



A STRATEGIC APPROACH TO PLAYING PITCH PROVISION IN BRENT

London Borough of Brent

December 2016
Version 6.0



Brent

Prepared by

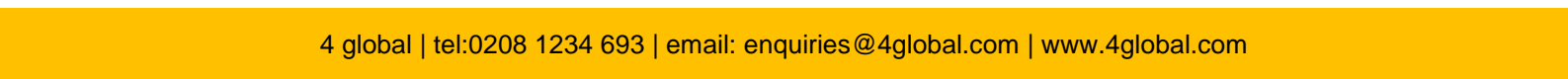


TABLE OF CONTENTS

1	<u>INTRODUCTION AND SCOPE</u>	<u>3</u>
2	<u>STRATEGIC CONTEXT</u>	<u>6</u>
3	<u>FOOTBALL</u>	<u>29</u>
4	<u>CRICKET</u>	<u>64</u>
5	<u>RUGBY UNION.....</u>	<u>77</u>
6	<u>HOCKEY</u>	<u>88</u>

4 global Consulting Terms of Reference

It is not possible to guarantee the fulfilment of any estimates or forecasts contained within this report, although they have been conscientiously prepared on the basis of our research and information made available to us at the time of the study.

The author(s) will not be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any contents of this report. We have relied on a number of areas of information provided by the client, and have not undertaken additional independent verification of this data.

1 INTRODUCTION AND SCOPE

1.1 Introduction

1.1.1 The London Borough of Brent Council have commissioned 4 global to produce a Playing Pitch Strategy (PPS) for the local area. The London Borough of Brent Council will be hereafter referred to as ‘the Council’.

1.1.2 A PPS is a strategic assessment which provides an up to date analysis of supply and demand of playing pitches (grass and artificial) in the local authority. The assessment will focus on the following sports;

- Football
- Rugby
- Cricket
- Hockey

1.1.3 The Council is committed to providing sports provision that meets the needs of its residents and local clubs. The Council also has an obligation to assess planning applications with a complete evidence base and make decisions that benefit the local residents of Brent. The Council, in taking forward its Local Plan, must assess the future demand for playing pitches and identify how need will be met throughout the borough.

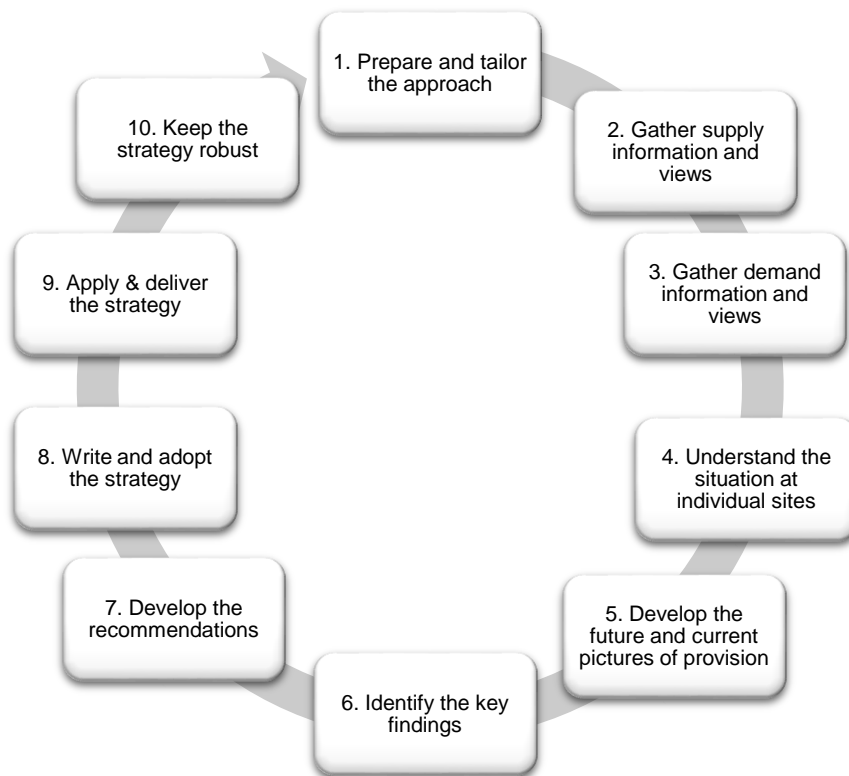
1.1.4 The objectives of the Brent PPS are to;

- Engage with Sport England and the relevant National Governing Bodies (NGB’s) for sport and use the national PPS methodology to provide the project with a structure proven across the rest of England
- Provide a robust evidence base that can be used by multiple Council units and other stakeholders for a wide range of future projects
- Gather a representative evidence base, by achieving a high response rate from the surveys sent to clubs, schools and community organisations
- Identify cross boundary NGB issues and the nature and location of any overuse, unmet demand and spare capacity for play across all pitch types and sports including all elements of current and future demand
- Establish clear, prioritised, specific and achievable recommendations and actions to address the key issues around pitch provision and participation.

1.2 Methodology

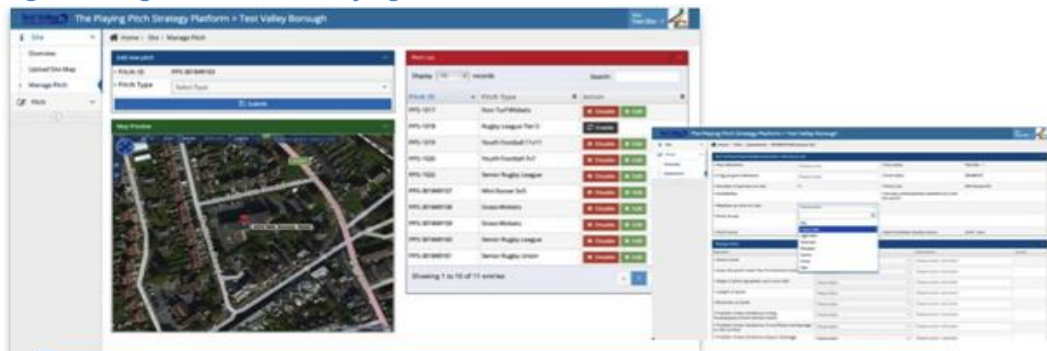
1.2.1 The assessment methodology adopted for the PPS follows the published guidance from Sport England. The guidance used is the 2013 version, *Playing Pitch Strategy Guidance – An Approach to Developing and Delivering a Playing Pitch Strategy*. Figure 1 summarises the approach proposed in this guidance and is broken down into 10 steps.

Figure 1: Developing and Delivering a Playing Pitch Strategy – The 10 Step Approach (Sport England, 2013)



1.2.2 To facilitate information gathering and help ensure PPS reports are based on a robust evidence base, 4 global has developed an online data entry and assessment platform (see images below), which contains all pitch provider and club information. This will enable the Council to keep supply and demand information (and consequently the strategy) up to date through to the end of the strategy and beyond.

Figure 2 - 4 global's Online Playing Pitch Platform



- 1.2.3 A Project Steering Group comprising representation from the Council, Sport England and National Governing Bodies of Sport (NGBs) has guided the study from its commencement. At critical milestones, the Steering Group members have reviewed and verified the data and information collected to allow the work to proceed efficiently through each stage, reducing the margin of error.
- 1.2.4 For context, the site assessments, delivered as part of the Stage B phase of the project, were undertaken on the 10th of September 2015 (Cricket) and the 26th and 27th of November 2015 (Football, Rugby, Hockey). Demand information was captured between September and December of 2015.

1.3 The Structure of our Report

1.3.1 The structure of the PPS report is as follows

- Section 1 – Introduction and Scope
- Section 2 – Strategic Context
- Section 3 – Football
- Section 4 – Cricket
- Section 5 – Rugby
- Section 6 – Hockey

Supporting information is included in the appendices and referenced throughout.

2 STRATEGIC CONTEXT

- 2.1.1 This section summarises the most important policies and context that impact upon the strategy and its interpretation. It also gives an overview of the demographics of the study area, which provides contextual background to sport participation and the need for provision now and in the future.
- 2.1.2 Sport specific strategies and policy documents published by NGBs are included within each sport's section to provide more relevant context to each sport.

2.2 National Context

2.2.1 The National Planning Policy Framework (NPPF) sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraphs 73 and 74 outline the planning policies for the provision and protection of sport and recreation facilities.

- “Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required”.
- “Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:
- An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements
or
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location
or
- The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.”

2.2.2 Sport England is a statutory consultee on all planning applications that affect sports pitches and it has a long established policy of playing pitch retention, even prior to the NPPF guidance. It looks to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unsatisfied demand. Sport England requires local authorities to have an up-to date assessment of playing pitch needs and an associated strategy including a recommendation that the evidence base is reviewed every three years. The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide playing pitches, as follows:

- **Protect:** To provide evidence to inform policy and specifically to support Site Allocations and Development Management Policies which will protect playing fields and their use by the community, irrespective of ownership
- **Enhance:** To ensure that sports facilities are effectively managed and maintained and that best uses are made of existing resources - whether facilities, expertise and/or personnel to improve and enhance existing provision – particularly in the light of pressure on local authority budgets
- **Provide:** To provide evidence to help secure external funding for new facilities and enhancements through grant aid and also through CIL and Section 106 agreements.

2.2.3 Sport England and local authorities can then use the strategies developed and the guidance provided in making key planning decisions regarding sports pitches and facility developments in the area and to support or protect against planning applications brought forward by developers.

A NEW STRATEGY FOR AN ACTIVE NATION: SPORTING FUTURE (2015)

2.2.4 It has been 14 years since the previous strategy for sport (Game Plan, 2002) was written and published by the Department for Culture Media and Sport (DCMS). Since then the sporting world and the way the public engages with sport has fundamentally transformed and changed which in turn means that the government has identified a need to update the way it delivers sport.

2.2.5 The current government therefore released an updated sports strategy in late 2015, to address the changing landscape for sports and physical activity in the UK. As a result of this strategy and of particular relevance to Local Authorities and local sport delivery organisations, the methods used to measure the impact of physical activity will change significantly, through the introduction of Active Lives.

2.2.6 The strategy is based on five simple but fundamental outcomes, which all organisations that deliver sport and physical activity should look to address

- Physical health
- Mental health
- Individual development
- Social and community development
- Economic development

- 2.2.7 The strategy also looks to focus on increasing participation among hard to reach demographic groups, whose engagement in sports and physical activity is well below the national average. As a result, funding from bodies such as Sport England and national governing bodies will be distributed to focus on those who tend not to take part in sport, including women and girls, disabled people, those in lower socio-economic groups and older people.
- 2.2.8 When considering the Council's responsibilities for delivering sport and physical activity, the new strategy emphasises the importance of local authorities, stating that they will continue to have an absolutely crucial role in delivering sport and physical activity opportunities.

SPORT ENGLAND: TOWARD AN ACTIVE NATION (2016-2021)

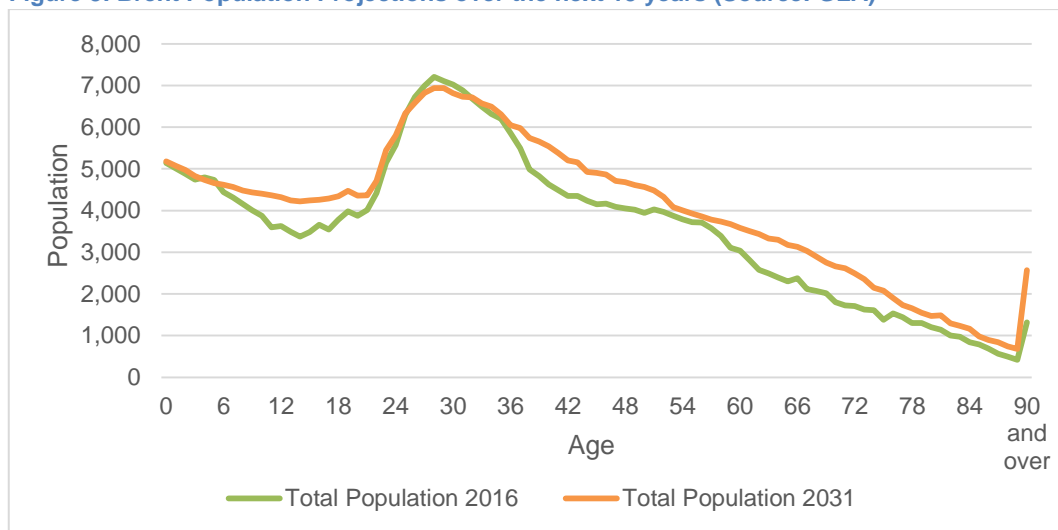
- 2.2.9 Sport England's strategy sets out the organisation's vision of sport's role in England over the next 5 years.
- 2.2.10 The document lays out the vision that all people should feel able to engage in sport and physical activity. The strategy explicitly looks to contribute to the delivery of DCMS' Sporting Future document.
- 2.2.11 The key changes set out in Toward an Active Nation are:
- Focusing more money and resources on tackling inactivity
 - Investing more in children and young people from the age of five to build positive attitudes to sport and activity to foster an active life
 - Helping active people to remain active and to lower the cost of an active lifestyle.
 - Helping the sports sector as a whole to place 'customers' at the heart of what the sports and leisure sector's activities, responding to how people organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport
 - Helping sport to keep pace with the digital expectations of customers
 - Working nationally where it makes sense to do so but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers
 - Working with a range of partners, using Sport England's expertise as well as our investment to help others align resources
 - Working with our sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.

2.3 Local Context – Brent

- 2.3.1 The study area of Brent is a north-western borough of the UK's largest city, London, in the south-eastern region of England. A summary of the local context for Brent is included below.
- 2.3.2 The Borough covers just 26.86 square miles (42.24km²). The borough has transport links in Zone 2 of London's transport network in the south-east of the borough (Kilburn Park – Bakerloo Line) and extends out to Zone 4 in the north (Queensbury – Jubilee Line), north-west (Kenton – Bakerloo Line) and west (Sudbury Hill – Piccadilly Line).
- 2.3.3 The borough serves a population of around 325,436 inhabitants and has an average population density ratio of 12,116 residents per square mile. According to the most recent ONS figures available, this ratio places the district in the top 4% of the most densely populated local authorities in England¹.
- 2.3.4 Brent is a district which includes pockets falling into the 5% most severely deprived areas in the country. The borough has an average IMD score of 27 making the borough the 13th most deprived borough in the south-eastern region and in the 20% most deprived boroughs in England.
- 2.3.5 Based on Greater London Authority (GLA) figures, Brent's population is projected to increase by approximately 39,743 people between 2016 and 2031, an increase of 12.1%. Figure 3 shows how the population profile of the area will change over the next 15 years.

¹ ONS Population Density Tables, 2010

Figure 3: Brent Population Projections over the next 15 years (Source: GLA)



2.3.6 Figure 3 shows that over the next 15 years the number of residents between the ages of 25 and 38 will remain approximately the same (rise of 764 people or 0.85%). Given the 12.1% increase in the population of Brent overall, this group will decline as a proportion of the overall population. The most notable increases in the population in Brent will be an increase in the number of children over the age of 7 and in the number of adults between 40-50 and 58+.

2.3.7 Brent is also one of the most ethnically diverse boroughs in the country with 64% of the population from BAME background.

STRATEGIC REVIEW OF DOCUMENTATION

2.3.8 A number of current strategic policies and strategies will influence the supply and demand for sport and recreation facilities in Brent. These include:

- Brent 2020 Vision
- Brent Corporate Plan (2015 – 2019)
- NPPF and Local Plan Core Strategy (2010 to 2025)
- London Plan (2016)
- Regeneration Strategy for Brent (2010-2030)
- Health and Well-being Strategy (2014-2017)
- Planning for Sport and Active Recreation Facilities Strategy (2008-2021)
- Previous Playing Pitch Strategy (2003-2008)
- Fit For Life: A Physical Activity Strategy for Brent (2016-2021)

Brent 2020 Vision

2.3.9 Brent 2020 connects the Borough Plan (2015-19) to the prioritised actions of the next five years to deliver to deliver the council's vision for the borough and its residents.

2.3.10 Over the past four years the London Borough of Brent has implemented major organisational and service changes to reduce the overall budget by £100m. Brent Council must reduce its overall budget by a further £45m by 2019.

2.3.11 These changes to funding mean the relationship between the Council, the residents and the businesses of Brent will change as the Council becomes more locally accountable for tax raising including some localised control over business rates.

2.3.12 There are the five key priority areas for the Brent 2020 programme.

- **Employment and skills:** in order to respond to the increase in the working age population and lift people out of poverty and welfare dependency
- **Regeneration:** to improve the economic, social and environmental conditions in the borough
- **Business and housing related growth:** to maximise the tax base to support the delivery of core services
- **Demand Management:** to manage down the pressure on needs-led budgets such as children's social care, adult social care and homelessness
- **Raising income through assets:** to support the delivery of core services.

2.3.13 The areas selected are aligned to the demographic and economic needs profile of the borough and the findings from the community engagement activities which underpin the priorities in the Borough Plan 2015 – 2019. They have also been chosen because they are the areas where the council anticipates that system wide solutions will put the council in the best position to support the people of Brent in 2020.

2.3.14 Of the key priorities, 'Regeneration' and 'Raising income through assets' are the two most relevant to the Playing Pitch Strategy. This is because;

- The maintenance and improvement of pitch provision in the area is relevant and applicable to the improvement of the social and environmental conditions of the borough
- As a high proportion of the community accessible pitches in the area are owned by the local authority, the Council can therefore consider these as assets and work with residents to ensure they are effectively managed and utilised

Brent Corporate Plan (2015 – 2019)

2.3.15 The document identifies the following key requirements that are relevant to the PPS for the local authority;

- Making sure that Brent is an attractive place to live, with a pleasant environment, clean streets, well-cared for parks and green spaces
- Continuing to reduce crime, especially violent crime, and making people feel safer
- Increasing the supply of affordable, good quality housing
- Supporting good quality, accessible arts and leisure facilities.

2.3.16 Further to the vision of the borough, the Council's core aims for 2015 – 2019 to improve services are;

- Working together to find new ways of doing things that will make services seamless
- Reducing duplication
- Providing a genuine focus on the needs of local people
- Commissioning services in a way that tailors them more effectively to individual, family and neighbourhood needs and improves value for money.

NPPF and Local Plan Core Strategy (2010 to 2025)

2.3.17 It is key that the Core Strategy for Brent is in line with national planning policies unless there are reasons justifying a local exception.

2.3.18 National planning is consolidated in the 'National Planning Policy Framework' (NPPF). This provides guidance to local planning authorities both in drawing up plans and as a material consideration in determining applications. The NPPF highlights the purpose of the planning system in terms of contributing to the achievement of "sustainable development", and defines the three dimensions of this – economic, social and environmental. Gains in these should be sought simultaneously.

2.3.19 A 'presumption in favour of sustainable development' is central to the NPPF. Paragraph 14 states that, for plan-making, this means:

- Local planning authorities should positively seek opportunities to meet the development needs of their area;
- Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:
- Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
- Specific policies in this Framework indicate development should be restricted.

2.3.20 Local priorities focus on supporting children and young people, community safety, cultural and leisure activity, reducing environmental impacts, employment and skills, health improvement, tackling congestion, affordable housing and sustainable construction.

2.3.21 One of the top ten priorities for the Local Plan is for Brent to be: ‘a healthy and safe place to live, benefiting from high quality urban design, attractive open spaces, first class sports facilities, and green and safe walking cycling routes’. There is a strong relationship between health and recreation, while evidence has shown that there are existing deficiencies in some leisure provision. Promoting active communities is a key priority action for the Local Plan.

2.3.22 The Local Plan Vision for the borough by 2026 is extensive and covers a number of development areas. The vision translates into the following Strategic Objectives;

Table 1 – Strategic Vision for Brent Spatial Vision 2026

Theme	Strategic Objective
Overall Spatial Strategy	A dynamic London Borough, with a new and iconic Wembley at its core providing new jobs, homes, retail and major leisure attractions
Secondary Industry	Retain the borough’s industrial and manufacturing sectors by providing modern and upgraded premises in a quality environment.
Education and training	Be a borough of opportunity, maximizing the potential of its youthful population through new and improved education and training facilities.
Housing	Provide a range of homes that are affordable and meet the needs of its diverse communities.
Sport and Physical Recreation	Be a healthy and safe place to live, benefiting from high quality urban design, attractive open spaces, first class sports facilities, and green and safe walking and cycling routes.
Community	Host inclusive community and cultural facilities which enable the full participation of its diverse communities.
Transport	Fully integrated into the city with excellent public transport interchanges and connections to other strategic centres in London.
Environment	Use energy and resources in an efficient and sustainable manner, playing its role in addressing the global challenge of climate change.

London Plan Chapter Three; London’s People (2016)

2.3.23 Policy 3.19 of the London Plan sets out the city-wide policies on Sports Facilities:

- Increase sports participation, especially among groups/areas with low levels of participation
- Increase or enhance the provision of sports and recreation facilities that service the demands of the local population
- Sports facility developments proposed on Green Belt land should be considered within the borough’s own assessments of need
- Boroughs should assess the need for sports and recreation facilities in line with the NPPF at the local and sub-regional levels regularly.

2.3.24 Under the current London Plan the London Borough of Brent is set a target of 15,253 new houses between 2015-2025, an average 1,525 houses per year.

Brent Regeneration Strategy (2010-2030)

2.3.25 The purpose of the Regeneration Strategy is to ‘proactively’ respond to the broader political and economic environments that affect the borough and focus priorities, to allow it to exploit any opportunities and guard against any threats this may present.

2.3.26 The document identifies several key challenges it wishes to address;

- Almost ten per cent claim jobseekers allowance in the deprived neighbourhoods and there is an above average proportion of out of work benefit claimants
- Around a third of children live in poverty
- Low level of adult skills – only 25 per cent have NVQ 4 or above compared to 38.6 per cent across London
- 20 per cent of households have an annual income of £15,000 or less
- There is an 11 year gap in life expectancy between people living in Harlesden and those in Northwick Park.

2.3.27 The strategy lays out three major priorities for the borough to address. These priorities are supplemented by three key performance indicators (KPIs). The first priority (“To deliver transformational change across the borough, focusing primarily on the identified priority areas for investment”) has increasing the number of homes and affordable homes within the area as its first KPI. This means that further to the housing plans laid out in the 5 Year Housing Land Supply document, additional space for housing development will be required to be identified by the borough. Although not explicitly stated in the document, this may include playing fields or leisure facility sites.

2.3.28 The policy position of the Council regarding the prioritisation of sports and leisure facilities is laid out in other strategies.

Brent Health and Wellbeing Strategy

2.3.29 The Health and Wellbeing Strategy sets out the key priorities for improving both the health of the population of Brent and the levels of care patients receive. A key tenant of the strategy is ‘*empowering communities to take better care of themselves*’. The first two objectives of this section of the strategy are;

- Promoting independence and responsibility for health and healthcare
- Encouraging everyone to be physically active.

2.3.30 These objectives emphasise the reduction of preventable conditions such as diabetes and cardio-vascular and respiratory disease which are reported to be the biggest killers in the borough.

2.3.31 The strategy refers to the borough’s Physical Activity Strategy as the source of the action plan for reducing inactivity in the area and thereby reducing the risks of residents suffering from preventable conditions in the future.

Fit for Life: A Physical Activity Strategy for Brent (2016-2021)

2.3.32 The purpose of the Physical Activity Strategy for Brent (PASB) is to support the aims of the Council's local plan to "Make Brent a great place to live and work in, where people feel that they have real opportunities to change their lives for the better and a place with plentiful access to leisure and cultural activities".

2.3.33 The main aims of the strategy include:

- To increase participation in physical activity through the development of a core offer accessible to everyone
- To develop sustainable and long term local community approaches to encouraging more people to adopt healthy lifestyles
- To achieve permanent behavioural change by helping people to build physical activity into the fabric of their everyday lives.

