

Stroud District Playing Pitch Strategy

Stage C: FINAL NEEDS ASSESSMENT REPORT

for

Stroud District Council



Section 7 Tennis and Bowls

The Set of Needs Assessment documents comprises:

- Stage B Database
- Stage C Sections 1 and 2: Introduction and Strategic Context
- Stage C Section 3: Football
- Stage C Section 4: Cricket
- Stage C Section 5: Rugby
- Stage C Section 6: Hockey
- Stage C: Section 7: Tennis and Bowls
- Stage C: Section 8: Key Findings and Issues Report

May 2019



7 TENNIS AND BOWLS

- 7.1 The assessment of tennis and bowls has been carried out according to Sport England's 'Assessing Needs and Opportunities Guidance', and this section follows a similar format to that presented for the pitch sports in Stroud, i.e.
- An overview of the supply and demand
 - An understanding of activity at individual sites
 - A picture of the adequacy of current provision across the district
 - The future picture of provision for tennis and bowls across the District
- 7.2 This Playing Pitch Strategy is one of a suite of reports covering Stroud District, commissioned by Stroud District Council as part of a wide assessment of Green Infrastructure, Open Space, Sport and Recreation Study within the District. The other elements are the Open Space and Green Infrastructure Study and the Indoor/Built Sports Facility Needs Assessment. Stage D of the PPS – the Strategy – will be prepared in close association with these other reports but at this stage, it is noted that indoor tennis and indoor bowls are both covered within the Indoor/Built Facilities Needs Assessment.

A TENNIS

Supply

- 7.3 Site visits to tennis courts (excluding any commercial or solely educational sites) were undertaken in summer 2018 and a non-technical, visual assessment was made in an attempt to provide a comparative overview of the courts and highlight any apparent issues.
- 7.4 The quality rating of a site is calculated using the following LTA criteria:
- Good: Good playing surface, courts recently been upgraded, resurfaced, nets and fencing in working order.
 - Average – Court colour is fading or showing signs of wear. The surface remains largely intact. The court life, prior to needing resurfacing, would be extended for up to 5 years by cleaning and repainting of the existing surface.
 - Below Average – Court are showing clear signs of deterioration including cracking, loosening of fretting of the surface. This indicates the court is in need of resurfacing.
 - Poor: Playing surface poor, slippery playing surface, poor drainage, cracks on the playing surface and surrounding area, court markings hardly visible, no nets or nets damaged, surrounding fencing poor/dangerous.
- 7.5 The following tennis courts have been recorded in Stroud (list excludes tennis courts on school sites which are not used by the community):

Table 7.1: Outdoor tennis courts in Stroud District

Site Ref	Site name	No. of courts	Access Type	Setting	Floodlit?	Surface Type	Changing Rooms/ Pavilion	Quality Issues/	RATING
SDBE.08	Hamfields Leisure, Berkeley	2	Free public access	Park	No	Macadam	None	2x tarmac courts with poor markings and damaged fencing. Appear disused, wouldn't take much to re-establish. No club based here.	Poor
SDBE.71	Sharpness Recreation Ground	2	Town Council/Free public access	Park	No	Macadam	No	Playing surface and fencing in good condition.	Average
SDCD.55	Coaley Recreation Ground, Dursley	2	Parish Council/open access	Park	2	Concrete	Changing on site but not for tennis	2 tennis courts at back of recreation ground, netting and nets all good, 6 floodlights, open access, tarmac, some debris.	Average
SDCD.07	Everlands Ground, Cam	3	Sports Club	Club	2	Macadam	Pavilion is poor and requires upgrading	TC is responsible for everything at Cam (maintenance etc) and spent £26k 2 years ago resurfacing courts. Soon need to be resurfaced again, but everything on hold dependent on moving. Current condition of courts is acceptable	Good
SDCD.80	War Memorial Recreation Ground, Dursley	2	Town Council/Free Public access but have to be booked	Park	No	Macadam	No	Playing surface and fencing in reasonable condition	Average
SDCF.92	Cranham Recreation Ground	1	Parish Council/PAYP	Park	No	Macadam	One small garden shed for storage; no changing or meeting facilities.	Club says 'Markings will soon need repainting. The outside court netting will need replacing and the tarmac resurfaced'	Below Average

