
APPENDIX 10: DEMAND AND TEAM GENERATION RATES FOR FOOTBALL

Players and Teams

Study has identified the following teams within the four authorities covered by this Strategy:

Number of football teams and players (males)				
	<i>Under 10</i>	<i>10 – 15</i>	<i>16 and over</i>	<i>Total</i>
MID DEVON				
Teams	38	46	47 (incl. 1 Ladies)	131
Players	380	690	705	1775
NORTH DEVON				
Teams	14	30	52 (incl. 1 Ladies)	96
Players	140	450	780	1370
SOUTH HAMS				
Teams	17	47	48 (incl. 3 Ladies)	112
Players	170	705	720	1595
TORRIDGE				
Teams	9	19	45 (incl. 1 Ladies)	73
Players	90	285	675	1050

Team Generation Rates (TGRs)

These are the ratios between the number of teams within a defined area, and the total population within a given age range for that area. TGRs for football in previous studies have been calculated for the 10-44 years age group, as this tends to be the ‘football team generating’ section of the population most closely coinciding with available population data. They are calculated by dividing the number of male football teams catering for players of 10 years – 44 years into the total number of males in that age group. This can be compared with estimated TGRs for other areas where similar studies have taken place. TGRs provides the means to:

- Compare participation in competitive football between areas where similar studies have been undertaken, and therefore identify how typical is local participation
- Assist modelling future demand for pitches

TGRs essentially reflect the status quo, as they are based on existing teams, and may therefore ignore other teams. Other points to note include:

- An inability to differentiate between local demand and that generated by teams travelling into an area to play their home games
- An inability to help model demand where team generation may be constrained through a shortage of facilities
- An inability to project demand in areas of rapid housing growth, where there is currently no team generation

When compared to a range of other studies, from which an average can be taken, the following applies:

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Team generation rates for football: comparison with other areas	
Area	TGR
North Devon	1:232
Average from a range of studies nationwide	1:221
Torridge	1:202
South Hams	1:175
Mid Devon	1:174

Previous pitch studies using Sport England’s methodology have concentrated on the male 10-44 years age group, but the development of mini-soccer, with its requirement for small pitches and goals, necessitates a more detailed analysis of TGRs. To plan effectively for future demand it is therefore appropriate to consider three separate TGRs:

- Under 10s, to cater for mini-soccer
- 10-15s to cater for junior football on small pitches
- 16s and over to cater for youth and senior football

Estimated TGRs for these age-groups in the four authorities are as follows:

Team Generation Rates for different age ranges			
	6-9 years (mixed)	10 – 15 years	16-44 years
Mid Devon	109	65	294
North Devon	280	117	300
South Hams	202	65	303
Torridge	284	133	241

These figures show considerable variation across the four districts and highlight:

- The lower the TGR, the less people are required to run a team; therefore the higher the participation rate
- Mid Devon and South Hams have comparatively low TGRs for junior football suggesting high participation rates.
- In all authorities, higher generation rates for junior and mini football (low participation rates), reflected in a developing club structure and evolving leagues.
- Whilst the gap between youth and adult TGR’s reflects poorly on the continuation of 11-a-side, grass pitch football, it does not necessarily equate to a drop off in participation. Competitive, small sided football (usually 5 or 7-a-side) appears to be the fastest growing area of participation in football although not yet well established across the county – leagues tend to be focused in Exeter and Plymouth and main towns.

Temporal Demand for Pitches

The temporal demand for football occurs almost entirely at weekends, although some matches will be played mid-week by senior clubs and at the end of the season. Nationally there has been a trend towards Sunday as the most popular day for playing football, reflected in a 20:80 split between Saturday and Sunday.