2.3.34 The strategy sets out how the council will achieve these aims by:

- Seeking to work more closely with the private and voluntary sectors along with schools and community groups to increase levels of physical activity in the borough.
- Increasing the participation rates of residents in physical activity in order to improve overall health in Brent.
- Providing of good quality sports facilities as a key factor in increasing levels of physical activity.

Planning for Sport and Active Recreation Facilities Strategy (SARF) (2008-2021)

2.3.35 The purpose of the SARF Strategy was to set out a plan for the development of all sports facilities in the borough and proposed local planning standards.

2.3.36 The SARF Strategy reported that there had been very little investment in the Borough's sporting infrastructure over the last twenty years and comments that in general Brent had aging, poor quality sports facilities, low levels of satisfaction, low levels of provision in some facility types and some of the lowest levels of participation in London.

2.3.37 It should be noted that this report was published almost 10 years prior to the issue of this report, and therefore the quality and maintenance of the sporting infrastructure should now be judged using the results of the Playing Pitch Strategy.

2.3.38 Some of the key issues identified by SARF are laid out below:

- Over 50% of Brent residents live more than 20minutes walk from any swimming pool
- The current location of Brent's sports centres meets local demand but four of the five sports centres in Brent are old and increasingly expensive to maintain
- Sports hall provision is almost adequate but the majority of facilities are old and located within schools

- There is significant under provision of health and fitness facilities, both public and private
- The quality of existing local authority pitches and courts needs to be improved
- There is a need for changing facilities on more pitch locations
- MUGA provision should be focussed on areas with higher densities of young people
- Community access to sports facilities on school sites should be increased.

2.3.39 The SARF Strategy identifies the need for additional swimming facilities as the 'First' priority for the area. The report provides a summary of the key challenges identified for the subject sports of this study also:

Football pitches: Demand calculations show an under provision of 25 senior football pitches, 5 youth pitches and 21 mini pitches (based on a theoretical capacity analysis to be further detailed throughout this report). Opportunities for additional pitches in Brent Parks should be investigated. The quality of existing pitches needs to be improved and additional changing accommodation should be provided. Existing changing rooms should be at least of good standard and capable of use by both genders and different age groups at the same time. Floodlit pitches should be reinstalled. Where there is no open space to provide new pitches e.g. South East of the Borough, schools should be encouraged to offer use of their pitches to the community

Cricket pitches: Current levels of cricket pitch provision must be retained and pitch quality improved. By 2017 there will be requirement for one additional pitch to meet minimum calculations of demand. If levels of participation increase or access to pitches on school sites reduces additional provision will be required. In cases where grass pitch improvements are being made for football or rugby, opportunities to incorporate a cricket wicket should be taken where the orientation of pitches allows.

Rugby pitches: With the provision of a new pitch at Gladstone Park together with a floodlit training area there appears to be sufficient provision. However, if levels of participation increase an additional pitch may be required.

Synthetic Turf pitches: STP provision falls slightly below FA recommended levels and the London average. Residents in some parts of the Borough have to travel more than 20 minutes to an STP and any new provision should focus on those areas currently at greatest distance from existing facilities.

2.3.40 The council undertook a review of the progress of the actions from the 2008 report in 2014. The 2014 update notes the additional of two new AGPs installed at the Ark Academy and at Preston Manor High School as well as the installation of artificial drainage at Pellat Road, John Billam Recreation Ground, Vale Farm Sports Ground and Northwick Park. The 2014 update also references the improvements to the ancillary facilities at Silver Jubilee Park and Gibbons Recreation Ground.

Brent Playing Pitch Strategy 2003-2008

2.3.41 Guidance on planning and providing for playing fields for team sports within Brent up until 2008 is provided within the Brent Playing Pitch Strategy 2003 - 2008. Projections for future demand have been made using sports development targets and a 10% growth in the current Team Generation Rates and should be considered in the context of borough-wide need. The document made key recommendations including:

- Protecting playing pitch land
- Provide pitches in East, West and South of Brent;
- Upgrading existing facilities
- Prioritise upgrading of existing ancillary sports facilities
- Improve school access to pitches
- Convert underused senior pitches into junior and mini soccer pitches
- Improve school pitches
- Develop partnership opportunities to secure future investment
- Seek further S106 funding opportunities
- Work with clubs and governing bodies to create more funding opportunities
- Modernise booking systems to increase accessibility for users
- Review sports pitch charges

2.3.42 It should be noted that Sport England now considers playing pitch strategy recommendations to be out of date within 3 years of being written. As the previous strategy was written in 2003 the area can be considered to have been without a recognised playing pitch strategy for a decade.

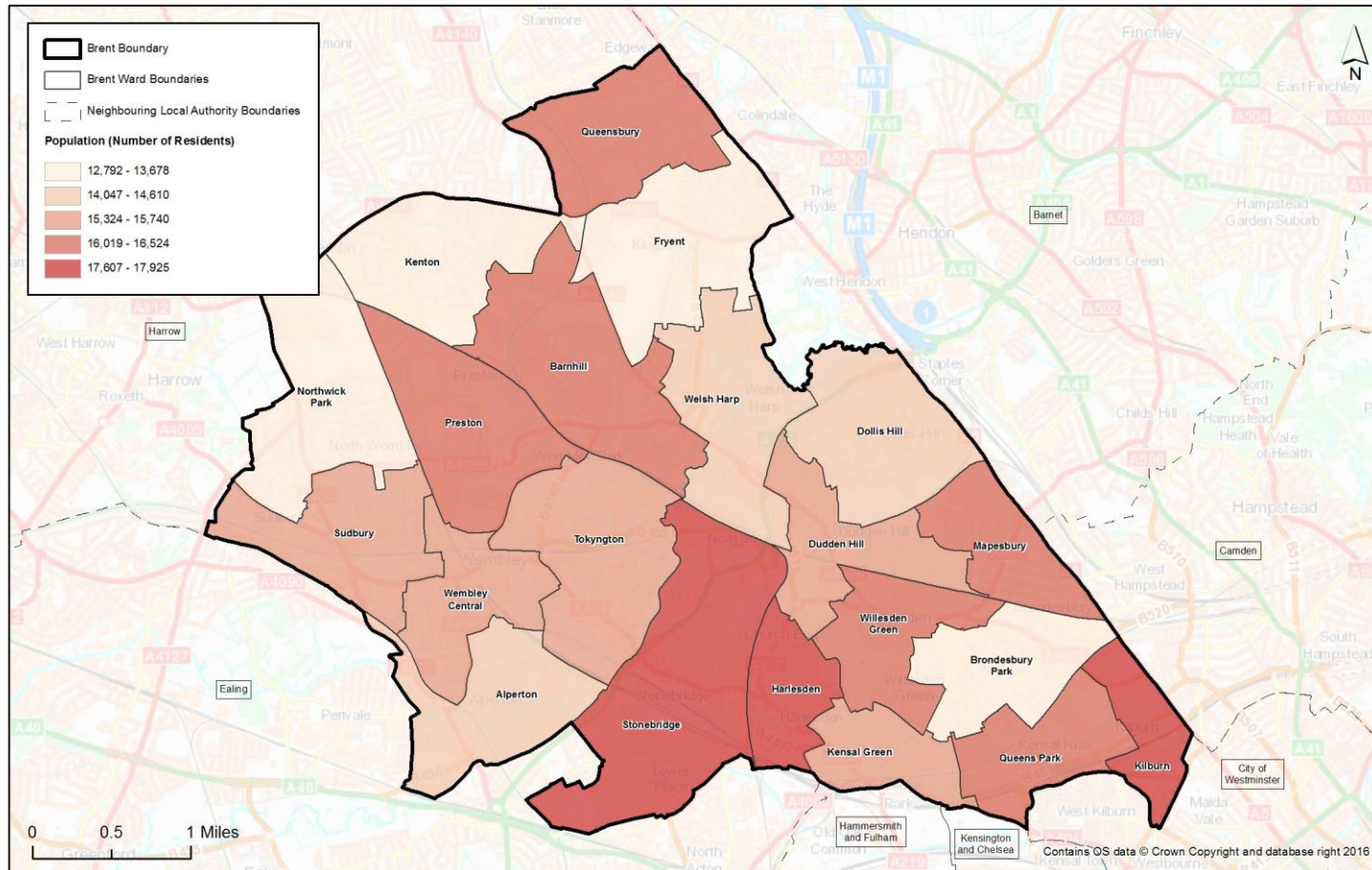
POPULATION PROFILES AND PROJECTIONS

2.3.43 Understanding the population and future growth projections are important in planning the future provision of sports facilities.

2.3.44 The Council have provided housing and population projections in line with the Core Strategy housing growth figures. For future population projections, this study uses Greater London Authority Data to model the future demand for pitch provision in Brent.

2.3.45 Map 1 (overleaf) illustrates the distribution of the population in Brent by ward and thereby provide an indication of the distribution of the population across Brent. Map 1 is informed by GLA data.

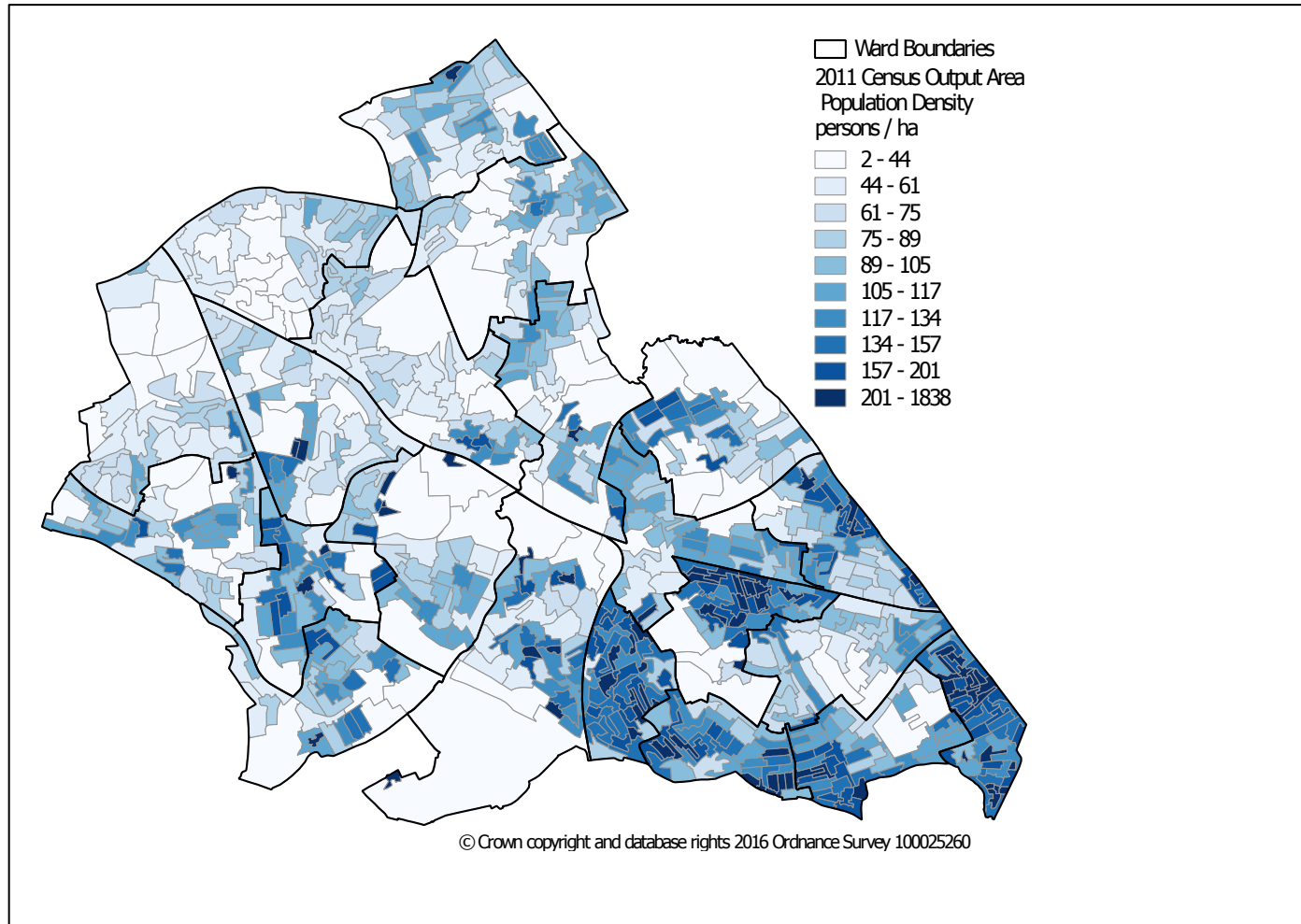
Map 1 – Brent Population (2016 Projected) (Source: GLA)



Usual resident population by ward in Brent (2016 projected)

2.3.46 Map 1 shows population for 2016 by output area and indicates that Brent's population is distributed in in the south of the borough, most notably in Kilburn, Harlesden and Stonebridge. Queens Park. Willesden Green and Mapesbury can also be said to be relatively densely populated as these areas have among the highest populations but are among the smallest wards in terms of square miles.

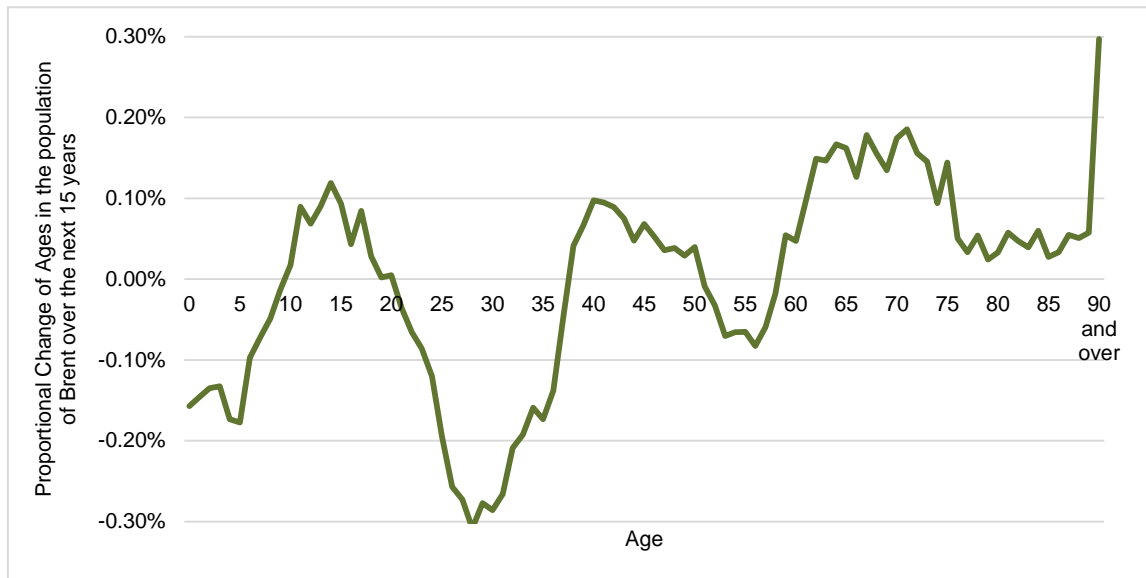
Map 2 – Brent Population Density (2031 Projected) (Source: LB Brent Council)



Map 2 shows that Brent’s population will remain more densely populated in the south of the borough. The biggest differences between 2016 and 2031 is that Dudden Hill and Kensal Green will have approximately as many residents as Queens Park, Willesden Green and Mapesbury by 2031. It should be noted, that Kilburn, Harlesden and Stonebridge are projected to remain the most populous areas in Brent.

2.3.47 Figure 4 shows the how the population in Brent will change in profile from 2016-2031. Similar to Figure 3, Figure 4 shows more clearly how different age groups will change in terms of their proportion of the overall population.

Figure 4 – Change in Significance of Age Groups as a Proportion of the Population (2016-20231) (Source GLA)



2.3.48 Figure 4 shows how some age groups will become more prominent within the population of Brent. The age groups which increase the most are children aged over 7 years old, adults aged between 37 and 51 and those aged 57+. This change in age profile within the borough should be taken into account when considering the borough’s future sports and leisure facility needs.

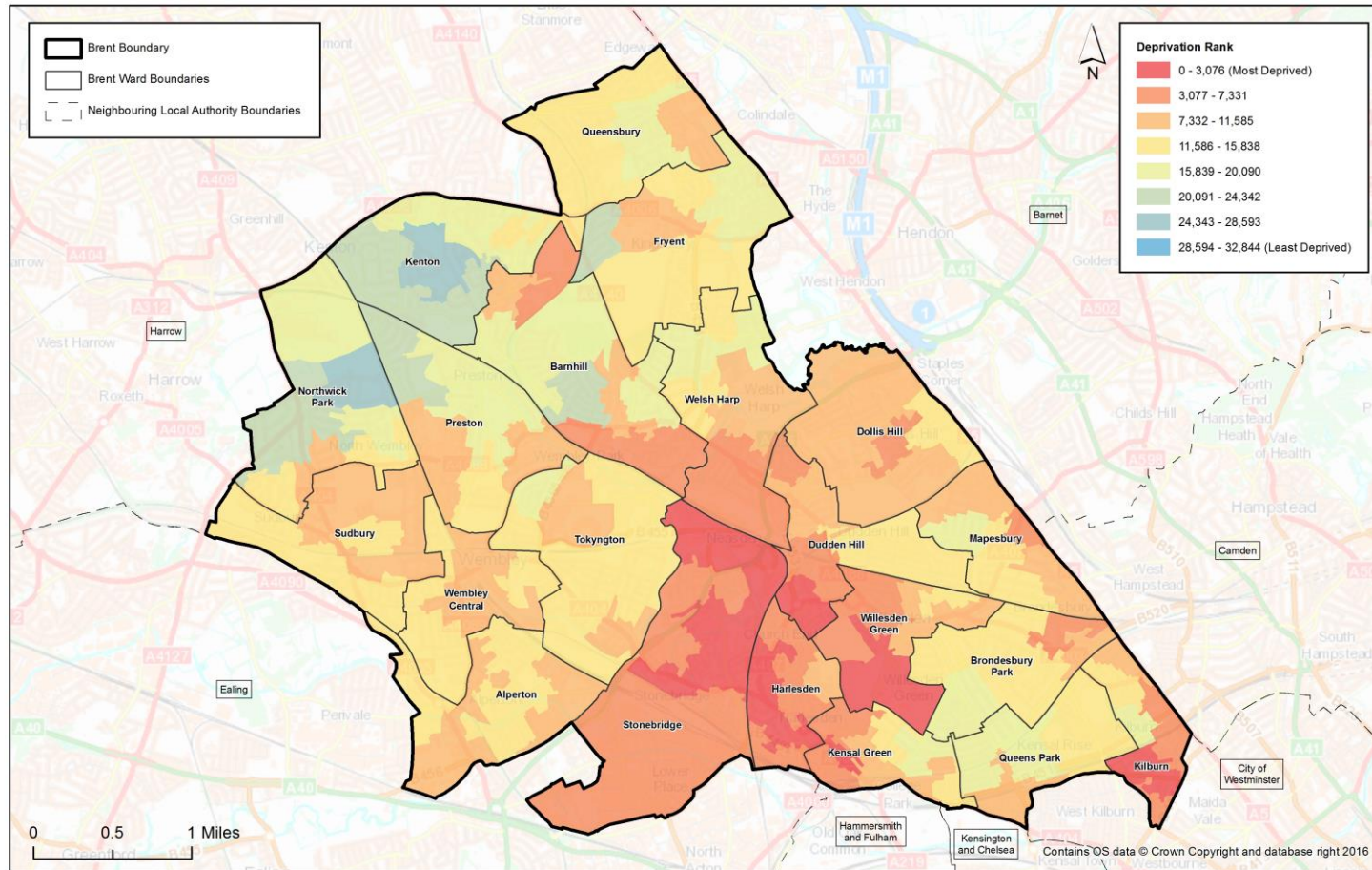
Deprivation

2.3.49 Deprivation in Brent is a significant issue. This is reflected in the fact that of the 172 Super Output Areas in Brent, 14 fall within the worst 10% in England and a further 22 rank in the worst 20%.

2.3.50 Deprivation is reflected in the number of people earning less than £20,000 p.a. In Brent, around 30% of adults earn below £20,000 p.a. This figure is around 25% across the rest of London.

2.3.51 In areas of high deprivation and lower income, levels of health and physical activity are typically significantly lower. The health of children in Brent is generally worse than the England average with obesity levels at 24.4%, higher than the rest of London (22.4%) and the rest of the country (19.1%). According to Sport England’s Active People Survey geographical profiling tool (January 2014-January 2015) the percentage of people aged 16+ that are physically active in Brent is also significantly lower than the figures for the rest of the capital and country (52.2% active compared with c.57% across London and England). The associated costs of the inactivity in the borough is therefore much higher in Brent (£2,274,356 per 100,000 people) compared to the rest of London (£1,776,346 per 100,000 people) and the rest of the country (£1,817,285 per 100,000 people).

Map 3 – Areas of Deprivation in Brent



2.3.52 Map 3 shows that the areas to the centre and south of the borough are the most deprived. This is especially pertinent to areas Harlesden, Kilburn, Stonebridge, southern Barnhill, Dudden Hill, Willesden Green and the south of Welsh Harp.

Index of Multiple Deprivation by lower super output area in Brent (2015)

2.3.53 Table 2 summarises the overall demographics in Brent

Table 2 – Summary of Brent Demographic Profile

Key Factors	London Borough of Brent
Population 2016 (estimated - all ages) (2014-based Population Projections; Brent)	329,443
Population 2031 (all ages)	369,186
Population Increases Planned	Total: 8,598 dwellings
Population characteristics	Over 55% BAME (London - 37%), the population is aging with people aged over 35 representing a larger proportion of the population in 2031 than in 2016. The proportion of the population of children over the age of 9 is also forecast to increase over the next 9 years.
Car Ownership	43% of households in Brent do not have access to a car or van. This represents a decrease in access from 36% in the 2001 census. The borough does have good access to public transport. As a result, more journeys are undertaken by public transport than by car across the borough.
Deprivation	Deprivation is a significant issue with 36 of the 172 Super Output Areas are in the 20% most deprived boroughs in the country. Also the percentage of residents earning under £20,000 p.a. is higher than the average across London.
Obesity	Brent has a higher level of child obesity than the rest of London and the UK (24.4%). However, Brent has similar levels to the London borough of Lambeth and Lewisham. 54.3% of adults in Brent carry excess weight. This level is lower than Ealing (57.3%), Haringey (59%), Lambeth (51.8%) and Lewisham (61.2%).
Health Issues	The health of people in Brent is generally worse than the England average, with local priorities including cancers as well as preventable diabetes and cerebrovascular and coronary diseases. The total preventable health cost of inactivity in Brent is £2,274,356 per 100,000 people, more than the average for London and the rest of the country.

ASSET OWNERSHIP AND MANAGEMENT IN BRENT

2.3.54 In order to provide a realistic and deliverable set of actions and recommendations as part of the Playing Pitch Strategy, it is important to understand how key assets in Brent are owned and managed.

2.3.55 With this in mind, one of the key contextual factors to consider in London Borough's is the growth of alternative management structures for education sites, particularly through Free School's and Academies.

2.3.56 Due to the length of lease (125 years for academies), these sites have a significant amount of autonomy on how land is developed and utilised and the Council has little influence on the community use of facilities.

2.3.57 Table 3 below provides all those education sites which have been identified as Academies or Free Schools, as supplied by LB Brent Council.