Site Ref	Site name	No. of courts	Access Type	Setting	Floodlit?	Surface Type	Changing Rooms/ Pavilion	Quality Issues/	RATING
SDCF.23	Painswick Recreation Ground	2	Community Association/ leased to club	Park	No	Green acrylic	Playing field pavilion on site but not used by club	Good condition, fencing etc good.	Good
SDCF.24	Painswick RFC and Sports Club	6	Sports Club	Club	Yes	Macadam	Yes	Club sought LTA funding to further develop site and had a major expense when needing to move a gas main.	Good
SDGF.38	Upton St Leonards Recreation Ground	2	Community Association/ Sports club	Club	No	Concrete	Use the upstairs of the pavilion for teas and coffees. Access toilets in pavilion from the side.	Red and green – 2 courts not floodlit, fencing and nets OK Courts done one and a half to 2 years ago so newly refurbished.	Good
SDSE.57	Frampton on Severn LTC	3	Frampton Comm. Assn/Sports Club	Club	Yes	Macadam	Adequate facilities include pavilion and disabled toilet.	Longstanding desire for 4th court for some years. Funding from club & LTA was in place but unfortunately unable to proceed. Club accept they will not be able to build extra court and have considered all options, including relocation.	Good
SDST.15	Leonard Stanley Playing Field	2	Town Council/ Free Public Access	Park	No	Macadam	No	Damaged netting. Moss and debris on playing surface.	Poor
SDSV.03	Chalford Sports And Social Club	5	Sports Club	Club	Yes	Concrete	Large pavilion with sports club facilities	Club have recently had a LTA loan for court renovation. Current desired surface is an artificial clay surface.	Good
SDSV.62	King George V Playing Fields, Nailsworth	2	Town Council/PAYP	Park	No	Green acrylic	Very nice pavilion	Pavilion, changing, fencing surface all good.	Good

Site Ref	Site name	No. of courts	Access Type	Setting	Floodlit?	Surface Type	Changing Rooms/ Pavilion	Quality Issues/	RATING
SDSV.93	Nailsworth Subscription Rooms	3	Community Association	Club	Yes	Green acrylic	No pavilion nor changing facilities	New clubroom required but no progress nor funding programme in place. Nets and surround very good, portotoilet, with shed.	Good
SDSV.33	Stratford Park Leisure Centre	4	SPLC/PAYP	Park	Yes	Concrete	Within Leisure Centre	Fencing and surrounds in good order. Surface appears reasonable Overmarked for netball.	Good
SDSV.33	Stratford Park Leisure Centre	2	SPLC/PAYP	Park	No	Concrete	Within Leisure Centre	Fencing and surrounds in good order. Surface is worn and markings less distinct.	Below Average
SDSV.35	Stuart Playing Field, Minchinhampton	3	Sports Club	Club	Yes	Macadam	Yes – good quality	3 floodlit courts green/grey. Red lines on one with smaller nets for juniors. No problems re quality or adequacy of facility. Planning to resurface and would consider possibility of building another court.	Good
SDWO.94	Tubbs Turf, Kingswood	1	Community Organisation/ PAYP	Park	No	Macadam	Small wooden hut currently closed due to wall slipping.	Remnants of old industrial ground. 1 muga – basketball, football, tennis, not floodlit. Tennis court, reasonable condition, not floodlit. Coloured surface red and green. Have to book, MUGA locked.	Average
SDWO.45	Wotton Sports Centre - Katherine Lady Berkeley School	4	Wotton Sports Centre/PAYP	School	Yes	Concrete	Yes	Surface and fencing reasonable	Average
SDWO.45	Wotton Sports Centre - Katherine Lady Berkeley School	4	Wotton Sports Centre/PAYP	School	No	Acrylic	Yes	Surface and fencing reasonable; proposals to floodlight these courts	Average

7.6 The tennis courts in Stroud can be categorized into 3 main types, as follows: ‘club’ courts (where access is controlled through club membership and the clubs either own or lease the courts); ‘community courts’ (where access is managed by the local authority and/or town/parish councils – either through a booking system or open access); and school courts.

Club courts:

Courts which are either owned or exclusively used by clubs and where access is principally via club membership . There are 27 club courts: Cam Sports and Social Club (3); Painswick LTC (8 in total at 2 sites); Upton St Leonards (2); Frampton LTC (3); Chalford Sports & Social Club (5); Pheonix LTC (3) and Minchinhampton LTC (3).

Community courts:

Courts which are available for use by the general public (usually on a pay & play basis although a few are left unlocked) either all or some of the time. These are typically owned by Town or Parish Council and cover a variety of access arrangements, with users able to book online, or via local outlets including parish council offices. A few have open access. There are 20 such courts recorded in this category, 8 of which have open access.

School courts:

The eight courts (four floodlit) at Wotton Sports Centre (Katharine Lady Berkeley School) are recorded here as they are used by a local club. There are a number of courts at other secondary schools in the district, although no community use has been recorded except at Maidenhill School where courts are occasionally booked by local people (but no records are kept). Therefore other than courts at Wotton Sports Centre, school courts are not considered further in the assessment of capacity itself. A number of clubs have linked with local schools which has borne some fruit in terms of increased junior activity.

