniors - 8 age group teams, kids group, Amesbury School link	L'Anson League Two Counties Youth League SE Hants Cricket League	Grayshott Sports Ground	Lindford Sports Ground	Bohunt School Amesbury School
Headley CC	3 - Saturday 1 - Women 1 - Indoor Juniors - 4 age group teams (u9, u11, u13, u15) kids groups	L'Anson League Surrey Trust League	Headley Recreation Ground		Mill Chase Academy
Kingsley CC	2 - Sat/Sun/Midweek social teams	N/A	Kingsley Sports Association Ground		Amery Hill School

Club aspirations for growth

Most cricket clubs in the villages struggle to maintain adult teams and reported in the survey loss of Sunday sides in recent seasons largely due to family pressures of time.

Within this general picture, two of the larger clubs - Ropley CC and Liss CC - have expressed aspirations to further develop their junior sections with a particular focus on expanding opportunities for girls to play competitive cricket. In the case of Liss CC, the club consider this development will only be possible with expanded pavilion capacity to provide umpires changing and disabled access facilities. Medstead CC aspires to develop in time an u13 team and then an u15 team all playing at Medstead Green.

4. The situation at individual sites (Step 4)

Cricket sites

The pitches were quality-assessed in May in the 2017 season. The assessments and ratings were reviewed by representatives of the ECB and agreed. Carrying capacity for cricket is a measure of the number of match equivalent sessions of play (matches or training) each season that the pitch can accommodate in a season based on the number of grass wickets/strips that can be prepared on the cricket table at the site. In consultation with the ECB it was agreed that a pitch rated as poor has a playing capacity of one match equivalent playing session MES) per season per prepared wicket, a standard quality pitch three and a good quality pitch five. In view of the level of resource required to maintain a pitch to a good standard, it was agreed that local authority maintained pitches where there is no additional maintenance by an experienced club volunteer grounds person should be rated no higher than standard (i.e. a match equivalent of three games a season per wicket). In the case of junior play which causes less pitch wear, the capacities agreed with the ECB are: Poor - 3 MES; Standard - 5 MES; Good -7 MES.

The table below summarises the situation at each cricket pitch site with regard to:

1. *Pitch supply* (including the quality ratings) and conclusions reached as to the amount of play a site can accommodate (i.e. its carrying capacity for community use).
2. *The amount of play that takes place at each site* (i.e. the expressed demand) adjusted to reflect any casual or education use in addition to club use for matches and training in the peak community hours.
3. *The comparison* (shown as a RAG rating) as to whether, for each pitch type it contains, a site is:
 - **RED** - Being overplayed (current use exceeds the carrying capacity)
 - **AMBER** - Being played to the level the site can sustain (current use matches the carrying capacity), or
 - **GREEN** - Potentially able to accommodate some additional play (current use falls below the carrying capacity)

Situation at Individual Sites

Site	Pitch Rating	No.	Capacity - MES/year	Est. Use MES	RAG MES +/-	Use Assumptions / Comments
Jubilee Playing Field, Alton	Good (<i>club supports LA</i>)	2	80 adult or 112 junior	80 A&J	0	Alton CC (4 Sat sides) plus large youth section. Also used by Alton College for fixtures midweek Pavilion and Changing built in 1970s with 30 years design life. Require replacing.
	Good	NTP	60 adult or 80 junior	40 A&J	+20	Mainly used by youth section. Some use for adult games and practice.
Binsted	Good (<i>club supports LA</i>)	1	50 adult or 70 junior	30 A	+20	Rowledge Cricket Club 3rd/4th teams and, from 2017, newly formed Binstead CC (10 games).
Bentley	Poor	NTP only	15 adult or 20 junior	3 A	+12	Informal and occasional charity games only. Bentley Cricket Club folded 5-7 years ago. The field and football pitch is used regularly by Bentley Primary School which backs on to the recreation ground and by the Scouts.

