

MALVERN HILLS DISTRICT COUNCIL OPEN SPACE, SPORT & RECREATION STUDY: ASSESSMENT REPORT

PART 15: CRICKET

Structure

15.1 The Worcestershire Cricket Board (WCB) is responsible for the development and governance of cricket in Malvern Hills District. There are three categories of cricket club.

1. Affiliated.
2. Affiliated with junior section.
3. Focus club – significant junior development and will receive investment from the WCB.

15.2 Three clubs in Malvern Hills District are classified as focus clubs. These are Malvern Cricket Club, Tenbury Cricket Club and Worcester Nomads Cricket Club.

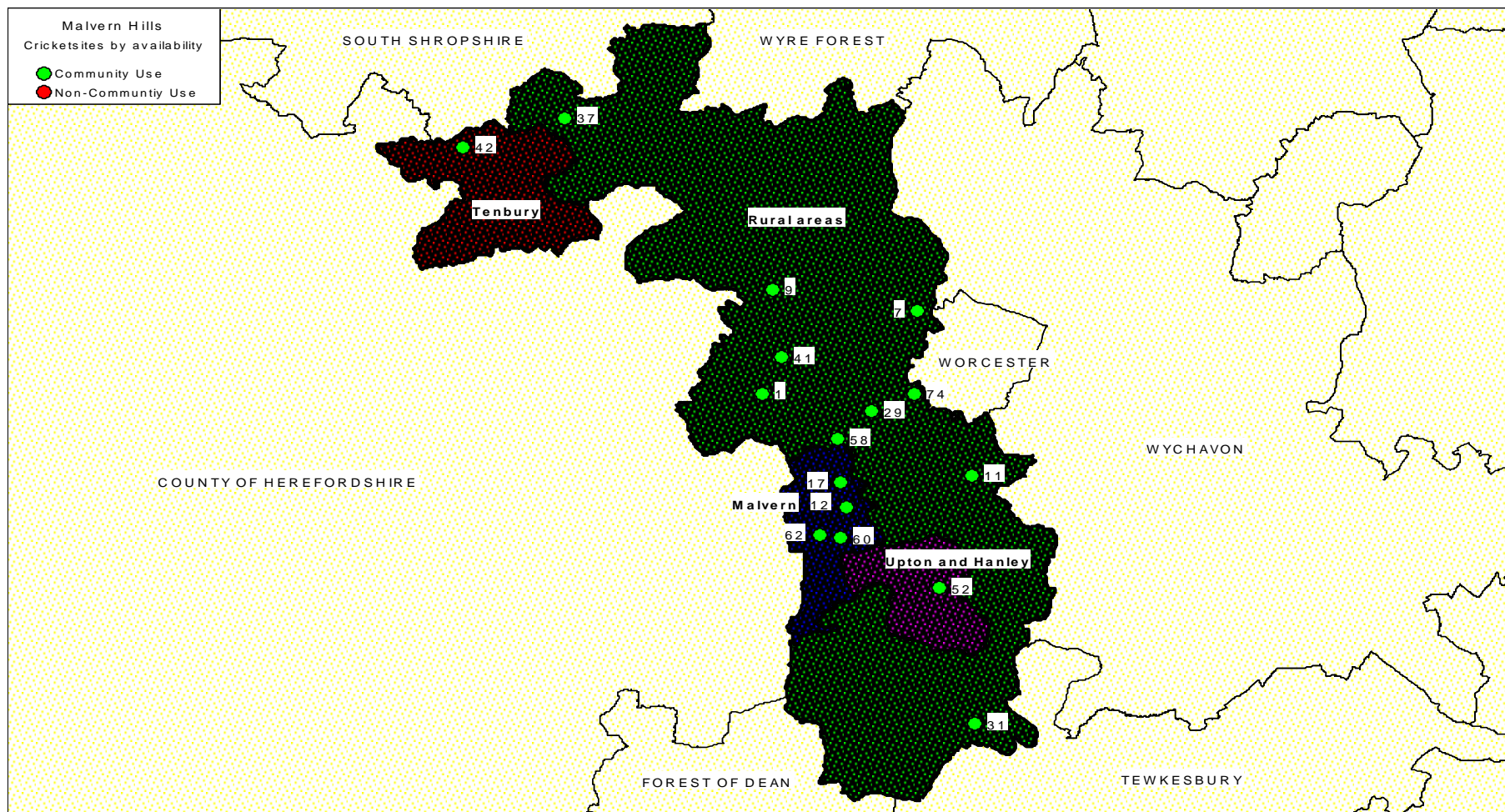
Cricket provision in Malvern Hills District