7.7 Management of, and access arrangements to, the courts has an impact on their quality and use. These arrangements are set out below:

Table 7.2 Access arrangements and quality rating of tennis courts

Cluster	Total No.	Type of Court		Setting/Access			Rating			
		Floodlit Courts	Non floodlit courts	Access via club	Book (usually Pay and Play)	No charge (usually open access)	Good	Average	Below average	Poor
Berkeley	4		4			4		2		2
Cam/Dursley	7	4	3	3		4	3	4		
Cotswold Fringe	9	6	3	8	1		8		1	
Gloucester Fringe	2		2	2			2			
Severn Vale	3	3		3			3			
Stonehouse	2		2			2				2

		Type of Court		Setting/Access			Rating			
Stroud Valleys	19	15	4	11	8		17	1	1	
Wotton	9	4	5		9			9		
Total	55	32	23	27	18	10	33	16	2	4

7.8 Key points are:

- Of 55 courts identified with community use, 27 (49%) are accessed via the club which either leases or owns them i.e. the user needs to be a club owner or request access via the club. 20 (36%) are available through booking, usually through town or parish councils and the remainder are generally left unlocked with free open access. 8 are recorded on school sites.
- 60% of the courts are rated good – all club managed/owned courts are rated good and some booked/pay and play courts.
- General range of issues surrounding tennis courts which actually require a considerable amount of investment and time in maintenance to keep them at an appropriate standard for play – line marking, nets and fencing are all important.
- All floodlit courts tend to be rated good, apart from the courts at Coaley Recreation Ground (2) – which are a very nice floodlit facility but left unlocked –and 4 courts at Wotton Sports Centre.
- Nearly 60% of courts are floodlit. All club courts are floodlit apart from the two courts leased by Painswick LTC from the Parish Council on Painswick Recreation Ground and the courts at Upton St Leonards Recreation Ground. The latter in particular is a good club facility forming part of the Sports & Social club there; the club struggles with membership and it is possible that floodlighting might boost this by providing more hours of play.
- The courts at Dursley’s War Memorial Ground are not floodlit; there may be planning considerations but these would enhance the facility.
- All 4 ‘poor’ rated courts have free open access (Hamfields Berkeley and Leonard Stanley Playing Field).
- The provision of (adequate, attractive) pavilions is often an issue: the changing facilities used by all clubs at the Everlands Ground, Cam require updating and there are no pavilion/changing facilities at Coaley Recreation Ground; the War Memorial Recreation Ground, Dursley; Cranham Recreation Ground or Leonard Stanley Playing Field
- The good quality courts at Nailsworth Subscription Rooms used by Pheonix LTC are accessed through the club and do not have changing.

Demand and Activity

7.9 The following table sets out information on membership and usage of the courts.

Table 7.3 Membership and Level of activity/capacity of tennis courts

A Club Courts

Table 7.3 Site Ref. No	Club/Site	Club	Club membership	Trends/Activity on site	Assessment of capacity issues
SDCD.07	Everlands Ground, Cam (3 floodlit courts)	Cam Sports & Social Club -	Approx 60 adult members 50/50 male/female. Very small junior section (5 or 6) due to families moving away and juniors developing and wishing to have more competition at larger clubs with better facilities – many good juniors go to Oxstalls in Glocs.	Range of league matches, competitions and active coaching.	Some spare capacity
SDCF.92	Cranham Recreation Ground (1 unlit court)	Cranham Tennis Club	Approx 70 members, either 40+ or under 17. Membership increased in recent years due to promotions, (although there are a limited number of players in the village who might join).	Cranham is a small village with only one court, and is not big enough to sustain any more. However, vibrant little club with various activities taking place,	Limited spare capacity but only one court.
SDCF.23	Painswick Recreation Ground (2 unlit courts)	Painswick LTC	Outrider courts to main club courts at Painswick RFC and Sports Club (see below)	Courts are used by club for playing rather than matches and there is a code/lock for those courts.	Spare capacity
SDCF.24	Painswick RFC and Sports Club (6 floodlit courts)	Painswick LTC (leased from RFC)	230 members; from u10s to 80+ full range Adult maintaining, juniors down a bit but new coach/manager - and	Coaches go into school, taster sessions..all year round. League through winter – Club organises the Stroud winter	All 8 courts well used .– Club is very popular within village lot of social events...advertised within village.

Table 7.3 Site Ref. No	Club/Site	Club	Club membership	Trends/Activity on site	Assessment of capacity issues
			planning promotional drive...junior coaching in week	league with clubs including Cam and Dursley and Wotton.	Have used Stratford Park when courts have been out of action.
SDGF.38	Upton St Leonards Recreation Ground	Upton St Leonards LTC	50-60 members, youngsters only through families Did have a coach with 10/12 youngsters but tended not to join club, so coaching stopped.	Not struggling financially but issue is with membership – numbers are down and club membership is ageing. Links with school would be good and some kind of cheaper membership	.Spare capacity; nice little club but need more members.
SDSE.57	Frampton upon Severn LTC	Frampton upon Severn LTC	Approx 250 members (120 adults, 130 juniors) Active junior section due to coaching programme, summer camps featuring tennis and linkage with primary school.	Club has 3 floodlit courts and activities are severely restricted by lack of court space for the number of members. Club is oversubscribed	Some spare capacity daytime in week and weekend. Tues Thurs and Fri league games and Mon and Wed for social club tennis.
SDSV.03	Chalford Sports & Social Club LTC	Chalford Sports & Social Club LTC	Approx 350 playing members. Juniors right through to seniors.	Various coaching sessions throughout the year and summer camp holiday sessions provided.	Busy club; little spare capacity
SDSV.93	Nailsworth Subscription Rooms	Pheonix LTC	170 members split gender and across all age ranges. Ladies and juniors have increased due to new coaches drawing in new members.	Would like to run junior boys and senior ladies teams but prevented by lack of internal financing and lack of LTA support at grass root level	Courts have spare capacity on Fridays and some evenings.
SDSV.33	Stratford Park Tennis Courts	Stroud LTC	Stroud Tennis Club based here are not so much a traditional	Courts are used for various coaching and training programmes, including Local	Information required