Table 3 – List of Academies and Free Schools in Brent

School Name	School Type	School Management
Alperton School	Secondary	Academy
Ark Academy	All through	Academy
Ark Elvin School	Secondary	Academy
Ark Franklin	Primary	Academy
Capital City Academy	Secondary	Academy
Claremont High School	Secondary	Academy
Convent of Jesus & Mary RC High School	Secondary	Academy
Gladstone Park School	Primary	Academy
Kilburn Grange	Primary	Free School
Kingsbury High School	Secondary	Academy
Michaela Community School	Secondary	Free School
Oakington Manor School	Primary	Academy
Preston Manor School	All through	Academy
Queens Park School	Secondary	Academy
Sudbury Primary School	Primary	Academy
The Crest Academies	Secondary	Academy
The New Furness Primary School	Primary	Academy
Wembley High Technology College	All through	Academy
Woodfield School	Special Education Needs	Academy

2.3.58 Further detail on the management and ownership of sports facilities will be detailed in the sports specific sections.

2.4 Local Sports Context for Brent

2.4.1 This section summarises the local participation trends in order to understand the key priorities for sports and leisure in the local and surrounding areas.

THE ECONOMIC VALUE OF SPORT

- 2.4.2 Sport has a valuable role to play in benefitting the health and social economy of the nation and at local level. The contribution of sport to society is measured in Gross Value Added (GVA). GVA is defined by the Office of National Statistics as, “the difference between output and intermediate consumption for any given sector/industry i.e. the difference between the value of goods and services produced and the cost of raw materials and other inputs which are used up in production.”
- 2.4.3 In 2010, sport was estimated to have contributed a GVA of £20.3 billion to the economy in England including an estimated £11.3 billion contribution to the health economy of England².
- 2.4.4 The GVA from people participating in sport from Brent is estimated to be round £64.3 million. Additionally, the GVA of non-participation interests in sport in Brent is estimated to be around £60.9 million. This means the GVA of sport in Brent is estimated to be £125.2 million in total.

PHYSICAL ACTIVITY AND PARTICIPATION

- 2.4.5 This section summarises the key trends for physical activity, utilising Sport England sources such as the Active People Survey and Market Segmentation.

The Value of Participation

- 2.4.6 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be under estimated. This is true for both younger and older people; participation in sport and physical activity delivers:
- Opportunities for physical activity, and therefore more ‘active living’
 - Health benefits: cardio vascular, stronger bones, mobility
 - Health improvement
 - Mental health benefits
 - Social benefits – socialisation, communication, inter-action, regular contact, stimulation
- 2.4.7 In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a ‘disciplined’ environment in which participants can ‘grow’ and develop.
- 2.4.8 The benefits of regular and active participation in sport and physical activity will be important to promote in relation to future sport, leisure and physical activity in Brent. There is an existing audience in the study area, which already recognise the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in the study area can support the delivery of the desired outcomes across a number of strategic priorities and objectives.

Current Participation Rates

² Local profile 2015 and the Economic value of sport (Sport England: 2015)

2.4.9 The participation levels evidenced below³ suggest that the study area has less of a sporting and physically active population compared to national and regional figures.

- The Active People Survey 10 (APS - 2015/16 Q2) highlights that 28.9% of people aged 16+ in Brent participate for a minimum of 30 minutes, at least once a week in sport. This can be compared to 37.4% in London and 36.1% across England. This means that circa 71.1% of Brent residents over the age of 16 do not participate in sport at least once a week
- Levels of participation (aged 16+) in sport have remained relatively steady over the period the APS Survey has been undertaken ($\pm 5\%$ from 30%). Overall, participation rates in Brent are higher for males (40.9%) than females (29%)
- The Active People Survey (APS) 10 (2015/16 Q2) shows that 12.5% of those aged 16+ participate in sport three or more times per week and that 16.3% of people participate in Sport and Active Recreation three or more times per week. By both measures, fewer people are active three days per week than London and the rest of the country.

³ Active People Survey: Sport England (2016)

Table 4: Adult (16+) Participation in Sport – Brent

Aps 9 Measurement	Year	Brent	London	England	Comment
16+ participation in sport at least once a week	2005/06	28.7%	35.3%	34.6 %	Participation in Brent has risen at roughly the same rate as the rest of London over the last decade. The overall level of participation in sport remains below the rest of the city and country.
	2014/2015	31.3%	38%	35.8%	
16+ 1-2 x 30 minutes of moderate intensity activity per week	2005/2006	25.7%	29.4%	28.8%	Where participation in moderate exercise 1-2 x 30 minutes per week has decreased across London and the rest of England, Brent has reversed the trend and has actually held this level of participation steady.
	2014/2015	26%	27.4%	24.8%	
16+ 30 minutes moderate intensity activity 3 times a week	2005/2006	18.2%	21.5%	21.3%	Participation in physical activity (three time per week) has remained consistent in Brent over the last decade. However, participation in three sessions of physical activity per week has increased both across London and England. Furthermore, the levels of participation in this frequency of physical activity is also significantly higher than in Brent.
	2014/2015	18.3%	22.3%	23.3%	

2.4.10 Latest APS data available identifies that:

- In terms of Latent Demand 66% of all adults in Brent want to do more sport.
- 37.4% of adults in Brent who are already physically active, want to do more sport.
- 38.1% of those who are physically inactive in Brent want to do more sport.
- Satisfaction with existing sports facilities in Brent has decreased from 57.6% (2013) to 53.1% (2015). This runs contrary to satisfaction in London, which has remained steady over the past 3 years, and the rest of England, which has increased slightly from 2013-2015.

MARKET SEGMENTATION

2.4.11 Sport England’s market segmentation model comprises 19 ‘sporting’ segments. It is designed to assist understanding of attitudes, motivations and perceived barriers to sports participation and to assist agencies involved in the delivery of sport and recreation to develop tailored interventions, communicate more effectively with the target market and to better understand participation in the context of life stages and cycles.

2.4.12 The Sport England Market Segmentation analysis for Brent identifies that the dominant segments are Jamie, Kev, Leanne, Brenda and Tim.

Table 5: Market Segmentation Summary – Dominant Segments for London Borough of Brent

Market Segment	Segment Name	Description	Top Sports	% of Brent popn
Jamie (2)	Sports Team Drinkers	Young blokes (aged 18-25) enjoying football, pints and pool.	Football, Cricket, Keep fit/gym, Athletics	12.8
Kev (9)	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport	Gym, Football, Cycling, Swimming	11.2
Leanne (4)	Supportive Singles	Young busy mums and their supportive college mates	Gym, Swimming, Athletics, Cycling	9.6
Brenda (14)	Older Working Women	Middle aged ladies, working to make ends meet	Gym, Swimming, Cycling	8.5
Tim (6)	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling, keep fit/gym, swimming, football, athletics and golf.	6.1

2.4.13 The implications of the above analysis are that there is a need to ensure provision of quality facilities for cycling, keep fit/gym, swimming, football and athletics/ running.

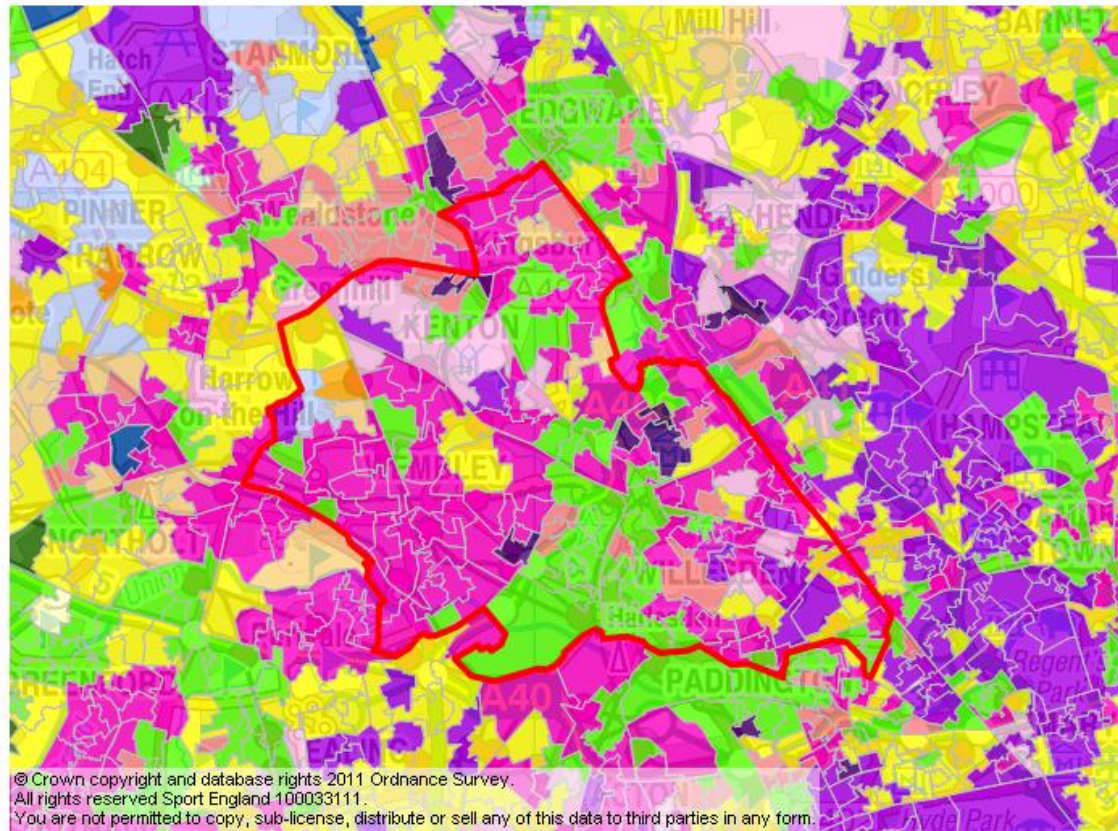
2.4.14 The distribution of the most dominant market segments in Brent is shown below in Map 4. This map shows that in Brent, the dominant segments in majority of Lower Super Output Areas across the borough are either Jamie’s or Kev’s, with some pockets of Leanne’s, Brenda’s and Tim’s. This type of local intelligence should be used to develop and drive programmes to maximise participation opportunities at local level, by providing activities in which people want to take part.

Map 4: Dominant Market Segments Brent

Dominant market segment by population

Catchment area:
London - Brent

- Ben - 1
 - Jamie - 2
 - Chloe - 3
 - Leanne - 4
 - Helena - 5
 - Tim - 6
 - Alison - 7
 - Jackie - 8
 - Kev - 9
 - Paula - 10
 - Philip - 11
 - Elaine - 12
 - Roger & Joy - 13
 - Brenda - 14
 - Terry - 15
 - Norma - 16
 - Ralph & Phyllis - 17
 - Frank - 18
 - Elsie & Arnold - 19
- Catchment area
- Lower Super Output Areas



3 FOOTBALL

3.1 Introduction

3.1.1 This section of the report focuses on the supply and demand for grass football pitches. At the end of this section there is also a summary of the supply and demand findings for third generation (3G) artificial grass pitches (AGP's) as these are becoming increasingly important to service the needs of football for both competitive play and training.

3.1.2 In August 2015, the FA released their National Game Strategy for Participation and Development (2015 – 2019)⁴, which committed the organisation to invest £260 million into grassroots football over the next four years. The strategy has four key priorities;

- **Participation:** 'More players playing football more often'. The FA are aiming to boost female youth participation by 11% and retain the current level of male team affiliation
- **Player Development:** 'Better quality players being developed and entering the talent pathways'. The FA will invest £16m into coach education and development programmes. There will also be 1,000 more top level grassroots coaches developed and on-going investment into the skills coaching programme for 5 – 11 year olds
- **Better Training and Playing Facilities:** The FA has committed £48m to new and improved facilities through the Football Foundation. This includes the roll out of a new sustainable model for grassroots facilities in 30 cities through football hubs owned and operated by local communities. An ambition has also been stated to ensure that half of mini-soccer and youth matches are played on high-quality artificial grass pitches
- **Football Workforce:** 'Recruiting and developing volunteers and paid staff who service the game'. This will grow the workforce, increase the number of qualified referees and ensure there is an advisory board for every County FA

3.1.3 The national strategy follows announcements in October 2014, of the FA's intentions to deliver 30 football hubs in cities across the country. The FA intends to increase the number of full size, publicly accessibility 3G AGP's to over 1,000 across England. It also intends to facilitate the delivery of more than 150 new club-owned and managed football hubs to support the delivery of FA, County FA and professional club youth development and coach education programmes. It also aims to ensure that at least 50% of all mini soccer and youth matches are played on good quality 3G AGP's.

⁴ FA National Game Strategy <http://goo.gl/RHIZAT> :2015)

3.2 FA Consultation

- 3.2.1 The body that governs football in the study area is the Middlesex FA. Both the FA and London FA officials were consulted as part of the study.
- 3.2.2 A key trend for football across the country is the contraction of adult affiliated club and the growth of more casual and efficient forms of football, such as 5 and 7-a-side and organised evening 11-a-side, typically played on floodlit 3G pitches. This trend reflects the perceived reduction in free time across the UK and the reticence to commit to weekly football on a Saturday or Sunday afternoon.
- 3.2.3 The growth of demand and supply of 3G provision and the changing patterns of demand among grass roots footballers is key and will be addressed as an output of this study.
- 3.2.4 During consultation, the FA have identified a planning application for 1 private full-sized and a number of small-sided 3G pitches on Stag Lane, Kingsbury. This application is currently in progress and will be reviewed formally by the Council and the FA.
- 3.2.5 In addition, the FA stated that the replacement of the Powerleague pitches at Wembley is a key priority. Due to the location of the existing facility and the proximity to local businesses, as well as the home of Football in the UK, then the FA considers it preferable for any replacement site to be situated within the immediate area of the current pitches,
- 3.2.6 The FA have identified a clear north-south divide in the borough when it comes to pitch quantity and quality, which is an issue that the FA are seeking to address where applicable.
- 3.2.7 The FA are keen to encourage the development of transport links to projects outside of the borough, such as developments of the playing fields at Old Oak Common near Wormwood Scrubs. Such transport links would help to encourage better cross boundary connectivity with football sites in neighbouring local authorities and their users.
- 3.2.8 The FA reported that significant works are ongoing within Brent including significant investment in works at Pellatt Road, Gibbons Recreation Ground and Northwick Park. The Institute of Groundsmanship (IOG) has previously undertaken inspections at Tenterden Recreation Ground and John Billam with a view to providing recommendations on how to improve the quality of the pitches by enhancing the quality of maintenance.
- 3.2.9 The FA noted that the realignment of pitch sizes within the borough to reflect the FA's recommendations for the age of football most typically being played on the sites is also a priority.

3.3 Supply

QUANTITY OVERVIEW

3.3.1 In order to gather a full understanding of the supply of football pitches in Brent, site assessors visited all football sites in the area and assessed the facilities using the FA’s guidelines, as shown in Playing Pitch Strategy Appendix 2 - Football Association⁵. Where appropriate an IOG qualified pitch assessor also undertook an assessment of key sites to cross check the original scores and ensure the scoring is consistent with the rest of the country. A detailed record of all the supply data can be found in Technical Appendix A – Football Analysis, however this section will summarise the key findings.

3.3.2 Table 6 summarises the results of the assessment for football pitches in Brent, generated in line with the FA guidelines for Playing Pitch Strategy site assessments.

Table 6 – Supply of pitches in the district. Source: 4 global site assessments

Quality score	Adult football	Youth football		Mini soccer		Total
	11v11	11v11	9v9	7v7	5v5	
Good (80-100%)	7	5	3	2	1	18
Standard (50-79.9%)	24	9	8	6	4	51
Poor (0-49.9%)	3	2	0	4	0	9
Total	34	16	11	12	5	78

3.3.3 Table 6 shows that most pitches across the district are rated as STANDARD, however there are twice as many GOOD pitches compared to POOR. This means that the vast majority of pitches are either GOOD or STANDARD in quality.

3.3.4 The quality of Brent’s pitches has been benchmarked in Table 7 below, which compares Brent with 6 other local authorities in the Southern and Eastern regions of the UK. These Local Authorities have been kept anonymised as the associated strategies are still in progress at time of issue. Table 7 indicates that out of six local authorities, Brent has the third highest proportion of GOOD pitches. Table 7 also illustrates that Brent has the second highest proportion of POOR pitches, with the other five LA’s having the majority of their pitches assessed as STANDARD.

Table 7 – Assessment benchmarking across the UK. Source: 4 global site assessments

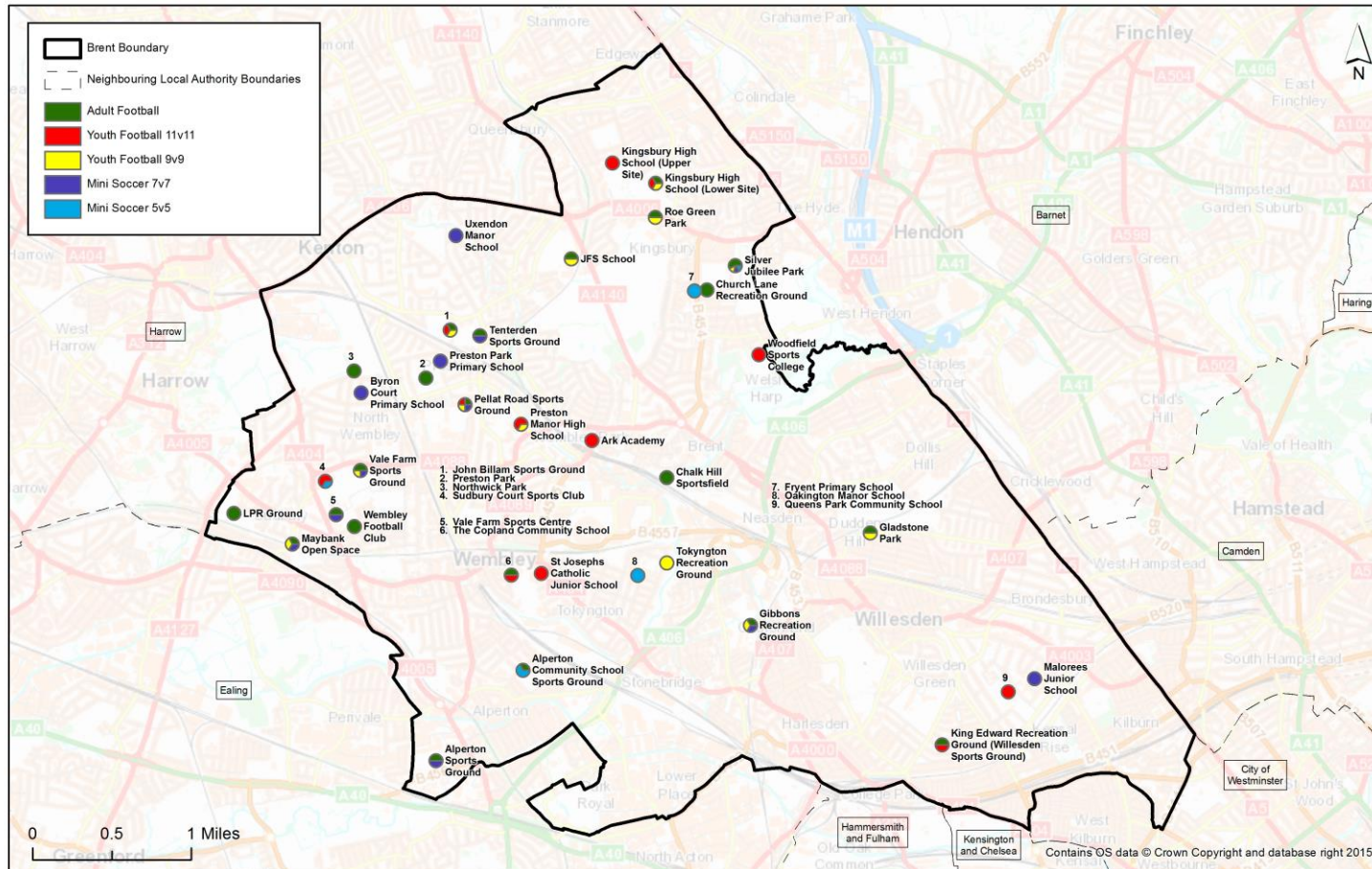
Pitch Rating	Average Pitch Score						Brent
	LA A	LA B	LA C	LA D	LA E	LA F**	
Good	3.5%	4.7%	4%	8%	32%	27%	23%
Standard	94.3%	92.9%	90.6%	84%	67%	40%	65%
Poor	2.2%	2.4%	4.4%	7%	1%	30%	12%

**A combination of two neighbouring local authorities.

3.3.5 Map 5 overleaf illustrates the geographical location of all football pitches across the local authority. The colour of the dot for each site represents the type of pitches at each site. Further explanation and analysis of the community use arrangement can be seen in Technical Appendix A – Football Analysis.

⁵ Sport England PPS Guidance – Football Appendix (<http://goo.gl/em3wyj>: 2015)

Map 5 – Site audit for football pitches in Brent



Football sites by pitch type in Brent



3.3.6 Map 5 shows the spread of football sites across Brent and shows the concentration of sites in the in the west and north of the borough. The map also shows that there are few football pitches in the south of the borough. It should be noted that the pitches at King Edward VII Park, Wembley have been omitted from this map as they were not operational at the time the audit was undertaken. It should also be noted that this map does not consider facilities from neighbouring local authorities and the impact that may have on the overall supply of provision for Brent residents.

PITCH OWNERSHIP

3.3.7 As is common across the UK, a large proportion of sports provision in Brent is owned and operated by education and the Council.

3.3.8 Table 8 below shows the spread of ownership, with the highest proportion owned by education establishments and the Council. There is a very low level of private and club ownership, which ensures that the majority of maintenance and operational management is undertaken by the local authority. In order to reduce expenditure for the Council, it may be beneficial to go through a process of community asset transfer to local clubs, or to provide them with long leases (25 years or more). Undertaking this process will provide local clubs or charities with greater responsibility for the upkeep of sports facilities and better access to capital and revenue grants from various national funding pots

Table 8 – Site ownership in Brent. Source: 4 global site and LBBC site assessments

Type of ownership	Ownership	Management
Club	0	3
Education	16	17
Charity /Trust	1	0
Private	2	2
Council	26	23
Unknown	2	2

PITCH QUALITY

3.3.9 Each site and pitch was visited by an independent assessor and assessed in accordance with the non-technical assessment guidance provided by the FA. The assessment scores take into account pitch and changing room quality. In addition to the site visits, club consultations were used to verify the quality ratings. Each pitch is rated as good, standard or poor, which is then linked to its carrying capacity (number of games/matches per week which this standard of pitch should be able to accommodate).

3.3.10 The following major sites achieved the best scores from the site assessments undertaken in Brent. Further detail of the site summaries is provided in the Technical Appendix A – Football Analysis.

- **Wembley FC:** The club's facilities were in good condition on inspection. However, the club's representative said a major development issue was the lack of floodlit training facilities available for hire at an affordable rate for the club's needs. This means training sometimes must take place on the main pitch which can cause some wear for match days. The club maintains two pitches to the east of the stadium on the Vale Farm site.
- **Gibbons Recreation Ground:** On inspection, these facilities were in good condition. Despite poor weather at the time of the visit the grass coverage

and evenness of the pitches was amongst the best of all community use facilities in the area. The ancillary changing also appeared to be in excellent condition.

- **LPR Ground:** The facility is well maintained by an in house team. The pitches are well maintained and relatively even but are positioned on slight slopes. The facility is fully available to community hirers. The changing room ancillary is slightly dated but again well maintained and in good condition.

3.3.11 The following sites (not including primary education facilities) scored particularly poorly;

- **Silver Jubilee:** The pitches were very heavy and showed signs of damage in high traffic areas. They were also very bumpy. Furthermore, the condition of goal posts on the site could be considered quite poor.
- **Northwick Park:** Similar to Silver Jubilee, the pitches showed significant issues with drainage, damage in high traffic areas and significant undulations in the surface. The ancillary was also found to be in quite a poor condition. The comments of users also reflect these observations.

3.3.12 Overall, the assessment results indicate that the quality of pitches in Brent is adequate for the current demands of the residents. It is key to note however, that a number of large facilities which serve a large proportion of the local residents received poor marks and negative feedback from users. In addition, although a number of the sites were given a GOOD or high STANDARD score as part of the assessments, further contextual information and detail from the IOG assessor illustrates that many of these sites, such as Silver Jubilee, Northwick Park and Vale Farm Sports Grounds are facilities of lower quality and suffer from drainage and maintenance issues.

