



## Sussex Facility Strategy – 2022 to 2032

Prepared for: Sussex Cricket

Date: 17 February 2023

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## Executive Summary

### Context

Sussex Cricket is working together with their partners to bring people together, inspire individuals and improve lives through cricket.

Sussex Cricket covers East Sussex County Council, West Sussex County Council and the Unitary Authorities of Brighton and Crawley. There is an uneven spread of the population across Sussex with 45% living within the main coastal towns (Worthing, Adur, Brighton & Hove, Eastbourne, Hastings) and Crawley with only 7% of the land area of Sussex. The Crawley population is also much more diverse than the rest of the Sussex Cricket area, with large BAME communities.

The population across all of Sussex is continuing to grow at a fast rate due to its relative proximity to London and the ability to easily commute for work. This will create additional demand for the sport while also putting further strain on the existing cricket infrastructure.

In the main towns and cities of Sussex there is real pressure on the existing cricket infrastructure partly due to the limited availability of green open spaces and the competition from a wide range of users of these spaces. There is a large demand for cricket across Sussex which is particularly acute within Crawley, with significant latent demand from the diverse communities within the town.

To understand the facility needs, an assessment has been undertaken to identify the demand and supply for cricket in Sussex. The demand information looked at the cricket activity levels across a range of demographics including ethnicity, gender and age. The supply side of the assessment looked at the existing facility stock. This report provides the detailed analysis of this assessment identifying significant issues and recommendations on how to address them.

### The Challenge

There are many challenges to cricket in Sussex and these do vary across the county, both in terms of limitations on opportunities to play the game as well as specific facility related issues.

#### *Demand*

Overall cricket across Sussex is buoyant and continuing to grow, especially within the Women and Girls market. Sussex performs well compared to the national average with opportunities to play across the whole county.

In general, there are less teams, clubs, and pitches per population in the urban areas across Sussex. This is replicated across all the metropolitan areas which covers the south coast and Crawley. This is a common trend for cricket where in urban areas there is much more competition for green space and cricket's requirements are extensive and relatively specialist.

Over half the clubs in Sussex provide an offer of junior cricket which is creating and supporting clubs to have sustainable source of players while creating vibrant community hubs. The W&G game is strong in Sussex and is continuing to grow across the county. There are however a few black spots with no or limited W&G activity which include Hastings, Worthing, Rother, and Crawley.

Crawley has the most significant South Asian population in Sussex and there is a large latent demand for cricket in this area that needs to be serviced. This has been evidenced by the large amount of displaced demand out of Crawley into the Mid Sussex council area. Many clubs in Mid-Sussex are already at capacity and are looking for new venues to service the increasing demand.

The vast majority of cricket in Sussex is played within the club network with only a small of team-based activity being undertaken across the area. The introduction of the Sussex Slam has provided a more casual format to the mid-week calendar and has been a success throughout the county.

### *Supply*

Significant challenges were identified with the facilities that need to be addressed to meet both current and future demand for cricket.

There is a heavy reliance on local authority pitches with metropolitan areas across Sussex. Within these urban environments the main pitch providers are the local authorities. Challenges at these sites include competition from other users, increased risk of ball strikes, vandalism, poor pitch quality and poor ancillary facilities. Due to the public open space requirements, it means there is limited opportunities for clubs to take more ownership and control of their sites.

The challenging financial times for local authorities, combined with leisure being a non-statutory service, means there has been under investment into cricket sites over the last 30 years. However, these sites are vital for cricket to grow and sustain its participation levels due to the high proportion of the population reliant upon these areas therefore is essential to find a long-term sustainable solution for local authority pitches.

The threats to existing grounds have risen in recent years and these primarily come from property developments and ball strike issues. Protecting the existing facility stock is imperative to sustain current activity levels and provide a platform for growth. The issue of ball strikes has risen dramatically in recent years as it has become much more common for balls to regularly leave the ground into neighbouring properties putting the future of cricket at these sites at risk.

All areas of the county noted that indoor provision was generally poor due to the quality of the lighting and flooring. There are issues in Brighton, Crawley, and Littlehampton where specific issues have been identified in securing use of appropriate indoor provision.

Sites in Sussex are reaching capacity and are restricting growth across the county. More pitches are needed to service this demand from the W&G game and the continued growth of junior cricket with the biggest demand along the A27 corridor. Additional facilities include fine turf squares and NTPs which need to be of a high quality and be able to operate within sustainable business models.

Another key challenge facing clubs is the ageing grounds management workforce whose workloads have been increasing as the game continues to grow. Clubs are finding it increasingly more difficult to find new volunteers or professional contractors to fill the void.

Performance cricket is well serviced with high quality venues but these need to be secured on a long-term basis. The two main venues used, outside of Hove, are Blackstone (11 years left on lease) and BACA (rolling 3-year agreement). Both provide a very good quality provision however it does mean that if either one of them were lost it would create a huge capacity hole as there is minimal capacity within the club network to cater for performance pathway cricket.

The facility stock in Sussex is mixed and requires investment to make them fit for purpose. Many pavilions don't cater appropriately for women and girls as most facilities are old and have suffered from a lack of investment for many years. The improvement in the ancillary facilities needs to ensure they are fit for purpose, welcoming, minimise environmental impact and be financially sustainable.

## The Solution

To address these challenges the report has identified numerous recommendations to provide a platform for cricket to thrive in Sussex.

There is a need to develop more and better-quality facility provision in urban areas to service the growing latent demand for cricket. These spaces need to be fit for purpose and include the use of more non turf pitches for all formats of cricket, support clubs to secure more sites via community asset transfers and implement more sustainable council management models to increase the access to and quality of local authority pitches.

Historically Sussex Cricket has had several usage agreements with indoor centres for pathway and recreational activities but over recent years some of these have passed and created gaps in appropriate indoor provision. New agreements should be put in place to secure good quality indoor provision for the whole cricket and to provide a new recreational indoor cricket facility in Crawley.

There is a need to protect existing cricket sites which will require a multi-pronged approach. This includes continuing to protect sites via the planning system, where the ECB has a direct input via Sport England. There is also a need to work with partners to ensure there is appropriate strategic planning for facilities which protects cricket facilities and puts plans in place to provide a facility network that can service both current and future demand.

The capacity and quality of facilities needs to be improved to meet the expectations of existing users and to provide a safe and welcoming environment to new participants. This includes both the pitches and pavilions to ensure they are fit for purpose for all users, especially for the Women & Girls market. The role of non turf pitches (NTP) needs to be promoted as they can provide a quality pitch for both adults and juniors with significantly reduced maintenance costs. In a lot of cases a non turf pitch would provide a higher quality pitch for less money than a traditional grass square.

There is a need to develop a long-term plan to minimise the impact of climate change to ensure cricket has a sustainable future. The impact of global warming is already having a significant impact on extreme weather conditions while at the same time the game needs to be cognisant of its carbon footprint.

With only a finite resource pool and a myriad of facility ownership, partnership working will be essential to the successful delivery of this strategy. The strategy will need to be driven by the Sussex Executive with support from the ECB. It will be important to both influence and work in partnership with key stakeholders across the game to maximise the impact and make best use of existing resources.

In conclusion Sussex is in a very strong position with demand for cricket growing across the county, however, to maximise this potential it will require commitment, time, and investment. Creating more capacity within the network will be integral to the sustainable delivery of this continued growth.

# 1 Introduction

## 1.1 Purpose

Sussex Cricket have commissioned a strategy to provide an overview of cricket facility needs and priorities across Sussex over the next 10 years.

TN Sport Consultancy was appointed to produce an overarching Sussex Facility Strategy that will identify the best approach to protect, provide, and enhance cricket facilities in Sussex.

The purpose of this strategy is to:

- Provide an overview of facility needs across Sussex
- Identify opportunities and issues in cricket facility provision across Sussex
- Increase collaboration and support from delivery partners
- Identify new opportunities to grow the game
- Provide a framework for making investment decisions

## 1.2 Drivers

The delivery of a facility strategy for Sussex has been identified to address a combination of opportunities to realise cricket's potential while also mitigating the game against substantial risks.

Cricket is facing a bright future with the continued success of the England Cricket Team and the launch of the Hundred which is attracting more players and fans. This will put the game in front of a new audience with a chance to attract significantly more interest across the game. To ensure that cricket in Sussex can capitalise on this it is essential that both the professional and recreational game has a fit for purpose infrastructure.

At the same time the game is facing additional risks from external influences such as people's recreational habits, government policy and austerity. These risks challenge the status quo and requires the game and its offer to adapt to a changing market. The cricket infrastructure in Sussex needs to be resilient, versatile and sustainable to ensure the opportunities facing the game are maximised and the risks are minimised.

The opportunities and risks currently facing the game that have driven the need for the facility strategy are detailed in this section.

### *Growth Opportunities*

Cricket has been growing across all areas of the game most notably within clubs, women and girls' game. The ECB has identified the women and girls' game, disability cricket and communities from a South Asian and Caribbean background as markets with a large growth potential. The quality and accessibility of appropriate facilities for these sections of the community have been identified as a barrier to increasing participation.

These barriers include the ability to access appropriate facilities in their locality, inappropriate changing provision and poor quality of pitches. A coherent strategy will highlight the facility requirements to service these groups and maximise the growth opportunities.

### *Barriers to Participation*

Facilities have been highlighted as one of the barriers to cricket participation in Sussex. This is more acutely found in and around the urban areas of Crawley and Brighton where there is a much higher population density and limited and open space.

This strategy will identify any existing challenges with the facility provision and identify opportunities to address some of these barriers to participation.

### *Collaboration opportunity*

Cricket is delivered through a wide range of organisations and has many different stakeholders who engage with the game. The facility strategy will build on existing partnerships and identify opportunities to create new ones, so all stakeholders can work collaboratively to share resources and maximise the outcomes for the game.

### *Support Sussex's Capital Investment Decisions*

Sussex Cricket is responsible for the distribution of capital funds to support cricket across the county. A facility strategy for the county will provide evidence and identify priorities to support good decision making and ensure best value is obtained from investments.

### *ECB County Partnership Agreement*

As part of ECB's County Partnership agreement there is a requirement to complete a Facility Strategy by March 2023. The rationale of this is to ensure that counties are making investment decisions based on robust evidence and identified needs. The facility strategies need to work alongside the overarching strategy and provide more detail in how the facility related aspects will be delivered.

## 1.3 Approach

The scope of works was to provide a Sussex wide facilities strategy that encompasses all facility types within the county. The facility types included traditional & non-traditional facilities, indoor & outdoor facilities, match-play and practice facilities.

The strategy has assessed all facility needs across Sussex with the exception of County Ground, Hove, which is not in scope. It covers all recreational cricket, player pathway and out grounds.

The following approach was undertaken to deliver this strategy:



### *Stage 1 - Desktop Analysis*

A desktop analysis was undertaken of current strategic documentation, creating an initial assessment illustrating the issues and opportunities.

The main strategic documentation reviewed were:

- ECB Insight Platform
- Sport England's Active Places Power
- Data supplied by Sussex Cricket Team
- Data supplied by ECB Participation and Facilities Team
- Local Authority Playing Pitch Strategies
- Local Authority Built Sports Facilities Strategies
- ECB Inspiring Generations (2020-24)
- Insight Reports produced by ECB for Sussex
- Sussex Cricket Strategy documents
- Sussex Urban Plans for Crawley and Brighton & Hove
- Sussex Sport Strategic Documents
- Office for National Statistics data
- Other relevant National and Local policies and strategies (as detailed in the policy review)

### *Stage 2 - Initial Consultation*

Meetings and feedback were conducted to provide insight from a regional and local perspective and give context to the desktop analysis. This includes consultations with

- Sussex Cricket Staff including officers responsible for
  - Women & Girls
  - Disability
  - Clubs
  - Children and Young People
- Sussex CCC Staff including officers responsible for
  - Player pathway
  - Operations (out grounds)
- Southern Vipers
- ECB
- Sport England planning team
- Grounds Management Association
- Sussex County Cricket League

- Sussex Sport
- Chance to Shine
- Brighton & Hove Council
- Crawley Council

The focus of the consultations was to assess the findings from the initial assessment, identify any gaps in the evidence base, to develop proposals to address the issues and capitalise on the opportunities arising.

### *Stage 3 - Strategy Development*

Following completion of the desktop analysis and initial consultation, the strategy was developed and agreed by Sussex. This process included workshops, reviews and feedback from Sussex Cricket Staff and other stakeholders including, but not limited to:

- Senior League
- ECB Pitch Adviser
- Sussex Sport
- Grounds Management Association
- ECB

## 1.4 Analysis Areas

To aid the analysis and assessment several different geographical areas were identified. The different assessment areas were based on the existing region as covered by the Cricket Development Managers with a few minor adjustments. The existing Sussex regions don't perfectly follow the different council boundaries so for the purposes of this assessment the council boundaries were used to define the assessment areas. The main reason for this was that most of the data was available along council boundary lines but not perfectly for the Sussex regions. The different assessment areas are:

**All Sussex** – To provide an overview of the supply and demand for cricket facilities across Sussex; also providing a benchmark when assessing other analysis areas.