Table 7.3 Site Ref. No	Club/Site	Club	Club membership	Trends/Activity on site	Assessment of capacity issues
			club but more a number of players with no committee etc	Tennis Leagues, approved by and affiliated to the LTA.	
SDSV.35	Stuart Playing Field, Minchinhampton	Minchinhampton LTC	Approx 110 adults and c.100 juniors. Majority of adults in 40-65 age range. Adult membership nearly doubled in past 3 to 4 years due to successful coaching programmes.	Monday and Wednesday – matches. Sat morning, Wed Thurs and Fri eve coaching. Tuesday evening is club night.	Would like to run more teams – both adult and junior – but restricted by lack of court space. Some spare capacity during the day throughout the week.
SDWO.45	Wotton Sports Centre/KLB School	Wotton LTC	Wotton Tennis Club is a small club that provides the opportunity for people of all ambitions, ages and abilities.	Club play on Thursday evenings from Easter through to the end of August, and currently use the Wotton Sports Centre Tennis Courts at KLB School.	Spare capacity

Table 7.4 Summary of tennis club membership

(*this is information is directly from the LTA for affiliated clubs and differs in some instances from the returns from clubs)

Club	Total Membership 2018	Total Membership 2019
Chalford LTC*	237	237
Cranham LTC*	84	73
Cam & Dursley Tennis Club*	103	103
Frampton upon Severn LTC*	227	227
Phoenix LTC, Nailsworth*	122	122
Painswick LTC*	239	253
Minchinhampton LTC*	250	250
Upton St Leonards LTC	55	50
Wotton LTC	25	25

7.10 Despite some figures staying the same, most of the larger clubs report buoyant membership with numbers increasing, particularly after targeted junior recruitment drives. Upton St Leonards Tennis Club and Cam and Dursley Tennis Club report a decline in membership (amongst juniors for the latter.) Frampton LTC’s courts are oversubscribed

Assessment of Capacity

7.11 The LTA sets out the Capacity of tennis courts according to court type as follows:

Table 7.5 Membership Capacity Calculations

Court Type	Membership Capacity
Non floodlit	40
Floodlit	60
Grass Outdoor	20
Park Court	250
Education Site	100

Capacity of club courts

7.12 Using this, the assessment of capacity of club courts is as follows. (Cranham LTC which uses one public court at Cranham Recreation Ground and Wotton LTC which uses school courts have not been included).

Table 7.6 Capacity Calculations for club courts

Club only	Non Floodlit	Floodlit	Membership Capacity	Actual Club Membership	Under/ Over capacity (Club)
Cam & Dursley LTC	1	2	100	103	+3%
Painswick LTC	2	6	440	253	-42%
Upton St Leonards LTC	2	0	80	55	-31%
Frampton upon Severn LTC		3	180	227	+26%
Chalford Sports & Social Club		5	300	237	-21%
Pheonix LTC		3	180	122	-32%
Minchinhampton LTC		3	180	250	+39%
	5	22	1460	1247	-15%

7.13 Observations on club court usage:

- The tennis courts with clubs on site to manage are generally well used with a range of league, cup competitions, and coaching.
- Overall club courts are operating at around 85% capacity but there are wide variations. With 8 courts, Painswick LTC could accommodate substantially more members; Pheonix LTC in Nailsworth and Upton St Leonards LTC also have some spare capacity (although the latter has just 2 non floodlit courts).
- Frampton upon Severn LTC courts are overplayed according to this analysis and of course this has been recognised by the club who have sought for some years to obtain access to an additional court. Minchinhampton LTC records that its activities are restricted by lack of court space. Neither of these clubs can increase their capacity through floodlighting as all their courts are floodlit.
- Cam & Dursley LTC is really at capacity – capacity could be increased for an additional 20 members by floodlighting its 3rd court.

Community Park Courts

7.14 The Mission within the LTA’s strategy “The British Tennis Strategic Plan 2015 – 2018’ is to ‘Get more people playing tennis more often’. There are three strands of Participation Focus:

Deliver great service to Clubs:

- Provide great support for clubs of all sizes by sharing best practice learning.
- Apply greater focus on clubs seeking to grow the game in their club and community.
- Help clubs achieve management excellence.

Build partnerships in the Community by:

- Developing strong Local Park and other community tennis venue partnerships to deliver inclusive tennis provision for all.

- Invest in great people delivering great experiences in parks.
- Targeted investment in “welcoming “park facilities for people to socialise and play.

