



Planning for the Future of Our Game 2024-2034

The County's Cricket Facilities Strategy



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Executive Summary

Key Take-aways

The most populous urban areas of the county (Sandwell, Walsall, Wolverhampton and Stoke-on-Trent) are under-serviced in terms of traditional cricket clubs, grass pitches and indoor net facilities.

Future population growth is predicted to be higher than average in two already densely populated and under-serviced local authority areas.

Focus on the growth of women's and girls' cricket – particularly in the Black Country – will lead to increased demand on grass and indoor facilities in areas where there is already a comparative shortfall compared to rest of the county.

Future funding for capital investment projects from the game's own finances is still unknown. Although Strategic Investment into non-turf casual-use pitches in Sandwell, Walsall and Wolverhampton and targeted investment from ECB's County Grant Fund to improve clubhouse facilities, playing opportunities and energy savings in recent times alongside club-funded projects has seen improvement to the cricket landscape, additional sources of income will need to be identified to assist in providing facilities for the future. The south-east of Staffordshire abuts the country's second city, Birmingham with 800,000 Staffordshire residents living within 20 miles of Edgbaston Stadium. Joint-working with the Warwickshire CCC, its board and the Edgbaston Foundation should continue to access financial support for facility improvement where appropriate.

Whilst provision across the county identified an increase in 'green' improvements in the cricket club network supported via recent investment from ECB's County Grant Fund, there was still an appetite amongst clubs to improve clubhouse energy efficiencies, to control costs and explore options to diversify club income streams.



Executive Summary

On the surface, indoor provision for the game seems well-catered for with 246 accessible cricket net lanes. The ratio of population to cricket lanes is highest in the Black Country and specifically Walsall, with Walsall, Sandwell, Wolverhampton, Stoke-on-Trent, Tamworth and Cannock Chase all having worse-than-average numbers of lanes compared to population numbers. Coupled with cricket's perceived seasonal need for indoor facilities, its bargaining position is poor compared to other sports in booking indoor space – especially where 3rd party providers operate bookings based on commercial interest.

Project development in and around the Black Country must be prioritised to address the relative under-provision for the game. Partnerships with local authorities, schools and the private sector can assist in broadening access to existing facilities and improving both the quality and quantity of accessible cricket facilities, both indoor and outdoor to support formal and informal cricket opportunities.

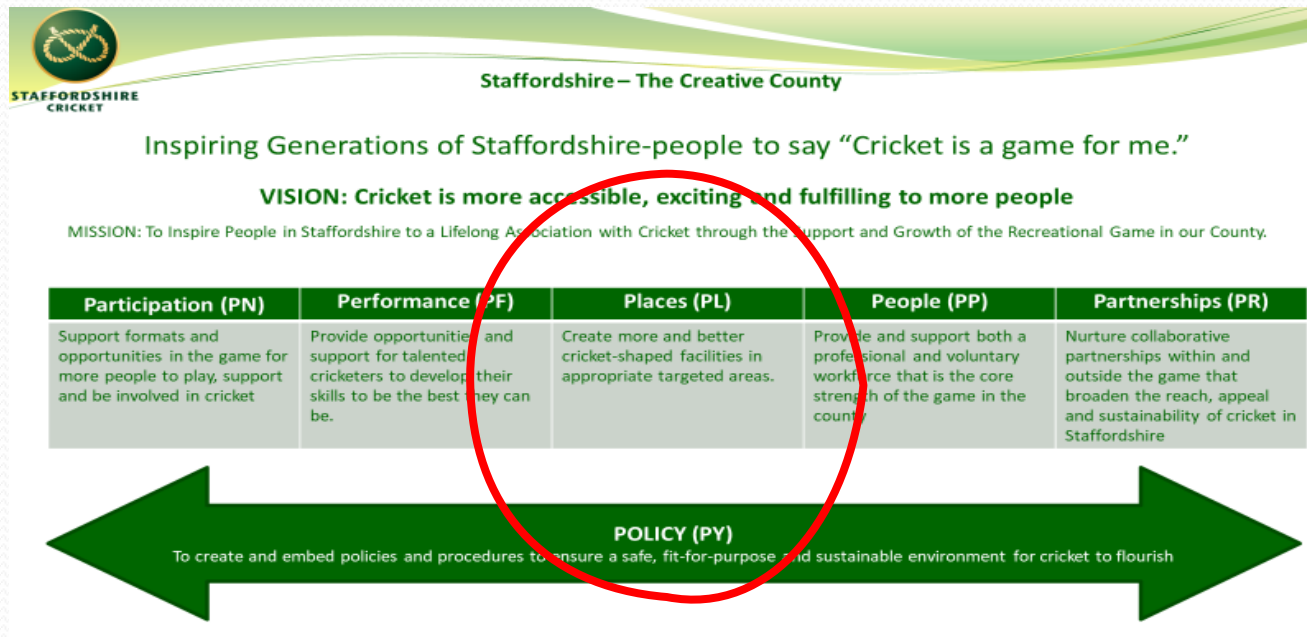
The county's grounds association is in need of an overhaul and with the launch of the Grounds Management Association's 'Pitch Power' app the addition of extra pitch advisor resources, an improved range of hireable maintenance equipment and more training provision this part of the volunteer cricket workforce will be better supported to make improvements to the county's fine turf and outfield.

1.0 Introduction

Staffordshire Cricket is one of 39 County Cricket Boards in England and Wales. Our role is to lead, inspire, influence and support the growth, quality and accessibility of cricket in Staffordshire.

We are a registered company limited by guarantee and a registered charity; our membership consists of representatives from all areas of the game and its wider partners and our vision is for people in our county to have a lifelong association with cricket and to say 'Cricket is a Game for Me'.

Our Countywide Plan for Cricket in Staffordshire 2020-2024 was built on 6 focus areas to play our part in delivering the England & Wales Cricket Board's Inspiring Generations strategy: Participation, Performance, Places, People, Partnerships and Policy. This document seeks to expand on the Places strand to help create more and better cricket facilities in our county.



2.0 Scope & Context

Staffordshire Cricket's previous facilities strategy was published in 2009 with priority focus and actions centring on playing and practice facilities, changing and ancillary club facilities, grounds' machinery and workforce and security of tenure for club grounds.

In the ensuing time, whilst the themes remain somewhat constant, the context and environment in which the game now operates has changed significantly with external influences and developments within the game altering the landscape. The game has seen significant growth in Women's and Girls' cricket; national programmes have put bats and balls in the hands of young people through All Stars and Dynamos cricket bringing new audiences to our club network; The period has also been massively impacted upon by the Covid pandemic, financial pressures, climate change, energy pricing and economic downturns for households and local authorities and more recently the recommendations of the Independent Commission for Equity in Cricket, all framing the game very differently from the previous strategy.

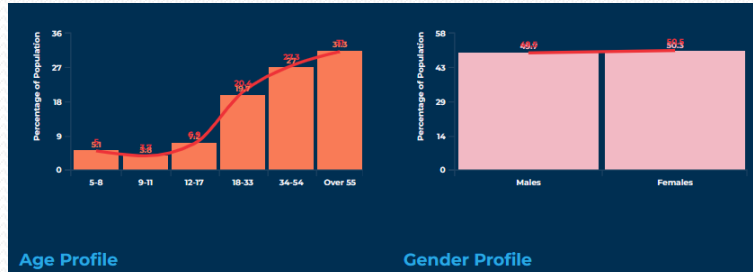
This document has focused on collating and analysing current quality, supply of and demand for cricket facilities across the county's 12 local authority areas, changes in population numbers and other factors impacting on future provision and identifying key strategic locations to ensure the best return on any future investment to support local and national priorities.

The commitments in our Countywide Plan and its 'Places' pillar, focused on specific areas of investment, support and further investigation which have created the foundations to further develop the reach and sustainability of cricket in Staffordshire and the built infrastructure to support it.

Data from the Office for National Statistics, ECB, Sport England Active Places Power, playing pitch consultants and club survey responses have been collated and analysed to help understand existing provision, current and future population estimates and

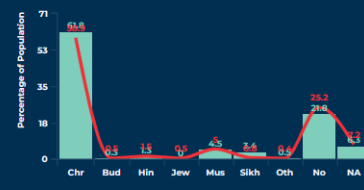
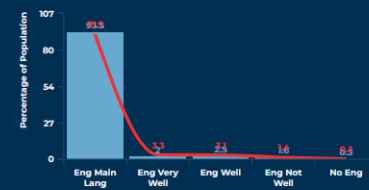


3.0 The Local Landscape - Demographics



The land-locked historic county of Staffordshire expands over 3,000km² and is demographically diverse with a population of over 2million people served by 12 local authority areas and our geography reaches across two of Sport England's Active Partnerships (Black Country & Staffordshire). The cities of Wolverhampton and Stoke-on-Trent and the metropolitan boroughs of Sandwell and Walsall account for 57% of our county's population but only 12% of the its landmass.

Equality, Diversity and Inclusion



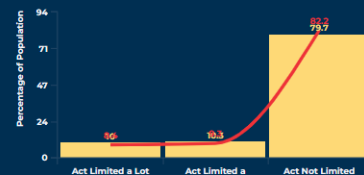
The educational structure in Staffordshire has around 918 schools (672 Primary, 138 Secondary, 50 SEN and 58 other) and homes of the universities of Wolverhampton, Staffordshire and Keele.

The county's BAME population is higher at just over 21% than the country's average with major communities in Sandwell (43%), Wolverhampton (39%) and Walsall (29%).