Temporal demand for pitches: Summary

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	<i>Sat. am</i> <i>(no. teams)</i>	<i>Sat. pm</i>	<i>Sun. am</i>	<i>Sun. pm</i>	<i>Midweek</i>
Mid Devon	36%	32%	30%	1%	2%
North Devon	0	35%	64%	1%	0
South Hams	24%	30%	38%	7%	2%
Torridge	0	55%	44%	1%	0

Temporal demand for pitches – number of teams playing/Mid Devon					
	<i>Sat. am</i> <i>(no. teams)</i>	<i>Sat. pm</i>	<i>Sun. am</i>	<i>Sun. pm</i>	<i>Midweek</i>
18 and over	0	43	1	1	2
10 – 17	32		19		
Under 10	17		21		
Total	49	43	41	1	2
%	36%	32%	30%	1%	2%

Temporal demand for pitches – number of teams playing/North Devon					
	<i>Sat. am</i> <i>(no. teams)</i>	<i>Sat. pm</i>	<i>Sun. am</i>	<i>Sun. pm</i>	<i>Midweek</i>
18 and over		34	17	1	
10 – 17			30		
Under 10			14		
Total	0	34	61	1	0
%		35%	64%	1%	

Temporal demand for pitches – number of teams playing/South Hams					
	<i>Sat. am</i> <i>(no. teams)</i>	<i>Sat. pm</i>	<i>Sun. am</i>	<i>Sun. pm</i>	<i>Midweek</i>
18 and over	0	33	10	3	2
10 – 17	20		22	5	
Under 10	7		10		
Total	27	33	42	8	2
%	24%	30%	38%	7%	2%

Temporal demand for pitches – number of teams playing/Torridge					
	<i>Sat. am</i> <i>(no. teams)</i>	<i>Sat. pm</i>	<i>Sun. am</i>	<i>Sun. pm</i>	<i>Midweek</i>
18 and over		40	4	1	
10 – 17			19		
Under 10			9		
Total	0	40	32	1	0
%		55%	44%	1%	

Latent and future demand

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Future demand for pitch sports facilities (and sports facilities in general) is comprised of several causal factors, the interaction of which will have a considerable effect on the demand for outdoor sports opportunities within Mid Devon over the coming years.

- Natural demographic changes within the population (especially in relation to the team playing age groups).
- Population change driven by planned developments
- The impact of sports development and related campaigns;
- The release of any 'latent' or 'frustrated' demand to play sport, assessed on the basis of teams expressing the desire to run more teams and where league secretaries and national governing bodies have indicated unmet demand exists.

For predicting future demand, it is the numbers of people within the main pitch sport playing age ranges (6-55 years) which are the most critical. Projected population changes for each of the districts are shown below.

Mid Devon

Table 9: Population Change 2008 – 2026/MID DEVON			
<i>Selected age groups</i>	<i>RG MY Ests 2008</i>	<i>RSS with building 2026</i>	<i>RG %age change 2008-2026</i>
6-9	4140	3478	-16%
10-15	5860	5627	-4%
11-17	6800	6547	-3.7%
16-45	26860	26887	0.1%
18-55	35700	35879	0.5
ALL AGES	76800	86020	12%

Overall in Mid Devon, there is a projected to be a decrease in the order of 8% in the numbers of young people aged 6 to 17 years during this period, with numbers of 16-45 year olds staying about the same, and a slight increase (less than 1%) in the numbers of 45-55 year olds. Overall the population is scheduled to increase by 12% (2008 – 2026), demonstrating that the greatest growth will occur in the age bands 55 years and older.

South Hams

Population Change 2008 – 2026/SOUTH HAMS			
<i>Selected age groups</i>	<i>RG MY Ests 2008</i>	<i>2026 RSS with building</i>	<i>RG %age change 2008-2026</i>
6-9	3440	4043	17.5%
10-15	5960	6442	8.1%
11-17	7100	7630	7.5
16-45	26880	30819	14.7%
18-55	37000	41278	11.6
ALL AGES	83700	98816	18.1%

Overall in the South Hams, there is a projected to be an increase in the numbers of people in this age band (which is not the case in all local authorities) of the order of 11%, but this growth is less

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than that predicted for the population overall (18.1%), demonstrating that it is in the 55 year olds plus age band that most growth will occur.