**West** – Defined as the 5 local authorities – Chichester, Horsham, Arun, Adur, Worthing

**Central** – Defined as the 3 local authorities following the M23 corridor – Crawley, Brighton & Hove, Mid Sussex

**East** – Defined as the 5 local authorities – Wealden, Rother, Lewes, Hastings, Eastbourne

The supply and demand of cricket facilities was assessed against each geographical area, including targeted activity groups such young people and women & girls.



Figure 1: Assessment Areas for Sussex Facility Strategy

## 1.5 Limitations

The following limitations are recognised within the approach taken to develop this strategy:

- Data is gathered from different sources and sometimes different years. The most recent data was used so the assessment was as up to date as possible. The majority of the data came from the 2019 and 2021 cricket seasons.
- No primary data was collected in the form of surveys or site visits.
- Data used is secondary data only and often it has already undertaken some form of analysis so may be limited on what data is available.
- There is an assumption that the secondary data sources are robust.
- Assessment is not based on a site-by-site analysis but provides an overall high-level strategic picture.

## 2 Context

### 2.1 Sussex Cricket

The ECB is the national governing body for cricket and is responsible for the management and development of every form of cricket for men and women.

The ECB is made up of member organisations which includes Sussex County Cricket Club.

Sussex Cricket is responsible for the delivery of all cricket in Sussex from the professional Sussex County Team to recreational club cricket.

The Sussex Community Team have responsibility for the recreational game across Sussex including the club network and schools programme delivery. Part of their role includes supporting recreational facility development while also administering capital grants. To do this the following approach has been adopted to supporting capital developments in Sussex.

- *Professional Staff* – To work directly with clubs to provide advice and support in developing facilities. This includes directing clubs to sources of technical information, funding opportunities, and accessing the expertise of the ECB Facilities Team. The Sussex Cricket senior management team will have oversight of the facility strategy and be responsible for supporting the delivery of the strategy.
- *County Grants Decision Process* – Provide a check and challenge approach to decision making for the ECB County Grants Scheme. The group is made up of representation across the recreational team in line with ECB requirements, including the Community Cricket Director and the Territory Managers.

### 2.2 Policy Review

A policy review was undertaken of the key organisations involved in managing and funding cricket across Sussex. A summary of this review has been detailed in this section; a copy of the full review can be found in Appendix 1.

#### *ECB*

The ECB's overarching strategy that has been adopted by counties is, 'Inspiring Generations - Our 2020-24 Strategy for Cricket'.

The purpose of the Strategy is to:

*Connect communities and improve lives by inspiring people to discover and share their passion for cricket.*

The 2024 ambition is:

*A generation inspired to say that 'Cricket is a game for me'*

To achieve this purpose and ambition there are 6 priorities.

- Grow and Nurture the Core - Ensure that there is a thriving county network at the heart of the domestic game
- Inspire through Elite Teams - Create and celebrate the heroes at the pinnacle of the elite game
- Make Cricket Accessible - Give more people the opportunity to engage with cricket more often
- Engage Children and Young People - Inspire a new generation of players and fans to develop a love for cricket
- Transform Women’s and Girls’ Cricket - Drive cricket’s progress to becoming a truly gender-neutral sport
- Support our Communities - Use our purpose to connect communities and improve lives more broadly across society

In response to this strategy Sussex County Cricket Club have published their own strategy which has identified the following priorities.

### *Sussex Cricket*

Sussex have developed a strategic plan titled ‘Sussex Cricket 2021-2024 County-Wide Plan.’ This plan has identified the following purpose and priorities.

Purpose:

*Inspiring a passion for cricket*

Ambition:

*Our communities inspired to say I FEEL PART OF SUSSEX CRICKET*

The priorities of the plan have identified ten areas of focus

- Deliver high-performance cricket teams
- Inspire the next generation
- Transform Women’s and Girls’ cricket
- Grow and support the game in our communities
- Develop grounds and infrastructure
- Mental Health & wellbeing
- Equality, diversity and inclusion
- Best practice governance
- Commitment to safeguarding
- Environmental impact

Several specific strategic actions have been identified that directly relate to the development of this strategy:

- Implement women’s and girls’ facility funding
- Develop a strategic approach to maintaining and growing an engaged workforce across Sussex
- Implementation of urban cricket plans in Brighton and Crawley
- Implement a facilities strategy/funding programme for affiliated clubs
- Ensure first class practice and playing facilities for all our pathway training grounds
- Review and monitor the need and use of outground cricket facilities for first class cricket across the county
- A continued commitment to creating welcoming and accessible environments for all
- Oversee the implementation of the Sussex Cricket Masterplan to deliver ground improvements at Hove to ensure the viability of the Club for future generations and continue to host high profile matches, particularly women’s international and domestic cricket
- Raise awareness of environmental issues amongst employees, volunteers and our wider communities and encourage environmentally responsible behaviour

These strategic objectives have been the main pillars on which the facility strategy has been developed so it can successfully support the delivery of the overarching strategy.

There are several other policies and strategies that are relevant to this piece of work, listed in Figure 2. These have been considered during the development of this strategy with a review provided in Appendix 1.

Organisation	Document Reviewed
Sussex Cricket	Sussex Cricket 2021-2024 County-Wide Plan
	Urban Plan for Cricket in Greater Crawley
	Urban Plan for Cricket in Greater Brighton 2021 – 2026
England and Wales Cricket Board	Inspiring Generations - Our 2020-24 Strategy for Cricket
Ministry of Housing, Communities and Local Government	National Planning Policy Framework

Department of Culture, Media and Sport	Sporting Future: A New Strategy for an Active Nation
Sport England	Uniting the Movement – 2021
	Planning for Sport Guidance
Active Sussex	Active Sussex Strategy 2018 – 2023

Figure 2: List of Documents included in Policy Review

### Sport England

The planning system has a significant impact on the provision of facilities. The National Planning Policy Framework protects playing fields from being lost to development while also being able to influence new facilities to ensure they are fit for purpose.

Sport England are a statutory consultee on all planning applications that involve playing fields. The ECB has an MOU set up with Sport England whereby they consult the ECB for comment on planning applications that affect cricket, who in turn consult the counties to understand the local needs and priorities. This system has been in place for circa ten years and been vital in protecting sites from development and influencing the design of new cricket facilities for the benefit of the sport.

Sport England’s ‘Planning For Sport Guidance’ identifies that their aim in working with the planning system is to:

“Help provide active environments that maximise opportunities for sport and physical activity for all, enabling the already active to be more so and the inactive to become active.”

They have identified three objectives to deliver this aim which are relevant for this strategy which are:

- Protect sports from loss as a result of re-development
- Enhance existing facilities through improving their quality, accessibility and management
- Provide new facilities that are fit for purpose to meet demands for participation now and in the future.

Sport England advocate the need for all local authorities to have a robust and up to date Playing Pitch Strategy in place which identifies the current and future needs for playing pitches for all sports. These strategies form the evidence based, along with Sport England’s planning objectives (Protect, Enhance and Provide), for planning decisions relating to playing pitches and playing field land.

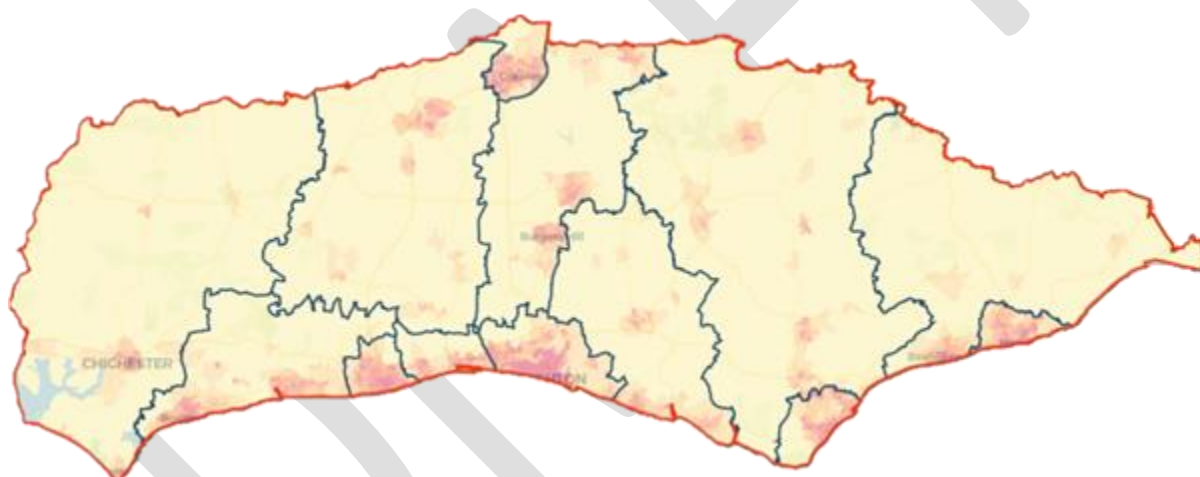
Sport England have developed a methodology for the development of individual playing pitch strategies which is supported by the NGBs via membership of the steering group.

## 2.3 Demographics

Sussex Cricket covers the West Sussex County Council, East Sussex County Council and Brighton & Hove Unitary Authority. The county councils have a further level of governance in the form of district councils, of which there are 5 in East Sussex and 7 in West Sussex. The district councils and unitary authorities have responsibility for sport and leisure.

Sussex has an estimated population of 1.72 million people, of whom circa 320k are estimated to be interested in cricket. Sussex has an age profile that is generally older than the national average, over-indexing in the 36-59 and 60+ age groups.

There is a mixture of both urban and rural populations in Sussex. The more urban areas of Worthing, Adur, Brighton & Hove, Eastbourne, Hastings and Crawley make up 45% of the population in only 7% of the Sussex Area. This is a relatively large population living in and around urban areas which are generally spread out along the coast and M23. The largest urban area is Brighton & Hove where 17% of the population live in only 2% of the available land. Figure 3 demonstrates the population spread across the Sussex Cricket area.



*Figure 3: Sussex Population Density*

Sussex has a population that is predominantly white (92%) however Crawley has a significant BAME population (27%). Within Crawley the largest BAME population is from the South Asian community. **Error! Reference source not found.** shows the spread of South Asian communities around Sussex.



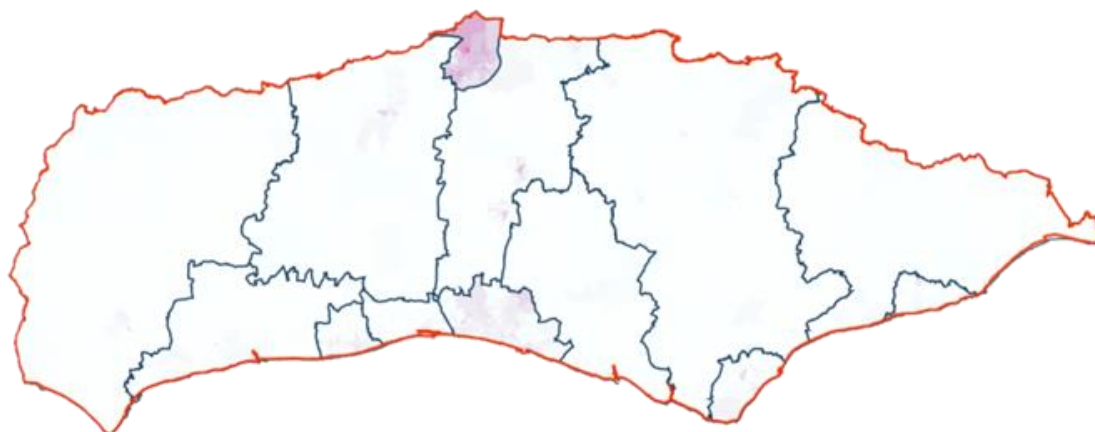


Figure 4: South Asian Population Density in Sussex

Sussex does have several areas of deprivation, as defined by the Index of Multiple Deprivation (IMD). These are generally concentrated around the densely populated urban areas with particular concentrations in Hastings and Brighton & Hove. Hastings, proportionally, has the most deprived areas in Sussex. The areas with an IMD ranking in the lowest 20% in England are detailed in Figure 5.