Ethnic Group

Language

Religion



Index of Multiple Deprivation

General Health

Disability



The Local Landscape – Demographics

	Population 2011	Population 2021	% Change from 2011 Census	BAME 2021	Population per Sq km	Population 2034	% Change from 2021 Census	Population per sq km 2034
Cannock Chase	97500	100500	3.1%	3.40%	1274	109573	9.0%	1432
East Staffordshire	113600	124000	9.2%	13.70%	321	128917	4.0%	364
Lichfield	100700	106400	5.7%	5.10%	321	109390	2.8%	349
Newcastle-under-Lyme	123900	123300	-0.5%	7.10%	585	137729	11.7%	650
Sandwell	308100	341900	11.0%	42.80%	3995	353449	3.4%	4583
South Staffordshire	108100	110500	2.2%	6.20%	271	117069	5.9%	293
Stafford	130900	136800	4.5%	6.60%	229	150609	10.1%	263
Staffordshire Moorlands	97100	95800	-1.3%	2.00%	166	100026	4.4%	171
Stoke-on-Trent	249000	258400	3.8%	16.50%	2765	266257	3.0%	2957
Tamworth	76800	78600	2.3%	4.20%	2550	75591	-3.8%	2510
Walsall	269300	284100	5.5%	28.70%	2733	309816	9.1%	3144
Wolverhampton	249500	263700	5.7%	39.40%	3798	284624	7.9%	4333
County Total / average	1924500	2024000	5.2%	21.2%	675	2143050	5.9%	751
West Mids		5,950,757	6.2	23.00%	458			
England		56,489,800	6.6	19.00%	434	61800000	9.4%	475

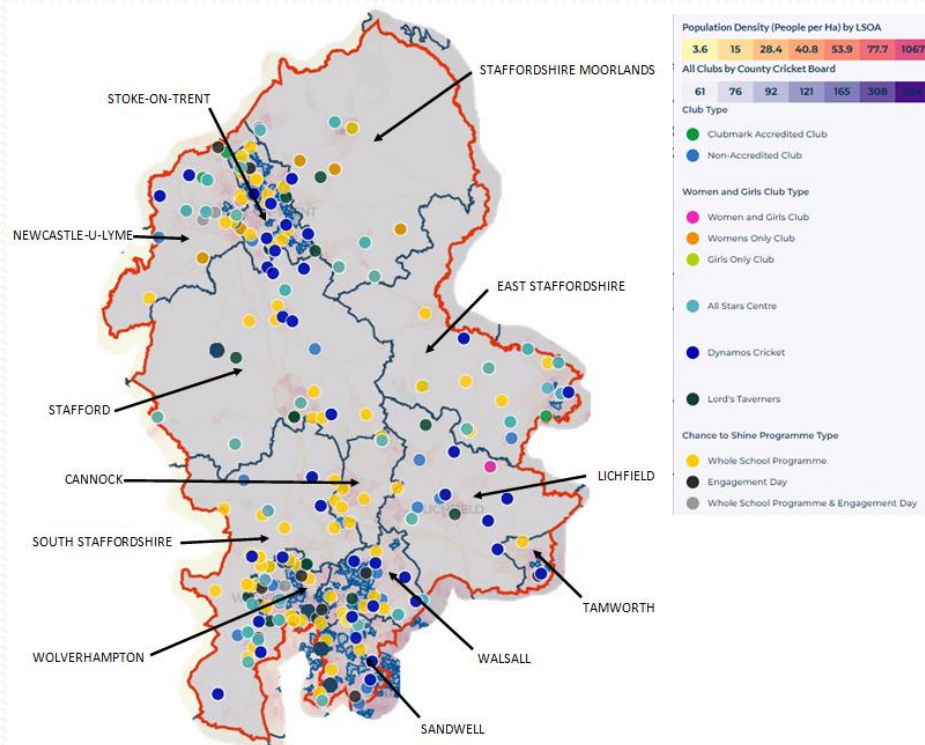
- Population growth at 5.2% from 2011 to 2021 was lower than national (6.6%) but Sandwell and East Staffordshire saw higher than average growth at 11% and 9.2% respectively
- 5 of our local authorities are in the top 25% most densely populated LA's in the country (Sandwell, Wolverhampton, Stoke-on-Trent, Walsall, Tamworth)
- 3 Local Authorities appear in the top 15% of highest BAME populated LA's (Sandwell, Walsall, Wolverhampton)
- 4 of our local authorities appear in the top 10% most deprived LA's in the country (Sandwell #8, Stoke-on-Trent #15, Wolverhampton #19, Walsall #31 of 317 LA's)
- County's population is predicted to grow by 6% with Cannock, Walsall, Wolverhampton, Newcastle-under-Lyme and Stafford growing at above that rate. Walsall and Wolverhampton are already amongst the top 25% most populous local authority areas in the country



4.0 The Local Landscape - Cricket

Staffordshire has a long and proud tradition with records of cricket being played in Staffordshire as early as 1817. Our county club was established in 1871 and is one the most successful in National (Minor) Counties' history. We have a strong track record in producing players who have gone on to first class and international cricket in both the men's and women's game.

The county operates a total of 25 representative teams from u10 to over 70s, male and female, visually impaired and learning/hearing/physical disability squads and the recreational club game is supported by 11 local Cricket Development Groups which align to local authority boundaries and involve key local stakeholders.



- Cricket is played in a total of 10 Staffordshire-based leagues:
 - 2 Saturday open leagues, 2 Sunday open leagues, 1 midweek open league, 4 junior leagues, 1 women's & girls' indoor league
- Staffordshire-based clubs also play in 10 leagues based outside the county boundary
 - 5 Saturday open leagues, 1 W&G league, 1 Girls' league, 2 junior leagues, 1 parks league
- 110 affiliated bodies across the county
- 95 active clubs, 81 of which are Clubmark Accredited (85%)
- In 2023, 69 clubs staged All Stars Cricket and 38 Dynamos Cricket centres helping to put bats and balls in the hands of over 2500 5-11 year olds
- 11 primary schools & 3 girl guiding units also hosted National Programmes
- 45 Women's and/or Girls Sections (122 women's teams, 34 girls' teams)
- 4 Disability Hub Clubs



5.0 The Local Landscape – Population & Cricket Provision

	Population	% Change from 2011 Census	BAME	Population per Sq km	Clubs	Clubmark	Teams	Junior Teams	W&G Clubs	Women's Teams	Girls Teams	Disability Hub	Club All Stars	Club Dynamos	Grass Pitches	Indoor Net Lanes	Population per pitch	Population per lane	Population per club
Stoke-on-Trent	258400	3.8	16.50%	2765	7	6	96	43	4	12	0	0	6	4	13	33	19877	7830	36914
Stafford	136800	4.5	6.60%	229	11	10	154	69	9	28	8	0	8	4	24	15	5700	9120	12436
Walsall	284100	5.3	28.70%	2733	9	7	51	24	1	2	3	0	4	4	19	27	14953	10522	31567
South Staffordshire	110500	2.2	6.20%	271	12	9	144	69	8	20	6	0	10	5	24	13	4604	8500	9208
Sandwell	341900	11	42.80%	3995	5	5	39	16	2	6	0	0	6	5	16	40	21369	8548	68380
Staffordshire Moorlands	95800	-1.3	2.00%	166	9	9	119	54	6	17	4	0	6	1	31	16	3090	5988	10644
Newcastle-under-Lyme	123300	-0.5	7.10%	585	10	9	109	58	4	11	5	1	6	3	16	21	7706	5871	12330
Wolverhampton	263700	5.7	39.40%	3798	7	6	34	16	2	5	2	2	4	1	18	29	14650	9093	37671
East Staffordshire	124000	9.2	13.70%	321	12	11	68	30	2	1	3	0	10	5	27	20	4593	6200	10333
Tamworth	78600	2.3	4.20%	2550	5	3	3	1	2	6	0	0	6	4	2	9	39300	8733	15720
Cannock Chase	100500	3.1	3.40%	1274	2	2	7	3	1	4	0	0	2	1	9	11	11167	9136	50250
Lichfield	106400	5.7	5.10%	321	6	4	89	39	4	10	3	1	1	1	18	12	5911	8867	17733
County Total / average	2024000	5.2	21.2%	675	95	81	913	422	45	122	34	4	69	38	217	246	9327	8228	21305
West Mids	5,950,757	6.2	23.00%	458															
England	56,489,800	6.6	19.00%	434															

The Local Landscape – Population & Cricket Provision

Our highly populated urban areas of Sandwell, Walsall, Wolverhampton and Stoke-on-Trent account for 57% of our county's population; however, they are only serviced by:

- 27% of our affiliated clubs
- 29% of our club-based All Stars programmes
- 37% of our club-based Dynamos programmes and
- 30% of our grass pitches
- 13% of the county's junior teams
- 20% of county's women's and/or girls' clubs
- Less than 1/3 of the county's national programmes

In addition:

- Our 3 least densely populated local authority areas (Staffs Moorlands, South Staffs and Stafford) host 34% of the county's traditional clubs
- The highest population-to-indoor cricket lanes ratio is in Walsall with an average of 1 lane to over 10,500 people compared to the county average of just over 8,200.
- Sandwell has the highest population-to-club ration with one club for every 68k of the population compared to the county average of 21k
- Tamworth has the highest population-to-grass pitch ratios with one pitch for every 39km people – though Tamworth CC is located in Lichfield local authority area. Sandwell, Stoke-on-Trent, Walsall and Wolverhampton all have ratios far higher than the county average of 9k people to each pitch



The Local Landscape – Population & Cricket Provision

	Females aged 16-45	Under 16s	Girls under 16	Kids aged 5-8	Black	South Asian	Mixed ethnicity
National	18%	21%	10%	5%	3%	10%	3%
Sandwell	20%	24%	12%	6%	6%	23%	24%
Walsall	19%	23%	11%	6%		17%	
Wolverhampton	19%	23%	11%	6%	7%	19%	7%
Stoke-on-Trent	19%	22%	11%	6%			

- Compared to the national averages, a number of local authority areas in Staffordshire over-index as a percentage of population - they are our county's most populated LA's
- ECB Central Insight Tracker (August 2022 wave) estimates 49% of Staffordshire's population (99k people) are interested in Cricket, increasing to 56% (113k) of the ethnically diverse community.
- Those describing cricket as a passion number 32k of the county population (1.6%) and 47k of the BAME population (2.3% of the county population and 11% of the BAME population)

6.0 Club Surveys

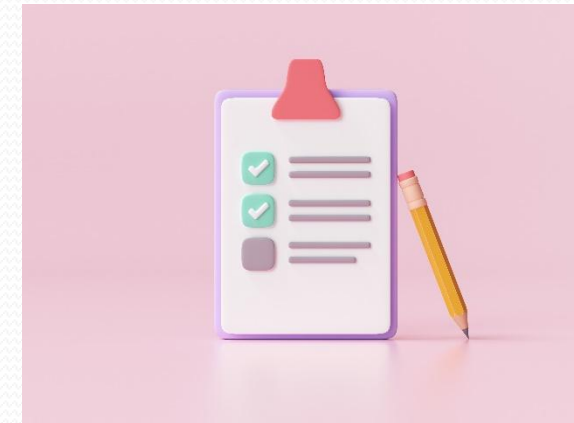
In early 2023, the county's network of 95 cricket clubs were surveyed by Staffordshire Cricket. A number of Playing Pitch Strategy assessments had either been recently undertaken or were in the process of being so and as such the focus of our two surveys avoided duplication and centred upon the following themes:

Survey 1

Club short- and longer-term priorities, quality and quantity of club support and ancillary facilities and uptake and interest in green initiatives (76 responses) – see Appendix XX

Survey 2

Indoor practice/net facilities – ease of booking and quality of facility (61 responses) - see Appendix XX



Survey 1 Insight - Club Priorities

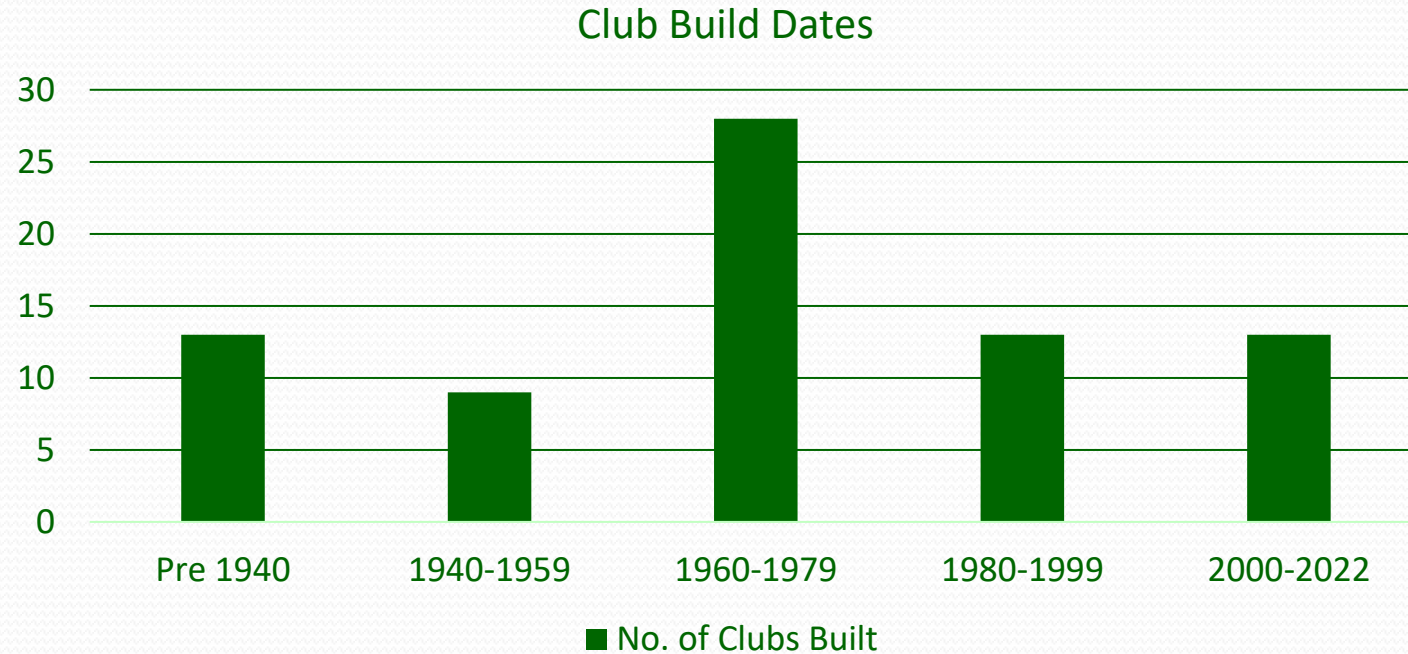
The most common highest priorities for clubs in the short-term (next 12 months) were:

- Improvements to pavilion / changing rooms (11%)
- Improvements to clubhouse energy efficiency (9%)
- Improvement to club practice nets (9%)
- Improving grounds machinery (6%)

When including the most common highest priorities for the longer-term (next 5 years) the same top 4 priorities were identified:

- Improvements to pavilion / changing rooms (30%)
- Improvements to clubhouse energy efficiency (21%)
- Improvement to club practice nets (17%)
- Improving grounds machinery (13%)

Survey 1 Insight - Pavilion Build Dates & Security of Tenure



- 76% of responding clubs are more than 43 years old and only 17% built this century
- 7 clubs identified short-term lease arrangements that may affect their ability to attract investment (Alrewas, Wootton, Elford, Walsall YPF, Beacon, Wednesbury, Sandyford)

Survey 1 Insight - Ancillary Facilities

- When asked to rate the provision of ancillary support facilities at their respective primary grounds, responding clubs rated the following as either **'poor'** or **'very poor'**:
 - Umpires Changing Facilities 26%
 - Showers 20%
 - Male Toilets 14%
 - Kitchen Facilities 14%
 - Female Toilets 12%
- 52% did not have the ECB recommended number of shower head facilities (6) rising to 86% at second grounds
- 81% had communal shower facilities and 77% at second grounds
- 60% rated their clubhouses 4 or 5 stars out of 5 for having a welcoming environment; this dropped to 15% for second grounds
- 78% had access to a working defibrillator
- 18% reported that they did not have disability access to toilets
- 19% reported poor disability access to the clubhouse/pavilion
- 41% reported no access to changing facilities for disabled players
- 88% of respondents reported that their clubhouse was used for community use

Survey 1 Insight – Women's & Girls' Facilities

Growth of the Women's and Girls' game is a key priority for Staffordshire Cricket and aligns with the ECB's current focus on developing girls' cricket.

As both the women's and girls' games continue to develop, pressure on pitch demand will increase in areas where Playing Pitch Strategy analyses already identify demand outstripping supply. Additional planned workforce to support the development of the W&G game in the Black Country will see more pressure on areas of the county where the population-to-pitch ratio has 4 of the county's worst 5 scenarios – all 4 of which have higher than national average numbers of females aged 16-45 and girls aged under 16.

- Currently the 4 major urban areas of Sandwell, Stoke-on-Trent, Walsall and Wolverhampton operate only 30 of the county's 156 women's/girls' teams. The ambition to grow this number to at least a county average of teams per local authority area will see an additional 30 teams targeted in the 4 urban areas alone.
- 5 of the club respondents (7%) highlighted that they had separate changing room facilities for mixed gender teams e.g. another changing space for female players in mixed teams
- Clubs who rated facility provision as 'Poor' or 'Very Poor' for women's and/or girls cricket at their main ground
 - Changing Rooms 18%
 - Toilets 16%
 - Showers 28%
- Clubs who rated facility provision as 'Poor' or 'Very Poor' for women's and/or girls cricket at their second ground
 - Changing rooms 30%
 - Toilets 35%
 - Showers 42%



Survey 1 Insight - Green Agenda

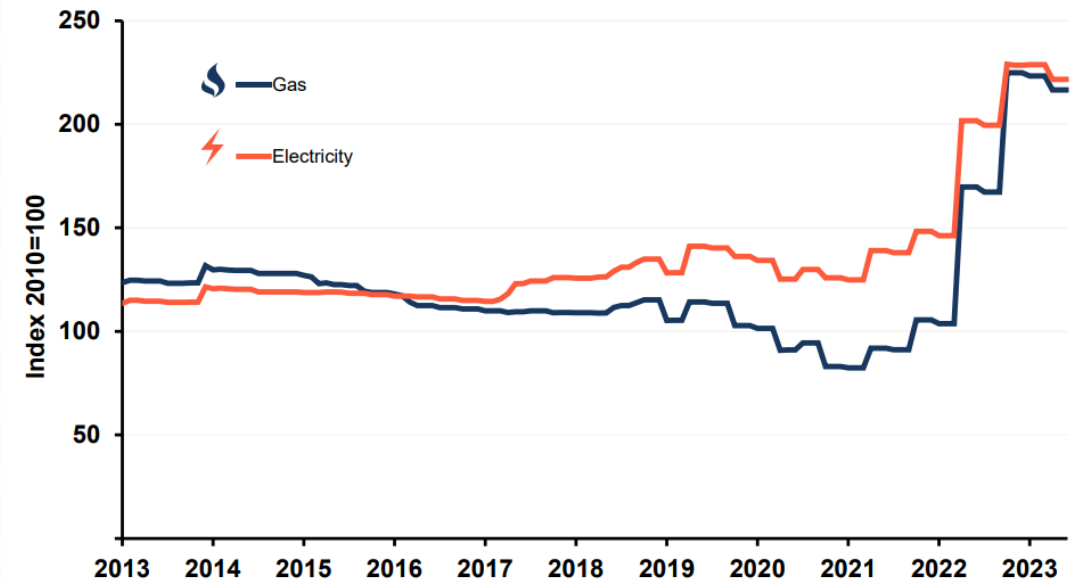
Tackling Climate Change is one of 3 focus areas for ECB's County Grant Fund and looks to support improvement for eligible clubs across:

- Flood Resilience – building protection / targeted drainage / ditch or culvert clearance
- Drought Resilience – rainwater harvesting / bore holes / irrigation (not mains water)
- Energy Saving – Insulation / LED lighting / Solar PV / Solar Thermal / energy-efficient heating systems / double or triple glazing
- Water Management – Water-saving sanitaryware / greywater recycling / efficient appliances
- Electric mower or roller

Of survey respondents,

- 8% have rainwater harvesting
- 3% have solar panels
- 0 clubs have ground source heat pumps
- 99% have no suitable insulation
- improving clubhouse energy efficiency is the 2nd highest priority for clubs in the next 5 years

Real terms electricity and gas prices over the past decade (2010=100)



Survey 2 Insight - Indoor Net & Practice Facilities

Indoor Practice

- 61 clubs responded to the Indoor Practice Facility Survey
- Survey identified 95 different indoor net facilities currently being access by the club network