3.3.13 It is therefore important that the site by site analysis brings this into consideration in order to provide a balanced and realistic set of recommendations for the strategic football sites in the study area.

3.4 Demand

3.4.1 Football is the most popular team participation sport in Brent, with a total of 130 teams recorded by the study, as shown in Table 9.

Table 9 – Team Profile for football in Brent

Adult Teams		Youth Teams				Mini Teams		Total
Men's	Ladies	Boys		Girls		7v7	5v5	
		11v11	9v9	11v11	9v9			
36	2	46	18	3	3	14	5	128

3.4.2 Using the above team data and the volume of 31 clubs that were surveyed, the club to team ratio in Brent is 1:4.2, i.e. each club runs on average 4.2 teams. This compares to a national ratio of 1:3.3 and shows that there are marginally more teams within each club on average compared to national levels.

3.4.3 In Brent the youth 9v9 teams comprise 29% of all youth teams and mini 5v5 teams comprise 28% of all mini teams.

MAJOR CLUB DEMAND SUMMARY

3.4.4 The top 5 largest clubs in terms of the number of teams are summarised below. A more detailed analysis of these clubs can be seen in Technical Appendix A – Football Analysis.

- **AFC Wembley Youth:** Successful club with teams in all age groups from U8s through to U16s, and aspirations to add an extra team next season in order to accommodate current demand. All home games played at Pellat Road Sports Ground, where they rent from Brent Council and have rated the quality of the pitches as poor, uneven and suffering from dog fouling and litter. Changing facilities on site were identified as satisfactory.
- **Kinja FC:** Currently 13 teams (7 boys and 6 girls) and a projected growth of at least 6 more junior teams in coming years. Club stated that more pitches and additional all weather training facilities are needed in order to allow further growth. U9s a, U10s and U11s currently playing at Ark Academy, where they have rated the maintenance as poor and the quality of pitches deteriorating every year. The rest of the teams play at the Jewish Free School (JFS), where the pitches were identified as standard, with a moderate slope and some drainage problems. Changing facilities are available but never used by the club.
- **UCFB Wembley:** A total of 10 sides, playing competitive matches and training on the 3G pitch at Kingsbury Town Football Club. As the HE institution grows, the club are entering more teams into the BUCS and LUSL leagues, and have current aspirations to add another 2 (men's and women's) in coming seasons. However, they stated that to allow the club's expansion, more all-weather pitches (for matches and training) are needed in the area as well as links to other sports facilities.
- **LNER Youth FC:** 10 junior teams ranging from the age groups of U7 to U15. All teams play at Maybank Open Space, where the club is in charge of ground maintenance. Although they have rated the quality of the pitches as standard, they have identified problems with the length of the grass, the slope, the evenness and the drainage, as well as some unofficial use of the pitch and lots of dog fouling and litter. Ancillary facilities were rated as good, but the club reported that; "There is a dispute between club and Council regarding the ownership and management of the site.

3.4.5 There is significant demand for football across Brent, with a number of large adult and junior clubs thriving and continuing to grow year on year. A number of the clubs have highlighted issues with drainage and also a latent demand for 3G AGP facilities, primarily for training.

3.5 Future Demand

- 3.5.1 In order to calculate the future demand for football in Brent, a Team Generation Rate (TGR) has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a football team.
- 3.5.2 This TGR can now be applied to the population projections for local authority to confirm how population growth or reduction will affect the demand for teams in each of the key age groups.

Table 10 - Team Generation Rates for Brent

Football age group	Present (2016)			2031 Projection (using 2016 TGR)			
	Pop	Teams	TGR	Pop	Teams	New Teams	Additional Demand
Snr Men (19-45yrs)	77,026	36	2139.6	83,302	39	+3	+1.5
Snr Women (19-45yrs)	71,272	2	35636	73,637	2	±0	±0
Youth Boys (12-18yrs)	12,999	63	206.3	15,636	76	+13	+6.5
Youth Girls (12-18yrs)	11,960	20	598	14,277	24	+4	+2
Mini soccer (6-11yrs)	24,384	18	1354.6	26,864	20	+2	+1

- 3.5.3 Table 10 illustrates that, when considering the projected population across the various age groups in Brent, the study is projecting only minor growth in the demand for adult football of just 3 teams over the next 15 years, or 1 additional team every 5 years.
- 3.5.4 In contrast, a growth in the requirement for youth (12-18) teams is projected to be quite substantial at 17 additional teams. This is the equivalent of just over one additional youth team per year, which is driven by the projected growth in population for the age group. Mini soccer also shows a modest increase of just 2 additional teams by 2031.
- 3.5.5 It is important to note that this calculation assumes that clubs, the Council and the local FA development officers do not improve their marketing or participation schemes over the period and are therefore no more successful than they are now in attracting new players to participate in football in Brent. In reality, it is expected that there will be improved channels of digital communication and improved maintenance technology, as well as higher quality ancillary provision. The output of this will be a higher quality and an improved ability to generate demand and convert it into participation.
- 3.5.6 The team generation rates are also based on the current number of teams so where an age group or demographic has no teams, this will result in a low or non-existent team growth projection. The detailed analysis of Team Generation Rates can be seen in Technical Appendix B – Brent PPS TGR Calculations.

3.6 Supply and Demand Balance

CURRENT SUPPLY AND DEMAND BALANCE

- 3.6.1 This section presents the supply and demand balance findings for grass football pitches (both for current and future scenarios) for Brent as a whole. Following consultation with the Council and the FA, it was confirmed that the FA PPS guidance recommendations that all GOOD pitches have a capacity of 3 adult matches, 4 youth matches and 6 minis matches per week, should be applied to this study.
- 3.6.2 The pitch balance figures i.e. the relationship between supply and demand, have been calculated using the capacity and pitch quality ratings. It should be noted that only pitches that are available for community use are included in this analysis.

Table 11– Overall football balance figures for Brent based on correct sized pitch supply to service demand.

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini Soccer 7v7	Mini Soccer 5v5	Total
Supply – pitch capacity in match equivalents	67	16	22	38	2	175
Demand – match equivalents for matches and training*	16	30	14.5	7	4.5	72
Current Overall balance (matches per week)	+51	-14	+7.5	+31	-2.5	+73

*Includes additional demand calculated from teams that failed to respond to the demand survey, data is provided by FA’s Whole Game System Data, this information does not include the home ground for each of these teams.

- 3.6.3 Table 11 indicates that at present, supply exceeds demand for football as a whole sport. It is clear, however that the current level of provision does not provide fit-for-purpose facilities for youths playing on 11-a-side pitches and children playing on 5-a-side pitches. In practice, the lack of youth 11v11 is unlikely to be a significant issue as those youth teams requiring 11-a-side pitches will use the adult pitches (which show a significant surplus) and these often fall within the appropriate size ranges for youth 11v11 football.
- 3.6.4 The FA’s guidance on pitch dimensions’ states that although U13/14 (the youngest youth age groups) require smaller goals than adult-sized, it is acceptable for this age group to play in full-sized goals if the preferred size is not available.
- 3.6.5 Table 12 show the ‘actual’ balance between the pitches used by the community and the capacity in the existing provision to service that demand. This table is produced by comparing the demand (calculated using the number of match equivalents played on each sites), to the capacity of each site. It should also be noted that this table includes the spare capacity from sites not available for community hire. Table 12 also shows how the projected number of teams for 2031 will impact on the ability of the Football provision in Brent to service demand.

Table 12 – ‘Actual’ football balance figures for Brent

Balance per Pitch Type	Adult	Youth 11v11	Youth 9v9	Mini soccer 7v7	Mini soccer 5v5	Total
Supply – pitch capacity in match equivalents	67	16	22	38	2	175
Demand – match equivalents for matches and training	16	30	14.5	7	4.5	72
Current Overall balance (matches per week)*	+29.5	+9	+9.5	+31.5	+0.5	+80
Projected Additional Demand	+1.5	+6**	+2.5**	+1***	±0***	+11
Projected total Demand	17	36	17	8	0	78
Projected Balance (2031)	+28	+3	+7	+30.5	+0.5	+69

*For the teams for which the home ground is unknown (both present and projected), demand has been applied to the correct pitch size.

**Rounded from youth 9v9 comprising 29% of the total projected youth football demand.

***Rounded on mini 5v5 comprising 28% of the total projected mini football demand.

- 3.6.6 Table 12 illustrates that, when the entirety of the supply is considered, there is a surplus in provision across the borough especially for adult football and mini Soccer 7v7.
- 3.6.7 Table 12 shows that there is little margin for the supply of youth 11v11 pitches, youth 9v9 pitches and mini-soccer 5v5 pitches in Brent to meet future demand, especially if this demand is above the projected figure. It should be noted that if the location of a team’s home ground is unknown (i.e. for teams predicted to be generated by future population growth or teams added through the FA’s Whole Game System), the demand is placed on the designated pitch size. When Tables 11 and 12 are considered together, they show that 57% of youth 11v11 matches are played on adult 11v11 pitches. So although there is an estimated increase of +6 match equivalents on youth 11v11 per week, only 3 of these additional matches will be played on youth 11v11 pitches. This will increase the level of over-supply of youth 11v11 match equivalents per week to +4.
- 3.6.8 Table 12 indicates that if there is no change to the quality and quantity of grass pitch provision in Brent, there should be enough pitches to cater for the increased population over the next 15 years. It should be noted, however, that the balance for three of the pitch typologies is very close to even, therefore it is not recommended that grass pitch provision is rationalised unless equivalent or better facilities are provided in the places of these pitches.
- 3.6.9 Given the oversupply of adult 11v11 pitches, it is recommended that pitches are re-sized (where possible) to ensure matches are being played on pitches with FA recommended dimensions. It is also recommended that future demand for youth 11v11 pitches is placed on existing adult 11v11 pitches. This will ensure that youth 11v11 pitches are not pushed over capacity by future demand.

3.6.10 In addition to the above findings, consultation with the Council and the FA has indicated that there are currently a high number of cancellations occurring across borough throughout the periods of poor weather in December, January and February. These cancellations have a significant impact on the overall capacity of sites and further increase the pressure on community football facilities across Brent.

3.6.11 The table below shows the number of cancellations at each of the key sites across Brent for football matches in the 2015/16 season. It should be noted that this is up to early April 2016 and may not include the final few weeks of the winter season.

Table 13 – Cancellations of football matches by site in Brent

Site	Total Football Cancellations	Total Weekly Demand	Match Equivalents over a 30 week season	% of all Football Bookings Cancelled
Pellat Road Sports Ground	12	7	210	6%
JFS School	5	6.5	195	3%
Vale Farm Sports Ground / Centre	32	9.5	285	11%
Alperton Park	1	1.5	45	2%
Northwick Park	19	2.5	75	25%
Maybank Open Space	12	6.5	195	6%
Gibbons Recreation Ground	4	2	60	7%

3.6.12 Table 13 that the sites with the highest levels of cancellations are Northwick Park and Vale Farm Sports Ground. There is no breakdown of the reasons fixtures were cancelled at these sites but both the site assessments and the club consultations reported concerns around the quality of drainage on these pitches.

3.6.13 It should be noted that Vale Farm Sports Ground/Centre, Pellat Road Sports Ground, Gibbons Recreation Ground, Northwick Park and Gladstone Park (cancellation data unavailable) have all had artificial drainage systems installed within the last 10 years.

3.6.14 Findings from the FA’s independent research (carried out by Andy Clarke of the IOG) found that some of pitches at both Northwick Park and Vale Farm Sports Ground appear to have benefitted from some improvement to their drainage from the installation of artificial drainage systems, but that the potential benefits have not been realised due to poor maintenance since its installation.

3.6.15 As cancellation data is not available for all sites assessed within the study, the above figures will not be factored into the overall capacity analysis, however they will be referenced in the site by site analysis..

3.7 Scenario Testing

- 3.7.1 To understand the potential impact of changes to the way pitch provision is managed in LB Brent, several scenarios have been evaluated, to answer 2 key 'what-if' questions. These are explained in the section below.

WHAT IF THERE IS A GENERAL IMPROVEMENT TO THE QUALITY OF FOOTBALL SITES?

- 3.7.2 This scenario examines the potential impact of all POOR pitches being improved to STANDARD pitches and all STANDARD pitches being improved to the quality of GOOD pitches.
- 3.7.3 The impact of this theoretical scenario would be an **increase** in the carrying capacity of pitches across Brent by **91 match equivalents**, including a significant improvement of capacity for youth 11v11 pitches

WHAT IF THERE IS A GENERAL REDUCTION IN THE QUALITY OF FOOTBALL SITES?

- 3.7.4 This scenario examines the potential impact of all STANDARD pitches falling to POOR quality pitches and all GOOD falling to STANDARD quality pitches.
- 3.7.5 The impact of this theoretical scenario would be a **decrease** in the carrying capacity of pitches across Brent by **-90 match equivalents**, with the reduction in capacity for pitches across all typologies.

3.8 Strategic sites for Protection, Enhancement and Provision

- 3.8.1 Based on the evidence collated in the PPS for football pitch provision, it can be concluded that there are certain football facilities across Brent that are recorded as high value sites, for a number of reasons.
- 3.8.2 Table 14 provides a justification for how each of the sites, where football is currently available to the community, should be Protected, Enhanced or Protected.
- 3.8.3 To confirm which sites have spare capacity or a deficit, the site-by-site analysis in this section will provide a total balance per site to illustrate which need investment either to improve the quality of pitches (and therefore carrying capacity) and which need a greater number of grass pitches in order to satisfy demand.
- 3.8.4 The site assessment research informing Table 14 was carried out in line with Sport England guidance and best practice on November 26th and 27th, 2015. The club consultations were carried out between September and December, 2015.

Table 14 – Site by site analysis for football

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)
Sites with Community Use						
Roe Green Park	2 in total 1 Adult 11v11 1 Youth 9v9	Council	Adult - 71.43% Youth – 68.57%	7.69%	+2.5 in total +2 Adult 11v11 +0.5 Youth 9v9	PR The site should be protected as playing pitches in the local plan. The site is available to the community and is used by Alpha and Omega FC U12s.
						E Alpha and Omega FC reported that the pitch can sometimes struggle with drainage. It is recommended that the drainage on the site is improved.
						PV It is recommended that changing facilities be installed at the site to encourage use of the adult pitch.
JFS School	2 in total 1 Adult 11v11 1 Youth 9v9 PLUS 1 Sand AGP	Education	60% - grass pitches 63% - AGP	73.85%	-2.5 in total -3.5 Adult 11v11 +1 Youth 9v9	PR The site should be protected as playing pitches in the local plan. The site is available to the community and is used primarily by Kinja FC from under 11s – 17s and Old Kingsburians adult teams.
						E It is recommended that options for increased maintenance around aeration and sand-dressing is explored to help improve the pitch drainage. It is recommended that the FA consults with the school and major site users to discuss adding an adult pitch to off-load the demand from the single adult pitch currently present. It is recommended that the AGP is resurfaced.
Silver Jubilee Park	3 in total 1 Youth 11v11 1 Youth 9v9 1 Mini 7v7 PLUS	Council	71.43% - grass pitches 90% - AGP	7.69%	-1 in total +1 Youth 11v11 -2 Mini 7v7	PR The site should be protected as playing pitches in the local plan. The pitches are used by Hendon FC from U8s to U18s The AGP is currently used by Edgware Town and UCFB Wembley (imported demand) and Hendon FC adult team. The site current services 19hrs of formal football demand per week.

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
	1 3G AGP (Full-size)						The site sits on the border between Brent and Barnet therefore only supply and demand on the Silver Jubilee side of the Site (rather than West Hendon) has been included in the study.
						E	The site is used by 10 youth 11v11 teams but does not have any youth 11v11 pitches. It is recommended the Council consult the users to determine which pitch types they will need for the season.
Church Lane Recreation Ground	2 Adult 11v11	Council	74.29%	NA	+4 Adult 11v11	PR	This site should be protected as playing pitches in the local plan. This is a Council owned site that scored well during the site assessment but has been identified having very little community use, apart from occasional 7-a-side football by Hendon Youth FC. As a result, the Council should look to re-size these pitches to align them with FA recommended pitch sizes for youth teams. It would allow more youth teams in the borough to play on FA recommended pitch sizes without asking adult teams to play on pitches that are too small. This would also enable to Council to offset the demand from youth teams for adult pitches away from adult only sites.
Alperton Sports Ground	2 in total 1 Adult 11v11 1 Mini 7v7 PLUS 13 3G AGPs (Small-sided)	Council	81.43% - Adult 11v11 75.71% - Mini 7v7 76% - AGPs	NA	+5.5 in total +1.5 Adult 11v11 +4 Mini 7v7	PR	The site should be protected as playing pitches in the local plan. The site is used by Willesden Constantine FC's U13s, U16s and U17s. The mini soccer pitch is not used. The AGPs are used for formal football demand for 2.5 hrs per week. The site services Willesden Constantine FC and Forest United (1973) Youth FC.
						E	It is recommended that the facility provides changing facilities for its users and it is suggested that stakeholders explore the possibility of access to the Goals Soccer Centre changing provision on match days.

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
						PV	If access to changing provision cannot be secured, then it is recommended a changing block be provided to cater to the adult demand for the site.
Gladstone Park	2 in total 1 Adult 11v11 1 Youth 9v9 PLUS 1 Sand AGP (Small-sided)	Council	74.29% - grass pitches 59% - AGP	56.92%	+ 1 in total +1.5 Adult 11v11 -0.5 Youth 9v9	PR	The site should be protected as playing pitches in the local plan. The pitches are available to the community and are used by several clubs. Just Sports Youth F.C. are the most frequent users, mostly for their U11s and U10s teams.
						E	<p>On inspection, poor drainage was a key issue for the site. It is recommended that enhancing the regularity of the aeration and sand dressing maintenance procedures to improve the quality of the pitches is undertaken.</p> <p>It is recommended the Council consult with the club regarding their pitch requirements for the season and re-draw the pitch sizes so that they are appropriate for the club's needs.</p> <p>It is recommended that the surface of the AGP be refurbished. This is to improve safety and prevent accidents caused by slipping or tripping.</p>
Gibbons Recreation Ground	3 in total 1 Adult 11v11 1 Youth 9v9 1 Mini 7v7	Council	87.14%	76.92%	+11 in total +2.5 Adult 11v11 +3.5 Youth 9v9 +5 Mini 7v7	PR	The site should be protected as playing pitches in the local plan. The site is currently used by Hilltop FC for adult matches and St Andrews Youth FC at U9s, U10s and U11s.
						E	The site achieves one of the highest ratings across the borough for both its pitch and ancillary. It is recommended that where possible, demand from the over-capacity Tokyngton Recreation Ground is reallocated to Gibbons Recreation Ground.
Tokyngton Recreation Ground	1 Youth 9v9	Council	72.86%	24.62%	-0.5 Youth 9v9	PR	The site should be protected as playing pitches in the local plan. The site is currently used by Roundwood Youth U11s.

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
						E	The site is currently over capacity. In order to rectify this, it is recommended that Council approach Roundwood Youth to discuss the possibility of some of the demand being moved to Gibbons Recreation Ground or another local venue. Should no alternative venue be acceptable to the club then it is recommended that the level of maintenance of the site is increased to help boost the carrying capacity of the pitch. It is recommended that the Council and FA liaise with the grounds maintenance team for the site along with the club to establish which additional maintenance works would have the greatest impact in improving the carry capacity of the pitch.
Chalk Hill Sports field	1 Adult 11v11	Council	71.43%	NA	+2 Adult 11v11	PR	This is a Council owned site that scored well during the site assessment but has not been identified as having any community use. If consultation with the Council illustrates that these pitches are not used for community use, then this site could be re-designated as open space.
Ark Academy	1 Youth 9v9 PLUS 1 3G AGP (Full-sized)	Council	50.00% - grass pitches 73% - AGP	76.92%	+0.5 Youth 11v11	PR	The site should be protected as playing pitches in the local plan. The pitch is currently used by Kinja FC Girls for U11s and U12s and Kinja FC Boys U9s. The AGP is also used by Cashen Rovers, Cricklewood Wanderers FC and Kinja FC. There is a total of 22.5hrs demand on the site for formal football use.
						E	The site scored the minimum for being considered a STANDARD site. In order to improve the quality of the pitches, it is recommended the site increases the quality and frequency of the maintenance procedures on the site, specifically aeration and sand-dressing procedures to help the site drain better. Levelling the

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
							pitch would also help to improve the unevenness of the field.
Pellat Road Sports Grounds	4 in total 1 Adult 11v11 1 Youth 11v11 1 Youth 9v9 1 Mini 7v7	Council	74.29% - grass pitches	52.31%	+3 in total -1.5 Youth 11v11 -0.5 Youth 9v9 +3.5 Mini 7v7 -0.5 Mini 5v5	PR	The site should be protected as playing pitches in the local plan. The site is used solely by AFC Wembley Youth who have 14 teams playing there from U8s to U16s. The team are planning to add an additional team next year which will reduce the site's spare capacity further.
						E	AFC Wembley Youth reported the site as having poor evenness. It is recommended that the Council consult with the club and the FA as to the most cost effective way of improving the evenness of the site's pitches. In order to reduce the over-demand for youth 11v11, 9v9 and mini 5v5 pitches, it is recommended that the Council approach AFC Wembley Youth about the possibility of moving some of the demand to Preston Manor High School.
						PV	The ancillary facility on the site was deemed "satisfactory" by the club and STANDARD on the site assessment. However, as the club is projecting an increase in teams it is recommended that the Council undertakes a consultation with the club to understand how the ancillary facilities may need to develop to continue to satisfy the needs of the club.
Tenterden Sports Ground	2 in total 1 Adult Football 1 Mini Soccer	Council	51.04%	63.08%	-4.5 in total -4 Youth 11v11 +0.5 Mini 7v7 -2 Mini 5v5	PR	The site should be protected as playing pitches in the local plan. The pitches are used by Forest United (1973) Youth U8s, U9s, U17s and U18s.
						E	The site's score only just qualifies the site as STANDARD. This means that not only is the over-capacity, if the quality is to fall any further then the site would be deemed over capacity to a far greater extent. This is in spite of investment into the site. The club consultation reported that the club consider the

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)
						<p>pitches to be very poor with significant drainage issues. It is therefore recommended that the quality of maintenance on the site is enhanced. It is recommended the FA and/or IOG undertake a consultation on the site to recommend what further procedures could be implemented to improve the pitches.</p> <p>The club consultation also reported significant crime and vandalism of the pavilion. The FA has reported that the ancillary facility is currently short-listed for developments. It is recommended that any improvements include provision to increase the security of the building from damage by vandalism and anti-social behaviour.</p> <p>It is recommended that, due to the site being over capacity, Forest United (1973) Youth should be consulted about offsetting some of this demand at an alternate site. It is recommended that Preston Manor High School and Northwick Park are the two sites in the area with spare capacity to take on additional demand.</p>
John Billam Sports Ground	3 in total 1 Adult 11v11 1 Youth 11v11 1 Youth 9v9	Council	51.43%	63.08%	±0 in total +1.5 Adult 11v11 -1.5 Youth 11v11 ±0 Youth 9v9	<p>PR The site should be protected as playing pitches in the local plan. The site is currently used by Forest United (1973) Youth U11s, U14s, U16s and Adults.</p> <p>E It is recommended that the quality of the pitches at this site be improved. The site is assessed as just within the STANDARD criteria. The club have reported that the quality of pitches has declined over the past year. Any further decline in quality would likely see the site over-capacity for its ability to cater for football demand. The FA has reported that the IOG has already undertaken an assessment of John Billam sports ground. It is therefore recommended that the</p>