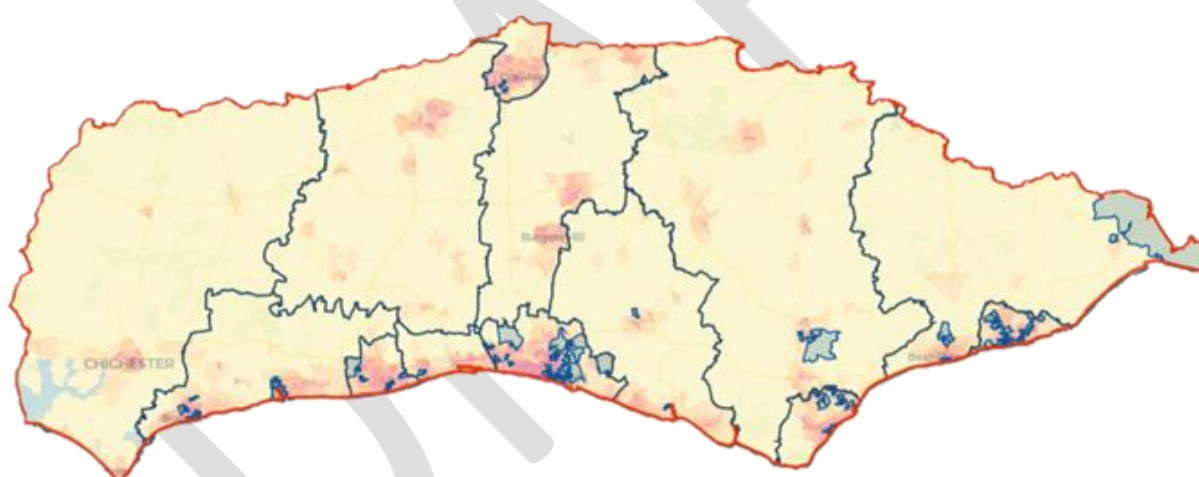


Figure 5: Population Density and areas of lowest 20% IMD Ranking

The population in Sussex is expected to grow over the coming years (2036) with a predicted population growth of circa 9%. The areas expected to grow most are Wealden (20%), Rother (12%), Arun (10%) and Lewes (10%)

There are no new towns or villages planned, in a large part due to the development restrictions within the South Downs and limited development space along the coast. However, there will be lots of other developments that will produce incremental changes to the local picture.

Sussex is an active county in England when considering the 45 Sport England County Partnership areas, as detailed in Sport England’s Active Lives survey 2020/2021. Sussex is the 12<sup>th</sup> most active area for over 16-year-olds and 14<sup>th</sup> most active for children and young people.

### 3 Assessment Findings

The assessment findings have been split between demand and supply. The demand covers the cricket activity, and the supply addresses the facilities that are available to service the demand.

#### 3.1 Demand

##### 3.1.1 Club Cricket

For the purposes of this assessment club cricket has been categorised as any affiliated club and casual cricket has been categorised as all non-affiliated cricket. A Club team has been defined as one that plays regularly throughout the season and participates in a league.

There are a large range of affiliated clubs across Sussex, however overall the size of clubs in Sussex is larger than the national average. The average size of affiliated clubs is detailed in Figure 6.

Assessment Area	U16 Pop per junior team	Over 16 Pop per senior team	Ave no of Junior Teams per Club	Ave no of Senior Teams per Club
West	475	1,996	4.1	4.6
Central	593	2,295	3.7	4.3
East	686	1,849	2.1	3.9
All Sussex	568	2,028	3.2	4.2
England & Wales	797	2,962	3.0	3.5

Figure 6: Population per Team and Average Number Teams per Affiliated Club

Another key statistic is to assess the spread of cricket clubs across Sussex, which is detailed in Figure 7 and Figure 8.

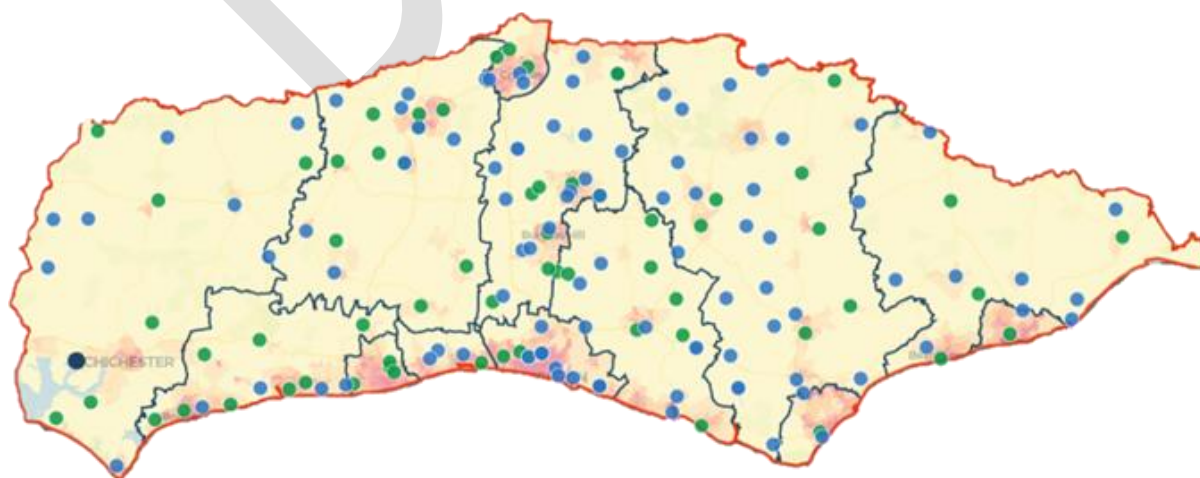


Figure 7: Sussex Population Density & Affiliated Clubs

Assessment Area	No of Affiliated Clubs	Ave no of affiliated clubs per LA	Ave population per affiliated club	% of Sussex Clubs	% of Sussex Population
West	54	10.8	11,167	33%	35%
Central	46	15.3	12,095	30%	32%
East	65	13.0	8,598	32%	33%
All Sussex	165	12.7	10,413		
England & Wales	4,716	13.3	12,663		

Figure 8: Breakdown of Affiliated Clubs and Population

From the data and consultations undertaken the following observations have been made about club cricket:

- Sussex overall has a large number of clubs and has an even spread across the assessment areas.
- It is better than the national average for population per club and average number of teams per club.
- The only area that falls below the national average is in the East, where the average number of junior teams is low. However, the U16 population per junior team is still better than the national average.
- The main reason for this is that due to the rural nature of the area, and the long history of village cricket, there are a large number of senior only clubs, making up 50% of all clubs in the area.
- The West region has the most junior teams to U16 population, and the East has the most number of senior teams to over 16 population.
- The East region does struggle with geography and travel times due to its rural nature which makes it harder for arranging competitive matches with other clubs
- Overall Sussex has a very healthy club cricket infrastructure providing playing opportunities throughout the county.

### 3.1.2 Casual Cricket

For the purposes of this assessment, casual cricket has been defined as cricket activity taking place outside of the traditional club network by clubs that don't have tenure over a 'home' ground.

There is very little casual cricket outside of the club network. Last Man Stands does run a league in Brighton with 7 teams but this has remained static over recent years with no anticipated growth in the future.

The Sussex Slam is a growing midweek competition aimed at getting more players back into the game. It has been very successful since its introduction and is continuing to grow across the county.

It is played by club teams so the demand for this activity has been included in the Club Cricket section, 3.1.1.

### 3.1.3 Diverse Communities

Diverse communities are a large target market for cricket due to the high latent demand found within these communities.

The vast majority of the diverse communities in Sussex are based in Crawley which has a high concentration of South Asian communities.

Figure 9: Distribution of South Asian Population across Sussex  
 Figure 9 shows the spread and density of South Asian communities across the whole of Sussex and Figure 10 shows the spread across Crawley.

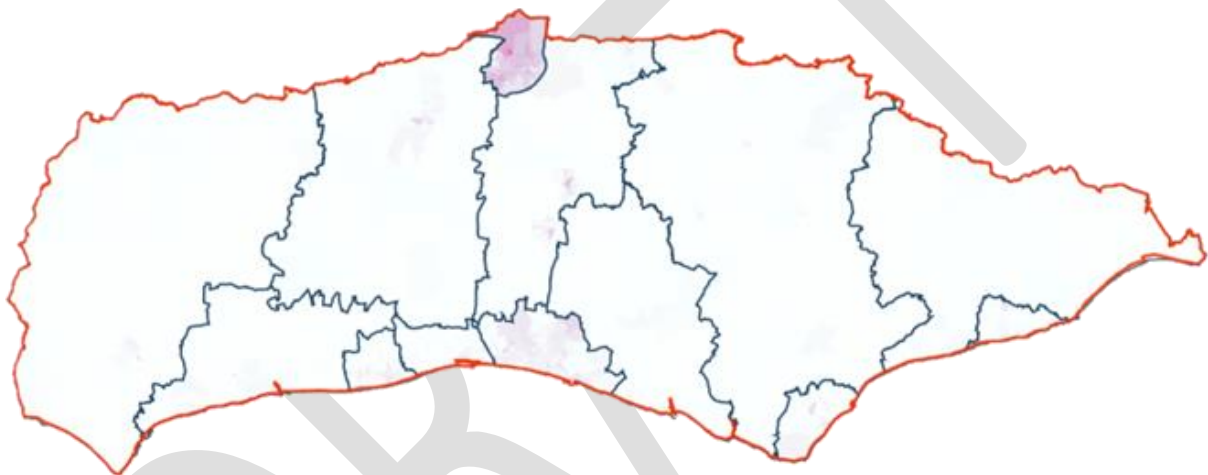


Figure 9: Distribution of South Asian Population across Sussex

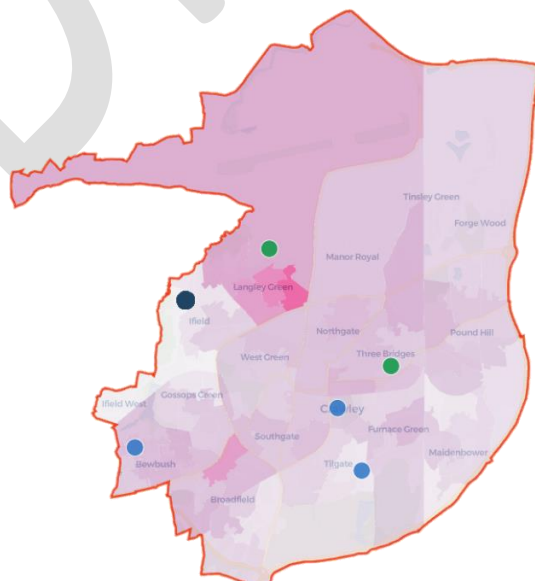


Figure 10: Distribution of Crawley’s South Asian Population

The main findings are:

- The largest concentration of diverse communities in Sussex is in the Crawley area.
- There are other smaller diverse communities based in Brighton & Hove.
- There are no significant concentrations of Caribbean communities on Sussex.
- The demand for cricket in Crawley is high which is often driven by the South Asian communities.
- There are only a limited number of clubs in the town any only 4 of them have junior sections.
- There are a lot of Saturday League men’s teams which pushes up peak time demand for pitches.
- Most clubs play on local authority pitches so don’t feel a sense of a home to base themselves from.
- There are a number of engagement activities being undertaken for juniors and W&G to help grow the clubs into a more sustainable position.

### 3.1.4 Junior Programmes

For the purposes of this strategy, junior programmes have been identified as All Stars, Dynamos and Chance to Shine. Although there are large numbers of junior sections, the demand from this activity has been included in the club cricket section, 3.1.1.

#### All Stars and Dynamos

Figure 11 and Figure 12 have details about the current All Stars and Dynamos programmes.

Assessment Area	ASC	Dynamos	U16 Pop per ASC	U16 Pop per Dynamos
West	24	15	4,334	6,934
Central	20	9	4,981	11,070
East	20	18	4,733	5,259
All Sussex	64	42	4,661	7,102
England & Wales	2057	1287	5,549	8,869

Figure 11: Breakdown of All Stars Centres

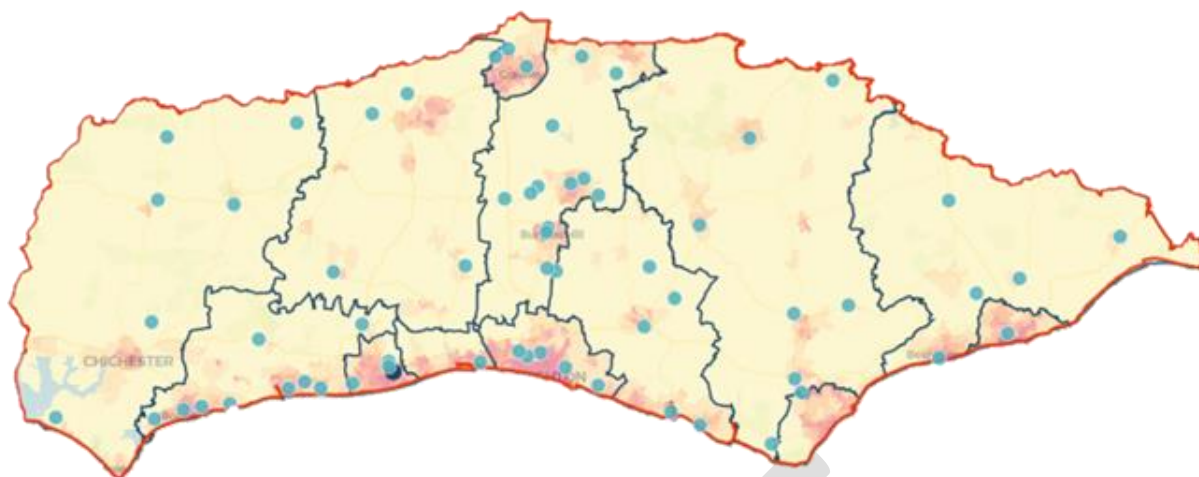


Figure 12: All Stars Centres and Population Density

There is significant amount of junior programme activity which is introducing cricket to children across Sussex. Levels of formal activities are higher in Sussex than the national average, with the only exception being the number of Dynamos Centres in the Central region.