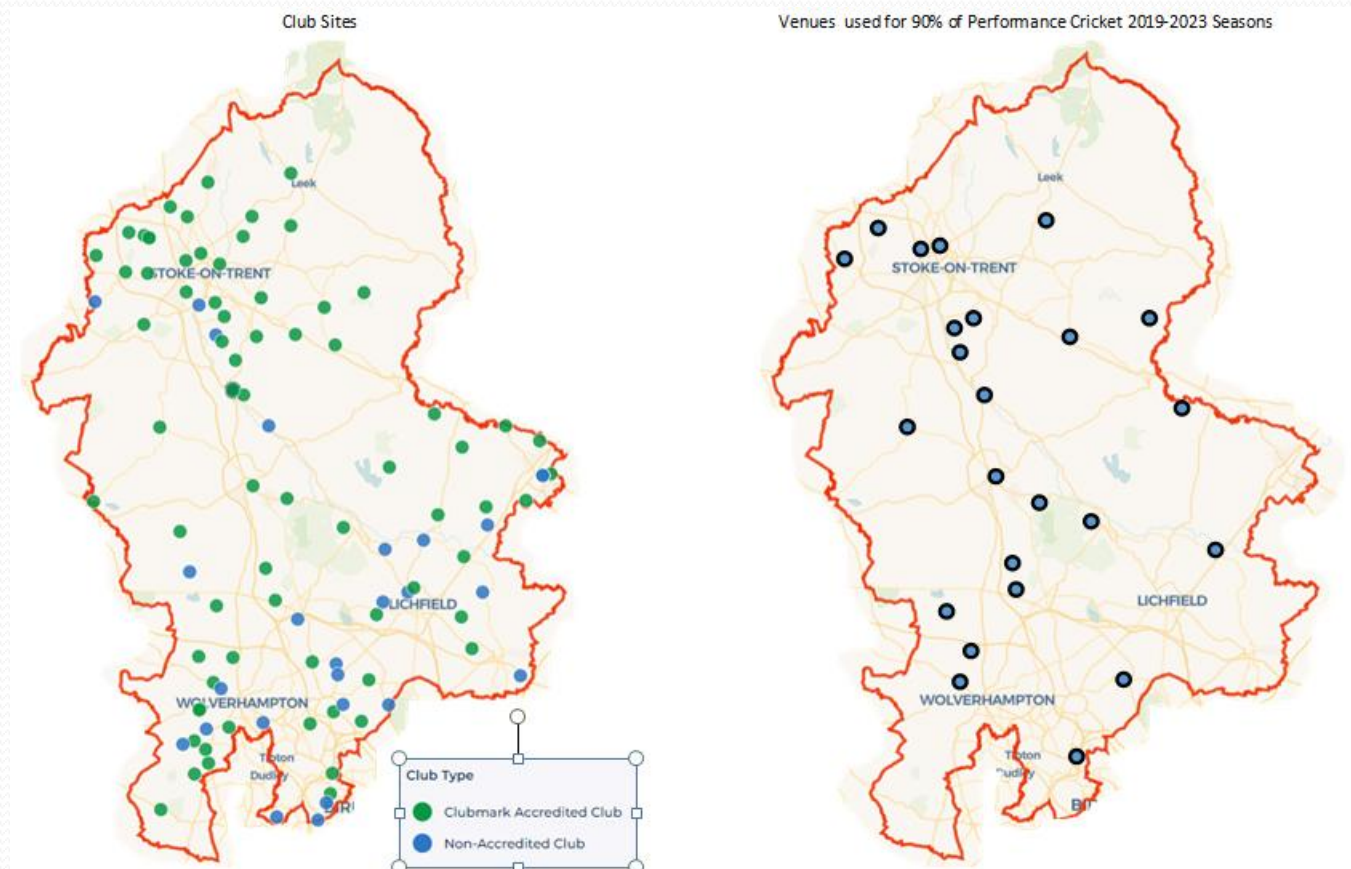
Of the issues faced by clubs, the ability to book a convenient time slot was the biggest issue (22%); the quality of the floor surface (16%) and the quality of the lighting (14%) were the other 2 factors rated either 'poor' or 'very poor' by responding clubs.

Considerations:

- Interest from 12 local clubs has been logged with the administration of the mothballed North Staffs indoor cricket league but a suitable venue to restart the league has yet to be found to due supply shortages in evenings and weekends.
- Tipton Sports Academy (Sandwell LA) – inadequate cricket provision but an opportunity to bring back to better use – nets (Walking Cricket and Girls Street projects use this facility)
- Harry Mitchell Sports Centre (adjacent to Smethwick CC) was a police HQ during Covid. Its provision was offset with new build (non-cricket) through Commonwealth Games 2022
- Thimblemill (4 lanes) at clubsite which may be able to provide additional wider support for the game
- Oldbury Academy – inadequate cricket provision that could be brought back to use (netting)
- Developments to support covered outdoor spaces may provide more year-round practice and informal play provision and sites in the highly-populated urban areas within the county should be investigated.



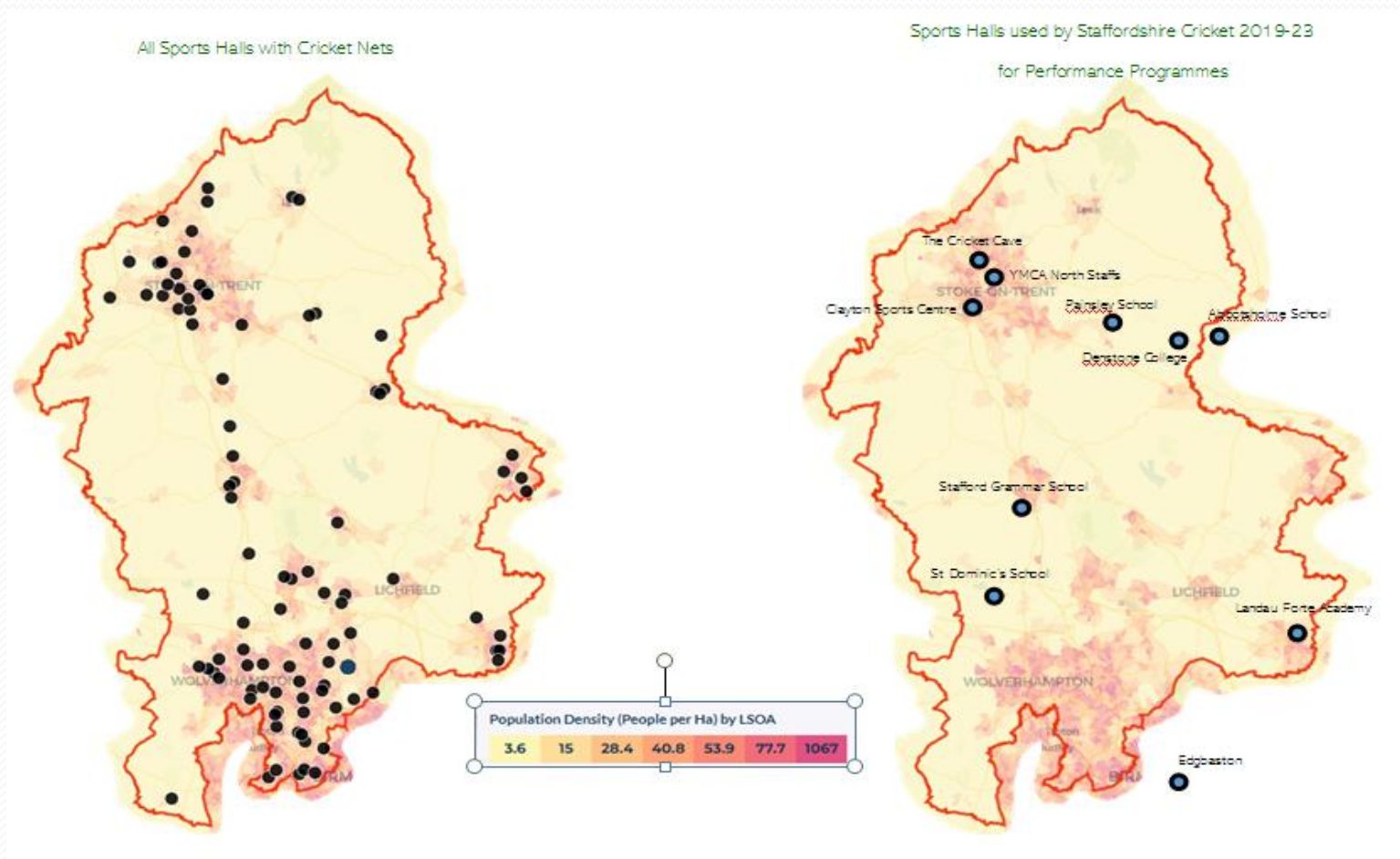
7.0 Performance Cricket – Outdoor Analysis



- Total of 45 Venues used for Performance Cricket Seasons 2019-2023 (47% of clubs)
- 90% of outdoor venue hire by the county board across 24 venues
- 4 venues (Moddershall Oulton, Denstone College, Fordhouses & Wolverhampton) account for almost half of hire fees – all have two+ pitches)



8.0 Performance Cricket – Indoor Analysis



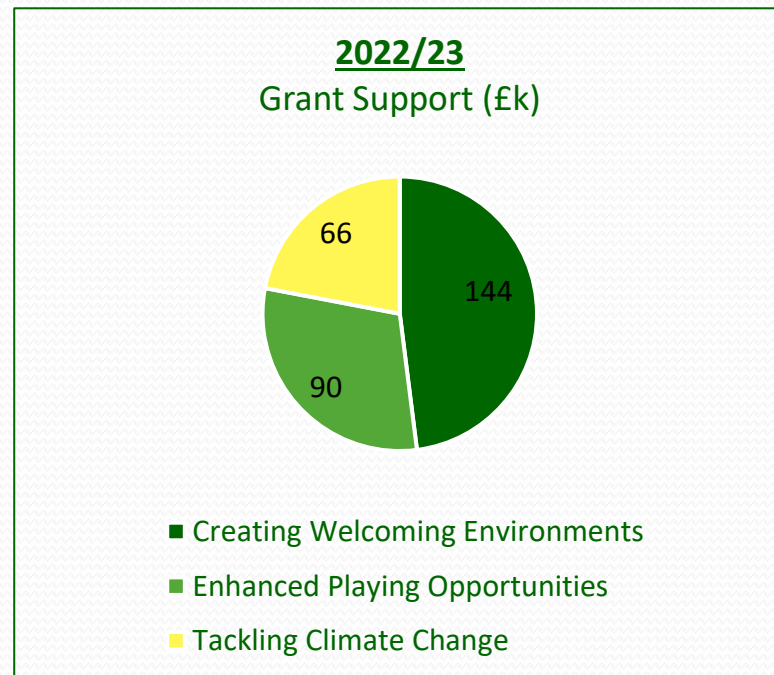
- 10 indoor facilities have supported county performance cricket in the past 5 seasons
- Clayton Sports Centre continues to be the main host due to availability, access and cost.
- Other venue use is sporadic and inconsistent
- Seasonal requirements continue to hamper availability for public access venues.
- No Black Country-based venues have been used for county performance cricket in the past 5 years
- Active Places Power data records 96 of the county's 246 indoor net lanes are based in Sandwell, Walsall and Wolverhampton



9.0 Recent Project Investment

The England & Wales Cricket Board's County Grant Fund (CGF) aims to support affiliated cricket clubs to create welcoming environments, provide enhanced facilities and playing opportunities, and to help clubs tackle the impact of climate change with grants up to a maximum of £10,000

The picture in Staffordshire in the last 2 years has seen the following support for our club network:



Total number of club projects supported:	37
Total cost of all projects	£558k
Total CGF grants	£300k

Supported Themes

- 18 x Creating Welcoming Environments £199k total costs, £144k grant support (12x Social space)
- 10 x Enhanced Playing Opportunities £221k total costs, £90k grant support (7x non-turf pitches)
- 9 x Tackling Climate Change £139k total costs, £66k grant support (7x energy saving)

Recent Project Investment

Non-Turf Pitch Investment

Since 2018, the last years has seen over £344k of ECB Strategic Investment into non-turf pitches. Including new, replacement and refurbished pitches across Wolverhampton (2018/19), Walsall (2021) and Sandwell (2022) 34 casual use non-turf cricket pitches have been laid in parks and public spaces providing casual access to cricket facilities. Investment included maintenance provision and cricket equipment.