Table 15.1: Summary of pitches available for community use and teams by analysis area

Analysis area	No. of available pitches			No. of teams			
	Senior	Junior	Mini	Senior mens	Senior womens	Junior boys	Junior girls
Malvern Town area	3	-	-	7	-	11	-
Rural areas	9	-	-	14	-	7	-
Tenbury Town area	1	-	-	2	-	-	-
Upton and Hanley areas	1	-	-	3	-	4	-
MALVERN HILLS DISTRICT	14	-	-	26	-	22	-

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Figure 15.1: Location of cricket pitch sites in Malvern Hills District



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Table 15.2: Key to site location map

KKP ref	Site name	Analysis area
12	Barnards Green Cricket Club	Malvern Town area
62	Malvern College	Malvern Town area
17	Malvern Cricket Club	Malvern Town area
60	The Chase High School	Malvern Town area
1	Adj. Alfrick Village Hall	Rural areas
31	Bushley Green	Rural areas
7	Hallow Playing Field	Rural areas
11	Kempsey Sports Association Playing Fields	Rural areas
37	Knighton on Teme Cricket Club	Rural areas
9	Martley Millenium Green	Rural areas
74	Rushwick CC	Rural areas
58	Stocks Lane Cricket Pitch	Rural areas
41	Stoney Ley	Rural areas
29	Worcester Nomads CC	Rural areas
42	Tenbury High School Oldwood Road	Tenbury Town area
52	The Glebe, Hanley Castle High School	Upton and Hanley areas

Key issues for cricket

Quality/access to training facilities

15.3 Consultation with clubs highlights the issue of accessing suitable training facilities during the winter months. All the secondary schools have cricket nets in their sports halls, but the quality is poor, particularly those at The Chase High School and Dyson Perrins High School (new cricket nets are planned for Dyson Perrins High School as part of the refurbishment). Barnards Green Cricket could not gain access to the Chase High School nets during the winter due to it being used by football clubs. It therefore used Hanley Castle High School nets at a reduced rate. This rate has been specially subsidised by MHDC in order to make the facility cost-effective for the Club. Despite this cost reduction, the Club does not see this arrangement being financially sustainable and plans to re-design its clubhouse to include a batting net in order to reduce the reliance on hiring external facilities for training purposes.



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Women's cricket

- 15.4 The women's game is a significant growth area in the County and the WCB predicts that it will continue to surpass the growth of the men's game. A women's and girls' development group is to be established, which will initially identify clubs in a position to provide opportunities, as well as highlight the developments necessary in the long-term. It is also part of the community coach's remit when working with schools, which will increase the pressure upon focus clubs to provide an exit route into a club environment. The WCB is working in partnership with its focus clubs to create adequate environments (in terms of coaches, segregated facility provision etc.) to establish and sustain both adult and junior teams.
- 15.5 At present there are no clubs in Malvern Hills District fielding competitive women's teams, although some clubs, including Barnards Green Cricket Club and Worcester Nomads Cricket Club, do have junior girls taking part in training sessions. Following a changing room refurbishment, Rushwick CC are developing women's cricket at the Club. Due to the non-competitive nature of women's cricket, there will be no stipulated time for matches to be played.

Ground leases

- 15.6 For clubs to receive grant aid from the Community Club Development Programme they must have a minimum 21-year lease on their facility. Grants of up to 90% can be secured, but this is dependent on the lease.

Table 15.3: Summary of cricket site leases

Club	Site	Lease details
Malvern Cricket Club	Regency Road, Malvern	Site renewed from Town Council on 30 year lease in 1998.
Barnards Green Cricket Club	North End Lane, Malvern	Site leased from Manorsfield Estate, which has 16 years remaining.
	Stocks Lane Cricket Pitch	Site vacated due to Newlands Cricket Club disbanding. BGCC took over lease from Madresfield Estate to secure the site's future as a cricket pitch, but lease has only four years to run and requires renewal.
Tenbury Cricket Club	Penlu Sports Club, Tenbury	Site of Penlu Sports Club is owned by Penlu Sports Association.