The likely reason for this is the Central region has a large number of big clubs that already have well established junior sections catering for the 8-11 year old market. As such there is no need to use Dynamos to help grow an existing junior section.

The opportunities to engage in national junior programmes is very high across all areas of Sussex.

### Chance to Shine

Figure 13 and Figure 14 detail the Chance to Shine activity.

Assessment Area	% of state funded schools involved in C2S Activity Programmes			Independent Schools % of all schools
	Engaged	Open Door	Total	
West	55%	4%	<b>59%</b>	13%
Central	63%	5%	<b>69%</b>	16%
East	49%	9%	<b>58%</b>	12%
All Sussex	55%	6%	<b>62%</b>	14%
England	46%	7%	<b>54%</b>	10%

Figure 13: Chance to Shine – Primary and Special School Activity and Engagement

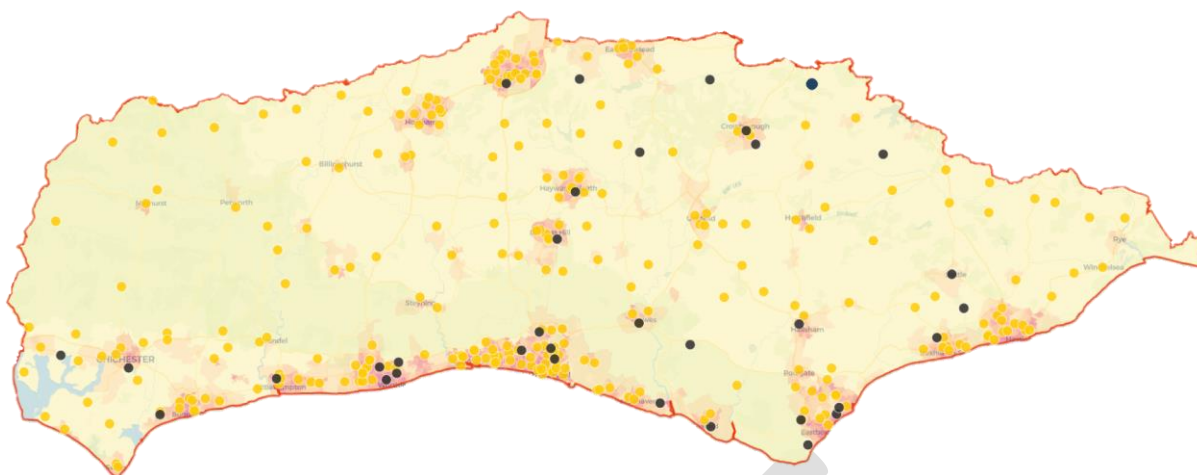


Figure 14: Chance to Shine Schools and Population Density in Sussex

The spread of Chance to Shine schools is evenly spread across Sussex with all areas well serviced by engaged schools. It has more Chace to Shine activity than the national average.

The concentration of Chance to Shine Schools is based around the more densely populated areas with no location not being serviced.

The largest secondary school Chance to Shine programme is currently in Sussex. This project is targeting girls’ cricket with the intention of growing the number of participants and directly feeding into local clubs.

There are also a relatively high number of independent schools across the whole of Sussex. This is significant as they often have very good sporting facilities, both outdoors and indoors, however often access to these facilities can be very difficult. There is no available data on school activity within independent schools, so it has not been included in this assessment.

### 3.1.5 Women & Girls Cricket

The Women and Girls activity has been included in the club cricket section however due to its importance as a growth market this section looks at the demand just for the female game.

Figure 15, Figure 16 and Figure 17 detail the spread of W&G cricket across Sussex. Please note the number of teams includes both hardball and softball teams.

Area	W&G Clubs	Women teams	Girls Teams	Pop of 0-45 y/o W&G per Team
West	24	23	26	2,942
Central	17	16	32	3,453
East	16	13	21	3,855
All Sussex	57	52	79	3,366
England & Wales	1084	1372	1341	6,170

Figure 15: Breakdown of Women & Girls Clubs and Teams

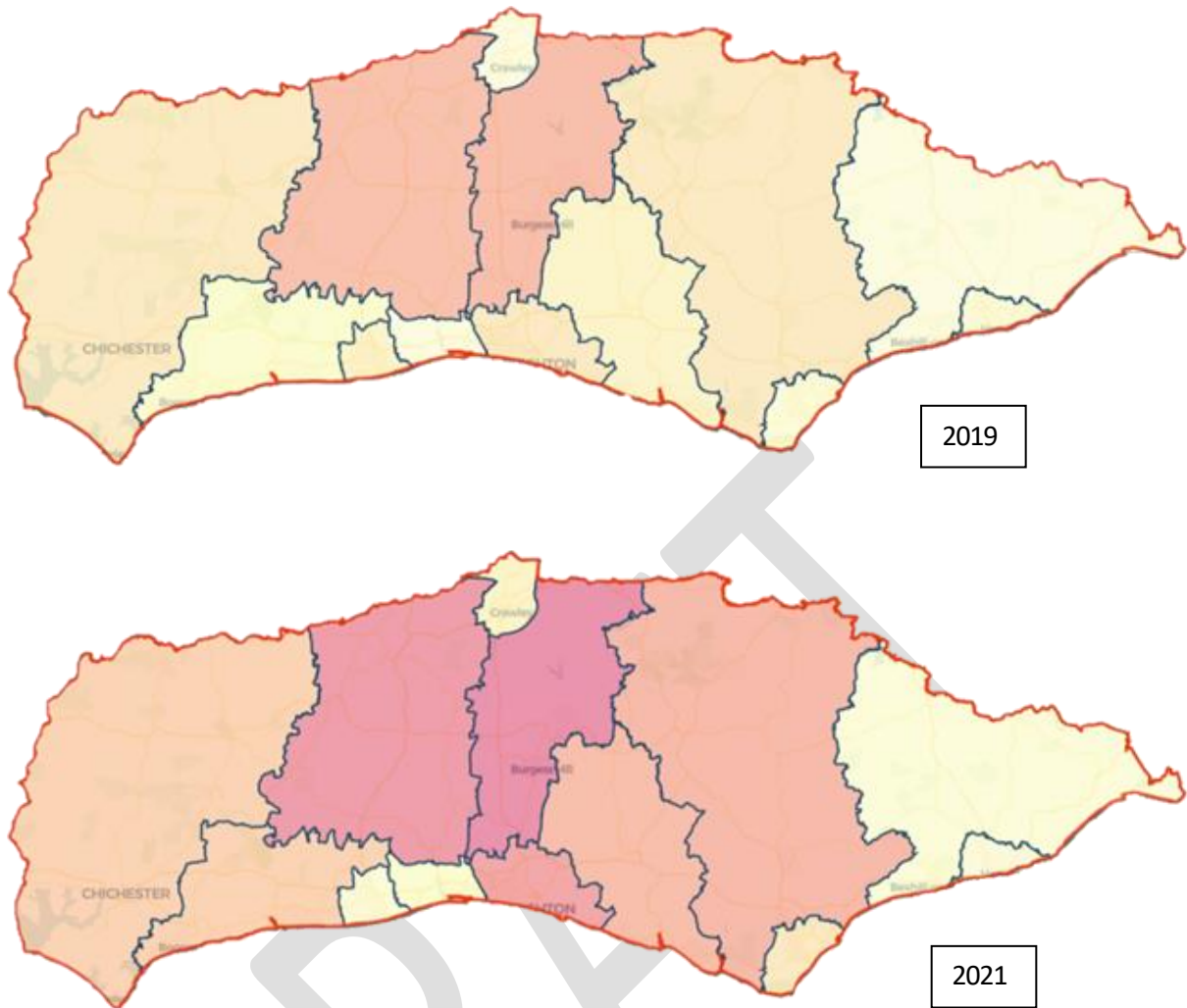


Figure 16: Distribution of Women & Girls Teams per Local Authority – 2019 & 2021

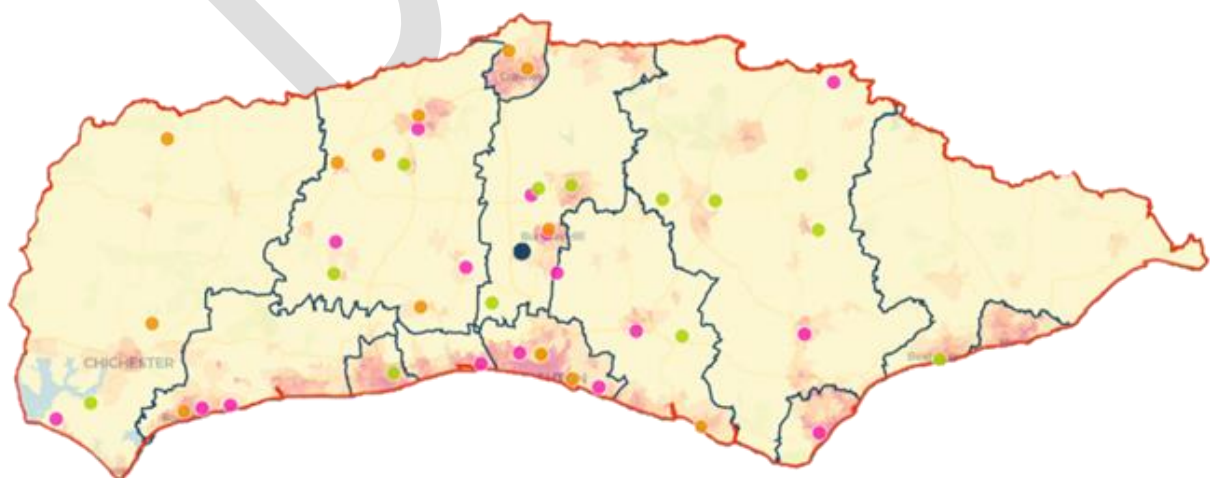


Figure 17: Distribution of Women and Girls Clubs against Population Density



Observations from the figures and from consultations include:

- W&G in Sussex is above the national average in all study areas.
- There is about double the activity in Sussex than the national average.
- The East region has the fewest number of W&G clubs and teams with particularly low coverage in the most rural parts of the county.
- The areas with the lower W&G activity is in the urban areas where there are also issues with supply of quality pitches and site ownership. Hastings has the poorest coverage with only 1 women's team and 0 girls' teams, followed by Worthing, Crawley, Eastbourne and Adur.
- The rural parts of the county do present some difficult challenges in growing into a new market. It is important to get a critical mass of teams to provide appropriate and local competition but due to the low density population and poor transport links this is a real challenge in the East region and will take time to address.
- There is continued growth in the W&G market as there have been circa 21 new clubs since the 2021 season. For consistency purposes the data in Figure 15 is from the 2021 season.
- The Central region is the strongest area for W&G with the greatest number of hardball teams. Several large clubs such as Brighton are reaching capacity unless additional facilities are found to service the growing demand.
- The intention is to get more women hardball teams created from the transition of girls in hardball teams moving into hardball women's cricket.
- The Sussex pathway in recent years has seen a large increase in girls' activity with the number of participants engaged with the programme growing for 80 to 200.

### 3.1.6 Disability

Disability Cricket in Sussex is growing, and its importance can be highlighted by a dedicated disability team working for Sussex Cricket who have responsibility for the growth of the game. There are lots of challenges with this market but the main observations from consultations have identified the following:

- There are 8 super 1's hubs across Sussex. 6 are directly delivered by Sussex Cricket and 2 are delivered by partners, Defiance Sports in Eastbourne and Ansty CC.
- The Lord's Taverners support the Super 1's with revenue funding and have capped their funding at 8 hubs. However, the Sussex team are looking at other partners to help continue to grow the programme.
- These hubs are located in leisure centres or schools due to providing an accessible, safe environment that provides a year round access to facilities.
- Hubs start in schools and once trust has been developed, they are moved to a community based setting where possible.
- There are 6 disability champion clubs in Sussex.
- 85% - 90% of participants of the community programme have a learning disability and most of these are able bodied.

- There are some significant black spots in the disability cricket offer due to difficult transport links in rural areas. There is very little activity in the West of the county around Chichester and Worthing.
- The target growth area is in the Chichester and Worthing area of the county.
- The current schools offer is for Table Cricket, but this is also expanding to include softball cricket.
- Table Cricket operates local competitions from September to February which culminates in a regional competition in early spring.

There are three county squads in Sussex:

- Visually impaired
- Super 9's – Play softball cricket in a regional structure
- D40 – 40 overs a side hard ball cricket playing in a regional structure

There is a clear pathway for disabled players from Super 1's, progress on to Super 9's and finally to the D40 squad.