Site	Pitch Rating	No.	Capacity - MES/year	Est. Use MES	RAG MES +/-	Use Assumptions / Comments
Wield	Standard	1	24 adult or 40 junior	30 A&J	-6	One village team playing Sunday afternoons - the majority of matches played at home (20 of 23 fixtures 2017). Small square hence overplay. Occasional 20/20 friendly games on Friday evenings. The club has a junior section (established for 20 years) currently with c. 70 attending on Tuesday evenings aged from 6-11yrs. Junior team play is limited to a successful mixed u9s team playing approximately 10 softball fixtures a season against other clubs (7 at home in 2017).
Bentworth	Standard	1	36 adult or 60 junior	15 A	+21	Bentworth Cricket Club is a village men's team. In 2017, the team played 10 home fixtures in 2017 between May and end August
Four Marks	Poor	1	12 adult or 36 junior	6 J	+6	No home club. Cricket teams wishing to hire the cricket pitch are required to mark out a wicket and boundary. Pitch hired to Alton CC Colts in 2016 and used for some Hampshire Disability Cricket (softball and hardball games) in 2017
Holybourne	Standard	1	18 adult or 30 junior	30 A&J	-12	Small 6 wicket square - hence overplay. Holybourne CC home ground (also play some fixtures at Eggar's School in Alton). 2 Saturday league teams, an occasional Sunday XI, and junior section with u9, u11, u13, u15, u18 teams in the NHYCL and a coaching group for younger children.
	Standard	NTP	40 adult or 60 junior	40 A&J	0	Mainly used by youth section. Some use for adult games and practice.
Ropley	Good (club supports LA)	1	50 adult or 70 junior	40 A&J	+10	Substantial growth in juniors and women's cricket in last three seasons
Chawton	Good	1	20 adult or 28 junior	15 A&J	+5	Club has one Saturday league team playing c. 10 home fixtures a season. A Sunday team folded in 2015. No junior section - no demand in village as larger Alton, Binstead and Holybourne clubs close by all have active junior sections. In 2017 season, Alton CC u13 played some Wednesday evening fixtures at Chawton. Chawton Primary School use outfield for PE
East Tisted	Standard	1	30 adult or 50 junior	15 A	+15	Small village, Rotherfield Park club see no potential for growth. Play Sundays and midweek (Tuesday evenings) in cup competition. Approx 15 home fixtures per season.
Medstead	Standard	1	36 adult or 60 juniors	25 A	+9	Medstead Cricket Club has 1 adult team in Hampshire League (Sat) and plays occasional friendly games Sundays and midweek. Junior Section (60+) on Friday evenings and teams at u9 and u11.
	Standard	NTP 1	40 adult or 60 junior	25 A&J	+15	Mainly used by youth section. Some use for adult games and practice.
	Unsafe	NTP 2	0			
North West		Fine Turf	356 Ad or 556 Junior	286 Adult & Junior		
		Non Turf	155 Ad or 220 junior	108 Adult & Junior		
Petersfield Heath	Good	1	60 adult or 84 junior	40 A&J	+20	Petersfield CC runs 3 Saturday men's league teams and 1 women's team plus Sunday, Midweek and President's social sides. Indoors, the club runs a Senior Team (winners of SE Hants Cricket Assoc Indoor League in 2017) and a Women's team (Pallas). The junior section has 8 age group teams
Penns Place	Standard	1	30 adult or 50 junior	25 A&J	+5	Petersfield CC play 3rd/social XI home fixtures at this site plus junior games and use by Churchers College for midweek games in return for club's access to winter nets in sports hall.