Enhance tennis offer in Education by:

- Further strengthen schools offer, while introducing new secondary school programme.
- Provide support to develop more effective links between schools and other places where tennis is played.
- Maximise playing opportunities and help build a future workforce in colleges and universities.

7.15 The LTA national strategy and identify the importance of local authority park courts and facilities for the future priorities of the LTA. It shows that:

- Parks are a key venue where people play tennis
- Park players are currently far less reliant on organised activities – part inclination and part availability
- Lower satisfaction especially caused by condition of courts, ease of booking (needs planning), customer service and facilities
- Awareness of local courts is an issue

7.16 The LTA has conducted some wide-ranging research to understand what the wider public feel about tennis and primarily the main barriers they see to access the sport. The research has been split into the club, community and education sectors. The relevant headlines from the parks and community sections area highlighted below:

- Around 5m pick up a racket once a year and play – majority of this in parks.
- 36% of tennis played by those aged 14+ is on parks (14% Clubs and 22% Schools).
- The number of times an average park tennis court user uses a court is 5.1 times per annum.
- For those that don't play tennis but would like to 80% would see a park court as their first option.
- For people who want to play tennis in parks, they are most dissatisfied with state and condition of courts, ease of booking and the number of courts available to play.
- Demand for tennis is amongst those who stopped playing in the last 5 years – but the age profile is wide ranging – from 14+ upwards demand for parks tennis is strong.
- Although there is demand amongst C2DE demographic classification the highest latent demand is for ABC 1 demographic classification.

7.17 LTA benchmarking suggests that a successful park site is deemed to be operating at 40% of its capacity in terms of court bookings and support 250 unique users per court. Park courts generally support more people than club courts, but less frequently. Within Stroud District, most park courts are open access; the two sites where courts

have to be booked (King George V Playing Fields, Nailsworth and War Memorial Recreation Courts at Dursley) do not have available figures.

7.18 Figures on usage on the 6 courts at Stratford Park for 2017/18 are as follows:

Table 7.7: Stratford Park Tennis Courts – Usage 2017/2018

2017/18	Number of hours	Number of days in month	Number of courts	Number of court/hours available	Numbers booked			Total number booked	% difference between booked and available
					Tennis Plus	Casual	Club		
January	16	31	6	2976	60	20	8	88	3%
February	16	28	6	2688	77	43	12	132	5%
March	16	31	6	2976	89	78	8	175	6%
April	16	30	6	2880	53	181	18	252	9%
May	16	31	6	2976	83	177	21	281	9%
June	16	30	6	2880	76	181	16	273	9%
July	16	31	6	2976	53	250	18	321	11%
August	16	31	6	2976	19	176	16	211	7%
September	16	30	6	2880	35	74	16	125	4%
October	16	31	6	2976	48	92	19	159	5%
November	16	30	6	2880	50	75	8	133	5%
December	16	31	6	2976	12	27	8	47	2%
Total number of court/hours				35040	655	1374	168	2197	6%
					29.8%	62.5%	7.6%	100%	

7.19 Key points are:

- Depending on the number of days in the month and based on a 16 hour day, around 2900 court/hours are available each month on the 6 courts. Percentage usage varies between 3% (88 court/hours) in January and 11% (321 court/hours) in July.
- Anecdotally, courts on public recreation grounds with controlled access (usually pay and play) attract regular use in the summer but have spare capacity. The Sport England Active People Survey confirms the seasonal participation peaks in the summer. This is particularly pronounced amongst non-club and occasional players
- Even in July however, the 11% usage figure at the Stratford Park courts is somewhat below the 40% threshold regarded as a good rate of expected usage by the LTA.
- The Tennis Plus initiative was set up between Stratford Park Leisure Centre and Modern Tennis Academy to increase the amount of tennis delivered on the site. The initiative has seen an extra 80 players in the main programme and an additional 20 in a Special Educational Needs Group. This initiative accounted for just under 30% of court/hours used; casual use accounted for just under 2/3rds of use and the remainder of the use was by the Stratford Park tennis group/club.

7.20 The LTA is turning its focus to park courts on a number of fronts, particularly collecting data on usage and targeting those courts which would benefit to extend the season and playing hours through floodlighting. Once floodlights are in place this enables the development of all year round activity, particularly coaching

7.21 It is very difficult to 'remotely manage' tennis clubs and the LTA has been focused on trying to improve the customer experience. Technology development is evolving and it is now possible for an access gate to be connected to the internet via 3G / Wi-Fi. The key pad can be used to open the gate with a code, automatically generated by the LTA online booking system 'ClubSpark'. Courts can be booked via mobile phone tablets and laptop / desktop. The booking system manages payments for the courts alongside a number of other customer relationship characteristics. It enables 'membership' type access at around £35 per year or court usage on a pay and play basis. This means of access to public courts is being strongly championed by the LTA.