For further information about the facilities used for disability cricket, see Section 3.2.3.

### 3.1.7 Performance Pathway

The following section outlines the Sussex CCC, Southern Vipers and player pathway activity that is undertaken across Sussex, excluding the activity at the 1<sup>st</sup> Central County Ground, Hove.

#### *Sussex CCC*

Sussex CCC primarily use the 1<sup>st</sup> Central County Ground, Hove, as their main ground but also require other facilities to accommodate the volume of cricket played. These activities include not only the first team but also the 2<sup>nd</sup> XI and performance pathways. The activities undertaken outside of Hove are:

- 1<sup>st</sup> Team use a variety of out grounds however matches at these venues are minimal. The current listed out grounds that could be used are Arundel Castle, Horsham Cricket Club and The Saffrons, Eastbourne.
- The 2<sup>nd</sup> XI play most of their fixtures at the Blackstone Academy Ground. They also play a couple of fixtures at a Premier League ground, Preston Nomads CC or Horsham CC.
- Blackstone is also used by all the Academy and Visually Impaired squads for their practice and matches.
- Further information about the facilities used is detailed in Section 3.2.3 and 3.2.4.

### *The Southern Vipers and Sussex Women*

The Southern Vipers and Sussex Women squads are the pinnacle of women's cricket in the county. The following activity takes place within Sussex.

- The Vipers use The 1<sup>st</sup> Central County Ground, Hove, and The Ageas Bowl, Southampton, for their home fixtures.
- The Brighton Aldridge Community Academy (BACA) is the home of women and girls' cricket in Sussex. It hosts the Southern Vipers, Sussex Ladies and girl's academy squads.
- The Vipers use the BACA ground as their home for training utilising the outdoor and indoor nets.
- Sussex Women are also based at BACA and use the facility for all their training and matches.
- Further information about the facilities used is detailed in Section 3.2.3 and 3.2.4.

### *Junior Age Group Sussex Squads*

For the player pathway the following activity and arrangements are in place:

- The boys pathway programme use the Blackstone Academy Ground as their base for all outdoor training and matches.
- The girls pathway programme use the BACA Ground as their base for all training and matches.
- Further information about the facilities used is detailed in Section 3.2.3 and 3.2.4.

## 3.2 Supply

The supply consists of all cricket facilities that host activity which includes grass pitches, Non-Turf Pitches (NTPs), indoor facilities and MUGAs.

When considering the supply of facilities, it is important to assess both the quantity and quality of the provision. The other key consideration is the accessibility of the facilities, in terms of location, cost and transport.

All the facility types have been assessed against these criteria and the demand detailed in Section 3.1.

### 3.2.1 Pitches

Pitches are categorised as sites that are capable of hosting a match so include both grass pitches and NTPs.

The vast majority of cricket is played on these pitches so understanding any challenges with pitch provision is essential to support the demand for the game.

Figure 18, Figure 19 and Figure 20 detail the publicly accessible pitch provision across Sussex and their ownership.

Pitches	Total Public Access Pitches	Population per pitch
West	102	5,912
Central	77	7,225
East	94	5,945
All Sussex	273	6,294
South East	1,582	5,826
England	6,977	8,105

Figure 18: Breakdown of Publicly Accessible Cricket Pitches

Assessment Area	Education	Local Authority	Sports Club	Community Organisation	Commercial	Other
West	14%	51%	18%	6%	3%	8%
Central	31%	51%	17%	-	-	1%
East	17%	52%	12%	4%	5%	10%
All Sussex	20%	51%	16%	4%	3%	7%
South East	23%	44%	17%	3%	6%	6%
England	24%	32%	25%	5%	8%	6%

Figure 19: Breakdown of Ownership of Publicly Accessible Cricket Pitches

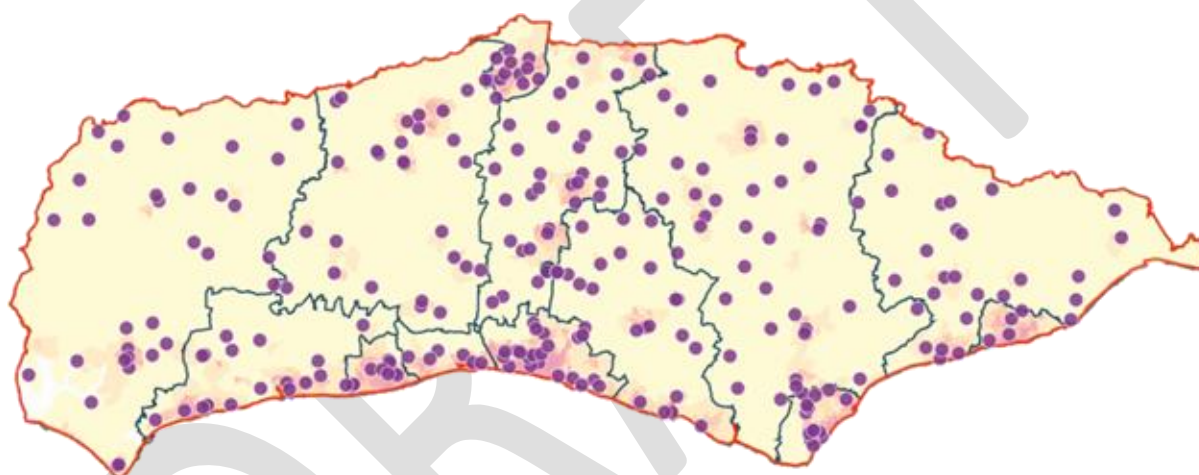


Figure 20: Location of Cricket Pitches and Population Density

Observations on the quantity of pitch provision across Sussex:

- There are slightly fewer pitches per population than the South East region as a whole but this is marginal and not a significant difference.
- However there are some Local Authority areas that do have relatively poor pitch provision per population which are
  - Adur – 5 times fewer pitches than the national average
  - Hastings - 4 times fewer pitches than the national average
  - Eastbourne and Brighton & Hove – both have half the number of pitches than the national average.
  - Worthing and Crawley – both have 50% fewer itches than the national average.
- There is a large reliance on Local Authority pitches across the county with 51% of pitches in LA ownership, compared to only 32% across England as a whole.

- There is particularly high reliance on council owned and managed pitches in Adur (100%), Worthing (75%) and Crawley (83%).
- Crawley there is a strong demand for more pitches during peak time which is Saturday afternoon league cricket for men.
- There will be a demand for more pitches in Mid-Sussex and Brighton & Hove where the clubs are at capacity on their main sites and are looking to make use of alternative venues to service the continued growth, particularly for the W&G game.
- Horntye Park in Hastings is currently subject to a planning application to redevelop the site. Hastings and St Leonards CC have already been displaced from the site with no certainty of their future. Based on the size of the club and lack of cricket facilities in the Hasting District, this is a serious concern that needs support from ECB and Sussex Cricket.
- There has been a significant increase in the number of ball strike issues recently, with 10 clubs raising conference with Sussex Cricket in the last 6 months.
- Mitigation packages following independent risk assessments often cost tens of thousands of pounds and there is no financial support available for clubs in the County Grants Fund.
- Protection of the existing infrastructure is essential to the game is one of the biggest threats it faces, especially in densely populated areas where there is limited green space.
- Often these spaces are public open spaces so an asset transfer with a lease is not possible however other options can be considered. These could include
  - Use of NTPs to ensure a minimum and safe pitch for play
  - Different management and operation models for these pitches
  - Shared maintenance arrangements between club and LA
  - Look to work with community groups to take a shared management approach to the sites.

#### Observations on the quality of pitch provision across Sussex

- Pitches in Local Authority ownership are poorer in quality as often the maintenance teams don't have the expertise or budget to maintain them properly.
- Most Local Authorities use third party contractors to maintain their pitches as part of a wider open space maintenance contract.
- In urban areas there is minimal asset transfer to local clubs as the pitches are located on public open spaces.
- Particular issues with quality of pitches are in areas with high levels of Local Authority ownership such as Adur, Worthing, Hastings, Crawley and Brighton & Hove.
- Where clubs maintain their pitches in part of full then the quality is generally good.
- W&G are often placed on the second pitch or the NTPs however this is variable around the county. Some clubs do prioritise W&G cricket to provide best quality of pitches, but not all.
- Clubs are struggling to recruit volunteers and some clubs are moving towards paying for grounds management services in the use of contractors or direct employment.

- The Sussex Groundsman Association is well run with regular meetings that are well attend by members. The Sussex GA is part funded directly from the County as proportion of all affiliation fees go directly to the Sussex GA.
- Quality of school pitches is very minimal as they are usually only an NTPs. Independent schools have high quality pitches, but they are very difficult to access for community usage.

### *Playing pitch Strategies*

Playing Pitch Strategies are Local Authority documents that are used to support the development of Local Plans and detail the current and future pitch sport needs. They follow a robust methodology developed by Sport England, while ECB and Sussex Cricket are represented on the individual PPS steering groups.

PPSs are not a statutory requirement and not all Local Authorities in Sussex have a published document in place. At the time of writing 12 out of 13 Local Authorities had a published PPS. These 12 have been used as the evidence of this analysis.

Figure 21 details a summary of the main recommendations within the published PPS.

Identified Cricket Recommendations		Total (out of 12)	Percentage
Enhance	Improve quality of grass pitches	4	33%
	Improve quality of NTPs	2	17%
	Improve quality of ancillary facilities	10	83%
Provide	Provide more grass pitches	6	50%
	Provide more NTPs	7	58%
	Provide more non-traditional open access facilities	0	0%
	Accommodate growth on existing pitches	10	83%
Protect	Protection of existing sites	16	100%
	Improve security of tenure arrangements	2	17%

*Figure 21: Summary of Playing Pitch Strategy Recommendations*

### Observations from the published Playing Pitch Strategies

- 12 of the 13 local authorities have a published Playing Pitch Strategy. Several of them are in need of updating and ECB are working with Sport England to support this process.

- The protection of sites is the most common recommendation which demonstrates the need for all existing pitches to be retained due to the current demand.
- There is a demand for more and better playing facilities in the form of both grass pitches and NTPs.
- The quality of ancillary facilities has been highlighted as a major concern with more than 80% of Local Authorities highlighting this as a priority area.
- There is a strong need to deliver future growth on the existing playing stock which indicates that although there is no / minimal capacity at the peak demand, there is capacity in the pitch network to accommodate non peak time demand such as junior and female teams.
- The demand for more pitches is borne out of clubs growing to an extent where they are now reaching capacity, this is a particular issue in Mid Sussex.

The population in Sussex is expected to grow over the coming years (2036) with a predicted population growth of circa 9%. The areas expected to grow most are Wealden (20%), Rother (12%), Arun (10%) and Lewes (10%)

There are no new towns or villages planned, in a large part due to the development restrictions within the South Downs and limited development space along the coast. However there will be lots of other developments that will produce incremental changes to the local picture which does limit the opportunities to engage and influence the planning process via Sport England. In order to maximise this opportunity, it will be important to work closely with ECB and Sport England to influence PPS and be actively engaged during the planning process.

### 3.2.2 Pavilions

Pavilions are essential to be able to facilitate cricket activity. It should be noted that not all cricket activity requires changing provision, particularly at the lowest and youngest level of the game, however it is required for large parts of the game.

It is a requirement of most senior leagues and plays an important role in making the game more accessible to all. They also create a focus for most clubs where the local community can congregate and enjoy the game together. They provide a vital role of providing shelter and changing provision for those taking part.

They are often an important source of income for cricket clubs which can often fund the majority of the club's operations including maintenance of the ground and coaching.

There is no quantitative data on pavilions however from the consultations the following qualitative observations were made.

- Many park pitches have very poor changing provision which limits the type of activity that can be played on the site.
- Most club sites have changing provision, but the quality is very varied due to the age of buildings and the level of maintenance undertaken.



- Changing provision for female cricket is often very poor and makes users feel insecure and unsafe.
- Particular issues have been raised about the quality of toilet facilities for women and girls users.
- Most sites with two pitches are unable to cater for women's and men's matches taking place at the same time due to the changing room arrangements.
- Need for more flexible changing spaces for W&G playing in men's and boy's cricket teams,
- Due to the age of most pavilions, a lot of them are not fit for purpose to cater for a wide range of users.
- The main concern for disabled users is the toilet facilities and ensuring they are easy to access and provide appropriate provision.