The Black Country

Planned investment for a covered and led-lit outdoor cricket hub at Sporting Khalsa in Willenhall, Walsall will see a 3-lane net facility with a 42x16m canopy providing cricket playing opportunities for local people. In addition, each Walsall primary and secondary school who registers will receive a cricket bag and playing equipment to help grow the game in the network.

Links with local authorities and housing developers will be key to securing additional investment into cricket-shaped facility improvement to support population growth.

10.0 Local Landscape – Pipeline Projects

The following projects are all live discussions within our club network.

Project & Theme	Project & Theme
Penn CC – Main ground outfield contamination	Endon CC – New changing rooms
Wightwick & Finchfield CC NTP refurbishment	Himley CC– 3 rd pitch for expansion
Stone SP CC– changing facilities / indoor nets	Aldridge CC – 2 nd ground changing facility replacement
Lichfield CC – extension for disability group and replacement nets	Rugeley CC– second ground & changing (W&G, 3rds junior expansion)
Checkley CC– changing rooms & second pitch	Armitage CC– changing rooms dilapidated
Sporting Khalsa FC – Covered outdoor 3 lane facility with lighting	Coseley CC– pavilion /changing upgrade
QMGS partnership – facility hub support for performance, workforce development and community use	Cannock CC – Littleworth Rd drainage and access road
Rolleston CC – improve/extend changing facilities for W&G cricket	Walsall CC – changing rooms upgrade
Hammerwich CC – 3 rd playing facility and NTP for expansion	Chase Park – site redevelopment for 2 pitches, nets and clubhouse
Abbots Bromley CC – practice nets and covers, pavilion	Church Eaton CC – Pavilion major upgrade
Oakamoor CC – Changing rooms upgrade	Whittington CC – NTP for junior cricket
Milford Hall CC – W & G changing rooms	Silverdale – improve W&G changing

11.0 The Local Landscape – Playing Pitch Strategy Insight

Each local authority area has conducted a Playing Pitch Strategy assessment (PPS) with the dates of the studies listed below. Their conclusions have been collated to provide a county summary of quantity/quality of grass squares, community access, capacity v demand and number of non-turf pitches.

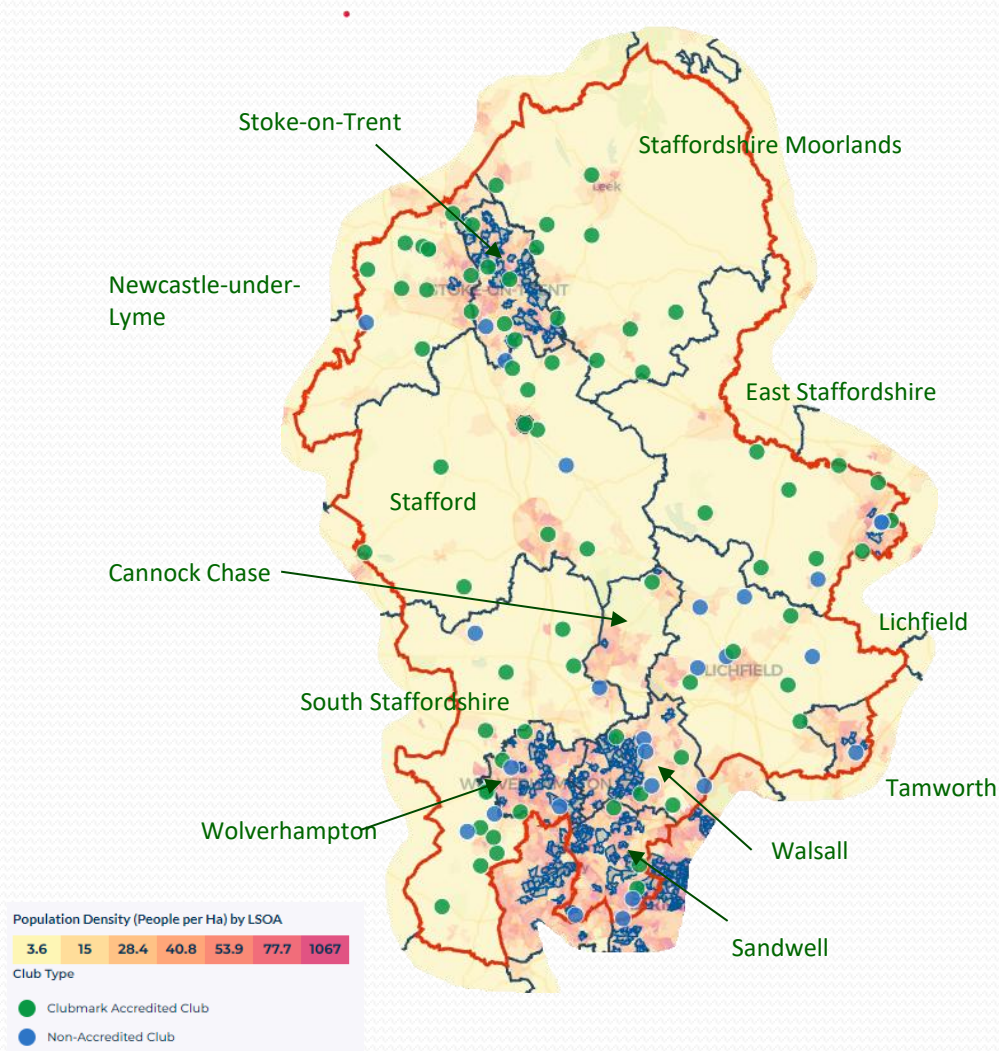
East Staffordshire	September 2023
Tamworth	March 2023
Black Country Overview	November 2022
Walsall	October 2022
Wolverhampton	October 2022
Sandwell	October 2022
Stoke-on-Trent	August 2021
Newcastle-under-Lyme	September 2020 – refresh started in late 2022
South Staffordshire	September 2020
Lichfield	July 2020
Stafford	July 2019 – local refresh started mid-2022 but currently halted
Cannock	November 2018
Staffordshire Moorlands	July 2017

The Local Landscape – Playing Pitch Strategy Insight

- 63% of grass squares are assessed as 'Good'
- 35% rated 'Standard' with only 2% rated 'Poor'.
- Only Lichfield and Cannock Chase show spare capacity on Saturdays.
- Every local authority are except South Staffordshire has spare playing capacity on Sundays.
- The position is mixed for weekdays with 7 showing over demand and 5 spare capacity
- 39 club-based Non-turf pitches with one third supporting the 4 most populous areas
- 87 standalone non-turf pitches with 57% providing play opportunities for the 4 most populous areas

Local Authority	Grass Squares	Quality			Community Use	Pitch Capacity v Demand			NTP's	Position	
		Good	Standard	Poor		Saturday	Sunday	Midweek		Square	Standalone
Sandwell	6	5	1	0	6	Under	Over	Under	16	1	15
Walsall	13	5	8	0	13	Under	Over	Under	15	5	10
Wolverhampton	13	5	7	1	11	Under	Over	Over	20	5	15
East Staffs	19	19	0	0	3	Under	Over	Under	8	3	5
Tamworth	3	3	0	0	3	Under	Over	Over	3	2	1
Lichfield	15	6	9	0	15	Over	Over	Over	10	5	5
South Staffs	18	10	7	1	18	Under	Under	Over	10	4	6
Stoke on Trent	8	5	3	0	8	Under	Over	Under	12	2	10
Newcastle under Lyme	15	12	3	0	15	Under	Over	Under	11	4	7
Cannock Chase	2	2	0	0	2	Over	Over	Over	7	4	3
Staffordshire Moorlands	13	3	10	0	13	Under	Over	Under	5	1	4
Stafford	19	15	3	1	19	Under	Over	Under	9	3	6
TOTALS	144	90	51	3	126				126	39	87

The local Landscape - Urban Areas



Club Locations

73% of clubs are located in rural or semi-rural areas meaning that more than 1.1m people in urban areas are serviced by 26 clubs

Installation of 34 Non-Turf pitches in public spaces in Sandwell, Walsall and Wolverhampton has increased casual play opportunities outside of traditional club offer in populous, high BAME and deprived areas

Urban Areas - Focus on Walsall

PPS Recommendations

- Protect existing quantity of cricket squares.
- Improve quality at sites assessed as standard and ensure quality is sustained at sites assessed as good.
- Address overplay via quality improvements, an increase in NTPs accompanying grass wickets and increased utilisation of existing NTPs.
- If overplay cannot be alleviated through the abovementioned methods, explore the feasibility of utilising planned housing growth to create new cricket squares, particularly if future growth aspirations are realised.
- Pursue improved security of tenure for clubs without ownership or a long-term lease arrangement in place.
- Improve the changing facilities where there is a need to do so.
- Consider options to increase and improve stock of suitable practice facilities.
- Continue to support ECB initiatives such as All Stars and Dynamos and ensure unaffiliated demand and recreational cricket is provided for.
- Where a development is not of a size to justify on-site cricket provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.
- Ensure that any developments nearby to existing cricket sites do not prejudice the use of the provision (e.g. through ball-strike issues).
- Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning (i.e. via a sports needs assessment/feasibility study/assessment of need) on an individual basis.
- Where a development is of a size to justify on-site cricket provision, ensure that any proposals for new squares will attract adequate demand.
- Protect provision.
- Improve existing provision at to enhance square quality and reduce overplay.
- Explore the means of installing additional provision as to support existing and future projected shortfalls for Saturday peak time cricket.