7.22 Before this system is introduced however, resurfacing and fencing may be required, so that an acceptable quality standard is reached. Following much deliberation over the future of the courts at Stratford Park by the Leisure Operator, the District Council and the LTA, remote access courts were considered and it is understood that some funding was sought from Sport England. However, funding is no longer available. The LTA feels that this scheme is very appropriate for Stratford Park and would welcome reconsideration. In a similar scheme at Cheltenham, court income increased from £10k to £35k p.a. after the introduction of this scheme

Future Situation

7.23 The Sport England Market Segmentation data (can be used to estimate the proportion of the population that participate in various sports, and the number of people that would like to participate (or participate more) in those sports. The following tables summarise some of the findings from the Market Segmentation analysis for tennis.

Table 7.8: Assessment of Existing and Future Demand for Tennis in Stroud

Current Adult Participation in Stroud	
Current 'Tennis Age' Adult Population (2018)	73,452
<ul style="list-style-type: none"> • Adult outdoor sports (20-44) 30,617 • Veteran's sport (45-69) 42,835 	
Current Adult Participants in Tennis (Sport England Market Segmentation Analysis)	2,107
% of current 'tennis age' adult population participating in tennis	2.9%
Potential Future Demand	
Future (2040) 'Tennis Age' adult population	75,720 (+2,268 or +3.1%)
<ul style="list-style-type: none"> • Adult outdoor sports (20-44) 31,994 • Veteran's sport (45-69) 43,726 	
Potential Future demand for tennis: Assumed % of future 'tennis age' adult population participating in tennis remains constant	2.9%
Future (2040) 'tennis age' adult population participating in tennis: 75,720 x 2.9%	2,196 (+4.2%)
Potential Latent Demand	
Estimated Latent Demand for Tennis:	2,189
Adult population wanting to participate/more in tennis (SEMSA)	
Potential future adult participants in tennis (SEMSA)	4,385

7.24 The above analysis suggests that:

- current participation in tennis in Stroud (2,107 people) represents about 2.9% of the 'Tennis age' population (i.e. 20-44 and 49-69 age bands);
- population projections suggest that future demand for tennis is unlikely to change significantly in the period 2018-2040 and shows a small increase of 4.2% (2,196)
- Sport England Market Segmentation Analysis suggests that there is significant latent demand for tennis in Stroud. There are an estimated 2,189 adults who would like to participate or participate more in Tennis – this represents a potential increase in participation of over 100%. It should be noted that these figures would only be achieved if all aspirations were met, and this is considered to be unrealistic. However, the analysis does suggest that there is a high level of latent demand for tennis in Stroud.
- In total, potential future adult participants in tennis are therefore predicted to be 4,385 (2,196 plus 2,189)

Key Findings and Issues

- 7.25 It is a key finding of the Needs Assessment that there is evidence of robust demand for tennis in Stroud, primarily emanating from pro-active clubs, with a significant element of latent demand. There is increasing interest from juniors and from those wanting to improve their games through coaching and opportunities for a better standard of play.
- 7.26 Chalford, Frampton on Severn, Painswick and Minchinhampton tennis clubs are all large, self-sustaining clubs with buoyant junior sections. There is limited spare capacity at the courts and virtually none at peak time.

- 7.27 If the intent of the LTA and the District Council is to pursue a strategy to drive up tennis participation, the best approach may be to focus initially on park courts, to introduce more (young) people to the game, and then with progression routes to clubs as appropriate.
- 7.28 It is key to note that the correlation between the lack of ‘community’ tennis in the non-summer months is likely to be heavily influenced by the lack of floodlighting. Specifically, improvements in capacity by providing floodlights at King George V Playing Fields, Nailsworth and the War Memorial Playing Fields, Dursley could attract more people to play throughout the year.
- 7.29 Research carried out by the LTA suggests that many more people would play tennis if they knew where courts were located and that better promotion would enable this demand to be realized. However, it is not felt that this is a particular area where improvements could be made in Stroud – tennis courts generally seem well signposted, visible and known about.
- 7.30 However, it is hoped that improving the ease with which bookings can be made and enhancements to courts where required, including floodlighting and making them secure from vandalism, will increase the conversion of latent demand to actual demand.
- 7.31 Therefore, although future population change will have some impact upon demand for outdoor tennis, it is likely that any such increase could be absorbed by improvements to the existing stock of facilities.
- 7.32 The following to be considered:
- Protect and retain all existing courts as all have been identified as being used and with possibilities for enhanced use in the future (e.g. Hamfields Leisure Centre)
 - Support the enhancement of club courts and ancillary facilities where need is identified in this report on a phased basis.
 - In particular to consider floodlighting the 3rd court at Cam Sports & Social Club to increase capacity
 - To consider floodlighting of community park courts to increase capacity, in particular those at the War Memorial Recreation Ground Dursley and King George V Playing Fields, Nailsworth
 - Upgrade/improve tennis facilities at Stratford Park Leisure Centre to enable the introduction of the ClubSpark initiative (or other Remote Access’ scheme), (as has been previously considered).
 - See also findings re: indoor provision in Built Facilities Needs Assessment.