### 3.2.3 Outgrounds and Performance Pathway Venues

Sussex CCC primarily use the 1<sup>st</sup> Central County Ground, Hove, as their main ground but also require other facilities to accommodate the volume of cricket played. These activities include not only the first team but also the 2<sup>nd</sup> XI and performance pathways. The activities undertaken outside of Hove are:

- 1<sup>st</sup> Team use a variety of out grounds however matches at these venues are minimal. The current listed out grounds that could be used are Arundel Castle, Horsham Cricket Club and The Saffrons, Eastbourne.
- The 2<sup>nd</sup> XI play most of their fixtures at the Blackstone Academy Ground. They also play a couple of fixtures at a Premier League ground, Preston Nomads CC or Horsham CC.
- Blackstone is also used by all the Academy and Visually Impaired squads for their practice and matches.
- The Blackstone Academy Ground has been secured from the parish council via a long-term lease. The lease was for 30 years and has 11 years left to run. Negotiations are ongoing about extending the agreement to provide a much longer.
- The Blackstone site has 2 grounds, a large bank of grass nets and a pavilion to service the site.
- The playing pitches are maintained by Sussex CCC ground staff and are maintained to the highest standard possible to meet the needs of the Academy and 2<sup>nd</sup> XI.
- However, the pavilion building does require some modernisation to ensure it is fit for purpose for the future, for example a multi faith room.
- The site is a public open space so the public can access it by foot at all times and used by some other community groups such as local stoolball and football sides.
- The Brighton Aldridge Community Academy (BACA) is the home of women and girls' cricket in Sussex. It hosts the Southern Vipers, Sussex Ladies and girl's academy squads.

- The site is one cricket ground, outdoor nets and a 3-lane indoor cricket centre. The site is again maintained by Sussex CCC groundstaff to ensure it is kept to the highest standards possible.
- The BACA site is only secured on a 3 year basis and when it ends it is reviewed and renewed to ensure priority usage for Sussex Cricket. A longer agreement isn't currently possible to the funding cycles of the landowner however this needs to be looked at to provide some longer term security for the Sussex Cricket's usage of the site.
- Ansty CC is the home of disability cricket in Sussex with all squads, apart from the VI squad, use it as their home ground.
- The site has a new fully accessible pavilion which meets the needs of the disability players and there is an agreement in place for Sussex Cricket to use the site.
- All the sites used by for out grounds and pathway cricket are very well maintained and meet the expectations of players.
- The only major investments required would be at Blackstone and the need for a fit for purpose modern pavilion to service the site.

#### *The Southern Vipers and Sussex Women*

The Southern Vipers and Sussex Women squads are the pinnacle of women's cricket in the county. The following activity takes place within Sussex.

- The Vipers use The 1<sup>st</sup> Central County Ground, Hove, and The Ageas Bowl, Southampton, for their home fixtures.
- However, the Vipers use the BACA ground as their home for training utilising the outdoor and indoor nets.
- Sussex Women are also based at BACA and use the facility for all their training and matches.
- The site is managed and maintained by Sussex Cricket so is kept to the highest possible standards.

#### *Junior Age Group Sussex Squads*

For the player pathway the following activity and arrangements are in place:

- The boy's pathway programme use the Blackstone Academy Ground as their base for all outdoor training and matches.
- The girl's pathway programme use the BACA Ground as their base for all training and matches.
- There are no issues with the current arrangements and meets the needs of all users well. Securing this arrangement for the long term is the priority to ensure these facilities are available for many years to come.

### 3.2.4 Indoor Nets

Indoor facilities play a vital role in supporting cricket, in particular during the winter off season. This section has assessed the current indoor provision across Sussex, focusing on sites that have formal indoor cricket nets.

Figure 22 and Figure 23 details the spread of net provision and ownership across Sussex.

	<i>No of indoor nets</i>	<i>Population per net</i>	<i>% school ownership</i>
West	73	8,261	78%
Central	98	5,677	77%
East	62	9,014	65%
All Sussex	223	7,374	74%
England & Wales	7312	7,814	-

Figure 22: Breakdown of Indoor Nets Provision

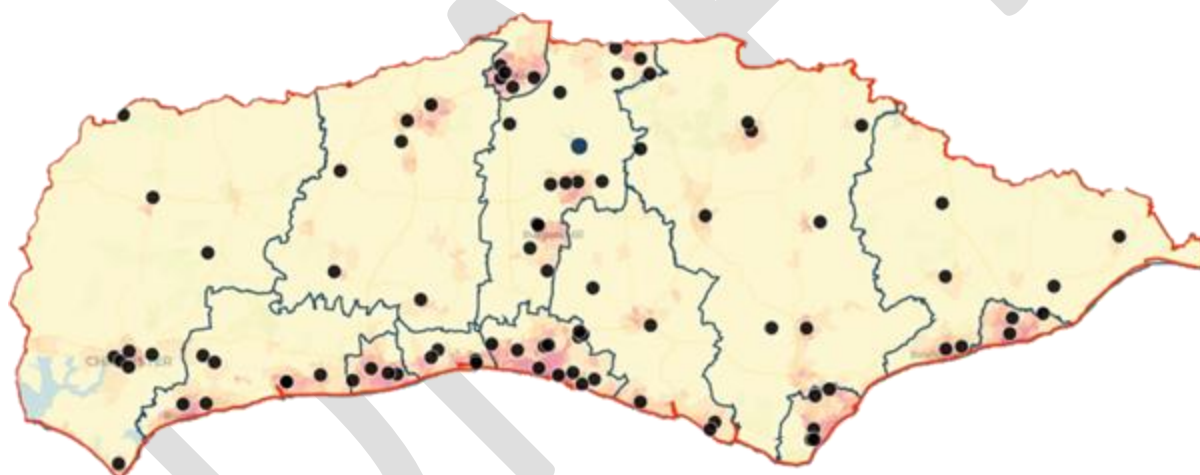


Figure 23: Location of Sports Hall with Cricket Nets and Population Density

The observations from the analysis and consultations were

- There are two cricket centres in Sussex which are both located in the same area, 1<sup>st</sup> Central County Ground and BACA.
- These facilities are managed by Sussex Cricket and are integral to the winter cricket offer. This includes formal Sussex Cricket Activity, player pathway activities and coach education.
- The pathway historically used other sites around Sussex for the lower age groups utilising Horntye Park, Hastings and the Littlehampton Academy.

- The intention post covid is to utilise these local centres again to reduce the burden on the two centres in Brighton & Hove.
- The agreement with Littlehampton Academy, which secured both pathway and recreational usage, has now run out and has not been renewed by the school.
- Currently the indoor centre at Hove has no community usage and it is fully utilised by Sussex CCC squads.
- For recreational purposes Sussex has a reasonable number of sports halls with cricket nets however the majority of them are not fit for purpose.
- The overall quality of the indoor provision around Sussex is poor and is mainly based on school sites which have had minimal investment in recent years.
- The vast majority of indoor provision is located within the education sector, making up 74% of all provision.
- Private schools are also a good source of indoor nets across the county, however many are not available for community usage.
- There are no accessible indoor facilities in Crawley, and due to the current demand this is a major priority.
- The Crawley Urban Plan and the Crawley Built Sports Facility Strategy have both identified the need for a venue with indoor cricket provision to cater for the demand.
- Initial discussions with potential venues are ongoing and are at the very early stages.
- Access to indoor provision in Brighton & Hove is difficult especially since the Indoor Cricket Centre in Hove has been closed for community usage. This was a well-used venue for the clubs in the area.
- Littlehampton has also been identified as an area with very limited access to indoor provision. This has occurred to the ending of the Littlehampton Academy agreement and their desire to not continue with the historical arrangements.
- Eastbourne also has poor provision for indoor cricket and no venue able to host hardball indoor cricket league matches.
- Location and accessibility of indoor facilities for use by disabled users is critical. They need to be accessible by both public transport and car as well have suitable venue facilities.
- Securing space in appropriate venues for disability usage is very hard so often securing any time in the right venue is a priority even if the times are not ideal.
- Not providing appropriate indoor provision for disabled players puts their programme at risk as it can create an unassailable barrier for most participants.

### *Built Sports Facility Strategies*

Built Sports Facility Strategies are used by Local Authorities in the development of Local Plans to detail the current and future indoor sport needs. They follow a robust process developed by Sport England, however unfortunately cricket is often overlooked as an indoor sport so the ECB and Sussex Cricket are rarely consulted meaning cricket is not usually included in the needs assessment.

Built Sports Facility Strategies are not a statutory requirement so not all Local Authorities in Sussex have a published document in place. At the time of writing 11 out of 13 Local Authorities had a published strategy or investment plan. These 11 have been used as the evidence of this analysis.

Figure 24 details a summary of the main recommendations within the published Built Sports Facilities Strategies. Please note these are general recommendations and are not cricket specific.

Identified Cricket Recommendations		Total (out of 11)	Percentage
Enhance	Improve overall quality of existing sports halls	8	73%
	Improve quality of current provision to meet individual sport's needs.	6	55%
Provide	Need to replace existing facility stock that is no longer fit for purpose	7	64%
	Provide additional sports halls	3	27%
	Current supply can NOT meet future demand	5	45%
Protect	Protection of existing sites	11	100%
	Secure more community access to school sites	5	45%

Figure 24: Summary of Built Sport Facility Strategy Recommendations

The Crawley Strategy did make specific reference to cricket needs in its action plan as follows:

*Any new provision or refurbishment of sports halls must provide facilities for indoor cricket. Indoor cricket facilities must meet the ECB guidance document (ECB TS3) that provides detailed information on the specific requirements on lighting, flooring and netting that are required for indoor cricket.*

*Sussex Cricket Foundation and England and Wales Cricket Board in partnership with the Council are exploring all opportunities to create new or refurbish existing sports halls to provide indoor match and practice facilities for the borough's cricket community. The Council should work in partnership with Sussex County Cricket and the ECB to find a sustainable solution to provide.*

### 3.2.5 League Rules Review

A review of the facility requirements for the Sussex Cricket League and consultation with the league was undertaken to with particular focus on whether these existing rules had any unintended consequences of limiting participation of the game.

The main focus was on the rules regarding the use of NTPs for league matches. The following was identified

- The Sussex Cricket League does allow the use of NTPs from Division 6 downwards provided their intended use has been declared to the League Support Officer by email before the start of the season.
- This means roughly 3/4 of Saturday league cricket can be played on NTPs.
- The league operates a ground standards assessment, based on umpires markings. It is only implemented from Division 3 upwards and is used to help raise standards at the top end of the game.

Overall, the League have open policies in relation to facilities and the committee work with clubs to address any issues or problems that arise.

### 3.2.6 Sustainability / Climate Change

Climate change is having an impact everywhere and due to the nature of cricket and its susceptibility to the weather, it can have a dramatic impact on the ability to play cricket. Clubs will need to embrace being more sustainable to ensure their long-term future and play their part in addressing climate change.

Sussex is predicted to experience some of the most severe impacts of climate change in the UK due to its geographical location and extensive coastline.

Based on the Met Office's UK Climate Projections (UKCP) for the south east, by 2080

- summers are likely to be hotter by around 5°C to 6°C
- winters are likely to be warmer by around 3°C to 4°C
- summer rainfall is likely to decrease by 30% to 50%
- winter rainfall is likely to increase by 20% to 30%
- sea level rise is likely to increase by 0.8m.

The impact of climate change across Sussex will be significant with the following likely to occur based on current climate change trends.

The risk of rising sea levels is a major concern in Sussex and will impact significant areas of the south coast including large towns such as Worthing, Littlehampton, Eastbourne and Bognor Regis.

11 of the 13 local authorities in Sussex have declared a climate emergency in recognition of this ongoing challenge.

#### *Flooding*

Flooding is one of the big risks for cricket clubs and Figure 25 identifies the number of clubs currently at risk of flooding.

	Clubs at risk of Flooding			% of clubs at high risk of flooding
	High	Medium	Low	
West	1	0	0	2%
Central	0	0	1	0%
East	4	2	3	6%
All Sussex	5	2	4	3%

Figure 25: Summary of Clubs at Risk of Flooding

There is a low number of clubs at risk of flooding however with more extreme weather events, the impact of a flood could be very large and put the club at risk. It is not known if the risk of flooding is from river or sea flooding.

The 5 clubs that have been identified as at high risk of flooding are

- Aldwick CC (Arun)
- Denton CC (Lewes)
- Newhaven CC (Lewes)
- Seaford CC (Lewes)
- Robertsbridge CC (Rother)

### Energy

The recent fuel crisis has highlighted our reliance upon energy for much of our lives and cricket clubs are no different. Clubs will need to understand and manage their energy in the future to ensure they minimise impact on the environment while also managing their costs.

It is also now widely acknowledged across society that it is important to understand your carbon footprint and put measures in place to address this. To ensure clubs remain at the heart of communities, they will need to manage their carbon footprint and consider measures such as using less energy, recycling, travel and product sources.

## 4 Emerging Themes

Emerging themes from the assessment, detailed within this section, identify the priorities that need to be addressed.

1. Club cricket in Sussex is thriving.
  - Virtually all cricket in Sussex is club based and there is no part of the county that doesn't provide a cricket offer. Over half the clubs offer junior cricket and nearly half the clubs have a W&G offer. The introduction of the Sussex Slam has provided a more flexible format for participants set within a club environment.
  
2. Cricket has strong participation levels across all markets in Sussex and is continuing to grow
  - W&G is strong in Sussex, and this is continuing to grow but there are some black spots with no or limited activity including Hastings, Worthing, Rother and Crawley. Disability Cricket is also in a strong position across the county and the Disability Team have ambitions to look for new partners to allow them to continue to grow. Crawley has the most significant South Asian population in Sussex and there is a large latent demand for cricket in this area that needs to be serviced.
  