Site	Pitch Rating	No.	Capacity - MES/year	Est. Use MES	RAG MES +/-	Use Assumptions / Comments
	Standard	NTP	40 adult or 60 junior	25 A&J	+15	Mainly used by youth section. Some use for adult games and practice.
Steep	Good	1	50 adult or 70 junior	40 A&J	+10	Steep CC has 2 Saturday teams, a friendly Sunday team and occasional midweek evening games with other villages. An u19 squad play in the Natwest T20 league from July. The club restarted junior coaching in 2010. U11 and u13 teams play home league fixtures on Friday evenings (u11) and Tuesday evenings (u13). The club engages in Chance To Shine with coaches visiting local state schools. The club also hosts Steep Stoolball Club typically playing 10 home fixtures on Wednesday evenings
East Meon	Standard	1	33 adult or 55 junior	28 A	+5	Adult village social cricket - East Meon CC and local pub team (Izaak Lions). No juniors. 2017 season: East Meon CC - 18 Sat/Sun home fixtures and 6 midweek evening home fixtures. Summer net sessions - Weds evenings. Izaak Lions CC - 10 home midweek evening 20 /20 pub cricket games.
Judges Meadow	Not known	1	Not known			Hambledon Cricket Club (based just outside the District) started to use this ground in 2017 season for occasional Colts team fixtures and summer training for the U13 A&B squads (Sundays) and U15 A&B squads (Thurs/Fri evenings) so as to maintain quality of the club's main ground at Ridge Meadow, Hambledon.
The Glebe Liss	Standard	1	30 adult or 50 junior	30 A&J	0	Liss CC with 2 adult men's league teams a social side playing occasional fixtures on Sundays and midweek and c. 22 juniors playing occasional fixtures at u11 and u15. Club raising funds for a new or extended pavilion
Hawkley	Good	1	50 adult or 70 junior	20 A	+30	Hawkley Cricket Club has one team playing friendly social matches on Sundays and the occasional T20 fixture on Thursday evenings. 20 home fixtures scheduled in 2017 season
KGV Froxfield	Standard	1	30 adult or 50 junior	25 A	+5	Froxfield Cricket Club runs two Saturday sides and a Sunday side plays occasional friendly fixtures. The field is used for a range of community events in summer. A Primary School located adjacent also use the playing field
Buriton	Not known	1	Not known	8 A		In the 2016 season Buriton Cricket Club played a few friendly fixtures. In 2017 the club only played in the East Meon Six-a-side tournament due to lack of players to play 11aside games
SDNP		Fine Turf	283 Ad or 429 Junior	216 Adult & Junior		
		Non Turf	40 Ad or 60 Junior	25 Adult & Junior		
Rowlands Castle	Poor/ Standard	1	20 adult or 40 junior	20 A	0	Former Rowlands Park CC (now Stanstead Park CC) play at Stanstead House & Grounds just across the border in Chichester District. Since 2009, pitch has been home ground to DACD Cricket Club (origins in Portsmouth Council Architects & Civic Design Dept.). This club has worked on restoring the square and play c. 20 home fixtures of social cricket per season
South Lane Meadow	Poor/ Standard	1	20 adult or 40 junior	15 A	+5	Clanfield Cricket Club are a Sunday and midweek friendly cricket side. 15 home fixtures in 2017 (Weds evenings or Sundays)
Southern Parishes		Fine Turf	40 Ad or 80 Junior	35 Adult		
		Non Turf	N/A	N/A		