B BOWLS

7.33 The following bowling greens have been identified in Stroud District:

Supply

Table 7.9: Bowling Greens in Stroud

Ref. no.	Club	Facility	Rating/Quality	Maintenance	Ancillary Facilities	Notes/Planned Improvements
SDCD.100	Cam Mills Bowling Club	6 rink green	Looks well tended and used	All by members	Part of old industrial sports ground. Club house.	No planned improvements for the ground.
SDCD.99	Dursley Bowls Club	6 rink green	Attractive, well tended ground	By members with paid help from professional greenkeeper	Pavilions and sheds	Currently relaying the green ends at a cost of approx £1,000.
SDCF.97	Falcon Bowling Club	6 rink green			Changing facilities considered adequate.	No particular issues. Reckoned to be oldest continuously played green in the country!
SDCF.23	Painswick Bowling Club	6 rink green	Good fencing, all good, no weeds but dry.	Members are responsible for green maintenance. Additional parking facilities are required. No improvements are planned at present.	The club built a pavilion 21 years ago (using own funds of c£75,000) and gifted it to the Painswick Centre in return for a peppercorn rent. Beautifully tended, old buildings. But new pavilion at end – SE/Lottery funded.	Current lease will expire in 4 year's time. The Painswick Centre has indicated lease will not be renewed (plans to build a car park on the land where green and facilities are situated). Proposals currently being explored

Ref. no.	Club	Facility	Rating/Quality	Maintenance	Ancillary Facilities	Notes/Planned Improvements
SDSE.101	Frampton-on-Severn Bowls Club	6 rink green	Green and facilities considered some of the best in the county.	Club maintains green at a cost of between £8k and £10k pa (excluding plant and machinery)	Pavilion built in 1986 when there were fewer lady players.	Used for some county matches. Successful club. Would like to improve and increase size of ladies changing area and install disabled toilets
SDSV.96	Cotswold Bowls Club	6 rink green	Very good	No information from club		
SDSV.98	Nailsworth Mills Bowls Club	6 rink green	Green rated as 'above average'.		Big clubhouse; well tended, lots of little sheds	Fairly active club with recently extended facilities.
SDSV.91	Stratford Park (Stroud Bowling Club)	6 rink green	Considered to be a very good playing surface.	SDC is responsible for green maintenance – The green has been resurfaced in recent years.		Pavilion is in need of refurbishment; there are repeated leaks within the building and there is no heating.
SDSV.79	Victory Park Bowls Club	6 rink green	Good facilities and playing surface.	Main concern club has is with the intrusion onto green of roots from surrounding trees. This may prove to be a costly problem to remedy.		Planning to extend kitchen area this year and add new kitchen equipment.
SDWO.102	Wotton-under-Edge Bowls Club	6 rink green	Reckoned to have one of the best playing surfaces in the county.	Facility is leased from SDC, who sub contract the maintenance	Changing facilities, in two huts, were built 7 years ago and are considered to be in good condition.	Parking is not good Club need to buy a new mower.

7.34 Key Findings are:

- Most greens are well tended and in a good condition.
- Other than Stratford Park Bowling Green and Wotton-under-Edge bowling green, the greens are maintained by members.
- Changing and ancillary facilities are generally good apart from:
 - The pavilion at Painswick Bowling Club may be under threat as it appears its lease will not be renewed in 4 years' time
 - The pavilion at Stratford Park Bowling Club is in need of refurbishment (the roof leaks and there is no heating)

Demand and Capacity

7.35 Activity and capacity at the greens was established via a club survey, as follows:

Table 7.10 Demand and Activity at Greens

	Club	Membership numbers	Change in membership over past 3 years	Growth initiatives	Public Use of rinks	Spare capacity of greens/Issues
SDCD. 100	Cam Mills Bowling Club	Approx 60 members – Half under 65 years. Two thirds men.	Had minimal increase in past few years due to members joining from other clubs.	Club would like to get juniors involved in the sport but believe 'Etiquette and clothing could be off putting for youngsters in what is seen as an 'old person' sport.'	No rinks set aside for public use	Some spare capacity
SDCD. 99	Dursley Bowls Club	Approx 55 members – nearly all 65 years+. Three quarters men	Membership has decreased through death, infirmity and movement away from the area, in spite of recruiting some through club Open Day.	Club would like to recruit more members to fill and expand present teams (both league and friendlies) but is prevented by falling membership, shortage of coaches and volunteers.	A rink can be made available for public use but this has only happened when hosting a local organisation or company	Provision of signage in the town centre and near to the club would help to increase usage and membership – some spare capacity
SDCF. 97	Falcon Bowling Club	49 playing members (17 ladies, 32 men) no juniors.	Club does well with constantly having membership drives and fund raising for general club funds inc mowers etc.	Would like to increase membership but prevented by shortage of members and volunteers and lack of funding.		
SDCF. 23	Painswick Bowling Club	Approx 35 members (Two thirds men) all over 65 years.	Club say Membership has increased due to the efforts of the club members in encouraging new members, together with several open days	Club anticipate slow but steady growth in the future. The club would like to run an additional league team would welcome a link to schools	Members club therefore no links set aside for public use.	There is considerable spare capacity due to limited membership numbers, the ability of the grass to withstand any additional use, and lack of