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Club	Site	Lease details
Kempsey Cricket Club	Plovers Rise, Kempsey	Site is part of Kempsey Sports Association, which has a long-term lease from the Parish Council.
Hanley Castle Cricket Club	The Glebe, Hanley Castle	Site owned by Church of England and leased to the Local Education Authority. HCCC usage of the facility forms part of this lease, which was renewed for another 21 years around 1997.
Worcester Nomads Cricket Club	Whitegate Farm, Bransford	Site wholly owned by Cricket Club.
West Malvern Cricket Club		Site leased from private landowner with 18 years remaining.

15.7 Malvern Cricket Club, Barnards Green Cricket Club, Hanley Castle Cricket Club do not currently have security of tenure on their sites to apply for external funding for ground improvements. Both Barnards Green Cricket Club and Hanley Castle Cricket Club plan to improve their facilities, with Barnards Green extending its clubhouse facility and Hanley Castle installing an artificial wicket. In both cases internal funds will have to pay for any such facility improvements.

School-club links

15.8 There is currently a drive to increase participation in cricket through the School Sport Partnership (SSP). A community cricket coach has been employed to serve the West Worcestershire area and is jointly funded by the WCB and Sport England. The coach spends around 6-8 weeks in each high school cluster to coach pupils. This has resulted in an increase in primary schools competing in kwik cricket across Worcestershire from 68 to 91 between 2005 and 2006 and will become a full-time position from January 2007.

15.9 Consultation with Barnards Green Cricket Club attributes its significant increase in junior development to the work of the Community Coach. It has enough players to form an U9 team in 2007 as a direct result of the link in work with the Community Coach. Consultation with all three-community clubs in Malvern Hills District suggests that each club has the internal structures in place, in terms of coaches and volunteers, to accommodate the increase in players. However, there is little capacity at these clubs to play junior matches at weekends, with the majority of matches and training sessions being played during the week. Whilst this maximises use of the ground it also prevents maintenance of the ground from taking place.



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School cricket facilities

- 15.10 Taking into account the pressure on club grounds due to an increase in junior development (as indicated above), there is potential for the usage of school cricket facilities to be maximised. There are currently no formal cricket facilities in primary schools. However, the majority of the secondary schools have synthetic turf cricket wickets, which are not used by clubs. For example, in 2002 Malvern Cricket Club part-funded a synthetic turf wicket to be installed at Dyson Perrins High School. However, consultation shows that this facility is not significantly utilised either during curriculum hours or by any local clubs (particularly focus clubs) or community groups, mainly due to the poor maintenance of the outfield. The maintenance is the responsibility of the School, and the absence of specialised cricket equipment in situ makes any careful preparation difficult. The Chase High School has a well-maintained cricket square which is not used by community clubs. The only school pitch used by a club is the one located at Hanley Castle High School, which is used by Hanley Cricket Club on a dual-use agreement. However, Hanley Cricket Club is not a WCB focus club.
- 15.11 Malvern Cricket Club has identified a potential need for a second ground to play its third team matches, which it plans to introduce in 2007. It has identified the synthetic wicket at Dyson Perrins High School as a possible location, but increased specialist maintenance of the outfield would be required.

Worcester Nomads Cricket Club

- 15.12 Worcester Nomads CC is a WCB Focus Club due to its strategic location to the west of the River Severn, which is a relatively rural area of the County. The Club plans to increase its development, particularly to provide further opportunity for girls' and women's cricket. However, with senior matches played at weekends, and junior matches played on weekdays, there is no capacity at the current site to field additional teams. There is a possibility to purchase adjacent land and install another pitch at Whitegate Farm, but this is dependent on the landowner agreeing to enter into purchase negotiations. A more realistic plan is to take over the lease for Broadwas Cricket Club, which plans to merge with Worcester Nomads CC at the end of the 2006 season. It currently leases a ground from the Parish Council and, despite the increased distance between the two sites, Worcester Nomads CC would transfer some match play to this site, including the potential for women and girls.



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Provision of cricket pitch sites assessed by quality and capacity

15.13 There is no capacity for cricket pitches as it is not possible to determine the number of matches that can be played on a particular pitch. This is due to the length of matches, which cannot always be determined.