Site	Pitch Rating	No.	Capacity - MES/year	Est. Use MES	RAG MES +/-	Use Assumptions / Comments
Lindford	Standard	1	30 adult or 50 junior	30 A&J	0	Grayshott CC second ground where its 3rd and 4th team, Junior U10 and U11 home fixtures are played. Potential for a second pitch on a disused football on the site. Club aspiration.
	Good	NTP	60 adult or 80 junior	30 A&J	+30	Mainly used by youth section. Some use for adult games and practice.
Headley	Standard	1	30 adult or 50 junior	30 A&J	0	Headley Cricket Club runs 3 men's teams a women's team playing on Sundays in the Surrey Trust League and indoor cricket in winter, plus a junior section with 4 age group teams (u9, u11, u13, u15). Potential for a second pitch on adjacent land. Club aspiration.
	Poor	NTP	15 adult or 20 junior	30 J	-15	Used almost exclusively by youth section.
Grayshott	Standard/ Good (club supports LA)	1	52 adult or 78 junior	50 A&J	0	Grayshott CC's main ground where the 1st XI, 2nd XI, Sunday XI, Under 19, Under 17, Under 15 and Under 13 home fixtures are held.
	Good	NTP 1	60 adult or 80 junior	40 A&J	+20	Mainly used by youth section. Some use for adult games and practice.
	Poor (uneven)	NTP 2 (junior)	20 junior			
Kingsley	Standard	1	24 adult or 40 junior	20 A	+4	Club plays social village cricket and in 2016 ran two teams playing a total of 28 fixtures home and away. Social club hires the facilities for occasional friendly games on Sundays and on midweek evenings. The club also uses the ground to host a number of village events including an annual summer beer festival
North West		Fine Turf	136 Ad or 218 Junior	130 Adult & Junior		
		Non Turf	135 Ad or 180 Junior	100 Adult & Junior		

Summary of Current Supply/Demand Balance - secured sites by sub area

Sub Area		Secured capacity (MES)	Estimated Use (MES)	Supply/Demand Balance (RAG) MES/season +/-
North West	Fine Turf	356 Adult or 556 Junior	286 Adult & Junior	+70
	Non Turf	155 Adult or 220 Junior	108 Adult & Junior	+47
SDNP	Fine Turf	283 Adult or 429 Junior	216 Adult & Junior	+67
	Non Turf	40 Adult or 60 Junior	25 Adult & Junior	+15
Southern Parishes	Fine Turf	40 Adult or 80 Junior	35 Adult 0 Junior	+5
	Non Turf	N/A	N/A	
North East	Fine Turf	136 Adult or 218 Junior	130 Adult & Junior	+6
	Non Turf	135 Adult or 180 Junior	100 Adult & Junior	+35
East Hampshire	Fine Turf	815 Adult or 1283 Junior	667 Adult & Junior	+148
	Non Turf	330 Adult or 460 Junior	233 Adult & Junior	+97

The site analysis table above shows that based on current expressed demand for community club use, none of the four sub areas that make up the district has a deficiency in supply of secured cricket pitches. It is apparent that there is no artificial (non turf) cricket pitch currently in the Southern Parishes.

Summary of Current Supply/Demand Balance - peak period

Further analysis by the peak times of cricket play - Saturday, Sunday and Mid Week Evenings - shows that Headley Cricket Club in the North East faces challenges to secure sufficient pitches on Saturdays for its three men's teams on those occasions when two of the three teams are scheduled to play at home. This deficiency should be addressed when the new pitch at BOSC is available for play from 2018.

The Holybourne Cricket Club just outside Alton in the North West sub area also has a capacity issue on Saturdays due to the small size of the square and the need to accommodate junior age group matches as well as home fixtures for its two Saturday open age sides. The club manages this through occasional hire of a pitch on Saturdays at Eggar's School.

The three largest clubs in the district - Alton, Petersfield and Grayshott - manage their Saturday peak demand through secured access to a second pitch (in the case of Alton CC) or secured access to second grounds in the same sub area (both Petersfield CC and Grayshott CC).

5. The current and future pictures of provision (Step 5)

Cricket provision

Current

It is clear from comparison of the number of adults team players in East Hampshire with the national adult participation rate for cricket (Active People Survey 2015), that demand for cricket in the district is considerably stronger than the national average. This strong demand is driven by a particularly well developed base of schools cricket (largely in the independent sector) which feeds players into the well established community cricket clubs based mainly in the two main towns in the district but also into some of the many single team social village cricket clubs that characterise the picture of cricket right across Hampshire and neighbouring Surrey.