3. There is comparatively less cricket activity and provision in the urban boroughs compared to the rural areas.
  - In general, there are less teams, clubs and pitches per population in the urban areas across Sussex. This is replicated across all the metropolitan areas which covers the south coast and Crawley. This is a common trend for cricket where in urban areas there is much more competition for green space and cricket's requirements are extensive and relatively specialist.
  
4. There is a heavy reliance on local authority pitches in metropolitan areas.
  - Within the urban environments the main provider of cricket pitches is the local authority. Often these pitches are located on public open spaces which creates additional issues and challenges that need to be managed. Due to the public open space requirements, it means there is limited opportunities for clubs to take more ownership and control of their sites.



5. The quality and long-term sustainability of local authority pitches is a threat to cricket in urban areas.
  - Overall, the quality of both the playing surfaces and the off-field provision is considerably lower than sites managed by clubs. This is due to challenging financial times for local authorities, combined with leisure being a non-statutory service, means there has been under investment into cricket sites over the last 30 years or so. However, these sites are vital for cricket to grow and sustain its participation levels due to the high proportion of the population reliant upon these areas therefore is essential to find a long term sustainable solution for local authority pitches.
  
6. Cricket in Mid Sussex has very high levels of activity and has limited capacity to grow.
  - Mid Sussex is the strongest local authority area for cricket in Sussex. There are multiple large clubs all within close proximity to each other providing a range of playing opportunities. Several large clubs are essentially already at capacity with no spare grounds available in their locality.
  
7. Lack of access to quality indoor provision around the county, in particular in Brighton, Crawley, Eastbourne and the Chichester area.
  - All areas of the county noted that indoor provision was generally poor due to the quality of the lighting and flooring. There are issues in Brighton, Crawley and Littlehampton where specific issues have been identified in securing use of appropriate indoor provision.
  
8. Improved facility provision is required to service the growth of the W&G game.
  - W&G is growing fast in Sussex but there are still several barriers limiting its potential. These include
    - W&G activity still not a priority for all clubs with boys and men’s given more priority.
    - Lack of capacity at existing clubs to service W&G growth
    - Quality of the facility provision including poor toilets and changing rooms can make participants feel uncomfortable and insecure.

9. Performance cricket is well serviced with high quality venues but these need to be secured on a long-term basis
  - The two main venues used, outside of Hove, are Blackstone and BACA. Both providing a very good quality provision however it does mean that if either one of them were lost it would create a huge hole in the provision for performance pathway cricket. Blackstone only has 11 years left on the lease and the BACA has a rolling 3-year agreement. If these sites were to be lost there is minimal capacity within the club network to cater for the performance pathway activity.
  
10. Security of tenure of existing grounds is very important as threats continue to rise in the form of property development and ball strikes.
  - The threats to existing grounds has risen in recent years and these primarily come from property developments and ball strike issues. Protecting the existing facility stock is imperative to sustain current activity levels and provide a platform for growth. The biggest current threat is the loss of Horntye Park in Hastings. The issue of ball strikes has risen dramatically in recent years as it has become much more common for balls to regularly leave the ground into neighbouring properties. The future of cricket at these sites can often be at risk without appropriate mitigation being put in place which can be very expensive. This threat is likely to continue as significantly more housing development is planned across Sussex.
  
11. There are recruitment and retention issues for grounds managers, both professional and volunteers
  - The expectations and time requirements on grounds managers is considerable especially as many grounds now operate seven days a week. It is becoming increasingly harder for an ageing volunteer base to sustain this commitment and grounds are struggling to find new volunteers or professional contractors to fill the void. This has been a trend over several years and needs to be addressed to service the demand for cricket.
  
12. Climate Change will have a significant impact on preparation of pitches and cricket across Sussex
  - Sussex is predicted to experience some of the most severe impacts of climate change in the UK due to its geographical location, coastline and high population density. This is already happening around the county with greater instances of extreme weather patterns. As such it is important to ensure the facility network is resilient to these changes to secure the long term future of the game.

## 5 Recommendations

The following recommendations have been made to address the emerging themes detailed in Section 4.

It should be noted that this is a 10-year strategy and that these recommendations will need to be prioritised and resourced appropriately across that period. Additionally, facility related issues often take a long time to resolve due to a magnitude of reasons including tenancy rights, planning approval and funding. As such they do require significant amount of expertise and resources, time and money, to resolve so progress should be assessed over the long term.

### 5.1 Provide more and better-quality facility provision in Urban Areas

The metropolitan areas of Sussex have been identified as a priority for more and better facility provisions. This demand has arisen for a variety of reasons including lack of pitches in certain areas, size and growth of clubs, demand for cricket from the population including the BAME community. Therefore, to tackle this the following actions should be undertaken.

- Crawley will be the main priority initially as it has the highest demand for pitches and the lowest supply, however there are ongoing issues across all the metropolitan areas that need to be addressed within this strategy.
- Increased usage of NTPs on local authority sites to safeguard pitches and cricket in Crawley by reducing maintenance workload and ensuring a safe surface to play cricket.
- Secure more sites via asset transfer or other management arrangements to meet the growing need for second grounds.
- Identify and implement different sustainable management models that could be used to increase access to and quality of Local Authority pitches. These include:
  - Enhanced maintenance regimes where clubs take over part of the square maintenance.
  - Support clubs with storage and machinery to allow this maintenance to take place.
  - Build relationships with Local Authorities to get squares roped off, disposal of public open space
  - Use of licenses to give clubs some security but still in council ownership
  - Support councils to find investment to make buildings fit for purpose for the cricket played on site.

## 5.2 Improve access to indoor provision around the county

The availability of indoor provision across the county is very mixed and there are certain areas that have very limited access. Historically Sussex Cricket has had numerous usage agreements with indoor centres for both pathway and recreational activities but over recent years some of these have passed and created significant gap in appropriate indoor provision. To address this the following should be undertaken.

- Undertake a review of performance pathway venues to identify the benefits of regionalisation vs centralised venues. This review will need to look at both indoor and outdoor venues and focus not just on the performance pathway but the impact of approaches on the recreational game as well.
- Work with Crawley Council to deliver an appropriate indoor cricket venue as currently there are none in the town as identified in Crawley Indoor Sports Facility Assessment and Sussex Cricket Urban Plan for Crawley.
- Secure more access to facilities in Brighton, Littlehampton and Eastbourne where there is a large unmet demand for both technical training and indoor cricket matches. This should be done in the form of a usage agreement that provides access for a wide range of cricket activities including clubs, pathway and coach education. Ensure indoor venues can cater for hardball indoor cricket.

## 5.3 Increase capacity and quality of existing club provision

The current facility stock needs to increase the carrying capacity to service the growing demand while also meeting the expectations of existing users and to provide a safe and welcoming environment. This is particularly important to aid the continued growth of women & girls cricket across the county. To service this ongoing demand the following actions are required

- Encourage and support the provision of more NTPs to service growth across recreational cricket, with particular focus on driving growth in the W&G game.
- Continue to promote, via Sussex Cricket staff and the Sussex County Ground Association, the role of a quality pitch in improving player satisfaction and increasing playing capacity at all levels of the game, including fine turf pitches, NTPs and outfielders.
- Work with the Grounds Management Association and other partners to deliver increased support to the grounds managers network and increase capacity at clubs to cater for growth in demand from W&G and juniors, including:
  - Roll out of the Pitch Power app across Sussex once it is launched in 2023
  - Support in delivering the GMA Workforce Development Plan to service grounds managers across Sussex
  - Continue to engage with the GMA/ECB Pitch Advisory Service to ensure appropriate training and education is available for all

- Support the investment into pavilions to provide a high-quality experience and service key target growth markets, such as W&G and disability programmes.
- Support investment into sites to create a safe and welcoming environment for all users including players, officials, and spectators to aid the ambition of transforming W&G cricket.

#### 5.4 Protection of existing sites

The protection of existing sites is integral to sustain current demand and create a platform for growth in the future. To support the following emerging themes – 1 and 2.

- Actively manage ball stop issues with ECB support
- Seek more guidance from ECB on ball stop issues and effectively manage issues that arise by providing advice and support
- Influence ECB to provide more financial support to form mitigation packages which address ball strike issues.
- Work with ECB and Sport England to make sure all PPS are up to date.
  - Influence the development of local authority PPS to highlight the need for access to more pitches across Sussex.
- Engage and work with ECB and Sport England to influence the planning process.
  - Influence new developments, via the planning process, to construct new cricket grounds or secure investment into existing sites to meet the growing population and demand for cricket in Sussex.

#### 5.5 Develop a long-term plan to minimise the impact of climate change

The need to develop a long-term plan to minimise the impact of climate change will be critical to ensure cricket has a sustainable future. The impact of global warming is already having a significant impact on extreme weather conditions while at the same time the game needs to be cognisant of its carbon footprint. The plan will be driven by Sussex but will need considerable input and support from the ECB. Therefore, the plan should include the following:

- Influence ECB to provide more advice and guidance and direction on how the game needs to adapt, with particular focus on managing the risk of drought.
- Provide guidance, support and assistance in funding bids to clubs on mitigating climate change and making facilities more resilient.
- Work with the County Club to raise awareness of climate change issues with facility operators and support venues to be as environmentally sustainable as possible.

## 5.6 Accountable Decision Making

To support the funding opportunities within Sussex, an accountable decision-making process is essential. This accountable decision making will help to prioritise resources and help to address all the challenges identified within the emerging themes.

- Continue with existing governance arrangements for facility developments in Sussex
  - Sussex Cricket Staff – To work directly with clubs to provide advice and support in developing facilities.
  - County Grants Decision Group – Continue to provide a check and challenge approach to decision making for the ECB County Grants Scheme to ensure the successful delivery of the scheme and maximise its impact.
- Undertake an annual review of the decision-making process and governance arrangements to ensure it is fit for purpose and robust.

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## 6 Priorities and Next Steps

The priorities and next steps are the action plan on how to deliver the strategy. This action plan will need to be reviewed regularly and accountability assigned to it to ensure it delivered.

The following priorities and next steps have been identified for 2023.

- Need to provide more playing opportunities within Crawley. The strategy has identified the very diverse population in this area but limited places to play cricket, both indoors and outdoors.
- The Sussex Cricket Foundation will be accountable for the delivery of the strategy with support from Sussex CCC.
- Identify individuals as leads for specific areas to be accountable for delivery of specific elements of the strategy. The purpose of this is to ensure the most appropriate person can lead on these but also potentially set up working groups of experts to support the delivery. This subdivision of work needs to be carefully managed to ensure that the limited resources are prioritised appropriately.
- Develop a full action plan with key annual objectives to support the delivery of the strategy.

## 7 Appendix 1 – Policy Review

### ECB

#### Inspiring Generations - Our 2020-24 Strategy for Cricket

##### Our Purpose:

We connect communities and improve lives by inspiring people to discover and share their passion for cricket.

##### Our 2024 Ambition:

A generation inspired to say that ‘cricket is a game for me’

To achieve the purpose and ambition are 6 priorities

#### 1. GROW AND NURTURE THE CORE

Ensure that there is a thriving county network at the heart of the domestic game

- Create an Infrastructure Investment Fund for FCCs
- Introduce a new Community Investment Fund for FCCs and CCBs
- Invest in club facilities
- Develop the role of National Counties Cricket (formerly Minor Counties)
- Further invest in county competitions
- Drive governance reform across the whole game

#### 2. INSPIRE THROUGH ELITE TEAMS

Create and celebrate the heroes at the pinnacle of the elite game

- Increase investment in the county talent pathway
- Incentivise the counties to develop England players
- Drive the performance system through technology and innovation
- Create heroes and connect them with a new generation of fans

#### 3. MAKE CRICKET ACCESSIBLE

Give more people the opportunity to engage with cricket more often

- Broaden cricket’s appeal through the The Hundred
- Create a new digital community for cricket
- Install non-traditional playing facilities in urban areas
- Continue to deliver the South Asian Action Plan
- Launch a new participation product, linked to the The Hundred

#### 4. ENGAGE CHILDREN AND YOUNG PEOPLE

Inspire a new generation of players and fans to develop a love for cricket

- Double cricket participation in primary schools



- Deliver a compelling and coordinated recreational playing offer from age five upwards
- Develop our safeguarding to promote safe spaces for children and young people

#### 5. TRANSFORM WOMEN’S AND GIRLS’ CRICKET

Drive cricket’s progress to becoming a truly gender-neutral sport

- Grow the base through participation and facilities investment
- Launch centres of excellence and a new elite domestic structure
- Invest in girls’ county age group cricket
- Deliver a girls’ secondary school programme

#### 6. SUPPORT OUR COMMUNITIES

Use our purpose to connect communities and improve lives more broadly across society

- Double the number of volunteers in the game
- Create a game-wide approach to Trusts and Foundations through the cricket network
- Develop a new wave of officials and community coaches
- Increase participation in disability cricket

## Sussex

Sussex have developed a strategic plan titled ‘Sussex Cricket 2021-2024 County-Wide Plan.’ This plan has identified the following purpose and priorities.