Table 15.4: Cricket provision and level of community use

Site name	Analysis area	Pitches		Matches					Peak use	Comments
		SCr	JCr	Sat am	Sat pm	Sun am	Sun pm	Other		
Barnards Green Cricket Club	Malvern Town area	1		-	1.0	1.0	-	3.0	300%	Junior matches are played during the week. However, this restricts any maintenance for weekend league matches, as the site is constantly in use. Plans exist to extend the clubhouse facility to provide indoor cricket nets.
Malvern Cricket Club	Malvern Town area	1		-	1.0	0.5	-	2.5	250%	Although there are two matches scheduled on Saturday afternoons, in practice the second team plays away if the first is at home, and visa-versa. However, there is no more capacity at the ground to introduce a third team on a Saturday if the demand existed.
The Chase High School	Malvern Town area	1		-	-	-	-	-		No regular formal play by outside teams, despite the good quality of the pitch.
Adj. Alfrick Village Hall	Rural areas	1		-	-	-	-	-		No formal match play identified on this site.



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Site name	Analysis area	Pitches		Matches					Peak use	Comments
		SCr	JCr	Sat am	Sat pm	Sun am	Sun pm	Other		
Hallow Playing Field	Rural areas	1		-	0.5	-	-	-	50%	
Martley Millenium Green	Rural areas	1		-	1.0	0.5	-	-	100%	Site used by Martley Cricket Club. A good quality, village club with a well-maintained facility.
Kempsey Sports Association Playing Fields	Rural areas	1		-	-	1.0	-	-	100%	Part of the Kempsey Sports Association. Club is developing and is planning to establish a Saturday team in the next couple of seasons.
Worcester Nomads CC	Rural areas	1		-	1.5	-	-	3.5	350%	Site is overplayed on Saturdays and the Club therefore uses Broadwas Cricket Club for occasional Saturday matches. The Club plans to take over the lease and use it as a second team pitch, although this is not an ideal solution. There is a possibility to purchase adjacent land and develop another pitch, but no moves have been made towards this and it is considered a long-term plan.
Bushley Green	Rural areas	1		-	-	0.5	-	-	50%	Site is well used and is good quality.
Knighton on Teme Cricket Club	Rural areas	1		-	0.5	-	-	-	50%	Site is well used and is good quality
Stoney Ley	Rural areas	1		-	-	0.5	-	-	50%	Barnards Green Cricket Club leases site for its Sunday teams.
Stocks Lane Cricket Pitch	Rural areas	1		-	1.0	-	-	-	100%	Site is good quality and is well used.



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Site name	Analysis area	Pitches		Matches					Peak use	Comments
		SCr	JCr	Sat am	Sat pm	Sun am	Sun pm	Other		
Tenbury High School Oldwood Road	Tenbury Town area	1		-	-	-	-	-		Currently not leased to community clubs due to the poor quality of the outfield.
Tenbury Cricket Club	Tenbury Town area	1		-	1.0	-	-	-	100%	Tenbury CC only has two teams playing on Saturdays. One will play an away match on alternate weeks so there is never more than one team playing on a Saturday at the Club.
The Glebe, Hanley Castle High School	Upton and Hanley area	1		-	1.0	0.5	-	2.0	200%	Site is good quality and is used by Hanley Castle High School and Hanley Cricket Club.
Rushwick CC	Rural areas	1			1.0				100%	Site is good quality and well maintained. The Club plans to increase the clubhouse facility.



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‘SHORTFALL, ADEQUACY AND REQUIREMENT ’

Summary of current demand

15.14 The table below summaries the sites in each area, which are currently being played beyond their capacity.

Table 15.5: Summary of pitch overplay by analysis area

Site	Analysis area	Weekly overplay of matches
Worcester Nomads CC	Rural areas	1 match
Total		1 match

Summary of future/latent demand

15.15 The table below summarises specific demand expressed by clubs/groups for additional pitches. This may steer/prioritise facility improvement projects as and when they arise.

Table 15.6: Summary of latent demand expressed by clubs

Club	Site	Analysis area	Level of latent demand	Pitch requirement
Worcester Nomads CC	Whitegate Farm	Rural areas	1 Saturday team	1 pitch
Total				1 pitch

15.16 Worcester Nomads CC currently uses Broadwas Cricket Club to accommodate this overplay on Saturdays. It plans to merge with the Club in 2006 and will take over the lease of the facility. This will be used to accommodate any additional Saturday teams. However, this is not seen as a long-term solution and there is potential to investigate the purchase of land adjacent to Whitegate Farm to construct an additional cricket pitch. This would ensure that the maintenance equipment is on one site, and reduce the travelling for players.