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)
						<p>Council ensure the recommendations from the IOG are being implemented fully.</p> <p>It should be noted that while the existing pitch drainage is connected, any new drainage will need discharge consent to connect to the surface water drainage system. The local system is already over-loaded for the residential area; and achieving a solution may be a larger issue than the pitch drainage installation itself.</p> <p>It is also recommended that the Council approaches Forest United (1973) Youth about the possibility of using Northwick Park or Preston Manor High School to offset some of the demand on the site.</p>
Northwick Park	7 Adult 11v11	Council	71.43%	47.69%	+17.5 in total +19 Adult 11v11 +1.5 Youth 11v11	PR
						E
						<p>The site should be protected as playing pitches in the local plan. The site is currently used by a number of clubs including Alpha and Omega FC's U15s, Cashen Rovers FC (Adults) and Pinner 2002 FC.</p> <p>The site scored as STANDARD due to the level of maintenance undertaken on the site fulfilling the assessment criteria. However, feedback from the assessment and the consultations indicates that users do not consider the site to be of satisfactory quality. The major issues on the site are the evenness and poor drainage on the pitches. Artificial drainage has been installed in some of the pitches in the part but none of the users have reported and improvement in the quality of the pitch provision. It is recommended that that Council, FA, IOG and the main site users meet to discuss the major issues with the site to discuss a cost-effective way of helping the pitches reach satisfactory quality.</p> <p>It is also recommended that the Council re-designate some of the adult pitches to youth 11v11 and 9v9</p>

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
							<p>markings to enable the site to take on the high demand for these pitch types in the area.</p> <p>PV The site's ancillary facility was marked as POOR and feedback from users on the condition of the building confirms this view. It is therefore recommended that this site receives significant refurbishment to improve the quality of its condition.</p>
LPR Ground	3 Adult 11v11	Private	84.29%	83.08%	+9 Adult 11V11	PR	The site should be protected as playing pitches in the local plan. The site is used by the community but demand has not been captured as part of this study.
Maybank Open Space	3 in total 1 Adult 11v11 1 Youth 9v9 1 Mini 7v7	Council	68.57%	52.31%	+2 in total -1.5 Adult 11v11 +1 Youth 9v9 +2.5 Mini 7v7	PR	The site should be protected as playing pitches in the local plan. The site is used by LNER Sports from U7s to adults.
						E	It is recommended the Council and club work to resolve the dispute over the responsibility for the ancillary. It is recommended that the club and Council meet to discuss where the demand for the adult 11v11 pitch could be placed to decrease its current use.
Wembley FC	1 Adult 11v11	Council	100.00%	100.00%	+2 Adult 11v11	PR	The site should be protected as playing pitches in the local plan. The site is currently used by Wembley FC alone.
						E	It is recommended that the stadium's concourse and steps be refurbished to ensure the continued safety of spectators

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
Vale Farm Sports Centre	2 in total 1 Adult 11v11 1 Mini 7v7 PLUS 1 3G AGP (Full-size)	Council	91.43% - Adult 11v11 82.86% - Mini 7v7 74% - AGP	89.23%	+2 in total -3 Adult 11v11 +5 Mini 7v7	PR	<p>The site should be protected as playing pitches in the local plan. The site is used by Harrow College Football Academy U18s, South Kilburn FC, Sudbury Athletic FC and Wembley Youth FC (from U9s to U16s).</p> <p>The AGP is recorded as servicing 2.5hrs of formal football demand but is recorded as being near capacity. This indicates the pitch is highly utilised for casual and recreational football.</p>
Vale Farm Sports Ground	4 in total 2 Adult 11v11 1 Youth 9v9 1 Mini 7v7	Council	77.14% - Adult 11v11 78.57% - Mini 7v7 84.29% - Youth 9v9	49.23%	+10.5 in total +2.5 Adult 11v11 +4 Youth 11v11 +4 Mini 7v7	PR	<p>The site should be protected as playing pitches in the local plan. The site is used by Moditown FC and Old Manorians FC and is only used for adult football.</p>
						E	<p>It is recommended that the site should take some demand placed on the Vale Farm Sports Centre adult 11v11 pitch.</p> <p>It is recommended the ancillary for the site is refurbished to better cater for the site's main users, adult teams.</p>
Sudbury Court Sport Club	3 in total 2 Youth 11v11 1 Mini 5v5	Council	67.14% - Mini 7v7 81.43% - Youth 11v11 87.14% - Youth 11v11	40%	+14 in total +8 Youth 11v11 +6 Mini 5v5	PR	<p>The site should be protected as playing pitches in the local plan. There is community use at the site but no formal demand has been captured as part of the study.</p>
						E	<p>The ancillary facility is poor. It is recommended that this facility is refurbished to encourage greater use of the pitches.</p>
King Edward VII Recreation Ground (Willesden Sports Ground)	2 in total 1 Adult 11v11 1 Youth 11v11	Council	72.86%	84.62%	+4 in total +2 Adult 11v11 +2 Youth 11v11	PR	<p>The site should be protected as playing pitches in the local plan. There is currently formal community football played on this site by Willesden Working Men's Club.</p>
						E	<p>The site is of better quality than any other in the south eastern part of the borough. It is recommended that pitches be appropriately invested in to ensure they stay in such condition.</p>

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
King Edward VII Park, Wembley	5 pitches in total (pitches under construction)	Council	NA	NA	NA	PR	The site's pitches were under significant re-construction at the time of the assessments. However, once completed this site should be protected at playing pitches in the Council's local plan.
Sites not currently used by the community							
Kingsbury High School (Upper site)	1 Youth 11v11	Education	68.5%	58.46%	+2 Youth 11v11	PR	The site should be protected as playing pitches in the local plan. The site's pitches are some of the best pitches in the area. The site is not currently used by the community but the school did express that the pitches could be made available in the correct circumstances. It is recommended that key stakeholders engage with the school to establish what type of community use agreement could be negotiated to enable access to the pitches.
						E	It is recommended that the drainage on the site be improved. The FA and IOG should consult the school on how this could be best achieved. It is also recommended that the changing provision at the school be upgraded.
Kingsbury High School (Lower Site)	3 in total 1 Adult 11v11 1 Youth 11v11 1 Youth 9v9	Education	68.5%	63.08%	+6 in total +2 Adult 11v11 +2 Youth 11v11 +2 Youth 9v9	PR	The site should be protected as playing pitches in the local plan. Similar to the Upper site, the school is not currently available to the community but would consider it if an agreeable hirer were to come forward.
						E	It is recommended that the changing facilities are refurbished as part of any potential agreement for community use.
Uxenden Manor School	1 Mini 7v7	Education	51.43%	7.69%	+3 in total	PR	The site should be protected as playing pitches in the local plan. The site is not available to the community

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
							for hire.
						E	The score of 51.43% indicates that the pitch is only just above the POOR classification. It is recommended that quality of maintenance on the pitch, especially around aeration and sand dressing is improved.
Fryent Primary School	1 Mini 5v5	Council	64.29%	NA	+4 Mini 5v5	PR	The site should be protected as a playing pitch in the local plan. The site is not available for community use.
Woodcock Park	Small-sided AGP	Council	73%	NA	NA	PR	This site should be protected as a playing pitch in the local plan. This is a small sided football pitch that does not currently have any formal community use but is used by St Gregory's School.
Woodfield Sports College	1 Youth 11v11	Education	44.29%	NA	+1 Youth 11v11	PR	The site should be protected as a playing pitch in the local plan. The site is currently un-used by the local community but is used for PE lessons and some fixtures.
						E	The site scored as POOR on assessment. This was due to high levels of undulation and evenness in the surface as well as signs of poor drainage. It is recommended that the quality of the pitch is improved. It is recommended that enhanced maintenance, including aeration, sand dressing and levelling of the pitches should be introduced to address the pitch's poor elements.
Malorees Junior School	1 Mini 7v7	Education	45.71%	NA	+4 Mini 7v7	PR	The site should be protected as playing pitches in the local plan. The site is not currently used by the community for formal football use but is used by the school.
						E	It is recommended that the quality of the pitch be improved. It is recommended that the frequency of applying fertiliser and weed killer should be increased

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
							to improve the grass coverage of the field. Also, the amount of aeration and sand dressing the pitches receive should be increased to enable better drainage.
Queens Park Community School	2 Youth 11v11	Education	1x 72.86% 1x 67.14%	76.92%	+4 Youth 11v11	PR	The site should be protected as playing pitches in the local plan. The site is not currently used by the community for formal football use but is used by the school for PE lessons.
Alperton Community School Sport Ground	3 in total 1 Adult 11v11 2 Mini 5v5	Education	57.14%	40.00%	+10 in total +2 Adult 11v11 +8 Mini 5v5	PR	The site should be protected as playing pitches in the local plan. The site is not currently used by the community for formal football but is utilised for PE lessons.
						E	It is recommended that the pitch is improved and suggested this may be achieved by regular levelling or rolling the surface of the pitch to make it more even.
Oakington Manor School	1 Mini 5v5	Education	91.43%	84.62%	+6 Mini 5v5	PR	The site should be protected as playing pitches in the local plan. The site is not currently used for formal football but is used for PE lessons.
						PV	Due to the additional capacity at Gibbons Recreation Ground it is not considered a priority for the school to be made available for community use. However, if future demand for mini 5v5 pitches increases above capacity then it is recommended that the school is engaged to find a way of making a community use agreement work.
St Joseph's Catholic Junior School	1 Mini 7v7	Education	82.86%	NA	+6 Mini 7v7	PR	The site should be protected as playing pitches in the local plan. The site is not currently used for formal football by any local teams but is used for PE lessons by the school's pupils.

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
						PV	Similar to Oakington Manor School, the site has excellent provision but is not required to receive any additional community demand. If, however, future demand dictates that mini 7v7 pitches need to be made available to the community then it is recommended this site is approached due to its high quality pitch.
ARK Elvin Academy School (formerly the Copland Community School)	2 in total 1 Adult 11v11 1 Youth 11v11	Education	38.57%	49.23%	+2 in total +1 Adult 11v11 +1 Youth 11v11	PR	The site should be protected as playing pitches in the local plan. The site is not currently used by the community. The pitches are used by the school for PE purposes.
						E	The school is currently being re-built including a pitch improvement programme and the installation of a full-sized 3G AGP.
Preston Manor High School	3 in total 2 Youth 11v11 1 Youth 9v9 PLUS 1 Sand AGP (Full-size)	Education	92.86% - Youth 11v11 90% - Youth 9v9 73% - AGP	60%	+12 in total +8 Youth 11v11 +4 Youth 9v9	PR	The site should be protected as playing pitches in the local plan. The site is currently not used for formal football by the community but is used by the school. The site's AGP is used by the community including West Hampstead Hockey Club. This indicates that the school would be open to making their pitches available to the community. It is therefore recommended that the school is engaged with, in order to understand what barriers are currently preventing them from having their pitches used by the community for formal football.
						E	It is recommended that the changing provision is improved in order to attract community use to the site. The layout of the changing rooms means that they are open and unsecure for users (both in terms of privacy and valuables).

Site Name	Total No. of Pitches (all sizes)	Ownership	Pitch assessment score	Ancillary assessment score	Capacity for community use (match equivalents)	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
							It is recommended that AFC Wembley Youth and Forest United (1973) Youth are approached about the possibility of using the site to offset some of the demand for youth 11v11 and 9v9 pitches at Pellat Road Sports Ground.
Preston Park Primary School	1 Mini 7v7	Education	47.14%	NA	+2 Mini 7v7	PR	The site should be protected as playing pitches in the local plan. The site is currently unused by the community for formal football activity.
						E	It is recommended that the site should improve the maintenance of the pitch, especially around levelling the pitch to improve its evenness and increasing the amount of sand dressing and aeration to help improve drainage.
Byron Court Primary	1 Mini 7v7	Education	47.14%	NA	+2 Mini 7v7	PR	The site should be protected as playing pitches in the local plan. The site is not currently used by the community for formal football but is used for PE lessons by the school.
						E	It is recommended that the pitch should be improved. This can be achieved by increasing the level of maintenance on the site including increased aeration and sand-dressing procedures.

3.9 Artificial Grass Pitches (AGP's) for Football

- 3.9.1 There are several surface types that fall into the category of artificial grass pitches (AGP). The three main groups are rubber crumb (3G), sand-based (filled or dressed) and water based.
- 3.9.2 The FA considers high quality 3G pitches as essential in promoting coach and player development. These pitches can support intensive use and as such are great assets for both playing and training. Primarily such facilities have been installed for community use and training. However, they are increasingly used for competition, which the FA wholly supports. The FA's long-term ambition is to provide every affiliated team in England with the opportunity to train once a week on a floodlit 3G surface together with priority access for Charter Standard Community Club through a partnership agreement.
- 3.9.3 Competitive football can take place on all 3G surfaces and the preferred pile length is 60mm. Only competition up to (but not including) regional standard can take place on a 40mm pile. Football training can take place on sand and water based surfaces but this is not preferred to a 3G pitch.

QUANTITY AND QUANTITY OVERVIEW

- 3.9.4 Table 15 provides a list of all full size (approx. 100m x 60m or bigger) AGP's that are used for football in Brent, either for training or competitive play. These have been separated from the other AGP's in the hockey section of this report as small sided AGP's are not of strategic importance for Sport England or the FA.
- 3.9.5 Brent currently has 8 full sized AGPs, 6 of which are 3G. All but one of these facilities have floodlighting.
- 3.9.6 The JFS school currently has an aging sand based AGP that is due to be replaced in the near future. The site is used by Hampstead and Westminster Hockey Club as an over-spill site when their home ground is at capacity. There is potentially an opportunity to replace the sand based surface with a 3G in the near future.

3.9.7 The table below details the AGP provision in Brent.

Table 15 – Full size AGP provision in Brent

Site Name	On FA Register	Floodlit	Community use category	Security of use	Pitch score
3G AGP Provision					
Ark Academy	No	Yes	Available	Secured	73 - Standard
Capital City Academy	Yes	Yes	Available	Secured	78 - Standard
Kingsbury Town FC (Silver Jubilee Park)	Yes	Yes	Available	Secured	90 - Good
The Pavilion at Stonebridge Recreation Ground	Yes	Yes	Available	Secured	81 - Good
Vale Farm Sports Centre	Yes	Yes	Available	Secured	74 - Standard
Wembley High Technology College	No	No	Not Available	NA	Unknown
Sand Based AGP Provision					
Preston Manor High School	No	Yes	Available	Secured	73 - Standard
JFS School	No	Yes	Available	Unsecured	63 - Standard

3.9.8 It should also be noted that there is a multi-pitch, small-sided AGP facility located at Wembley Stadium, which is operated by Powerleague. It is understood that the site has been earmarked for development by the Council. It should be noted that the FA have reported this site to be well used. If removed, then the FA have recommended that an equivalent AGP facility is provided in a similar location, which is highly accessible to the locals and workplace participants who live and work in the local area.

3.9.9 Furthermore, a further full-sized 3G AGP is being added to the ARK Elvin Academy School (formerly Copland Community School) which is due to be completed by September, 2017.

DEMAND

3.9.10 Demand for AGP's is typically highest at peak times, on weekdays between 6pm and 10pm.

SUPPLY AND DEMAND BALANCE – THE FA MODEL

3.9.11 The FA uses an indicative supply and demand model based on the latest Sport England research, AGP's State of the Nation (March 2012). This model assumes that 51% of usage is by sports clubs when factoring in the number of training slots available per pitch type per hours from 5pm – 10pm Monday to Friday and 9am – 5pm Saturday and Sundays. It is currently estimated that one full size AGP can service 42 teams.

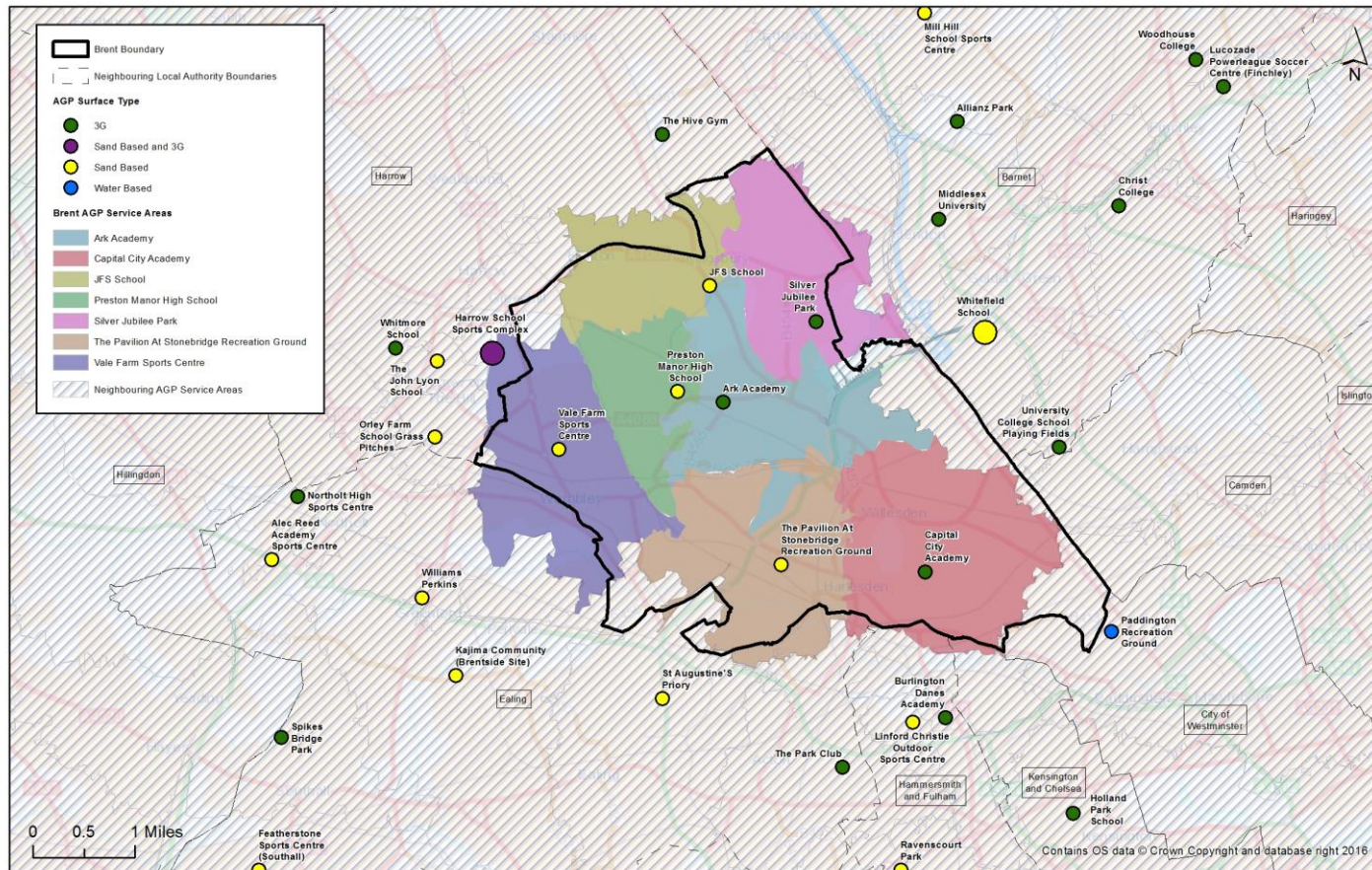
- 3.9.12 On the basis that there are 128 teams playing across Brent, there is a recommended need of at least 3 full size 3G pitches, to be used at peak times. According to this result, and bearing in mind the current supply, there is a sufficient supply of 3G pitches in the borough. 4 of the AGP facilities in Brent are on the FA register, indicating that they are suitable for competitive match play⁶, in FA affiliated leagues. The remaining two facilities are not on the register, however the FA is keen to work with the site owners to undertake the necessary improvements to ensure they are registered for competitive football.
- 3.9.13 It should be noted that a potential method for increasing the number of 3G facilities to match the projected demand is to re-surface current sand-based surfaces. This is a more cost-effective method and takes advantage of the existing infrastructure.
- 3.9.14 The recommendations section of this report will evaluate whether there is enough additional demand to satisfy the supply of this number of 3G AGP's and if so, where these should be located.

SUPPLY AND DEMAND BALANCE – SPATIAL ANALYSIS

- 3.9.15 Map 7 and 8 overleaf provide a spatial analysis of full size sand based and 3G AGP's in Brent. These maps also include full size AGP's from neighbouring local authorities, as there is a significant potential export of demand if the facilities in neighbouring local authorities are an attractive offer for residents. The coloured areas show the unique catchment area of each of the AGP's, which indicates the closest AGP, within 20-minute drive time, for local residents.

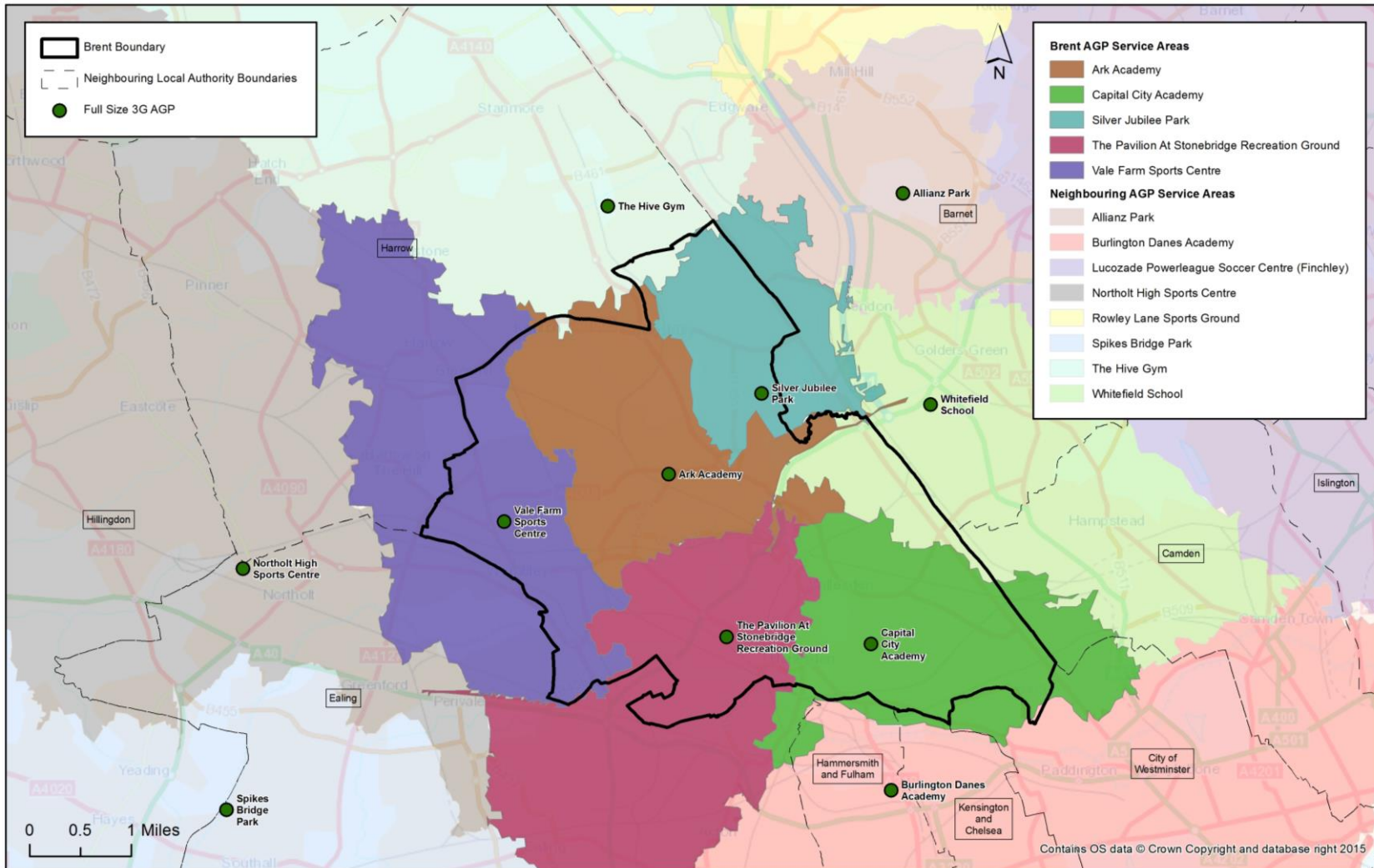
⁶ <https://goo.gl/Y26v0j>

Map 7 – Spatial analysis and cross –boundary demand for sand-based AGP’s in Brent.