Three of the four sub areas that make up East Hampshire have at least one large cricket club providing opportunities for men, women and boys and girls of all ages. In the SDNP area the largest club is Petersfield CC playing in the Hampshire Cricket Leagues. In the North West the largest club is Alton CC. The first team of this club plays at the highest performance level of all 21 clubs in the district - The Southern Premier League. In the North East, the largest club is Grayshott CC a founder member of the L'Anson Cricket Leagues. Each of these three sub areas also has at least one other large village club also playing Saturday league cricket and providing opportunities for juniors. In the SDNP area, these are Steep CC and Liss CC. In the North West it is Ropley CC. In the North East it is Headley CC.

The geographical exception in the district to this vibrant picture of provision for cricket is the Southern Parishes. Currently, there are just two community-accessible cricket pitches in this sub area (neither of which are of high quality or offer non-turf all weather pitches), no league cricket is played and neither of the clubs that use these pitches (Clanfield CC and DACD CC) provide opportunities for juniors or for younger children to learn to play. For residents of the Southern Parishes wishing to play league cricket or find a club for their children to play, the nearest opportunities are at Havant Cricket Club playing in Havant Park and at Waterlooville Cricket Club playing at Rowlands Avenue Recreation Ground between four and six miles to the south.

Overall, the pitches at the larger clubs continue to be maintained to a good standard most often by dedicated club volunteers, while the standard of the pitches at some of the small

village clubs is an issue although, in most cases, they provide an appropriate quality of surface for the level of play. The two grounds with poor quality pitches at the time of the site visits - Bentley and Four Marks - could readily be upgraded to a higher standard but this is not currently justified by local demand in these villages. In these villages there is a need to continue efforts to stimulate demand for informal play - e.g. more friendly evening social teams and leagues along with roll out of the All Stars Cricket initiative in the primary school clusters.

Several non-turf (artificial) pitches and net systems at grounds in the district have reached the end of their safe usable lifespan and need resurfacing. These are identified in the site summaries and Action Plan.

Two sites in particular have need for replacement pavilion facilities with Jubilee Sports Field in Alton the most pressing given the age of the existing provision and the size of the Alton CC that it supports. The second is Liss Cricket Club at the Glebe where the existing pavilion is not so old but lacks adequate changing facilities for cricket umpires, for female players and has poor access for the disabled. In both cases, the case for investment is supported by the needs of community football also played extensively at these sites.

Future

Potential impact of committed supply changes

There are two committed projects of relevance to the future picture of provision in East Hampshire for cricket, one in the North East at the Bordon & Oakhanger Sports Club ground, the other in the Southern Parishes on Land to the East of Horndean on Rowlands Castle Road.

The provision of a new cricket pitch and enhanced pavilion (for share with football and bowls) at BOSC will only impact on meeting community demand for cricket facilities if either or both the two cricket clubs based in the North East sub area and out-growing their home grounds - i.e Headley CC and Grayshott CC - are interested in using the new facilities when completed. This is by no means certain as both clubs would prefer to develop more pitch capacity at the grounds where they already play as this supports financial sustainability and club culture. In the case of Headley CC, the preferred site for a further pitch is on land adjacent to the Recreation Ground pitch and pavilion facility. In the case of Grayshott CC, their preference is to install a second junior pitch at the Lindford Sports Association ground on Broxhead Common it currently leases which has an existing good quality cricket pitch and pavilion.

In the Southern Parishes, the provision of a new pitch and pavilion (shared with football) as part of the community infrastructure to support 700 new dwellings with planning consent east of Horndean has potential to stimulate demand for a new club in this area in the long term but only if the facilities are supported by an appropriate management and maintenance plan and there is a concerted effort by partners (Hampshire Cricket, EHDC sports development, Horndean Technology College and local primary schools) to develop grass roots junior cricket coaching in this location. In the short term, the ECB consider that if provided to a good standard, demand to use this pitch is likely to come from established multi-team league cricket clubs in Havant and Waterlooville seeking additional capacity mainly on Saturdays.

Potential impact of population change

Future population growth figures have been calculated for the period of this strategy against the primary age groups for cricket participation. The population growth estimates in the table below have been provided by EHDC Planning Service and are based on the Strategic Housing Requirement Assessment (SHRA) Scenario B.