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Temporal supply and demand analysis of cricket pitches by analysis area

15.17 The following temporal supply and demand and the potential impact of overplay and latent demand is calculated for each analysis area:

Malvern Town analysis area

Table 15.7: Temporal supply/demand for cricket pitches in Malvern Town analysis area

	<i>Total pitches available for community use</i>	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	3	2	+1

15.18 There is an over-supply of cricket pitches in Malvern Town analysis area on peak days (Saturday).

Rural areas analysis area

Table 15.8: Temporal supply/demand for cricket pitches in Rural areas analysis area

	Total pitches available for community use	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	9	6.5	+2.5

15.19 There is a surplus of cricket pitches in the Rural areas on peak days (Sunday).

Tenbury Town analysis area

Table 15.9: Temporal supply/demand for cricket pitches in Tenbury Town analysis area

	Total pitches available for community use	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	1	1	0

15.20 Demand for pitches on peak days (Saturday and Sunday) is accommodated by the current pitch stock in Tenbury analysis area. No latent or future demand has been expressed in the area.

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Upton and Hanley analysis area

Table 15.10: Temporal supply/demand for cricket pitches in Upton and Hanley analysis area

	Total pitches available for community use	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	1	0.5	+0.5

15.21 There is a surplus of pitches in Upton and Hanley analysis area on peak days (Sunday).

Team generation rates (TGRs)

15.22 The following TGRs have been calculated for each analysis area in Malvern Hills District. Where no TGR is shown this indicates that no teams operate at that age group, for that sport, in that area.

Malvern Town analysis area TGRs

Table 15.11: Cricket TGRs in Malvern Town analysis area

CRICKET TEAMS	Senior (18-55) Mens	Senior (18-55) Womens	Junior (11-17) Boys	Junior (11-17) Girls
	7		11	
POPULATION 2001 Census	18-55 Men	18-55 Women	11-17 Boys	11-17 Girls
	7,688	6,682	1,600	1,695
TGRs	Senior (18-55) Mens	Senior (18-55) Womens	Junior (11-17) Boys	Junior (11-17) Girls
	1:1,098		1:145	
MALVERN HILLS DISTRICT	1:695		1:152	

15.23 The TGRs for senior cricket in the Malvern Town analysis area demonstrate worse participation rates to those in the District as a whole. However, there is a good better than average level of junior participation. Currently there is no women or girls' participation.

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Rural areas analysis area TGRs

Table 15.12: Cricket TGRs in Rural areas analysis area

CRICKET TEAMS	Senior (18-55) Mens	Senior (18-55) Womens	Junior (11-17) Boys	Junior (11-17) Girls
	14		7	
POPULATION 2001 Census	18-55 Men	18-55 Women	11-17 Boys	11-17 Girls
	7,163	6,194	1,416	1,221
TGRs	Senior (18-55) Mens	Senior (18-55) Womens	Junior (11-17) Boys	Junior (11-17) Girls
	1:512		1:202	
MALVERN HILLS DISTRICT	1:695		1:152	

15.24 The TGRs for senior cricket in the Rural areas analysis are slightly better than the average for the District. Junior participation is not as strong but is still comparative to the District average. Currently there is no women or girls' participation.

Tenbury Town analysis area TGRs

15.25 As Tenbury Cricket Club lies just outside the Malvern Hills District boundary, it is not possible to calculate a TGR.

Upton and Hanley analysis area TGRs

Table 15.13: Cricket TGRs in Rural areas analysis area

CRICKET TEAMS	Senior (18-55) Mens	Senior (18-55) Womens	Junior (11-17) Boys	Junior (11-17) Girls
	3	0	4	0
POPULATION 2001 Census	18-55 Men	18-55 Women	11-17 Boys	11-17 Girls
	969	811	150	156
TGRs	Senior (18-55) Mens	Senior (18-55) Womens	Junior (11-17) Boys	Junior (11-17) Girls
	1:323		1:38	
MALVERN HILLS DISTRICT	1:695		1:152	

15.26 Hanley Castle has significantly better TGRs when compared with the District average. In particular junior participation is strong, with only 38 junior boys (11-17) required to make up one team.