Full size AGP service areas in Brent (up to 20 minute drive time)

It should be noted that another AGP nearby facility, at Rectory Park in Acton, is currently being planned for development in 2017. It is anticipated that this facility will consist of 2 full-size 3G pitches and a high quality ancillary facility



Full size 3G AGP service areas in Brent (up to 20 minute drive time)

- 3.9.16 Maps 7 and 8 illustrate that there is likely to be imported demand into Brent from neighbouring boroughs. This is most clearly demonstrated in Map 8 which shows that the AGPs at Vale Farm Sports Centre, The Pavilion at Stonebridge, Capital City Academy and Silver Jubilee Park have significant catchment areas outside of the borough. The facilities likely to generate the greatest amount of imported demand is the Vale Farm Sports Centre which represents the closest 3G provision for significant areas of the London Boroughs of Ealing and Harrow respectively.
- 3.9.17 Maps 7 and 8 also show that there is likely to be limited export of demand for 3G AGP outside of the borough. This is because the closest provision for the vast majority of residents of Brent is within the borough. The only facility outside of the borough that demand is likely to be exported to is Whitefield School.
- 3.9.18 The maps show that residents in the north of Brent, in districts such as Kenton, northern Barnhill and Queensbury are likely to have the poorest access (longest commute) to a 3G AGP. Map 7 shows that the JFS School's location ensures it is the closest existing AGP of any surface type for most of the residents in Queensbury. Map 8 shows how the commute time for these areas significantly increases when only 3G surfaces are considered with the closest facilities located at Ark Academy and Silver Jubilee Park.
- 3.9.19 The JFS School is the lowest quality of all full-sized AGP provision in the area and is due to be re-surfaced within the next 1-2 years. Resurfacing the JFS school facility with a 3G surface represents a cost effective means of adding a 3G AGP within Brent. It is therefore recommended the Council and FA consult with the school, local football clubs and Hampstead and Westminster Hockey Club to establish the impact and demand for a full-sized 3G AGP at JFS School.
- 3.9.20 It should also be noted that a planning application in process for a fully floodlit 3G community facility off of Stag Lane in Kingsbury from a private organisation. Should the JFS resurfacing not be possible then it is recommended that the Stag Lane application be made a priority, subject to community access and price control agreements, in order to provide a full sized 3G facility in the north of the district.

SPORT ENGLAND FACILITY PLANNING MODEL (2016)

- 3.9.21 In order to evaluate the strategic need for artificial grass pitch provision in Brent, Sport England have undertaken a National Run of the Facility Planning Model⁷.
- 3.9.22 The report provides a strategic assessment of the current level of provision for Artificial Grass Pitches in Brent. The assessment uses Sport England's Facilities Planning Model and the data from National Facilities Audit run as of January 2015.
- 3.9.23 Generally, the FPM report found that AGP Provision in Brent follows the London pattern in that the main problem is not the geographical spread of facilities but the fact that all facilities operate at 100% capacity at peak period, resulting in significant numbers of people not able to access a facility due to them being full at peak times. Although there will be other facilities within the catchment area, the fact that these are also operating at 100% capacity means that people do not have the option to travel to an alternative facility.
- 3.9.24 The FPM report identifies the following key additional findings;
- The % of the population without access to a car is much greater in Brent than the rest of the country but is roughly reflective of the rest of London
 - Demand is calculated at 6838 vpwpp (visits per week in the peak period), or 9 pitches. The satisfied demand figure for football is calculated at 76.1%, below the national average (84.4%) but higher than the average figure for London (65.9%)
 - Utilised capacity in the peak period is calculated at 100% at all facilities, a situation that is replicated across London
 - 45.4% of all visits to facilities within Brent are imported from residents outside the borough. The import/export figures demonstrate the high levels of cross border movements to facilities within London generally.
 - Unmet demand equates to 23.1% of total demand generated. This figures equates to 2.7 pitches
 - Unmet demand is calculated at 1636 vpwpp, or 2.21 pitches. The vast majority of the unmet demand (93.4%) is due to existing facilities being full to capacity at peak times, as opposed to people living outside the catchment of facilities.
- 3.9.25 In addition to the FPM report, the FA have reported that there is strong demand for AGP provision for casual and recreational football in the borough. This is evidenced by the high utilisation rates reported by the FPM report for facilities such as Vale Farm Sports Centre and Stonebridge Pavilion.

⁷ London Borough of Brent AGP FPM (Sport England: 2015)

- 3.9.26 The above analysis, supported by both the FA standard-based calculations and the spatial analysis explained in this section, indicates that a minimum of two additional 3G AGP provision is required in order to serve the local residents of Brent. The scheduled completion of the ARK Elvin Academy School by September 2017 and the potentially imminent resurfacing of JFS School means that Brent could provide residents with adequate provision of 3G facilities within the next 2 years. It should be noted however, that neither of these facilities are likely to have long-term secured community use guaranteeing their availability to the community as they will be managed by academies.
- 3.9.27 The FPM report cites the lack of floodlighting at Wembley High Technology College’s 3G AGP as a major issue as it restricts community use to weekends. The addition of floodlighting would increase capacity for peak period use of this facility and help to alleviate pressure on other nearby pitches. It should be noted that the area of Brent identified as having the greatest pressure on the capacity of pitches is north Wembley, the same location as the Technology College.
- 3.9.28 It is therefore recommended that the Council undertakes a consultation with the college and local residents to understand the issues with adding floodlighting to the AGP and the potential increase 3G AGP capacity this would provide.
- 3.9.29 The adding of floodlighting to Wembley Technology College, the addition of the full-sized 3G AGP at ARK Elvin Academy School and the resurfacing of the JFS School site would represent a cost effective way of significantly increasing the availability and accessibility of 3G AGP facilities to residents in Brent across all areas of the borough.

3.10 Football Summary

- 3.10.1 A full set of football recommendations is provided in the recommendations section of the report but the table below provides a short summary of the key findings from the football analysis.

Table 16 – Summary of Football Findings for Brent

Football Summary Box
<ul style="list-style-type: none"> ➤ There is presently enough Football provision in Brent to satisfy the current demand ➤ The provision is considered to be of sufficient quality in terms of achieving enough capacity (in terms of match equivalents) to meet demand in Brent. However, multiple sources, including 4 global’s site assessors, the IOG pitch inspectors and those playing on the site report that the condition of several of the large multi-pitch sites in Brent are not of adequate quality/condition to encourage participation in Football ➤ The key issues identified in relation to site quality are a deficiency in the quality of the maintenance carried out on the sites and/or the condition of any ancillary facilities. The key sites identified as requiring improvement are:

- John Billam Sports Ground
 - Tenterden Sports Ground
 - Pellet Road Sports Ground
 - Vale Farm Sports Ground
 - Sudbury Courts Sport Club
 - Gladstone Park
- It is recommended that the Council works with the FA and the IOG to identify maintenance solutions to improving the quality of the pitches at these sites
- Any reduction in the quality of maintenance across local authority sites would result in significant dissatisfaction amongst users. A reduction in site maintenance would also decrease capacity and threaten the facilities' ability to meet demand
- It is recommended that some adult pitches be re-designated as Youth 11v11 pitches and realigned accordingly to comply with FA recommended pitch dimensions
- It is recommended that at least a minimum of two additional full-sized, flood-lit 3G AGPs be made available in Brent, with the possibility of a third considered a good opportunity. The most cost effective way of achieving this is thought to be the addition of floodlighting to the existing 3G AGP at Wembley High Technology College and the resurfacing of the AGP at JFS School with a 3G carpet. There is a risk that the 3G AGP facility at Wembley High and the planned facility at the ARK Elvin Academy will not have secured community use agreements due to their status as academies. This should be addressed and a formal agreement should be sought as without access to these facilities, there will not be adequate provision to 3G AGP facilities for the residents of Brent
- Should the necessary conversion of either of these AGP facilities into community accessible 3G AGPs not be possible, then it is recommended the proposed development for a full sized 3G and multi-small-sided-court 3G on Stag Lane in Kingsbury be deemed a high priority in the borough
- Consultation with the FA regarding the high amount of casual and recreational use AGP facilities in Brent means that either the preservation or like-for-like replacement of the multi-pitch, small sided 3G provision next to Wembley Stadium must be considered a high priority.

4 CRICKET

4.1 Introduction and Strategic Context

4.1.1 In order to understand the overall objectives and priorities of the England and Wales Cricket Board (ECB), an analysis of key recent strategies and documentation has been undertaken and summarised below.

CRICKET UNLEASHED (2016-2021)

4.1.2 The ECB published its new strategic plan in 2015. One of the core aims of the strategy is to create more players, more teams and inspired fans guided by good governance and strong financial operations. The goal of Cricket unleashed is to make the game more accessible and inspire the next generation of players, coaches, officials and volunteers.

4.1.3 The ECB are looking to work with London Borough's to develop fit-for-purpose facility and participation plans that will engage with local residents and ensure residents are provided with the right facilities to help them play the game.

4.1.4 It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed and provides a framework that allows stakeholders to work together and deliver against the key objectives of 'more play', 'great teams' and 'inspired fans'. It's also vital that any facility development for cricket takes the objectives of the strategy into consideration, namely the growth of entry level cricket, women and girls' cricket, T20 and engagement of previously hard-to-reach demographics groups.

NATIONAL CLUB STRATEGY (2012)

4.1.5 The ECB's National Club Strategy was developed from its Strategic Plan. It focuses on promoting the sustainability of clubs and their facilities. The ECB aims to develop accessible, high quality and innovative facilities which inspire the nation to choose cricket, and create a culture of sustainable development which will leave a legacy for generations to come.

4.2 Consultation Overview

KEY CLUBS

4.2.1 There are 15 clubs in the area, three of which have 10 or more teams each (South Hampstead CC, Wembley CC and Middlesex Tamil SCC). The Last Man Stands competition also has 12 registered teams and these are included in the total for the area but not included as separate clubs. There is a total of 51 adult teams in the area with Wembley CC and Middlesex Tamil Sport and Social Club providing the most with 8 adult teams each.

4.2.2 18 Junior sides are split amongst 5 clubs in Brent. South Hampstead CC have 7 junior sides the most of all clubs in Brent. Middlesex Tamil SSC have 5, Wembley CC have 4. Kingsbury Sports Club and Tamil United have just 1 each.

4.2.3 Further information on the other key clubs in the area can be seen in Technical Appendix A – Cricket Analysis.

PROGRAMMES, INITIATIVES AND FUNDING OPPORTUNITIES

4.2.4 The ECB are looking to counteract a national decline in participation in cricket by ensuring that the ‘offer’ is attractive and fits within people’s increasingly busy lives. Within London, a key focus for the ECB is capturing and supporting the demand for casual cricket across the city. This is most apparent in the areas of the city with a high Asian population, of which Brent is one.

4.2.5 In order to provide adequate facilities for informal cricket that is not played within the ECB league structure, cricket provision must be low cost, easily accessible and able to supply a number of matches every week. For this reason, non-turf pitches are seen to be the favourable type of supply. The adequate provision of non-turf pitches across the study area will be assessed as part of the site-by-site analysis.

4.3 Supply

QUANTITY OVERVIEW

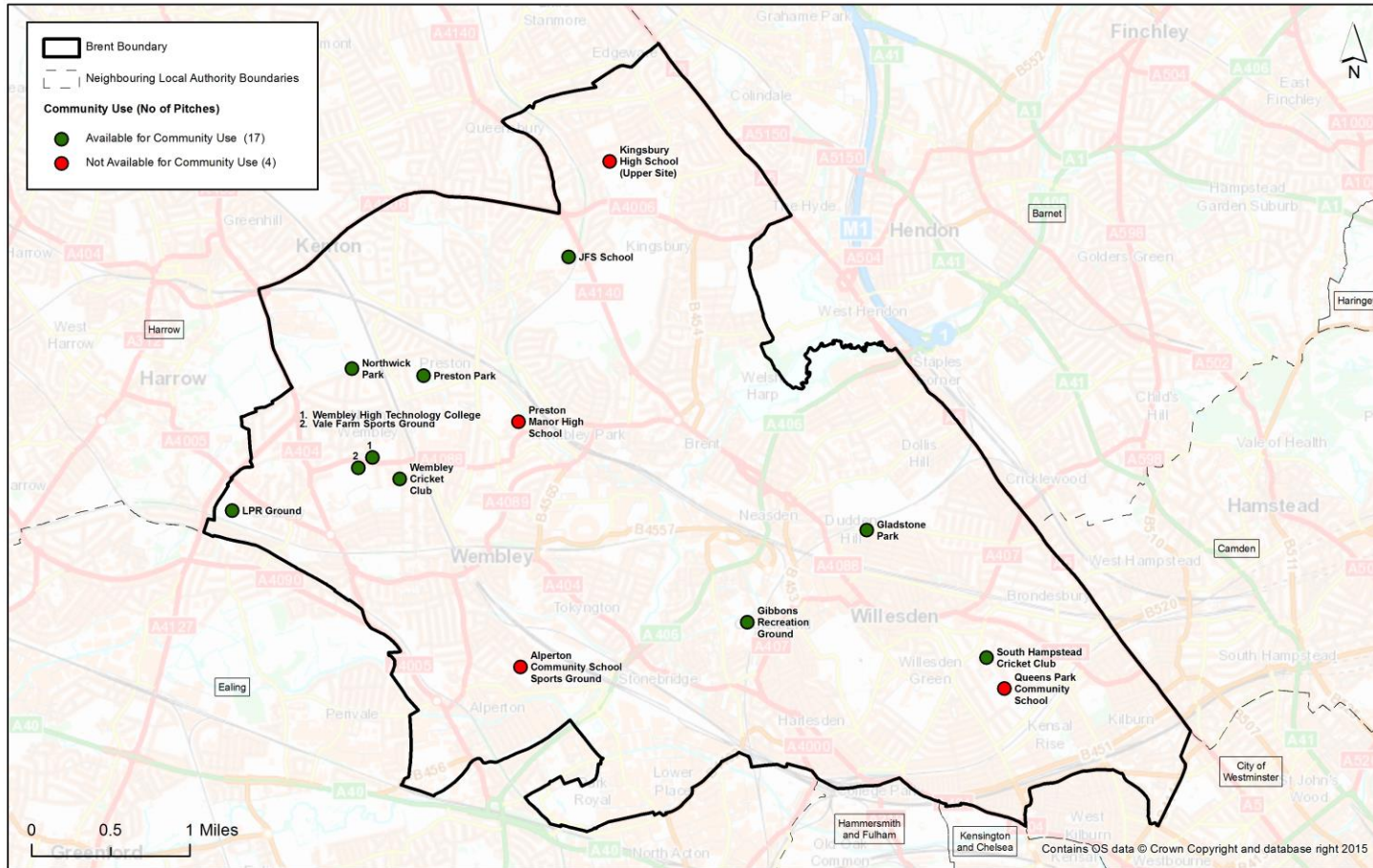
4.3.1 Table 17 below presents the data collected on cricket pitch supply in Brent. Technical Appendix A – Cricket Analysis presents a detailed audit of all pitches across Brent including carrying capacity and supply and demand balance. Map 9 overleaf also shows the supply of cricket pitches across Brent in the form of a GIS map.

Table 17 – Supply of cricket pitches in Brent

	Squares	Grass wickets	Artificial wickets
No. Of cricket pitches	21	118	11

4.3.2 Map 9 illustrates that provision is concentrated in the west of the borough, to the north and west of Wembley. The map also shows that when sites that are not available to the community are removed there is only a small amount of cricket supply for areas other than to the west and north of Wembley. It should also be noted that with the exception of South Hampstead CC and Kingsbury High School (Upper Site), none of the facilities outside of the western quarter of the borough provide grass wickets. As grass wickets are requirement of many leagues, this means that the majority of residents in Brent have limited access to facilities capable of meeting league requirements.

Map 9 – Cricket Sites in Brent



Cricket pitch sites by community use availability in Brent



TENURE AND MANAGEMENT

4.3.3 Table 18 illustrates that ownership of cricket sites falls largely under the Council, which means that individual clubs have a reduced responsibility in the maintenance and management of facilities.

Table 18 – Ownership breakdown for Cricket in Brent

Pitch ownership	Ownership of available cricket pitches	Ownership of unavailable cricket pitches
Club	1	5
Private	2	0
Trust	1	0
Council	12	10
Education	5	6

QUALITY ASSESSMENT

4.3.4 Each site (where access was possible) was visited and assessed by an independent assessor using a non-technical assessment framework provided by the ECB. The assessment takes into account the quality of playing surface, the quality of changing rooms and the score of their maintenance regime when compared to ECB recommendations. In addition to the site visits, the club consultation was used to validate the quality ratings. Each site is rated as GOOD, STANDARD or POOR.

4.3.5 Table 19 summarises the quality assessment results. Full details of the subsequent carrying capacity allocations of each site by pitch type can be found in Technical Appendix A – Cricket Analysis. Given the ratings, the overall standard of pitches across Brent is adequate, with 65% of pitches scoring standard or better.

Table 19 – Summary of cricket pitch scoring in Brent

Rating	Good	Standard	Poor
Number of Pitches	5	8	7

4.3.6 The top scoring grass wicket sites (not including education facilities) are summarised below;

- South Hampstead Cricket Club:** Very good facility kept to a very high standard. It was reported that the ancillary facility could be improved but remains adequate for the current needs of the club.
- Wembley Cricket Club:** Showed to be in fair condition during the visit. The pavilion is a little small and aging as the club develops but remains adequate for usage.

4.4 Demand

CLUB AND TEAM PROFILE

4.4.1 Through the demand consultations with clubs, 16 clubs have been identified as playing in Brent, in addition to the Last Man Stands competition. 14 of the clubs are shown in Table 20 below, with details on the team profiles where it was possible to contact them. The additional 2 clubs are included in Technical Appendix A – Cricket Analysis as these were not contactable as part of the demand consultation process.

Table 20 – Cricket club profiles for responding clubs. Source: PPS club consultations

Club	No. of competitive teams		Total
	Senior men	Juniors	
Tamil United Club	4	1	5
Last Man Stands	12	0	12
United Sports Club	3	0	3
Queensbury Cricket Club	1	0	1
All Lion Sport Club	2	0	2
South Hampstead CC	4	7	11
Kingsbury Sports Club	2	1	3
Northerns Team	2	0	2
DD Warriors Cc	1	0	1
White Stars CC	1	0	1
Rabbles Cricket Club	1	0	1
The Windermere Cricket Club	1	0	1
Wembley CC	8	4	12
Blue Marlins Cricket Club	1	0	1
Middlesex Tamil SSC	8	5	13
Total	51	18	69

CURRENT, FUTURE AND LATENT DEMAND

4.4.2 In order to calculate the future demand for cricket in Brent, a Team Generation Rate (TGR) has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a cricket team.

4.4.3 This TGR can now be applied to the population projections for the local authority to confirm how population growth or reduction will affect the demand for teams in each of the key age groups. It should be noted that there are currently no women's or girls cricket teams identified in Brent.

Table 21: Impact of population projections demand for cricket provision

Age group	2016			2031		
	Pop	Current no. Of teams	TGR	Pop	Projected teams	Projected additional teams generated
Adult Males (19-65)	111,320	51	2182.75	123,484	57	+6
Boys Youth (8-18)	21,152	18	1175	24,774	21	+3

- 4.4.4 Table 21 illustrates that the projected number of adult and youth teams required is higher for 2031 than it is currently. In total, the number of teams will increase by 9, with 6 additional adult teams and 3 youth teams. This increase is driven by the projected rise in the number of adults aged between 40 and 55 and teenagers over the study period (see Figure 3). The detailed analysis of Team Generation Rates can be seen in Technical Appendix B - PPS TGR Calculations.
- 4.4.5 It is important to note that this calculation assumes that clubs, the Council and the ECB do not improve their marketing or participation schemes over the period and are therefore no more successful than they are now in attracting new players to participate in cricket in Brent. In reality, it is expected that there will be improved channels of digital communication and improved maintenance technology, as well as higher quality ancillary provision. The output of this will be a higher quality and an improved ability to generate demand and convert it into participation.

4.5 Capacity Analysis for Cricket in Brent

- 4.5.1 Using the supply of the cricket sites and the current level of demand, the overall capacity of each of the sites has been calculated. The demand for pitches has been calculated using the ECB guidance assumption of 10 home fixtures per year for adult teams and 8 fixtures for junior teams. The supply of pitches is made on the assumption that a grass wicket can cater for 5 matches per season and an artificial (non-turf) pitch for 60.
- 4.5.2 Table 22 overleaf shows the total supply and demand balance for cricket pitches in Brent, taking into consideration the use of artificial pitches for matches. Table 22 also shows the balance when it is assumed that non-turf pitches are not used for matches at any age groups. It is likely that in reality, a small number of clubs such as those with larger junior sections, will use the non-turf pitches for a proportion of their matches.
- 4.5.3 This analysis indicates that when only grass wickets are considered there is significant deficit in the supply of pitches in Brent. When all non-turf pitches are included in the balance the supply is increased to show a surplus. However, it should be noted that the 89.3% of formal adult cricket fixtures in Brent are required to be played on grass pitches (this is due to all Last Man Stands fixtures playing exclusively on non-turf pitches). Youth matches are permissible to be played on non-turf pitches, however, it is generally preferred that these fixtures should be played on grass pitches where possible.
- 4.5.4 If the demand for Last Man Stands matches is removed from the demand from the grass wickets only section of Table 22 then the balance in the supply and demand for grass pitches for the area becomes +16. This replaces the calculated deficit of pitches from just -104 wickets to +3.
- 4.5.5 Demand for non-turf pitches is likely to increase as Last Man Stands have reported forecasting an increase in the number of their teams by 5 in the near future.

Table 22 – Overall Cricket balance figures

Including Non-turf Pitches in Analysis		
Supply and demand figures (matches)	Demand 654	Supply 1250
Overall balance (matches)		+596
Pitch balance figure (no. of grass or artificial wickets)		+119 Grass wickets or +10 Non-turf wickets
Not Including Non-turf Pitches in Analysis*		
Supply and demand figures (matches)	Demand 654	Supply 550*
Overall balance (matches)		+16*
Pitch balance figure (no. of grass or artificial wickets)		+3 Grass Wickets or +0 Non-turf wickets

**This discounts all Last Man Stands Demand as these matches are played exclusively on Non-turf Pitches.*

- 4.5.6 This analysis should be considered with the significant caveat that in practice, it is difficult for local authority maintained facilities to create squares that can deliver five matches per pitch per season. In Brent, 42% of cricket facilities are maintained by the Council. Users of these sites have commonly reported that the condition and maintenance of these pitches as not of sufficient quality. If it were calculated that these facilities had a lower carrying capacity than 5 matches, then the overall balance demonstrates a significant deficit.

4.6 Strategic sites for Protection, Enhancement and Provision

4.6.1 Based on the evidence collated in the PPS for cricket pitch provision, it can be concluded that there are certain cricket facilities across Brent that are recorded as high value sites, for a number of reasons.

4.6.2 Table 23 provides a justification for how each of the cricket sites in should be Protected, Enhanced or Protected. Table 23 is based upon site assessments carried out during the summer of 2015 and club consultations undertaken during 2015 and early 2016.