Urban Areas - Focus on Walsall

Walsall

In total, there are 13 grass cricket squares, all of which are available to the community.

Five are assessed as good quality and eight are assessed as standard quality (none are assessed as poor quality).

There are non-turf wickets accompanying grass wicket squares at five sites and there are 10 standalone non-turf wickets at nine sites.

There are eight affiliated clubs which collectively provide 54 teams.

One club (Streetly CC) exports some demand (into Lichfield).

Demand for senior cricket is currently being met; however, a future shortfall is evident in regards to Saturday cricket.

It is expected that junior cricket will be able to be satisfied taking into account both current and future demand..

Covered outdoor solutions should be considered for the area to accommodate casual play and support performance cricket and education provision.

Urban Areas – Focus and Sandwell

Sandwell

There are six grass cricket squares, with all six available for community use.

Numerous others sites previously provided grass wicket squares, including council parks.

There is one accompanying non-turf wicket and 15 standalone non-turf wickets at 14 sites.

The audit of community available grass wicket cricket squares found five to be good quality and the remaining one to be standard quality; none are assessed as poor.

Four clubs report a demand for new, improved or additional training facilities.

There are five clubs which collectively provide 40 teams.

Two clubs (Old Hill CC and Smethwick CC) export demand to sites in Birmingham, whilst one club (Coseley CC) imports demand.

There is a shortfall for Saturday and midweek cricket, whilst spare capacity exists on Sundays.

Cricket – supply and demand summary

No squares that show potential spare capacity on grass wickets on Saturdays, whilst two do on Sundays and one does during midweek for junior cricket.

Three sites are overplayed; West Bromwich Dartmouth Cricket Club, Wednesbury Sports Union and Smethwick Cricket Club.

There is a current shortfall for Saturday and midweek cricket, whilst minimal spare capacity exists overall on Sundays.



Urban Areas – Focus and Sandwell

Sandwell

Cricket – supply summary

In total, there are six grass cricket squares in Sandwell, with all six available for community use.

There are NTPs accompanying grass wicket squares at one site and there are 15 standalone NTPs at 14 sites.

Numerous sites previously provided grass wicket squares, including Barnford Park, Redhouse Park, West Smethwick Park, Victoria Park (Smethwick) and Victoria Park (Tipton).

Heathfield Close is a lapsed playing field site that previously provided a cricket square.

Three of the clubs in Sandwell have freehold of their sites, whilst the remaining two clubs have lease agreements in place (meaning no clubs rent provision).

The audit of community available grass wicket cricket squares found five to be good quality and the remaining one to be standard quality; none are assessed as poor.

Smethwick CC, Wednesbury CC and West Bromwich Dartmouth CC all note that ancillary facilities require improvement.

Four of the five clubs report a demand for new, improved or additional training facilities (only Thimblemill CC does not).



Urban Areas – Focus and Sandwell

Sandwell

Cricket – demand summary

There are five clubs in Sandwell which collectively provide 19 senior men's, two senior women's and 19 junior teams.

Four of the five clubs report that demand has increased in some form over the previous three years (Wednesbury CC reports a reduction in participation at senior level).

Coseley CC imports demand to Sandwell, using Gospel Oak Academy for its third Saturday team, whilst both Old Hill CC and Smethwick CC export demand to sites in Birmingham.

West Bromwich Dartmouth CC has a 5th senior team that only plays away matches due to a lack of capacity within Sandwell.

Old Hill, Smethwick, Wednesbury and West Bromwich Dartmouth cricket clubs are signed up to be part of the All Stars initiative, whilst Wednesbury CC and West Bromwich Dartmouth CC are also signed up to deliver Dynamo's.

Old Hill CC and West Bromwich Dartmouth CC field women's softball teams.

The Sandwell Cricket League is no longer in operation, although plans are in place for it to be re-started in 2022; when it was last run it utilised provision at Barnford Park, Gospel Oak Academy, Victoria Park and West Smethwick Park.

Future demand for one senior men's and one junior team is predicted via population growth, whilst club aspirations equate to the potential growth of three senior men's, two senior women's and six junior teams.

Discussions with the local authority for PlayZone provision are ongoing and will enable opportunities for casual play.



Urban Areas – Focus on Wolverhampton

Wolverhampton

In total, there are 13 grass cricket squares, with 11 available for community use.

The audit of community available grass wicket cricket squares identifies five as good quality, seven as standard quality and one as poor quality (at Claregate Park).

There are non-turf wickets accompanying grass wicket squares at five sites and there are standalone non-turf wickets at 15.

Four clubs report a demand for new, improved, or additional training facilities.

There are eight clubs identified, collectively providing 61 teams.

There is both a current and future shortfall of provision to accommodate Saturday cricket, whereas spare capacity exists in relation to Sunday and midweek cricket.

Discussions around a women's and girls' cricket hub and indoor facility sited in north Wolverhampton are ongoing with a cost-effective, sustainable solution needed. Consideration for a covered outdoor facility should be investigated.

Partnerships with schools/colleges should be further investigated to provide additional indoor and outdoor facilities.

The local authority has maintained its sports development staffing provision

Urban Areas – Black Country summary

Protect existing quantity of cricket squares.

Improve quality at sites assessed as poor or standard and ensure quality is sustained at sites assessed as good.

Address overplay via quality improvements, an increase in NTPs accompanying grass wickets and increased utilisation of existing NTPs.

Consider bringing lapsed/disused squares back into use, where identified, as another means of reducing shortfalls.

If overplay cannot be alleviated through the abovementioned methods, explore the feasibility of creating new cricket squares, particularly if future growth aspirations are realised.

Seek a resolution to identified exported/imported demand, particularly where evidenced between the four Black Country authorities.

Pursue improved security of tenure for clubs without ownership or a long-term lease arrangement in place.

Improve the changing facilities where there is a need to do so.

Consider options to increase and improve stock of suitable practice facilities.

Continue to support ECB initiatives such as All Stars and Dynamos and ensure unaffiliated demand and recreational cricket is provided for.

Ensure that any housing developments are provided for and assess the need for new pitch provision and/or off-side contributions through master planning on an individual basis.

Explore sites and options for covered outdoor spaces and investigate key educational sites for improved access and more regular provision for performance programmes.

Urban Areas – Focus on Stoke-on-Trent

Protect existing quantity of cricket squares

Work with clubs and grounds staff to review quality issues on squares to ensure appropriate quality is achieved at sites assessed as standard and poor and sustained at sites assessed as good.

Assist Sandyford CC in securing long term tenure at Sandyford Cricket Club.

Address overplay via quality improvements or through an increase in NTPs accompanying grass wickets.

If overplay cannot be alleviated through the abovementioned methods, explore the feasibility of creating new cricket squares, potentially as part of inclusion within wider hub site developments (one square is needed in each analysis area).

When readily available, explore the feasibility of installing hybrid wickets on sites which are overplayed and have limited capacity.

Where a development is not of a size to justify on-site cricket provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.

Ensure that any developments nearby to existing cricket sites do not prejudice the use of the provision (e.g. through ball-strike issues).

Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning (i.e. via a sports needs assessment/feasibility study/assessment of need) on an individual basis.

Where a development is of a size to justify on-site cricket provision, ensure that any proposals for new squares will attract adequate demand.

PlayZone discussions commenced with local authority will look to provide casual play opportunities.

Urban Areas – Focus on Stafford

Protect all cricket squares in current use.

Work with clubs and grounds staff to review quality issues on squares to ensure appropriate quality is achieved at sites assessed as standard and sustained at sites assessed as good.

Look to sustain minimal levels of overplay at Eccleshall Cricket Club, Moddershall Cricket Club and stone Cricket Club through dedicated levels of enhanced maintenance and monitor future levels of demand.

Examine the feasibility of installing an NTP in order to alleviate overplay on a site by site basis.

Ensure demand for Stafford CC meet by suitable provision at Stafford Cricket and Hockey Club both for junior and senior cricket. Alternatively assist the Club in accessing additional provision.

Ensure expressed future demand can be accommodated on existing supply of squares.

Ensure security of tenure for all clubs with lease arrangements in place by ensuring agreements have over 25 years remaining.

Ensure security of tenure for clubs using school sites via community use agreements.

Support pavilion developments where it is required.

Explore options to provide large clubs without practice nets with suitable provision at their home ground/s.

Any new cricket provision created should have a ball strike assessment carried out as a matter of due course. Where new housing or building developments are under consideration within proximity to existing facilities a ball strike risk assessment should be undertaken. In addition, any clubs which could be potentially affected by this issue should be signposted to the ECB.

Deliver the All Stars Cricket and women & girls programmes and seek to increase junior and female participation as a result.

Work to increase women and girls' participation in line with the emerging Inspiring Generations ECB Strategy and protect existing provision so that women and girls have a suitable place to practise and play.

Examine potential sites within the Borough for the potential relocation of Staffordshire Cricket.

Explore potential sites for the relocation of Staffordshire Cricket.



Urban Areas – Focus on Newcastle-under-Lyme

Recommendations

Protect all cricket squares in current use.

Work with clubs and grounds staff to review quality issues on squares to ensure appropriate quality is achieved at sites assessed as standard and sustained at sites assessed as good.

Look to sustain minimal levels of overplay at Newcastle and Hartshill Cricket Club and Porthill Park Cricket Club through dedicated levels of enhanced maintenance and monitor future levels of demand.

Examine the feasibility of installing an NTP at Scot Hay Cricket Club in order to alleviate overplay.

Explore options to accommodate expressed future demand through the provision of additional grass cricket squares to the installation of NTPs.

Support Audley CC to provide a second square closer to its existing home venue.

Ensure security of tenure for all clubs with lease arrangements in place by ensuring agreements have over 25 years remaining.

Support pavilion developments where it is required.

Explore options to provide large clubs without practice nets with suitable provision at their home ground/s.

Any new cricket provision created should have a ball strike assessment carried out as a matter of due course. Where new housing or building developments are under consideration within proximity to existing facilities a ball strike risk assessment should be undertaken. In addition, any clubs which could be potentially affected by this issue should be signposted to the ECB.

Deliver the All Stars Cricket and women & girls programmes and seek to increase junior and female participation as a result.