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Future TGRs and demand projections

15.27 The following future TGRs (based on estimated population projects to 2017) have been calculated for each area of Malvern Hills. Where no TGR is shown this indicates that no teams operate at that age group, for cricket, in that area.

Table 15.14: Future cricket TGRs

Analysis areas	Senior men (18-55)	Senior women (18-55)	Juniors (11-17)
Malvern	1:1,098	-	1:145
Rural areas	1:512	-	1:202
Tenbury	-	-	-
Upton & Hanley	1:323	-	1:38
MALVERN HILLS	1:695	-	1:152

15.28 As demonstrated above, the future TGRs vary significantly from area to area. Although Tenbury Cricket Club caters for cricket in Tenbury, it is located outside the Malvern Hills boundary. Cricket is particularly strong in Upton & Hanley, where junior cricket is particularly strong.

15.29 Where TGRs are relatively high in comparison to the whole District, it is recommended that these should be maintained. Where TGRs are lower than the District, target TGRs should be set as aspiration. It is also recommended that in analysis areas where cricket appears to be relatively strong, that junior TGRs are set based on that produced in the Upton & Hanley area, where there is a strong junior section. The target TGRs (figures in blue) are applied below to give an indication as to how many additional cricket teams (figures in bold) will be generated in 2017 if these targets are met.

Table 15.15: Additional cricket teams required

Analysis areas	Senior men (18-55)	Senior women (18-55)	Juniors (11-17)
Malvern	1:695	-	1:145
	4.8	-	0.8
Rural areas	1:512	-	1:152
	1.0	-	3.0
Tenbury	-	-	-
	-	-	-
Upton & Hanley	1:323	-	1:38
	0.2	-	0.2

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Future PPM summary

15.30 Sport England's PPM (playing pitch model) is used to assess whether supply of pitches will be sufficient at peak times in the future (up to 2017). A summary of surpluses and deficiencies is shown below and takes account of the additional teams estimated to require pitches if TGR targets are achieved.

Table 15.16: PPM Summary

Analysis area	Cricket
Malvern	-5.6
Rural areas	0.0
Tenbury	1.0
Upton and Hanley	-2.6
MALVERN HILLS	-7.2

15.31 The majority of cricket pitches are privately owned and consultation shows that there is little latent demand. Although, there appears to be a significant shortfall of pitches at peak time (Saturday for seniors and mid week for juniors), the majority of additional demand could be accommodated on the current supply of pitches. The majority of future demand equates to the need to accommodate additional junior matches, which can be played before senior matches, or during midweek.

Cricket summary and recommended actions

<p>Cricket summary</p> <p>Current provision</p> <ul style="list-style-type: none"> <input type="checkbox"/> There are 14 senior cricket pitches in Malvern Hills District. There are 26 senior men's and 22 junior boys' teams. <p>Future provision</p> <ul style="list-style-type: none"> <input type="checkbox"/> There is a shortfall of 7.2 cricket pitches. However, the majority of additional demand could be accommodated on the current supply of pitches. <p>Other issues</p> <p>See below.</p>

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Table 15.17: Summary of key issues and recommendations

Key issue	Proposed outcome objective	Recommended action
Worcester Nomads CC	Access to additional facilities to accommodate increased development in role as Focus Club.	Work with Worcester Nomads CC to provide support in possible land negotiations.
Ground leases	Ensure that all clubs in Malvern Hills District have a minimum of 25 years remaining on any lease agreements in order to access external sources of funding for ground improvements.	Actively support clubs to conduct negotiations with landowners to increase the leases on sites.
Women's cricket	An increase the number of women's teams in Malvern Hills District in line with the WCB Focus Club.	Continually assess the growth of the women's game within clubs in Malvern Hills District and support clubs in the provision to upgrade facilities if and when required.
Quality/Access to training facilities	Ensure cricket clubs have proportional access to indoor facilities through influencing the facility timetable.	Ensure that cricket clubs have access to school facilities for indoor, winter training.
School-club links	Maximum junior development within WCB Focus Clubs	Ensure WCB Focus Clubs have access to second pitches if required. This could be accommodated through the increased usage of school sites.
School cricket facilities	Good quality cricket pitches at school sites, which are able to take match play.	Extend school maintenance contracts to provide the necessary specialist maintenance required to prepare cricket pitches to the standard required by local clubs.