Table 23 – Strategic cricket sites for protection and enhancement

Site Name	No. Of Pitches (Squares)	Community Use category	Non-technical Assessment Rating	Balance – Capacity for community use	Justification for Protection (PR), Enhancement (E) or Provision (PV)	
Alperton Community School Sports Ground	1x Non-turf wicket	Unsecured	Standard	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site does not currently have any community use. The pitch is used by the school for lesson and inter-school matches
					E	The site has a prefabricated changing block that despite only recently being installed is already showing signs of damage from use by the school.
Gibbons Recreation Ground	1x Non-turf wicket	Secured	Good	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site does not have any formal community use but is reported to be used for informal cricket activity by local residents.
					E	The site has open access for the public and is situated between football pitches which are used by the community in the winter. This means it is likely the wicket will collect mud and debris from people walking across it in winter. It is therefore recommended that the Council ensures the wicket is regularly swept and cleared of mud and debris to protect the condition of the artificial wicket.
Gladstone Park	1x Non-turf wicket	Secured	Standard	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site is host to the Brent Last Man stands league. The league plays 28 matches at the site throughout the year plus a final match day.
					E	The wicket scored just 42% on inspection. It is therefore recommended that the Council improves the quality of the artificial wicket to improve the satisfaction of the users with the facility.

JFS School	1x Square 6x Grass 1x Artificial	Unsecured	Standard	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site has recently lost community hire for cricket due to the quality of the provision not satisfying the needs of the club. The pitch is used by the school for lessons and inter-school matches
					E	The quality of the maintenance on the square is not sufficient to attract community use and the condition of the artificial pitch is very poor (scoring 14%). It is therefore recommended that the school replaces the artificial pitch. It is also recommended that the ECB and IOG consults with the school to understand how it can produce a pitch that can once again attract community use, in a cost effective manner.
					PV	In order to improve the offer to potential hirers, it is recommended the school provides improved scoring and practice facilities.
Kingsbury High School (Upper Site)	1x Square 6x Grass	Unsecured	Good	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site is not used by the community but is regularly used by the school for lessons and fixtures.
					E	The schools changing facilities are dated and require refurbishment.
					PV	The school has no outdoor practice facilities. It is recommended that the addition of either fixed nets or a roll-on batting cage would improve the quality of the facilities at the school.
LPR Ground	2x Squares 11x Grass 1x Non-turf 4x Grass	Unsecured	Standard	Currently over capacity for grass wickets	PR	<p>The site should be protected as playing pitches in the local plan. The site is used by Middlesex Tamils Sport and Social Club. At present, the site is estimated to have a demand for 120 matches per season across both squares with a capacity of 75. This represents a demand of 55 matches over capacity per season. The site also has a STANDARD quality Non-turf wicket which increases the site's capacity to 135 matches per year, resulting in a surplus supply of +15 matches per year.</p> <p>In practical terms this means that in order for the site to be considered to be operating within its capacity then all 40 youth team matches and a further 10 senior matches would need to be played exclusively on the non-turf wicket. Given the league rules prohibiting matches from being played on Non-turf wickets this cannot be considered a realistic expectation. Therefore it can be confidently stated that this site is currently used over its capacity.</p>
					E	The site has been highlighted by the ECB and its users as being below satisfactory for the quality of the wickets. The site has an in-house maintenance team. It is recommended the ECB, IOG consult the maintenance team to understand what maintenance measures could be implemented to improve the quality of the pitch for its users.

						<p>The over use of the grass pitches makes it clear that some of the demand for the site must be carried by the non-turf pitch. The non-turf pitch scored 57%. It is therefore recommended that the non-turf pitch is replaced with a new pitch.</p>
					PV	<p>The site has no fixed nets or practice facilities. As the site hosts such a large amount of demand it is recommended that the facility adds fixed nets to improve the practice facilities at the site.</p>
Northwick Park	4x Squares 8x Grass 6x Grass 6x Grass 1x Non-turf	Secured	Poor	Currently over capacity for grass wickets	PR	<p>The site should be protected as playing pitches in the local plan. The site is used by Northern CC, White Star CC and Blue Marlins CC.</p>
					E	<p>The site is reported by the ECB, clubs and the site assessments to be of poor quality and requiring significant improvement in maintenance. It is therefore recommended the Council take action to improve the quality of maintenance on the pitch. Specifically, the outfields were found to be heavily undulated and there were significant blemishes on the pitches). It is also recommended that the Council consult the clubs, the ECB and the IOG to produce an action plan of improvements to pitches so that the pitches meet the standards expected by the users and the ECB. The site's non-turf pitch used to be used for Last Man Stands but was deemed too poor for the competition to continue using it. It is recommended that the pitch be replaced to improve the standard of non-turf pitches in parks for casual, informal and the potential expansion of Last Man Stands competition.</p>
					PV	<p>Despite having 4 squares, the site has no practice facilities. It is recommended the Council and ECB consult with the site's main users to understand if installing fixed practice nets would improve the user experience.</p>
Preston Manor High School	1x Non-turf wicket	Unsecured	Standard	Currently under capacity for grass wickets	PR	<p>The site should be protected as playing pitches in the local plan. The site is currently not used by the community but is used by the school for P.E. lessons and interschool matches. The site's non-turf pitch scored well on the assessment. It is recommended that if other non-turf pitches are considered not to be of adequate quality for an expanded Last Man Stands competition, that the school is approached as an alternative venue.</p>
					E	<p>The site's fixed net facilities were scored as poor on the assessment. It is therefore recommended these facilities are improved to improve the quality of cricket facilities at the school for PE lessons.</p>

Queens Park Community School	1x Non-turf wicket	Unsecured	Good	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site is not available to the community for hire but the pitch is used by the school for P.E. lessons and interschool matches.
South Hampstead Cricket Club	1x Square 13x Grass 1x Non-turf	Secured	Standard	Currently over capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site is currently used exclusively by South Hampstead CC.
					E	The ground is currently over capacity. However, 77% of demand for the site comes from youth cricket. As there are less strict requirements on youth matches being played on grass pitches (especially in the youngest age groups) some of this demand can be displaced onto the site's non-turf pitch. The assessment of the site scored the non-turf wicket as Standard making it one of the weakest elements of the ground. It is recommended that the non-turf pitch is replaced to greater incentivise the club designating some youth matches away from the grass wickets and therefore ensuring the club's grass pitches are not over used. The club is also one of 3 major providers of youth cricket and coaching in the area. The club's practice facilities were also scored as a 'low' Standard. It is therefore also recommended that the club's practice nets are upgraded to ensure good quality practice facilities for youth coaching and adult match practice.
Vale Farm Sports Ground	3x Squares 10x Grass 8x Grass 8x Grass	Secured	Poor	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site is used by Tamil United CC, United Sports Club and DD Warriors CC. The site is currently estimated to be at 68% of its overall capacity.
					E	The site is considered poor by its users, the ECB and 4 global's site assessment team. It is therefore recommended that the Council consults with the ECB, the IOG and the clubs to produce an action plan of significantly improved maintenance to bring the pitches up to the quality required for formal play. This should be undertaken as a matter of urgency as the user clubs have reported that at present the pitches are of insufficient quality for the standard currently being played there. The assessment report confirms that the wicket and outfield is of very poor quality, specifically referencing the length of the grass and the unevenness of both outfield and wickets. It is also recommended that the ancillary facilities, especially the condition of the changing and showering facilities, be improved to encourage greater use of the site's spare capacity.
					PV	On consultation, the club added that further to significant enhancements of the site's maintenance, the club would benefit from the addition of sight screens and fixed practice nets to improve the quality of the facility. As one of only two clubs in the area

						to field multiple junior teams, it is recommended that fixed practice nets are added to the site to enhance the quality of youth coaching facilities for the user clubs (and general public also).
King Edward VII Park, Wembley	Under construction	Secured	NA	NA	PR	The site's pitches were under significant re-construction at the time of the assessments. However, once completed this site should be protected as playing pitches in the Council's local plan.
Preston Park	1x Square 6x Grass	Secured	Good	Currently over capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site is used by Queensbury CC, Kingsbury CC and Windermere CC. The site is only used for adult cricket.
					E	The site is currently operating at double its capacity. It is therefore recommended that some of the demand for the site is offset to another location to limit the wear on the wickets. The best site on which to move this excess demand is to the neighbouring Vale Farm Sports Ground, however, it is expected that no club will accept such a move until the quality of the facilities at Vale Farm matches that at Preston Park.
					PV	The consultations and site assessments report this site to be the best of all Council maintained sites in Brent. On assessment, casual football was observed on the square and those playing reported that the area is used regularly for such games. It is therefore recommended that the Council install either a light picket fence or a chain barrier to discourage the use of the square for informal football. It is also recommended that sight screens be added to the ground to improve the user experience further. A further facility development priority for the site would be the addition of a fixed practice net to allow the user teams and the general public to train during the season regularly.
Wembley CC	2x Squares 13x Grass 1x Non-turf 12x Grass 1x Non-turf	Secured	Standard	Currently under capacity for grass wickets	PR	The site should be protected as playing pitches in the local plan. The site is used exclusively by Wembley CC. The site is currently estimated to be operating at approximately 64% of its capacity.
					E	The practice facilities at the site were rated as poor during the site assessments and were also reported as requiring replacement/refurbishment during the consultation. The club is one of very few to offer youth cricket. It is therefore recommended that the ECB consults directly with the club to ascertain the level of deterioration of the nets and whether they require a complete overhaul or a refurbishment.
					PR	The ECB reported that the club has received low marks from league umpires and opposition for the quality of the pitch and outfield. It is recommended that the ECB and IOG consult with the club to find ways of improving the quality of the pitch within the financial and volunteer constraints of the club.

4.7 Cricket Summary

4.7.1 A short summary of the key findings from the cricket analysis is shown below in Table 24.

Table 24 – Summary of Cricket Findings for Brent

Cricket Summary Box
<ul style="list-style-type: none"> ➤ The cricket analysis has illustrated that the supply and demand for formal cricket is balanced across the study area. However, when only pitches that are available to the community are considered, there is a significant deficit of supply, leading to many sites being utilised beyond their capacity. ➤ Given the projected population increase over the next 15 years, this deficit is likely to increase further unless either the number of sites that are not currently available are made available and secured, or further pitches are added. ➤ Of the three major clubs in the area, only South Hampstead CC was identified as having access to high quality facilities. ➤ Only one of the clubs with more than 10 teams has a home ground that has been calculated as being under capacity. It is recommended that the ECB and IOG should work with the clubs and the organisations that maintain the pitches to improve the standard of club pitches in Brent. ➤ 7 out of the 8 grass pitches the council maintains are deemed Poor. ➤ The only local authority maintained grass pitch to have returned a Good rating, Preston Park, is also deemed to be have a deficit of supply. ➤ The non-turf pitches in Brent are also a concern. Only one non-turf wicket that is securely available to the community was assessed as Good quality (Gibbons Recreation Ground). The site is not, however, ideally suited to hosting the Last Man Stands Competition due to its small boundary sizes. ➤ The non-turf pitch at Gladstone Park is currently home to the Last Man Stands competition but deemed to be of Standard quality. ➤ Last Man Stands has reported that Northwick Park would be the competition’s preferred location but that the pitch is too poor to be used. It is therefore recommended the council work with Last Man Stands to improve the non-turf wickets at Gladstone and Northwick Park. ➤ The training and practice facilities at local authority across the borough sites have also been reported as Poor.

5 Rugby Union

5.1 Introduction and Strategic Context

5.1.1 The Rugby Football Union (RFU) is the national governing body responsible for grassroots and elite rugby in England, with the season operating from September to April.

5.1.2 The RFU published its Facility Strategy (2014) for the next four years⁸. The strategy includes the following relevant objectives and priorities relevant to the PPS:

- The core aims of the RFU are to create effective and efficient facilities, management and governance along with community integration
- Facility priorities include improving changing provision, natural turf pitch quality, AGPs and floodlighting for both matches and training. These affect commercial opportunities within community clubs.

5.2 Consultation Overview

KEY ISSUES

5.2.1 The demand for rugby in Brent is satisfied by just one club; Kilburn Cosmos RFC. Kilburn Cosmos play at Gladstone Park and have a yearly rolling hire of the pitches. Some of pitches have been identified as extremely poor, to the extent they are not fit for purpose.

5.2.2 It has also been identified that there are significant issues with near-surface infrastructure (such as fibre cables or similar utilities) at the Gladstone Park, the Council has clarified that this is an issue across the borough and should be considered alongside any future facility development, especially during the design and construction stage.

5.3 Supply

QUANTITY OVERVIEW

5.3.1 In addition to the Gladstone Park pitches there is additional supply in private facilities and state-owned education bodies. The ownership of rugby sites in Brent is shown in Table 25.

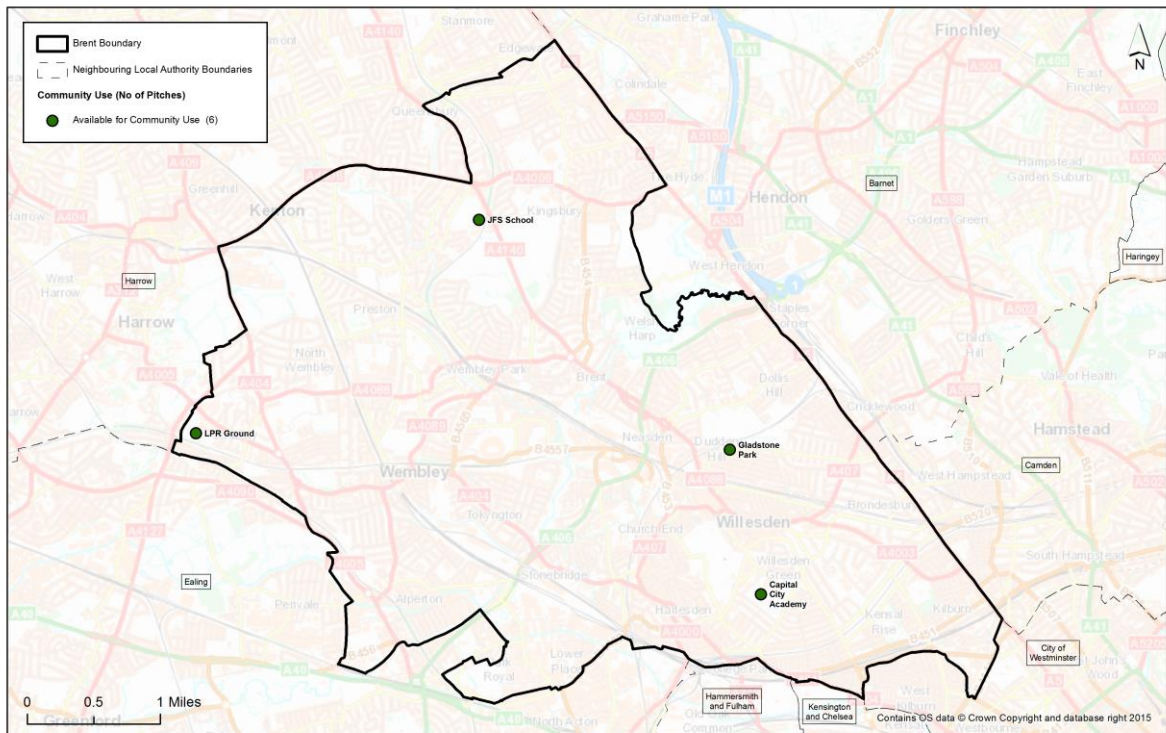
Table 25: Ownership of rugby pitches in Brent

Ownership	Number of pitches Senior
Private	1
Council	4
Trust	1

⁸ RFU National Facility Strategy ([R.F.U.N.F.S.](#): 2014)

- 5.3.2 Further detail on this process can be seen in the Technical Appendix A – Rugby Union Analysis.
- 5.3.3 Map 10 shows the geographic location of the rugby pitches in Brent is spread throughout the borough. As the home ground for the only active club in Brent, Gladstone Park represents a relatively central and accessible location for major population centres in Brent, namely; Wembley, Dollis Hill and Harlesden. The map also shows that there are very few pitches near to Gladstone Park meaning that there are few existing rugby sites that can provide alternative provision to take on any excess demand for the pitches at Gladstone Park.
- 5.3.4 It should be noted that the LPR pitch is over marked by an American football pitch. The rugby pitch is used irregularly and the LPR Ground expressed that they were considering making the pitch a dedicated American football pitch by installing NFL regulation posts in place of the rugby posts that are present currently.

Map 10 – Rugby pitch audit in Brent



Senior Rugby Union pitch sites by community use availability in Brent



QUALITY ASSESSMENT

- 5.3.5 Each site was visited and assessed by an independent assessor using non-technical assessments as determined by the RFU. The methodology for assessing rugby pitch quality analyses two key elements; the maintenance programme and level of drainage.

5.3.6 Each is scored and classified in one of three categories. These represent actions required to improve site quality. A breakdown for each of the two scoring elements and three respective categories is provided in the following two tables.

Table 26 – Rugby pitch maintenance quality assessment specifications. Source: RFU PPS Guidance

Category	Overall Quality Rating
MO	Action requires significant improvements to the maintenance programme
M1	Action requires minor improvements to the maintenance programme
M2	Action requires no improvements to the maintenance programme

Table 27 – Rugby pitch drainage quality assessment specifications. Source: RFU PPS Guidance

Category	Overall Quality Rating
DO	Action on pipe draining system is needed on pitch
D1	Action on silt drainage system is needed on pitch
D2	No action is needed on pitch drainage

5.3.7 These scores are then combined to provide a match equivalent capacity, as calculated in Table 28 below.

Table 28 – Match equivalent calculation for rugby pitches. Source: Appendices 4a to 4c – Rugby Football Union⁹

		Maintenance		
		Poor (MO)	Standard (M1)	Good (M2)
Drainage	Natural Inadequate (DO)	0.5	1.5	2
	Natural Adequate (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25

5.3.8 Table 29 summarises the quality assessment results. Full details of the subsequent carrying capacity allocations of each site by pitch type can be found in Technical Appendix A – Rugby Analysis.

Table 29 – Quality summary by pitch type

Drainage	Maintenance		
	Poor (MO)	Standard (M1)	Good (M2)
Natural Inadequate (D0)	4	-	-
Natural Adequate (D1)	1	1	-
Pipe Drained (D2)	-	-	-
Pipe and Slit Drained (D3)	-	-	-

5.3.9 Of the sites that are currently operating, the pitches at Capital City Academy and Gladstone Park were given the poorest rating. Due to the amount of maintenance undertaking on the site, the LPR Ground returned the best score of all the pitches on the site.

⁹ Sport England PPS Guidance – RFU Appendices ([S.E.P.P.S.G.:](#) 2015)

5.3.10 In addition to site assessments undertaken as part of the Playing Pitch Strategy, in October 2016 LB Brent Council also commissioned STRI, a specialist pitch agronomist organisation, to undertake an independent review of 3 pitches at Gladstone Park. The output of this review is a report, which is included as an annex to the Playing Pitch Strategy.

5.4 Demand

CURRENT DEMAND

5.4.1 Kilburn Cosmos RFC was consulted with as part of the demand gathering process, with the consultation providing the following findings;

Table 30: Summary of demand consultations from rugby clubs in Brent

Club	Consultation Summary
Kilburn Cosmos RFC	<p>A total of 13 teams, including ladies' rugby and a junior section with teams ranging from U7s to U17s. The clubs have aspirations of further growth, but stated that in order to allow this, more and better pitches and training facilities (3G ideally) are needed in the area.</p> <p>All matches and training sessions are held at Gladstone Park; a site they hire from Brent Council. The quality of the pitches has been identified as poor and deteriorating every year due to a severe lack of maintenance. Drainage was stated to be their main problem, with an average of 8 games per team (seniors) being cancelled over the winter months due to waterlogging.</p> <p>One of the pitches on site is used for training only as it is unplayable and the club have expressed a severe desire for an all-weather surface to train on.</p> <p>When asked about ancillary facilities, no particular issues were raised and they were rated as standard.</p>

5.4.2 Further detail on the demand consultations and data collection can be seen in Technical Appendix A – Rugby Analysis

FUTURE DEMAND

5.4.3 In order to calculate the future demand for rugby in Brent, a Team Generation Rate (TGR) has been calculated using the current number of teams and the current population. This measure allows us to calculate what size of population (for various age groups) will typically cause enough demand for a rugby team.

5.4.4 This Team Generation Rate can now be applied to the population projections for the local authority to confirm how population growth or reduction will affect the demand for teams in each of the key age groups. This population projection data has been provided by the Council and aligns to their core strategy.

Table 31 – Future demand projections for rugby teams in Brent

Age group	2016			2031		
	Pop	Current no. Of teams	TGR	Pop	Projected teams	Projected additional teams generated
Mini/Midi (6-12) - Mixed	28011	4	7002.75	31182	4	±0
Junior Rugby – Male (13-17)	9184	4	2296	11115	5	±1
Senior Rugby – Male (18-45)	78925	4	19731.25	85593	4	±0
Senior Rugby – Female (18-45).	73155	1	73155	75688	1	±0

5.4.5 Table 31 illustrates that the number of projected demand for rugby teams across Brent is likely to stay consistent between 2016 and 2031.

5.4.6 It is important to note that this calculation assumes that clubs, the Council and the RFU do not improve their marketing or participation schemes over the period and are therefore no more successful than they are now in attracting new players to participate in rugby in Brent. In reality, it is expected that there will be improved channels of digital communication and improved maintenance technology, as well as higher quality ancillary provision. The output of this will be a higher quality and an improved ability to generate demand and convert it into participation.

5.5 Supply and Demand Balance

5.5.1 To calculate the balance for Rugby facilities in Brent, Table 32 shows the supply and demand figures of the Gladstone Park site.

Table 32 – Supply and Demand Balance by Club

Site Name	Pitch type	Quantity	Supply (Capacity)	Demand (matches + training in match equivalents)		Balance (Supply minus demand)
				SNR	JNR	
Gladstone Park	Senior	Senior	3	1.5	9.5	-18

5.5.2 As shown in Table 32, Kilburn Cosmos are placing a demand on Gladstone Park beyond its carrying capacity. Specifically, Kilburn Cosmos made 124 bookings for the Gladstone Park pitches in the 2015/16 season. The low carrying capacity is due to the poor quality of the drainage and the low levels of maintenance the pitches currently receive. It should be expected that a site being over used to this extent would result in heavy deterioration of the pitches.

5.5.3 The key output of the supply and demand analysis is that action is required to ensure that rugby can be protected in Brent and that the rugby club is able to satisfy local demand for both junior and adult teams. The results of this study clearly indicate that the quality and quantity of rugby pitches available in Brent do not adequately serve the demands of local residents.

5.5.4 The site-by-site analysis will define the key steps that should be undertaken to improve the overall picture of provision and pitch stock.

5.6 Strategic Sites for Protection, Enhancement and Provision

5.6.1 It is recommended that all sites that provide rugby for the community should be protected as there is an overall deficit of rugby provision across the borough.

5.6.2 With this recommendation of protection in mind, Table 33 provides further recommendations on potential areas of enhancement for each of the four rugby sites.

5.6.3 The site assessments underpinning Table 33 were undertaken on the 26th and 27th of November, 2015. The club consultations were carried out between September and December of 2015.