Work to increase women and girls' participation in line with the emerging Inspiring Generations ECB Strategy and protect existing provision so that women and girls have a suitable place to practice and play – growth at Porthill Park and Whitmore specifically increasing demand on existing facilities.

Consider underplay scenario of cricket facility at Keele University outside of student use to support local club demand. Ancillary provision at university site may need improvement to support match/league play.



Urban Areas – Focus on South Staffordshire

Recommendations

Protect all cricket squares in current use.

Work with clubs and grounds staff to review quality issues on squares to ensure appropriate quality is achieved at sites assessed as standard and sustained at sites assessed as good.

Look to sustain minimal levels of overplay at Penkridge Cricket Club through dedicated levels of enhanced maintenance and monitor future levels of demand.

Examine the feasibility of installing NTPs in order to alleviate overplay on a site by site basis.

Ensure expressed future demand can be accommodated on existing supply of squares.

Ensure security of tenure for all clubs with lease arrangements in place by ensuring agreements have over 25 years remaining.

Ensure security of tenure for clubs using school sites via community use agreements.

Support pavilion developments where it is required.

Explore options to provide large clubs without practice nets with suitable provision at their home ground/s.

Deliver the All Stars Cricket and women & girls programmes and seek to increase junior and female participation as a result.

Work to increase women and girls' participation in line with the emerging Inspiring Generations ECB Strategy and protect existing provision so that women and girls have a suitable place to practise and play.

If a development is of a size to justify on-site cricket provision, ensure that any proposals for new pitches will attract adequate demand.

Where a development is not of a size to justify on-site cricket provision, or if sufficient demand cannot be attracted, use contributions to improve/expand existing sites within the locality.

Ensure any new cricket provision created or that any housing development which impacts on existing cricket provision has a ball strike assessment carried out as a matter of due course; any clubs which could be potentially affected by this issue should be signposted to the ECB.



Urban Areas – Focus on Tamworth

Cricket supply and demand summary

Overall, cricket squares in Tamworth are played to capacity on Saturdays whilst there is actual spare capacity for Sunday and midweek cricket. After considering future demand, the cricket square at Tamworth Cricket, Hockey and Squash Club is expected to become overplayed on Sundays and during the week.

Cricket supply summary

In total, there is only one grass wicket square in Tamworth, of which, is available for community use, located at Wilnecote Cricket Club. Despite being based in Lichfield at Tamworth Cricket & Hockey Club, Tamworth CC primarily caters for Tamworth residents and therefore for the purposes of this study, is considered to be within Tamworth.

Two non-turf pitches (NTP) are identified in Tamworth, located at Landau-Forte Academy Amington and Tamworth Cricket, Hockey and Squash Club.

Both Tamworth and Wilnecote cricket clubs own their respective home grounds.

The audit of grass wicket cricket squares in Tamworth found Wilnecote Cricket Club and Tamworth Cricket, Hockey and Squash Club to be of good quality. Furthermore, the NTP located at Landau-Forte Academy Amington is to be of poor quality.

The audit of ancillary facilities determined that both Wilnecote Cricket Club and Tamworth Cricket, Hockey and Squash Club are accompanied by good quality provision. The NTP at Landau-Forte Academy Amington is also serviced by good quality ancillary facilities.

Wilnecote CC is without training facilities and so uses indoor training facilities at Wilnecote Leisure Centre. It aspires to develop fixed net provision at Wilnecote Cricket Club

Cricket demand summary

Wilnecote CC fields four teams in Tamworth whilst Tamworth CC fields eight teams that cater for Tamworth residents. This equates to five senior men's, six junior boys' and one junior girls' teams.

There is no known imported demand from Tamworth.

Tamworth CC exports two senior men's teams, one to Elford Cricket Club, also in Lichfield and one to Newton Regis Village Hall in North Warwickshire. The Club reports that it would prefer to accommodate these teams in Tamworth if it could secure access to its own site.

Both Tamworth CC and Wilnecote CC stated their aspirations to increase levels of participation. This equates to a total predicted growth of six teams, equating to one senior men's, one senior women's and four junior boys' teams.

No additional teams are expected to be generated through population growth as Tamworth's population is expected to decline.

Actual spare capacity is identified on grass cricket squares on Sundays and midweek whilst both squares are played to capacity on Saturdays.

No overlap is identified in Tamworth.



Urban Areas – Focus on Lichfield

In summary, there is sufficient supply of cricket provision to cater for current demand of both senior and junior cricket across Lichfield.

However, when considering future demand and exported demand for senior cricket, the Lichfield District South and East Analysis Area is likely to become overplayed by six match equivalent sessions.

There are 15 grass wicket squares in Lichfield located across 13 sites with all squares available for community use.

In Lichfield, there are five NTPs that accompany grass wicket squares in addition to five standalone NTPs.

Tamworth CC are currently looking for a venue to lay a second square in close vicinity to Tamworth Cricket, Hockey and Squash Club.

A Cricket Boundary Assessment at Kings Bromley Cricket Club revealed netting on site is insufficient and needs to be higher to prevent ball strike issues. If this is not rectified, the square could become unusable.

Wall CC is the only responsive Club to report an unsecure tenure at their home site; the Club currently rents a square from The Friary School.

The non-technical assessment of grass wicket squares in Lichfield found six to be good quality and nine standard quality - no poor quality grass squares are identified.

Wall CC reports that the grass square at The Friary School has an undersized outfield and suffers from poor drainage, whilst Whittington CC reports that the square at Whittington Cricket Club is also undersized.

St Matthew's Sports and Social Club is serviced by poor quality ancillary facilities; Burntwood St Matthews CC submitted a planning application in February 2017 to improve the ancillary facilities on site.

Streetly CC also reports that there is only one toilet and one room for changing located at Mill Green Sports Ground.

Ancillary provision at Armitage Cricket Club is also considered to be poor quality as the pavilion on site is basic and outdated.

Tamworth CC has ambitions to provide additional changing rooms on site at Tamworth Cricket, Hockey and Squash Club.

Only one site used by affiliated cricket clubs in Lichfield is not serviced by practice nets, this being Hammerwich Cricket Club. Five clubs have aspirations to improve practice facilities.

There are 14 clubs competing in Lichfield generating 74 teams, equating to 33 senior men's, 38 junior boys' and three junior girls teams.

Tamworth CC exports demand out of the District, with the Club's third and fourth teams playing home fixtures at Newton Regis (Tamworth).

Streetly CC currently imports its third Saturday team and U12 team into Lichfield from neighbouring Walsall.

Club aspirational future demand amounts to two senior mens teams, seven senior womens teams and six junior teams.

Actual spare capacity for senior cricket equates to 3.5 squares, meaning an additional seven senior teams could be accommodated at peak time.

There are a total of nine squares in Lichfield that can accommodate at least one additional junior team during the week - in total, there is capacity for an additional 18 junior teams across the District.

Two sites in Lichfield are considered to be overplayed by a total of nine match equivalent sessions per season.



Urban Areas – Focus on Cannock

Recommendations – cricket

Existing quantity of cricket pitches to be protected.

Seek to improve standard quality facilities for matches and training, such as identified at Cannock Cricket & Hockey Club.

Support clubs with aspirations to improve and extend ancillary provision including access to external funding opportunities where possible and available.

Sustain the current quality of pitches servicing Cannock Chase District demand; reducing the impact of unofficial use, dog fouling or overmarking.

Continue to deliver All Stars Cricket and women & girls programmes and seek to increase junior and female participation as a result.

Support the development of new cricket provision at Rugeley Cricket Club, enabling the Club's displaced team to return to the District whilst also increasing capacity for future growth.

Understand the impact of potential developments at Chase Park to the tenure and sustainability of Cannock CC.

Support Cannock CC to develop its ancillary provision, improving the quality.

Re-provide a square of nine grass wickets that was lost following the closure of Rugeley Power Station. Re-provide this square in the North East Analysis Area so that it can service the same local population as the previous pitch.

Urban Areas – Focus on Staffordshire Moorlands

In total, there are 13 grass cricket squares in Staffordshire Moorlands located across 12 sites.

There is one NTP accompanying the grass square at Knypersley Cricket Club and three standalone NTPs in the District.

There is one disused square located at Leek Rugby Club.

The non-technical assessments carried out on grass wicket squares found ten squares to be of standard quality and three squares to be of good quality.

Several clubs highlight a need for additional training provision.

Endon CC and Checkley CC highlight a requirement to expand changing provision.

In total, there are ten affiliated clubs and one non-affiliated club competing in Staffordshire Moorlands generating 89 teams, which equates to 33 senior men's, 55 junior boys' and one junior girls' team.

Four clubs also operate senior women's softball teams.

Checkley CC has one team currently displaced from Staffordshire Moorlands as it plays its home matches at Denstone College, Uttoxeter, East Staffordshire.

Hem Heath CC imports two teams into Staffordshire Moorlands from Stoke-on-Trent.

TGRs (2031) do not predict the creation of any new teams.

Six clubs have growth aspirations equating to four senior teams and nine junior teams.

Despite eight squares showing spare capacity, only two are available for further use at peak time (Saturday).

There are four squares overplayed by 32 match equivalent sessions per season.

Given identified shortfalls, there is a clear need to address overplay whilst retaining the current number of grass wicket squares.

Priority should also be placed on improving pitch quality, where possible, as well as improving changing facilities and increasing training provision across Staffordshire Moorlands.



Urban Areas – Focus on East Staffordshire

Cricket – supply and demand summary

18 match equivalent sessions of spare capacity is identified at peak time for senior men's cricket (Saturday), whereas 170 match equivalent sessions exist on a Sunday and 170 match equivalent sessions exist midweek.

In total, just one site in East Staffordshire is overplayed by a total of six match equivalent sessions a season, at Uttoxeter Cricket Club.

Overall, there is a current sufficient supply of cricket squares in East Staffordshire to cater for all forms of cricket (Saturday, Sunday and midweek). When considering future demand, spare capacity for Saturday cricket alleviates and leaves a small shortfall, whilst spare capacity for Sunday and midweek cricket diminishes, despite still being significant.

Cricket – supply summary

In total, there are 19 grass wicket cricket squares in East Staffordshire provided across 16 sites. Of these, 16 squares are available for community use across 15 sites.

There are a total of eight active non-turf pitches (NTPs) across East Staffordshire with three accompanying grass wickets squares and the remaining five being standalone.

There are also seven sites that are either active sites which have previously accommodated cricket provision, or which are completely disused sites.