Assuming current cricket 'team generation rates' (i.e. the number of residents in the prime cricket age groups in the district population per existing cricket team), and the forecast population growth to 2028 in these age groups, it can be calculated that demand for approximately fourteen additional teams will be generated by 2028 requiring additional playing capacity. However, this figure should be considered with caution in the context of the already high number of players and teams in East Hampshire.

Population Projections and Cricket team Generation Rates

Age Group	No. Cricket Teams 2017	Pop in Age Group 2011	Pop in Age Group 2028	Current Team Generation Rate	Pop Change in Age Group	Potential Change in Cricket Team No's
Senior Men (18-55yrs)	50	26,648	30,294	533	3,646	+7
Senior Women (18-55yrs)	4	27,611	31,385	6,903	3,774	-
Junior Boys (7-18yrs)	40	9,013	10,251	225	1,238	+6
Junior Girls (7-18yrs)	8	8,510	9,673	1,064	1,163	+1
Total						+14

Potential impact of demand trends and how pitch sports are played – National trends show a reduction in interest in taking part in sports that demand a commitment to regular attendance, in favour of a more casual involvement. However, this national picture is only partly reflected locally in East Hampshire where several clubs have experienced a fall in adult players and the demise of Sunday sides but at the same time, among the larger clubs, there has been substantial growth in recent seasons in participation by juniors, both boys and girls.

Alongside this local area growth in the traditional forms of cricket at junior level, there is also modest but steadily growing demand for less formal pay and play game formats for adults that do not require long term commitment to a club. T20 and LMS is becoming popular nationally and the demand for these types of sessions is likely to grow in East Hampshire over the strategy period - via both the clubs and the secondary schools - encouraged by the ECB.

The ECB's focus on engaging more kids - the 5-8 age group - in cricket is also likely to impact over the strategy period. Several clubs have already registered to work with their primary schools through delivery of the ECB All Stars Cricket initiative providing equipment and coaching resources. In the North West for example, the Alton Primary Schools Cluster has a joint PE Coordinator ideally placed to engage in this programme. Similarly the Petersfield Primary Schools Cluster liase on joint PE and sport initiatives and best use of the PE & Sport Pupil Premium Government funding. This opportunity is likely to be replicated in other parts of the district.

Cricket club growth aspirations – As identified above, while the majority of the cricket clubs are focusing on sustaining their existing adult teams in the context of growing pressures of time and family commitments particularly on Sundays, several of the larger cricket clubs in the district (e.g. Ropley and Liss) as well as Medstead village have development plans in place to further grow their junior sections and provide more opportunities for women and girls to play the game.

The impact of these factors on the overall picture of pitch provision for cricket in the district will need be kept under periodic review over the ten-year period of the strategy.

At the present time, the assessment of future community demand for cricket does not support the case for provision of further pitch capacity in the district by 2028 beyond the two committed projects at BOSC and Horndean.