### Purpose

*Inspiring a passion for cricket*

### Ambition

*Our communities inspired to say I FEEL PART OF SUSSEX CRICKET*

### Priorities

The priorities of the plan have identified ten areas of focus

- Deliver high-performance cricket teams
- Inspire the next generation
- Transform Women’s and Girls’ cricket
- Grow and support the game in our communities
- Develop grounds and infrastructure
- Mental Health & wellbeing
- Equality, diversity and inclusion

- Best practice governance
- Commitment to safeguarding
- Environmental impact

Several specific strategic actions have been identified and the ones that directly relate to facilities are.

- Implement women’s and girls facility funding
- Develop a strategic approach to maintaining and growing an engaged workforce across Sussex
- Implementation of urban cricket plans in Brighton and Crawley
- Implement a facilities strategy/funding programme for affiliated clubs
- Ensure first class practice and playing facilities for all our pathway training grounds
- Review and monitor the need and use of outground cricket facilities for first class cricket across the county
- A continued commitment to creating welcoming and accessible environments for all
- Oversee the implementation of the Sussex Cricket Masterplan to deliver ground improvements at Hove to ensure the viability of the Club for future generations and continue to host high profile matches, particularly women’s international and domestic cricket
- Raise awareness of environmental issues amongst employees, volunteers and our wider communities and encourage environmentally responsible behaviour

## Sussex Cricket Foundation

### Urban Plan for Cricket in Greater Crawley

#### *Purpose*

The plan has been developed to meet the aims of the ECB’s 5-year strategy, ‘Inspiring Generations’ with its purpose “To connect communities and improve lives by inspiring people to discover and share their passion for cricket”. This is supported locally by the Sussex Cricket Plan and its mission which is “Inspiring a passion for cricket” in the heart of the community.

With the total population demographic being made up of 29% BAME across Crawley, the Plan has been developed alongside the ECB’s South Asian Action Plan, ‘Engaging South Asian Communities’ with its purpose to “Make cricket a game for everyone”.

The plan is also very much committed to the ECB’s ‘Diversity Action Plan’ (2018-20) and the three additional measures announced in November 2020, which will build on this plan and form part of the larger ECB ‘Equality, Diversity and Inclusion Plan’ (2021-24) which will launch in 2021.

#### *Themes*

The development group have identified three target aims of themes which are

- Build a stronger Community
- Make a difference to the future of Crawley
- Embrace and celebrate the game

### *Action Plan*

The action plan has identified the following facility related actions.

- Install 15 new NTP's across Crawley so there is a usable NTP on every Council-owned and club-owned ground within the borough, as well as key state schools and Community sites.
- Install/refurb permanent net facilities across venues in Crawley.
- Build an indoor cricket centre, financially sustainable and available for all clubs within Greater Crawley and beyond, all Community and multi-faith groups and all school/education partners, as well as SCF, Sussex Cricket and ECB projects.
- Negotiate club licences on all squares across Crawley and leases on appropriate pavilions and support a strong working relationship with the Council and partners to ensure investment and time can be spent on improving the quality of the ancillary facilities at all grounds within the borough.
- Negotiated licences/leases will in turn also support an opportunity to improve the investment and time that can be spent on the improvement of the playing surface provision on the same grounds.
- Provide new outdoor grounds on which matches can be played.
- Provide grounds equipment and machinery for clubs to maintain and take on the responsibility of pitches on which they play and can provide for Community and other use.

### **Urban Plan for Cricket in Greater Brighton 2021 – 2026**

Sussex Cricket took established a Brighton & Hove Cricket Development Group, which brought together all of the cricket clubs and related organisations in the City to create a united strategic action plan, which has been updated and implemented ever since. Its recent manifestation is the Greater Brighton Area Cricket Hub (GBACH), which has been very well placed to prepare the initial version of this Urban Plan for Cricket.

The action plan has identified the following facility related actions.

- Increase and improve the provision of indoor net/practice facilities in the City.
- Provide additional facilities for summer use, including grounds/pitches (turf & non-turf)/nets, to cope with expanding demands (e.g. Victoria Road Recreation Ground).
- Instal 4 artificial strips in local parks, where there is no cricket ground, for general family/community use.
- Support major capital projects at Brighton & Hove CC, Rottingdean CC & St Peters CC, with a view to these becoming community centres.
- Work with Palmers CC and Portslade CC in developing plans for improving facilities at their respective grounds (Hove Recreation Ground and Benfield Valley).

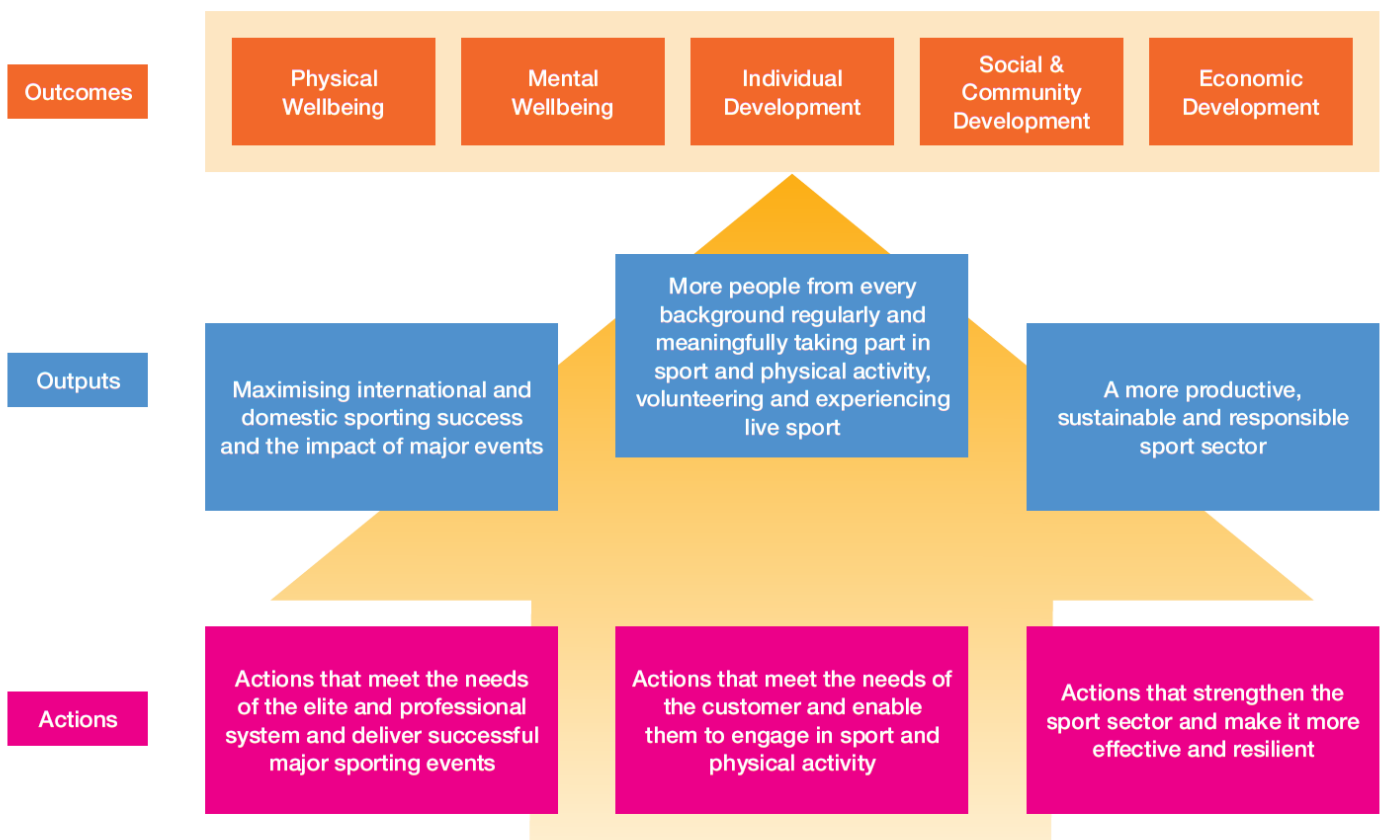
- Improve the standard of playing pitches across the City especially those at Council maintained grounds.

## Department of Culture, Media and Sport - DCMS

### Sporting Future: A new Strategy for an Active Nation

The DCMS strategy has identified a framework for delivering their Sport Strategy. This framework identifies the outcomes, outputs and actions of the strategy. A copy of this framework is included.

#### The Framework for a new Sport Strategy



## Ministry of Housing, Communities and Local Government

### National Planning Policy Framework (NPPF)

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 96 and 97 outline the planning policies for the provision and protection of sport and recreation facilities:

*“Access to a network of high-quality open spaces and opportunities for sport and recreation is important for 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. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.*

*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.”*

## Sport England

### Uniting the Movement – 2021

Sport England is an arms-length body of government responsible for growing and developing grassroots sport and getting more people active across England. It is funded through a combination of National Lottery funding and grant-in-aid from the Department for Digital, Culture, Media and Sport, which classifies us as a non-departmental government body.

It has recently published a new strategy in 2021 called ‘Uniting the Movement’. The Strategy includes the following:

Its Vision is:

*“Imagine a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.”*

Its Mission is:

*“We’re here to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are. Because it’s not always a level playing field.*

*Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.*

*We’re determined to tackle this and unlock the advantages of sport and physical activity for everyone.”*

The new strategy has identified three objectives:

1. Advocating for movement, sport and physical activity
2. Joining forces on five big issues
3. Creating the catalysts for change

#### RECOVER AND REINVENT.

Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

#### CONNECTING COMMUNITIES

Focusing on sport and physical activity’s ability to make better places to live and bring people together.

#### POSITIVE EXPERIENCES FOR CHILDREN AND YOUNG PEOPLE

Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

#### CONNECTING WITH HEALTH AND WELLBEING

Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

#### ACTIVE ENVIRONMENTS

Creating and protecting the places and spaces that make it easier for people to be active.

### Planning For Sport Guidance

Sport England’s planning aim:

Sport England’s aim in working with the planning system is to help provide active environments that maximise opportunities for sport and physical activity for all, enabling the already active to be more so and the inactive to become active.

Planning objectives:

- Protect
- Enhance
- Provide

This aim is supported by three objectives:

**PROTECT** – TO PROTECT THE RIGHT OPPORTUNITIES IN THE RIGHT PLACES. Existing provision should be protected unless an assessment has demonstrated there is an excess of the

provision and the specific buildings or land are surplus to requirements; or the loss 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 benefits of which clearly outweigh the loss of the former or current use.

**ENHANCE** – TO ENHANCE OPPORTUNITIES THROUGH BETTER USE OF EXISTING PROVISION. The use of existing provision should be optimised, for example through quality, access and management improvements supported by appropriate ancillary facilities.

**PROVIDE** – TO PROVIDE NEW OPPORTUNITIES TO MEET THE NEEDS OF CURRENT AND FUTURE GENERATIONS. Appropriate new provision that meets needs and encourages people to play sport and be physically active should be provided by adapting existing places and through new development.

## Active Sussex

Active Sussex are part of the national County Sports Partnership Network, and work with stakeholders across the county to build strong relationships.

They have published a strategy titled ‘Active Sussex Strategy 2018 – 2023’ which has been included in the policy review.

### Vision

*Driving physical activity transformation in Sussex, which sees more people active and healthier communities.*

### Mission

*We will listen to people in Sussex to understand how they want to be active.*

*We will work with new and existing partners to drive improved access to opportunities for those most at risk of inactivity, especially older people, those with disabilities and long-term conditions, young people and those who live in areas of high deprivation.*

### Aim

*By 2023 our aim is to see 5% fewer inactive people in Sussex, and 10% fewer inactive people in the county by 2028, so that all our local authorities have activity levels better than the national average.*

### Objectives

Active Sussex have identified the following objectives within their strategy

- Reduce inactivity
  - We will work with stakeholders to facilitate a significant decrease in local people classed as inactive in Sussex.
- Better health and wellbeing
  - To improve the physical and mental wellbeing, and individual development of our communities as a result of our work with stakeholders.
- Put activity centre stage
  - We will work with stakeholders to place physical activity at the forefront of new policies and infrastructure projects such as housing developments, transport policy and public health planning.
- Build relationships
  - We will work more closely with voluntary stakeholders out in the community to deliver appropriate solutions for our target audiences using a ‘people like me’ approach. We recognise the importance of engaging with new and diverse partners to engage people to be more active, more often.
- Grow investment
  - To seek increased investment in sport and physical activity in Sussex as a result of our advice or collaboration
- Corporate support
  - To partner with local businesses and encourage them to support physical activity and community sport in Sussex.

In delivering this strategy Active Sussex focus on the following groups to tackle inactivity

- Young people 14-19
- Older people
- People with a long-term condition or disability
- People living in deprived areas with high rates of inactivity