Wootton CC aspires to install an NTP to accompany its grass square, enabling it to hold practice sessions and alleviating pressures on the grass wickets at the site (Wootton Cricket Club).

Most clubs (eight or 66%) are considered to have secure tenure through either a long-term lease (over 25-years), rental from ESBC or freehold.

The audit of grass wicket cricket squares found all 19 squares to be good quality.

Four community available sites are accompanied by good quality facilities, seven have standard quality provision, whilst three sites are serviced with poor quality facilities.

Cricket – demand summary

There are 12 clubs in East Staffordshire which collectively provide 80 teams (data collated from the 2023 season). This equates to 37 senior men's and 43 junior teams (all junior boys' teams).

There has been an increase in the number of teams playing within East Staffordshire since the previous study, rising from 70 teams in 2018 to 80 teams in 2023 (a 13% increase).

A total of nine clubs undertake All Stars cricket, whilst four undertake Dynamo's and one (Draycott & Hanbury CC) has women's softball demand.

Meynell CC is an unaffiliated club, playing its matches within the Borough at Meynell Cricket Club in the Rural 1 Analysis Area. The Club consists of one senior men's team and plays approximately 12 matches per season.

Wootton CC reports latent demand, suggesting a need for an NTP to accompany its grass square in order to meet growth and expand as a club.

Future demand from population forecasts equates to the predicted growth of four senior men's, one senior women's and six junior teams (to 2031), whilst participation increases expects a growth of one senior men's, three senior women's and five junior teams.



Recommendations

Priority themes

- Inclusivity - W&G, ability hubs, under-serviced communities, deprived areas
- Indoor facility access – improve inadequate existing provision, increase cricket offer at more sites
- Urban and non-traditional provision – play-zones, covered outdoor spaces, particularly focusing on highly-populated urban areas of the Black Country where traditional club numbers are low and Stoke-on-Trent access to indoor facilities is difficult due to seasonal demand
- Green agenda – energy efficiency, electric equipment, rainwater harvesting, solar, heat source provision
- Performance facility presence in Black Country
- Playing Pitches and outfield improvements coupled with:
- County Grounds Association- reinvigorate the County Grounds' Association (STAG) with additional pitch adviser provision, more relevant and increased quantities of grounds maintenance/renovation equipment and roll out of the Grounds Management Association support application 'Pitch Power'.

Recommendations

Green agenda

- Follow up recorded interest from survey with club seminars for green energy and energy-saving opportunities to assist with the interest levels highlighted for areas such as solar panels, EV charging, improved insulation
- Target investment from County Grant Funding to minimum 30% Tackling Climate Change
- Share good practice within the club network where positive improvement has been seen across energy efficiency,

Priority areas – Sandwell, Walsall, Wolverhampton, Stoke

Places – to create more and better cricket-shaped facilities in appropriate targeted areas.

Investigate opportunities for a hub venue(s) for representative cricket CCB, CCC

Liaise with clubs to identify facilities related plans and improvement needs – particularly with a view to more family-friendly environments and spaces that provide more opportunities for females. CCB, Clubs

Establish minimum quality standards for club cricket and requirements for CAG and NCCA cricket Leagues, CCC

CCB, Senior



Recommendations

Indoor

- Create a mapping facility for indoor cricket provision to enable users to easily identify sites
- Facilitate investment at local levels to improve indoor provision where facilities are deemed poor or cricket specific space is not provided
- Audit local provision in Sandwell, Stoke-on-Trent, Walsall and Wolverhampton to identify sites for potential investment and improvement
- Performance
 - Identify key strategic venue in the Black Country to support County Age Group cricket, club support, fine turf / matchplay and community initiatives
 - Increase performance observation sessions in the Black Country for County Age Group entry
 - Increase CAG session provision at locations in the Black Country
 - Identify a Women's & Girls' Cricket hub venue for the County – Black Country
- Covered outdoor facility
 - Further develop the interest in Walsall (Sporting Khalsa) to create a covered and lit cricket facility with a community usage agreement with appropriate ancillary provision to support performance and community outreach
 - Monitor and evaluate success of planned Sporting Khalsa site for possible duplicate facilities in Sandwell or Wolverhampton to create more play opportunities in most populous urban areas of the county



Recommendations

• Community use schools

- Work with Active Partnerships in Staffordshire and the Black Country to identify schools with Opening School Facilities funding to broaden community access to their facilities and improve cricket net and practice provision in targeted areas
- Increase National Programme provision in school sites. There are 251 primary schools across Sandwell, Walsall and Wolverhampton which may be able to act as an alternative host centre for All Stars cricket and Dynamos Cricket where parent funding and access to club solutions may be difficult.
- Establish relationships with local authorities and schools (x53 education-based pitches) to better understand opportunities for local cricket provision

School	Phase	Ward	Level £1-4	Project Outline
Aldersley High School	Secondary	Oxley	4	Sports equipment: For extra-curricular sessions
Bilston Church of England Primary School	Primary	Ettingshall	4	Storage and Sports equipment: To support community use
Castlecroft Primary School	Primary	Tettenhall Wightwick	2	Storage and sports equipment: For holiday camps, community boot camps and wider community use.
Grove Primary Academy	Primary	Ettingshall	4	Sports equipment: New out of hours community programme - Parkour.
Moreton School	Secondary	Fallings Park	3	Sport equipment and session delivery: For community / pupil boxing sessions
Moseley Park	Secondary	Bilston North	4	Sports equipment: To support before and after school activity.
Ormiston NEW Academy	Secondary	Oxley	4	Sports equipment: To support before and after school activity.
Our Lady and St Chad Catholic Academy	Secondary	Bushbury South and Low Hill	4	Storage equipment and Covid measures, sports equipment, session delivery: For community programme and summer activities.
Smestow School	Secondary	Tettenhall Wightwick	4	Sports equipment: Football equipment for local junior teams to boost community programmes.
Stowlawn Primary School	Primary	Bilston North	3	Sports equipment, storage and signage: To support HAF delivery.

School	Phase	Ward	Level £1-4	HAF Venue	Project Outline
Abbey Primary School	Primary	Bloxwich West	4	Yes	Sports equipment: for HAF project; and ongoing after school clubs.
Blue Coat Church of England Academy	Secondary	St. Matthew's	3		Sports equipment: to support additional extra-curricular clubs.
Goldsmith Primary Academy	Primary	Blakenall	4	Yes	Sports and storage equipment: to support HAF project and future community provision.
Pinfold Street Primary School	Primary	Darlaston South	4	Yes	Storage and sports equipment: for HAF project, after school and community use.
Queen Mary's Grammar School	Secondary	Paddock	3	Yes	Sports equipment: to support Active Stars programme before/ after school - for poorer students.
Reedswood E-ACT Academy	Primary	Pleck	3		Swimming: Pool cover and pool plant servicing required to re-open pool to pupils, schools, community.
St James Primary School	Primary	Brownhills	2		Swimming: Pool equipment, signage and cleaning to meet covid regs
The Streetly Academy	Secondary	Streetly	3	Yes	Security measures and signage to improve community provision for swimming pool area, netball and astro-turf. Pool water testing to enable re-start of swimming provision.
West Walsall EACT Academy	Secondary	Pleck	4		Swimming: Pool cover required to re-open pool to pupils, schools, community
Willenhall E-ACT Academy	Secondary	Short Heath	4	Yes	Swimming: Pool cover required to re-open pool to pupils, schools, community

School	Phase	Ward	Level £1-4	Project Outline
George Salter Academy	Secondary	Greets Green and Lyng	4	Sports equipment and health and safety equipment for community course
Oldbury Academy	Secondary	Bristnall	4	Sports equipment: Weightlifting equipment for ladies focussed community club
Ormiston Forge Academy	Secondary	Cradley Heath and Old Hill	4	Sports equipment: Community focussed projects
Ormiston Sandwell Community Academy	Secondary	Oldbury	3	Sports equipment and lighting (portable): To expand after-school and evening provision for students
Perryfields Primary School	Primary	Old Warley	3	Sports equipment and storage: To support extra-curricular and community provision.
The Phoenix Collegiate	Secondary	Hateley Heath	3	Sports equipment: To support family focussed sessions
Wood Green Academy	Secondary	Wednesbury North	4	Sports equipment and storage: Out of hours and community use.

Level 1 up to £2,000	Level 2 up to £3,000	Level 3 up to £5,000	Level 4 up to £7,500
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Recommendations

County Grounds Association

Relaunch the county grounds association incorporating the Pitch Power support application from the Grounds Management Association and Football Foundation

Focus areas:

- Fine-turf and outfield improvements; supporting clubs with PitchPower app access and future funding support
- Improved machinery hire – analysis of most appropriate equipment to make available to support club network
- Increase number of county pitch advisors and training opportunities for club grounds staff
- County Grounds Staff app / social media page for self-help and best practice sharing
- Specific focus for club-facing staff to re-invigorate Staffordshire Association of Groundsstaff (STAG)

Recommendations

Places to focus on:

1. Sandwell represents a key LA with the highest number of females aged 16-45 (20%) 5-8 yr olds (6%) and u16s (23%).
2. Sandwell, Walsall and Wolverhampton have the highest 5-8 yr old populations in the county but the worst ratio of 5-8s to All Stars Centres. They are also the 3 of the 4 most deprived LA areas in the county. There are 251 primary schools across Sandwell, Walsall and Wolverhampton which may be able to act as an alternative host centre for All Stars cricket and Dynamos Cricket where parent funding and access to club solutions may be difficult.
3. There are 148 grass pitches in Staffordshire (+53 in education). This equates to 10,833 residents per pitch in Staffordshire which represents a lower supply of grass pitches than the national average (8,014 residents per pitch) – existing shortfall of c 50 grass pitches to par national average - Wolverhampton & Tamworth demonstrating lowest pitch supply ratios
4. Gap for indoor provision in the 'south' of the county, in and around the Black Country – opportunity for indoor W&G hubs for county and Centre of Excellence support to match provision that Clayton provides. Developing the relationship with the local Active Partnership will assist options appraisal for the Black Country and consideration for new partnerships with education, local authority and private sectors to explore more facility-based options for the game.
5. Clayton Sports Centre is currently considered the performance hub for cricket within the county. It benefited from £1/3m refurbishment investment to improve its floor surface, lighting, cricket nets and changing facilities in 2019. It operates at evening and weekend capacity but has the potential become a significant community hub as part of a more joined-up approach to service provision with the neighbouring cricket club. Understanding the physical condition of the facility and what potential it has for development must be explored.