	Club	Membership numbers	Change in membership over past 3 years	Growth initiatives	Public Use of rinks	Spare capacity of greens/Issues
			held during the bowling season.	etc to introduce bowls to younger players, and hopefully promote a younger membership profile. Prevented by falling membership and lack of volunteers and funding and uncertainty about the future..		opponents for scheduled matches.
SDSE.101	Frampton-on-Severn Bowls Club	Approx 75 members (c.50 men, 25 ladies) incl.4 under 18s. 20% from Frampton, rest further afield.	Membership has increased in recent years due to reputation as a well run club with good facilities and advertising in surrounding parish magazines.			Used for some county matches also. Busy club. Would like to expand activities but restricted by lack of free green time available.
SDSV.96	Cotswold Bowls Club	The membership of the Cotswold Bowls Club is in the order of 450 (300 males, and 150 females), and included in this is a small number of junior age group members.	This includes membership of the Indoor Bowls Centre			
SDSV.98	Nailsworth Mills Bowls Club	Approx 50 members.				Fairly active club with recently extended facilities.

	Club	Membership numbers	Change in membership over past 3 years	Growth initiatives	Public Use of rinks	Spare capacity of greens/Issues
SDSV. 91	Stroud Bowling Club	Approx. 70 members (Two thirds men)	Membership declining due to moving out of the area or to other clubs and death.	Club notes that the tendency is for new members not to be particularly concerned in competitive play – just want to come along for a roll up with friends.	A rink was previously available for general public use. Do not think the leisure centre have any equipment for bowlers. Club will always entertain visitors where possible.	
SDSV. 79	Victory Park Bowls Club	Approx 40 members (Two thirds men)	Membership is steady, although always room for more members.			
SDWO .102	Wotton-under-Edge Bowls Club	Approx. 70 members (Two thirds men)	Membership slightly declining, 10 years ago had 100. Had 6-7 new members.	Want to increase membership and to improve facilities.	Visitors are welcome anytime and club doesn't charge for general public 'have a go' sessions.	

7.36 Key Findings are:

- While some greens operate a busy programme of fixtures, all clubs have capacity for additional members, and the flexibility of fixtures means that there is scope to accommodate more teams on existing greens. Assuming that each green can take at least six matches per week (12 teams assuming that teams play home and away alternately), based upon the number of members and teams run, no greens are at capacity.
- Membership of around 80 bowlers has often been used as an indication of the health of a club. 3 clubs have between 70 and 80 members (Frampton upon Severn; Stroud BC and Wotton under Edge). 4 clubs have between 40 and 60 members and 2 clubs have less than 40 members.
- Frampton upon Severn Bowling Club does cite a lack of free green time as a constraint to expanding facilities

Future Situation

7.37 Market segmentation analysis through Sport England suggests the following:

Current Adult Participation	
Current 'Bowls Age' Adult Participation (2018)	55,955
• Target Bowls age group 45-80 years	
Current Adult Participants in Bowls (Sport England Market Segmentation Analysis - SEMSA)	946
% of current 'bowls age' adult population participating in bowls	1.7%
Potential Future Demand	
Future (2040) 'Bowls Age' adult population	62,679
• Target Bowls age group 45-80 years	(+6,724 or +12%)
Potential Future demand for bowls: Assumed % of future 'bowls age' adult population participating in bowls remains constant	1.7%
Future (2040) 'bowls age' adult population participating in bowls: 62,679 x 1.7%	1066 (+120)
Potential Latent Demand	
Estimated Latent Demand for Bowls: Adult population wanting to participate/more in bowls (SEMSA)	206
Potential future adult participants in bowls (SEMSA)	1,272 (+34%)

7.38 The key findings from Market Segmentation Analysis are:

- current participation in Bowls in Stroud represents about 1.7% of the 'Bowls age' population (i.e. 45 – 80 age band) (946 people)
- population projections suggest that target age group for bowls is likely to increase by 12% over the period 2018-2040 (1.066 people)
- Sport England Market Segmentation Analysis suggests that there is some latent demand for Bowls in Stroud. There are an estimated 206 adults who would currently like to participate or participate more in Bowls – this represents a potential increase in participation of up to 34%.

- The total number of people expected to be playing bowls in 2040 is 1,272.

Key Findings and Issues

- 7.39 There is no evidence based upon current participation that there is demand for additional outdoor bowling facilities. While some greens operate a busy programme of fixtures, all clubs have capacity for additional members, and the flexibility of fixtures means that there is scope to accommodate more teams on existing greens.
- 7.40 There is not a high latent demand for bowls, and despite an ageing population, relatively few new bowlers coming through from population growth. Whilst there may be additional bowlers generated through new housing, these will still be able to be accommodated in existing clubs.
- 7.41 The national EBA are acutely aware of the issues in terms of declining membership facing bowls; in the Stroud area at least there are some pockets of activity.
- 7.42 The issue with regard to the possible loss of the pavilion at Painswick Bowling Club needs to be clarified.
- 7.43 The pavilion at Stratford Park Bowls Club should be considered for refurbishment.