Table 33 – Rugby sites for enhancement in Brent

Site Name	No. Of Pitches	Community Use category	Non-technical Assessment Score	Balance – Capacity for community use	Justification for Protection (PR), Enhancement (E) or Provision (PV)
Gladstone Park	3x Senior	Secured	3x D3/MO	-18 in total -8 Adult -10 Junior	PR This site should be protected as playing pitches under the local plan. The site's rugby pitches are used exclusively by Kilburn Cosmos RFC. The site is heavily over used, however, the club has stated in consultation that it is their preferred site and there are limited alternative options nearby that would be suitable for converting into a dedicated rugby or multi-sport site. Therefore, it is recommended that if possible, Gladstone Park be retained as the primary home of Kilburn Cosmos. This can be done by increasing the carrying capacity of the pitches and re-designating under-used football pitches as rugby pitches.
					E In order to increase the carrying capacity of the site it is suggested that the drainage and maintenance of the site should be enhanced to carry the maximum possible carrying capacity (3.5 match equivalents per week). Given the current number of pitches on the site this would provide a capacity of 10.5 match equivalents leaving a balance of 9 match equivalents over capacity for the site. The site has two football pitches but is only used by Just Youth Sport U12s and 13s. In the local area there are several football sites with spare capacity for taking additional matches. It is therefore recommended that Just Youth Sport U12s and U13s are moved to an alternative site close by (Gibbons Recreation Ground for example). This would allow both football pitches to be converted into rugby pitches. Given the same enhanced maintenance and

					<p>drainage this would allow for an increase of capacity to the site of 7 match equivalents leaving the just 2 match equivalents over capacity.</p> <p>One further point is that converting the football pitches into rugby pitches would have significant impact on the outfield of the cricket pitch that sits between them. This pitch is currently used by Last Man Stands, the competition having moved there from Northwick Park. It is therefore recommended that as part of this pitch re-assignment, the cricket pitch at Northwick park should be fully refurbished to allow the Last Man Stands the option of moving back should the winter use of the outfield for rugby cause the outfield to be too bumpy for the needs of the competition.</p> <p>The park does not have any additional space to add any further senior rugby pitches beyond what has been recommended above. Even with the re-designations of the pitches made above, Gladstone Park would remain over capacity given the current demand for the site generated by Kilburn Cosmos RFC. It is therefore recommended that another site be sought as an overspill site to be used when the club requires it.</p> <p>Capital City Academy is the closest site with a formal rugby pitch (7minutes drive away). It is recommended that this site should be explored as an option for providing Kilburn Cosmos with an additional pitch.</p>
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					PV	<p>It is recommended that Kilburn Cosmos work with the Council and the RFU to explore the options made available by Council's Community Asset Transfer programme. Completing a community asset transfer would allow the club to have greater allow the club the security of tenure required to qualify for capital and revenue funding from the RFU and other relevant bodies for funding to develop the facility.</p> <p>It is recommended that at least one of the pitches at Gladstone Park be provided with floodlighting to allow it to be used for midweek evening training sessions.</p> <p>During consultation the club mentioned the need for a WR22 AGP to be fitted to solve their capacity issues. However, the enhancements laid out above enable the club to have the demand for pitches to be adequately met by the existing site. However, should the recommendations above not be implementable then adding a WR22 AGP to the site would increase the carrying capacity to take all of the training and much of the demand for match slots. It is recommended that should the site be impossible to bring to the capacity required by the club that the RFU and the Council consider the site as a potential candidate for a WR22 AGP.</p>
LPR Ground	1x Senior	Secured	D1/M1	+2 Senior	PR	<p>The site should be protected as playing pitches in the local plan. The site does not have any recorded formal demand but is used for some rugby and American football hires. The site is the only rugby pitch near to the Wembley region of Brent. The site has reported considering making the pitch a permanent American football pitch with regulation NFL goal posts.</p> <p>It is recommended that if the site owners feel this will result in more consistent and regular hires, that the site be allowed to carry out this pitch change with the full support of the Council.</p>

Capital City Academy	1x Senior	Unsecured	D0/MO	+0.5 Senior	PR	The site should be protected under the local plan as playing pitches. There is currently no community use on the site but the pitch is used for PE lessons by the school.
					E	<p>The site is the closest rugby pitch to Gladstone Park. If some of the recommended actions for increasing the capacity at Gladstone park do not succeed in meeting Kilburn Cosmos' demand for pitches, it is recommended that additional fixtures should be designated to Capital City Academy.</p> <p>In such a circumstances it is recommended that the quality if of the drainage and the pitch maintenance be improved to accommodate the additional use.</p>
JFS School	1x Senior	Unsecured	D1/MO	+1.5 Senior	PR	<p>The site should be protected as playing pitches in the local plan. The site is used by the school for PE lessons but is not used by the community for rugby. The school did report the possibility that the pitch may be re-designated for football to encourage more teams to hire on the site. It should be noted that the school is currently being shown as being over capacity in terms of community use.</p> <p>It is recommended that the site be allowed to carry out such a re-designation of the pitch to help to balance the demand for football in that area of the borough. This is because there is no evidence of demand for rugby in the local area around the school.</p>

5.7 Rugby Summary

5.7.1 A full set of rugby recommendations is provided in Table 34 below.

Table 34 – Summary of Rugby Findings for Brent

Rugby Summary Box
<ul style="list-style-type: none">➤ The only major Rugby club in Brent is Kilburn Cosmos RFC.➤ The club utilises the 3 pitches and ancillary facilities at Gladstone Park. The level of the use on the pitches is thought to be far beyond the capacity of the site. RFU supply/demand calculations suggest the site would require significant investment in drainage and additional pitches on the site.➤ The club has reported that in the preceding 2 years the frequency and quality of the maintenance has reduced.➤ The 2 pitches located to the north of the site are poor in quality and can be considered unfit for purpose in their current state.➤ It is recommended that the club, the RFU and Council work together to explore the opportunities for the site created by the Council's Community Asset Transfer programme. This would enable the club to take more responsibility for the maintenance of the site and to access grant funding from the RFU and other funding streams for facility development projects.➤ The only other rugby pitch available for community hire in the area is located at the LPR Ground. The site has reported that the pitch is under-utilised for Rugby and is considering converting the pitch into a specialist American Football pitch.

6 Hockey

6.1 Introduction and Strategic Context

6.1.1 In order to understand the overall objectives and priorities of the England Hockey Board (EHB), an analysis of key recent strategies and documentation has been undertaken and summarised below.

THE NATIONAL HOCKEY FACILITY STRATEGY – THE RIGHT FACILITIES IN THE RIGHT PLACES (2012).

Vision: For every hockey player in England to have appropriate and sustainable facilities that provide excellent experiences for players.

Mission: More, Better, Happier players with access to appropriate and sustainable facilities

6.1.2 The club market for hockey is well structured and clubs are required to affiliate to England Hockey to play in community leagues. As a result, only a few occasional teams lie outside of the EH affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

6.1.3 The EHB have the ambition of growing participation by 10,000 adults and 32,500 children. To enable this the following three objectives have been highlighted;

- **PROTECT: To conserve the existing hockey provision.** EH currently have over 800 pitches that are used by hockey clubs (club, school, universities). We need to retain the current provision where appropriate to ensure that hockey is maintained across the country
- **IMPROVE: To improve the existing facilities stock (physically and administratively).** The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to more support for clubs to obtain better agreements with facilities providers & education around owning an asset.
- **DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain.** This might include consolidation hockey provision in a local area where appropriate. Research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered at one site.

6.2 Consultation Overview

6.2.1 This section summarises the consultations with the sport's National Governing Body (NGB), England Hockey and key facility providers for hockey in Brent.

ENGLAND HOCKEY

6.2.2 Consultation with England Hockey (EH) has indicated that Brent is considered a critical area for the National Governing Body (NGB). EH remains committed to its national priorities of ensuring all clubs have the opportunity to play on sand or water based AGPs. They are also committed to ensuring clubs have adequate ancillary facilities that enable them to produce additional revenues (such as a bar and kitchen) to supplement clubs' incomes and enable them to invest in coaches and equipment. Recent conversations with EH have revealed a national priority to harness the increased profile and interest in the sport following the Great British Women's hockey team's gold medal at the 2016 Rio de Janeiro Olympics.

6.2.3 The consultation confirms that Brent has no competitive hockey clubs playing with their home ground in the borough, however there are 3 clubs that use facilities in the borough for some of their pitch demand; West Hampstead HC, Harrow HC and Hampstead and Westminster HC. It should be noted that Hampstead HC have previously used Preston Manor High School, which was laid as a hockey AGP at the "insistence of Sport England" due to concerns the club would lose access to the pitch at Whitefield School¹⁰. The site is no longer regularly used by the club for training or matches.

- **Hampstead and Westminster HC** - EH have confirmed that Hampstead and Westminster HC, a club with the fastest growing junior sections in the country, are struggling to find pitches and are looking for opportunities within Brent as there is nothing available in Westminster. Any spare capacity will be considered if within reasonable travel for members who live closer to the centre of London.
- **West Hampstead HC** – This is a significant club that has recently moved back into Barnet, to Wightfield school. EH have identified this club as having a growing junior section.
- **Harrow HC** – In consultation EH reported that the club has just moved to John Lyon school in Harrow but still need access to alternative hockey provision. Harrow HC are looking to demonstrate growth, which will further protect the supply of hockey pitches in Harrow.

6.3 Supply

6.3.1 Table 35 shows the AGP facilities that are currently available for community use and are of a suitable size for competitive hockey to be played.

¹⁰ England Hockey Consultation

Table 35 – Quantity overview for sand-based AGP's in Brent

Site name	AGP type	Weekday hours available	Saturday match slots available*	Sunday match slots available*
JFS School	Sand Based	20	5	5
Preston Manor High School	Sand Dressed	20	5	5

* 1 match slot = 2hours

TENURE AND MANAGEMENT

6.3.2 Both facilities are under the ownership and management of the schools. Neither school offer users long term guaranteed security of use beyond one year.

6.4 Demand

CURRENT DEMAND

6.4.1 Despite there not being any hockey clubs based in Brent, there is some demand for the facilities from clubs that are either at capacity at their preferred/regular pitches or cannot gain the required hours of usage necessary to hold all of their matches on their preferred sites.

6.4.2 The demand is for hockey facilities in the area is currently concentrated on the JFS School site. Table 36 shows that the majority of the demand comes from Harrow HC with 7.5 hours per week followed by Hampstead and Westminster HC which has 1.5. There is presently no demand for regular formal hockey use recorded on Preston Manor High School.

Table 36 – Demand for Hockey Pitches in Brent

Facility Name	Club Name	Weekday Use (Hours)	Saturday Use (Hours)	Sunday Use (Hours)
JFS School	Harrow HC	2	3	2.5
	Hampstead & Westminster HC	0	1.5	0
Preston Manor High School	West Hampstead HC	0	0	0
Total		2	4.5	2.5

6.4.3 It should be noted that in consultation with Harrow HC, the club reported that the JFS School is not the club's preferred site and that it would prefer to move to a site situated in or closer to Harrow. Since the consultation the club has moved to John Lyon School in Harrow which is now considered its main home ground.

6.4.4 Table 37 shows the total demand for hockey facilities from each of the clubs associated with facilities in Brent.

Table 37 – Match demand for hockey in Brent

Club	Weekday	Saturday	Sunday	% of demand in Brent
	Competitive Hours Required			
Harrow HC	2	3	2.5	100%
Hampstead & Westminster HC	6	12	1.5	8%
West Hampstead HC	10	11	1	0%

6.4.5 When analysed together, Tables 35, 36 and 37 indicate that the current level of demand for hockey in Brent can be satisfied by a single pitch AGP site.

FUTURE DEMAND

6.4.6 In order to calculate the future demand for Hockey in Brent, a Demand Generation Rate (DGR) has been calculated using the current number of hours and the current population. This measure allows us to calculate what size of population (for adult and junior age groups) will typically result in enough demand for the club to require additional or fewer hours at a facility.

6.4.7 This measure has been used instead of the typical Team Generation Rate (TGR), as the current lack of teams with their home ground in Brent would not provide adequate inputs into the TGR calculation. This DGR measure is therefore seen to be the most accurate calculation of future demand in Brent.

6.4.8 This population projection data has been provided by the Council and aligns to their core strategy.

Table 38 – Future demand projections for hockey teams in Brent

Age group	2016			2031		
	Pop	Current no. Of Hours	DGR	Pop	Projected Hours	Projected additional hours generated (to the nearest 0.5)
Adult (16-45)	159,284	6.5	24505.2	169,826	7	+0.5
Junior (10-15)	21,445	2.5	8578	25,794	3	+0.5

6.4.9 Table 38 illustrates that, in line with population projections for 2031, a small increase of 1 hour in demand for AGP hours by hockey clubs will be realised. This is driven by the projected increase in the teenaged demographics across the Local Authority.

6.4.10 It is important to note that this calculation assumes that clubs, the Council and England Hockey do not improve their marketing or participation schemes over the period and are therefore no more successful than they are now in attracting new players to participate in hockey in Brent. In reality, it is expected that there will be improved channels of digital communication and improved maintenance technology, as well as higher quality ancillary provision. The output of this will be a higher quality and an improved ability to generate demand and convert it into participation.

6.5 Supply and Demand Balance

6.5.1 To calculate whether there is any spare capacity at hockey sites in Brent, Table 39 shows the supply and demand figures for the single site that is used for community use hockey

Table 39 – Supply and demand balance for hockey in Brent

Site name	Supply (Hours)			Demand (Hours required – for training and matches)			Balance (Hours)		
	Weekday	Sat	Sun	Weekday	Sat	Sun	Weekday	Sat	Sun
Preston Manor High School	20	10	10	0	0	0	+20	+10	+10
JFS School	20	10	10	2	4.5	2.5	+18	+5.5	7.5

6.5.2 Table 39 illustrates that when hockey demand and supply is analysed alongside football training, there is a surplus of supply for peak midweek times at the JFS School. At weekends, when the AGP is used primarily for hockey, there is a surplus, however this calculation is made using the assumption that there are 10 hours per day available for competitive hockey at weekends.

SPORT ENGLAND FACILITY PLANNING MODEL

- 6.5.3 In order to evaluate the strategic need for artificial grass pitch provision in Brent, Sport England have undertaken a National Run of the Facility Planning Model¹¹.
- 6.5.4 The report provides a strategic assessment of the current level of provision for Artificial Grass Pitches in Brent. The assessment uses Sport England's Facilities Planning Model and the data from National Facilities Audit run as of January 2015.
- 6.5.5 The FPM report identifies the following key additional findings;
- Making a simple comparison between supply within Brent and demand generated from residents of Brent results in a deficit of 1.61 pitches for hockey. This reflects the general situation in London where supply is approximately half of overall demand, whereas in England as a whole there is a much more balanced picture between supply of hockey pitches and demand for them.
 - It should be noted that this calculation effectively treats Brent as an 'island' and does not take account of import and export of visitors across borough boundaries. It should therefore be treated with caution as it does not give a true picture of movement to access AGPs.
 - Despite the notional under supply of hockey AGPs within Brent, satisfied demand equates to 1,431 vpwpp (visits per week in the peak period), or 79.9% of all demand. This figure is actually above the average figure for London (77.7%), though below the national average (81.9%).
 - The reason for satisfied demand being a relatively high figure is that 76.2% of demand for hockey AGPs from residents of Brent is being met by facilities in neighbouring boroughs, equating to 1,091 vpwpp. Only 340 visits are retained within facilities in Brent, 23.8% of the total demand that is satisfied.
 - 86.1% of satisfied demand is from car users, a similar figure to the London average, with 12.2% being walkers and 1.6% public transport users.
 - Unmet demand equates to 359 visits in the peak period, or 20.1% of all demand, in pitches this equates to 0.49 pitch. Most of the unmet demand (86.9%) is due to lack of capacity at existing facilities (56.4% from people who do not have access to a car and are outside the walking catchment of a facility, and 30.5% from car users who live outside the driving catchment of a facility).
 - Virtually all the unmet demand due to people living outside the catchment area is from people who do not have access to a car.
 - As with access to football AGP's, all facilities for hockey in Brent are operating at 100% capacity during the peak period. This figure is replicated across London, though the England average for used capacity is 88.6%.
 - 260 vpwpp, or 43.4% of visits to Brent AGPs for hockey use, are imported

¹¹ London Borough of Brent AGP FPM (Sport England: 2015)

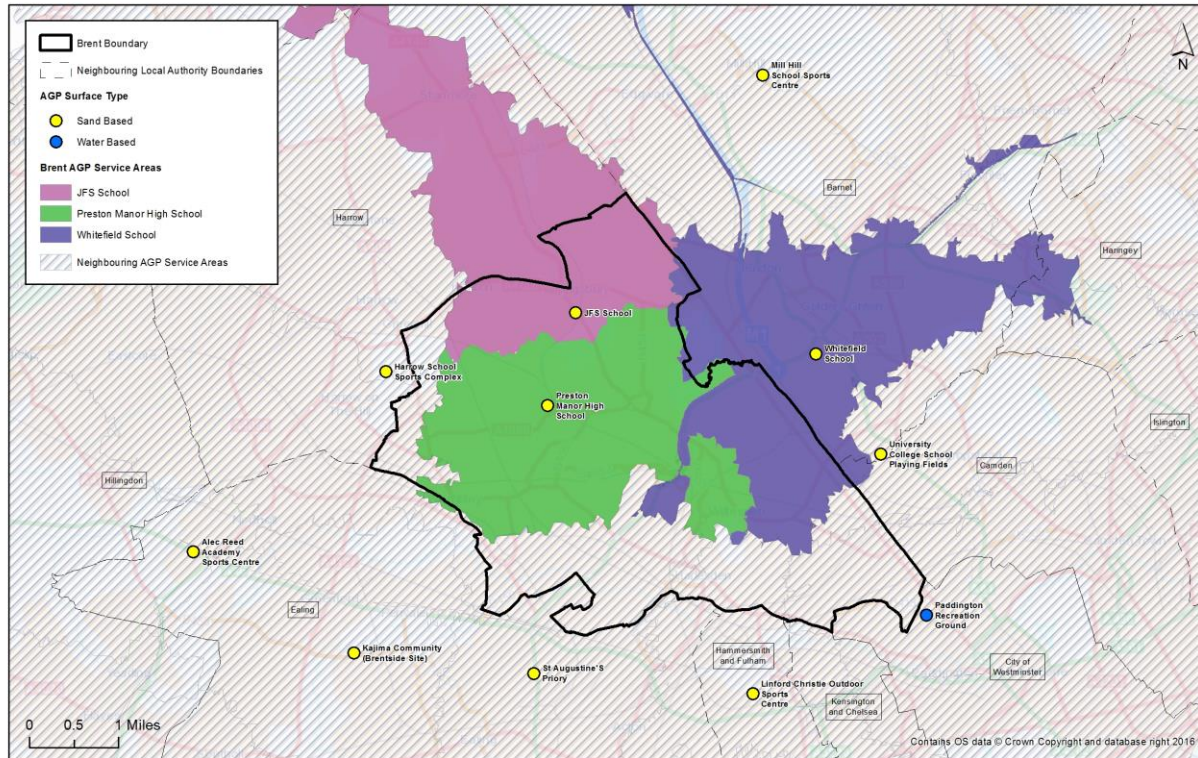
from residents of neighbouring authorities, though Brent is still a net exporter in terms of hockey use as 1,091 visits per week in the peak period are exported to facilities outside Brent.

- 6.5.6 In summary, the FPM report confirms that Brent is a net exporter of demand for hockey use on AGPs. The report also makes it clear that existing hockey facilities are at 100% capacity for peak time availability.

SUPPLY AND DEMAND BALANCE – SPATIAL ANALYSIS

- 6.5.7 Map 11 overleaf provides a spatial analysis of all full sized AGP's in Brent in order to assess whether the current provision of 'strategic' hockey facilities meet the needs of the local residents. These maps also include full size AGP's from neighbouring local authorities, as there is a significant potential export of demand if the facilities in neighbouring local authorities are an attractive offer for residents. The coloured areas show the unique catchment area of each of the AGP's, which indicates the closest AGP, within 20-minute drive time, for local residents.

Map11 – Spatial analysis and cross –boundary demand for sand-based AGP’s in Brent.



Full size sand and water based AGP service areas in Brent (up to 20 minute drive time)



Map 11 illustrates that, as the only two full sized sand-based AGP’s are based in Brent, the south of Brent is not serviced by any AGPs from within the borough. Furthermore, the catchment areas of facilities in neighbouring boroughs indicate that there is likely to be high exported demand, due to the knowledge that no formal hockey demand is placed on Preston Manor High School and that JFS services only the north of the borough for hockey.



6.6 Strategic sites for Protection, Enhancement and Provision

- 6.6.1 Based on the evidence collated in the PPS for hockey pitch provision, it can be concluded that there are certain hockey facilities across Brent that are recorded as high value sites, for a number of reasons.
- 6.6.2 Table 40 provides a justification for how each of the hockey sites, where hockey is currently available to the community, should be Protected, Enhanced or Protected.

Table 40 – Site by Site Analysis for Hockey

Site Name	Pitch Type and Size	Pitch assessment score	Balance (Total Hrs)	Justification for Protection (PR), Enhancement (E) or Provision (PV)
JFS School	Sand-dressed (100m x 60m)	63 - Standard	+40 weekdays +14 at weekend	PR This site should be protected as an AGP in the Local Plan. This is the only site where competitive hockey is played Brent. The site is used by Harrow HC and Hampstead and Westminster HC. Harrow HC now moved to the John Lyon School in Harrow as their main home ground. Hampstead and Westminster HC use the site as an overspill when their home ground at Paddington Sports Centre is at capacity.
				E The age of the surface is reported to be over 10 years old and in need of replacement. It is recommended that a 3G surface is used to replace the sand based surface currently present (subject to the school's agreement). This is because the research gathered above clearly points that only one hockey appropriate AGP is required to surface the current hockey demands of the residents of Brent. It is recommended that the existing demand be re-

					<p>allocated 1.4 miles south to the Preston Manor High School where the facility is newer and of better quality.</p> <p>The resurfacing of the JFS School is expected to draw existing football demand away from the nearby Preston Manor School site and provide residents in the north of Brent better access to a Football AGP, which they currently lack.</p>
				PV	<p>It is recommended the AGPs floodlighting is also improved as part of the replacement of the surface.</p>
Preston Manor High School	Sand-dressed (100m x 60m)	73 - Standard	+40 weekdays +14 at weekend	PR	<p>This site should be protected as an AGP in the Local Plan. This site is the best hockey appropriate AGP in the borough but is not used for any community hockey at all.</p>

				<p>E</p> <p>It is recommended that all the existing demand for hockey in Brent be designated to Preston Manor to allow the JFS School to be resurfaced as an AGP.</p> <p>During consultation the school reported that a 3G surface may be preferable for its needs. England Hockey also reported in consultation that a key factor in deciding to make the AGP hockey appropriate was due to the risk of West Hampstead HC losing use of Whitefields School. EH also mentioned the possibility of further demand from pitches coming from Hampstead and Westminster HC. Preston Manor represents the most accessible sand based AGP in the area for people commuting into the borough from central London. It is therefore recommended that the site be designated a protected “hockey” site until other appropriate venues can be secured for Harrow HC and Hampstead and Westminster HC’s demand.</p>
				<p>PV</p> <p>It is recommended that the school’s ancillary facilities should be refurbished to make them more appealing for the hockey users.</p>

6.6.3 The summary box below shows the key findings for hockey for the LB Brent PPS

Table 41 – Hockey summary box for Brent

Hockey Summary Box
<ul style="list-style-type: none"> ➤ Brent has two Hockey appropriate AGPs, JFS School and Preston Manor High School ➤ JFS School pitch is understood to be over 10 years old and in need of replacement. Preston Manor School is significantly newer and returned a much higher score from the non-technical assessments ➤ There is currently understood to be limited Hockey use of either sand based AGPs. All formal Hockey demand is imported from neighbouring boroughs ➤ 3 clubs use Brent’s Hockey facilities: Harrow HC, Hampstead and Westminster HC and West Hampstead HC ➤ Harrow HC had previously used the JFS School facility as their main pitch, however, they have now relocated to the John Lyon School in Harrow. The other hockey clubs use the Brent facilities as over-spill sites (Hampstead and Westminster HC use JFS for around 8% of their matches and West Hampstead HC use Preston Manor High only occasionally) ➤ The level of demand for Hockey in Brent indicates there is a need for only one hockey appropriate AGP in Brent. The DGR calculations also indicate that there will not be a need for 2 hockey appropriate AGPs within the next 15 years. Analysis from the Football section of this report concludes that two additional full-sized floodlit 3G AGPs should be added in the borough. Spatial analysis has shown that an area of short fall for accessing AGPs is in the north of the borough ➤ Further consultation is required with the clubs that use the facilities in Brent, to understand their future development priorities. This is will then inform the strategy for use of either JFS or Preston Manor.



END