6. Key findings and issues (Step 6)

	Cricket
The main characteristics of the <u>current</u> supply of and demand for provision	<ul style="list-style-type: none"> ○ On a per capita basis, with 35 cricket pitches on club, council and school sites, East Hampshire provides one cricket pitch per every 3,750 residents based on 2016 population projections (all ages). In comparison Havant - the neighbour with the least supply - has one cricket pitch per 7,750 residents whilst those neighbours with the most supply to the north and east of East Hampshire provide on average one pitch for every 2,032 residents (Waverley) and 2,436 residents (Winchester). The large majority of this pitch supply (78%) is on sites with secured community access. ○ The larger cricket clubs in East Hampshire playing league cricket and with junior sections all have secured community access to their home grounds and these are reasonably well distributed to meet demand. Jubilee Fields in Alton; Penns Heath and Penns Farm Playing Field in Petersfield; the Headley Playing Field and Grayshott Sports Field in the North East sub area; The Glebe in Liss, Steep Cricket Ground and Ropley Recreation Ground. Liphook & Ripsley CC in the North East play on grounds just across the district boundary in Rogate and Stedham in Chichester district. ○ The geographical exception in the district to this vibrant picture of provision for cricket is the Southern Parishes. Currently, there are just two community-accessible cricket pitches in this sub area (neither of which are of high quality or have NTPs), no league cricket is played and neither of the clubs that use these pitches (Clanfield CC and DACD CC) provide opportunities for juniors or for younger children to learn to play. ○ For residents of the Southern Parishes wishing to play league cricket or find a club for their children to play, the nearest opportunities are at Havant Cricket Club playing in Havant Park and Waterlooville Cricket Club playing at Rowlands Avenue Recreation Ground between four and six miles to the south. ○ The tradition of village cricket remains strong in the district although some village teams are struggling to maintain playing numbers particularly for Sunday cricket.
Is there enough accessible and secured community use provision to meet <u>current</u> demand?	<p>YES</p> <ul style="list-style-type: none"> ○ There is a slight 'pinch point' in the North East currently where both the Headley and Grayshott clubs are playing their respective home grounds to their playing capacity on Saturdays (Headley Recreation Ground and the Grayshott Sports Ground and Broxhead Common Ground in the case of the Grayshott club). However, an additional pitch is in development in the sub area at the Bordon & Oakhanger Sports Club. ○ There is relatively little provision in the Southern Parishes but the current demand picture does not justify further provision at the present time.
Is the provision that is accessible of sufficient quality and appropriately maintained?	<p>YES</p> <ul style="list-style-type: none"> ○ Overall, the pitches at the larger clubs continue to be maintained to a good standard most often by dedicated club volunteers, while the standard of the pitches at some of the small village clubs is an issue where these are maintained to a basic level by the parish councils as their budgets allow although, in most cases, they provide an appropriate quality of surface for the level of play. The two grounds with poor quality pitches at the time of the site visits - Bentley and Four Marks - could readily be upgraded to a higher standard but this is not currently justified by local demand in the these villages. ○ Several non-turf (artificial) pitches and net systems at grounds in the district have reached the end of their safe usable lifespan and need resurfacing. These are identified in the site summaries and Action Plan. ○ Two sites in particular have need for replacement pavilion facilities with Jubilee Sports Field in Alton the most pressing given the age of the existing provision and the size of the Alton CC that it supports. The second is Liss Cricket Club at the Glebe where the existing pavilion is not so old but lacks adequate changing facilities for cricket umpires, for female players and has poor access for the disabled. In both cases, the case for investment is supported by the needs of community football which is also played extensively at these sites.
What are the main	<ul style="list-style-type: none"> ○ Assuming current cricket 'team generation rates' (i.e. the number of residents in the prime cricket age groups in the district population per existing cricket team), and the forecast population growth

<p>characteristics of the future supply and demand for provision?</p>	<p>to 2028 in these age groups, it can be calculated that demand for approximately fourteen additional teams will be generated by 2028 requiring additional playing capacity. However, this figure should be considered with caution in the context of the already high number of players and teams in East Hampshire.</p> <ul style="list-style-type: none"> ○ While most village clubs are likely to continue to struggle to sustain playing numbers, several of the larger cricket clubs perceive unmet demand for junior cricket and women and girls cricket. If the aspirations for growth by these clubs are achieved, it will also be a factor both in terms of supply of pitches (good quality NTPs) and in demand for appropriate spaces in pavilions. ○ Sports Market Segmentation data for adults wanting to play cricket in the district suggests that latent demand is higher than the national and regional averages and, if converted to actual demand, could also impact.
<p>Is there enough accessible and secured community use provision to meet future demand?</p>	<p>YES</p> <p>At the present time, the assessment of future community demand for cricket does not support the case for provision of further pitch capacity in the district by 2028 beyond the two committed projects at BOSC and Horndean.</p>