Torrige

Population Change 2008 – 2026/TORRIDGE			
<i>Selected age groups</i>	<i>RG MY Ests 2008</i>	<i>DCC 2026</i>	<i>RG %age change 2008-2026</i>
6-9	2560	2774	8.4%
10-15	4800	4464	-7%
11-17	5660	5221	-7.8
16-45	21400	20887	-2.4%
18-55	28660	29078	0.8
ALL AGES	65500	74802	14.2%

Overall in Torrige, there is a projected to be an increase in the numbers of 6-9 year olds (of around 8%), a decrease of around 7% in the numbers of young people aged 10 to 17 years during this period, and a slight increase (less than 1%) in the numbers of 45-55 year olds. Overall the population is scheduled to increase by 14% (2008 – 2026), demonstrating that it is in the 55 year olds plus age band that most growth will occur.

North Devon

Population Change 2008 – 2026/NORTH DEVON			
<i>Selected age groups</i>	<i>RG MY Ests 2008</i>	<i>DCC 2026</i>	<i>RG %age change 2008-2026</i>
6-9	3920	3861	-1.5%
10-15	6760	6435	-4.8%
11-17	7690	7513	-2.3
16-45	30040	29766	-0.9%
18-55	41600	39348	-5.4
ALL AGES	92300	97040	5.1%

Overall in North Devon, there is a projected to be a slight decrease in the numbers of 6-17 year olds (of around 2%), and a decrease of around 5% in the numbers of people aged 18-55 years. Overall the population is scheduled to increase by 5% (2008 – 2026), demonstrating that it is in the 55 year olds plus age band that most growth will occur.

Other Factors

Sports development initiatives – participation rates at mini and junior level are already very strong. It appears that growth in mini and junior teams will be dependent to a large extent on the provision of junior pitches at sites which allow for junior clubs to be based in their entirety there, instead of having to play at sites scattered across the districts.

The effects of population change, latent demand and sports development factors have been estimated below to reflect the local nature of participation in football. To some degree the future needs up to 2026 require some crystal ball gazing, and it will be appropriate to insert a

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contingency when calculating future pitch and space requirements to account for this uncertainty.

Numbers of football teams - existing and future/MID DEVON				
	<i>Current no. of teams</i>	<i>Including latent demand</i>	<i>Including pop change to 2026</i>	<i>Estimated total future need including sports development factors to 2026</i>
Senior	46	48	48	49
Junior (10-15)	46	48	45	48
Mini	38	40	41	44
Women	1	1	0	2
Total	131	137	134	143

Numbers of football teams - existing and future/NORTH DEVON				
	<i>Current no. of teams</i>	<i>Including latent demand</i>	<i>Including pop change to 2026</i>	<i>Estimated total future need including sports development factors to 2026</i>
Senior	51	56	51	53
Junior (10-15)	30	36	32	34
Mini	14	17	17	20
Women	1	2	2	2
Total	96	112	98	109

Numbers of football teams - existing and future/SOUTH HAMS				
	<i>Current no. of teams</i>	<i>Including latent demand</i>	<i>Including pop change to 2026</i>	<i>Estimated total future need including sports development factors to 2026</i>
Senior	45	47	52	54
Junior (10-15)	47	50	55	58
Mini	17	20	24	26
Women	3	4	5	5
Total	112	121	136	143

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Numbers of football teams - existing and future/TORRIDGE				
	<i>Current no. of teams</i>	<i>Including latent demand</i>	<i>Including pop change to 2026</i>	<i>Estimated total future need including sports development factors to 2026</i>
Senior	44	48	45	47
Junior (10-15)	19	22	21	23
Mini	9	11	11	12
Women	1	3	3	3
Total	73	81	81	85

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OVERVIEW OF FOOTBALL IN DEVON

Based on comments from league representatives

DEVON COUNTY STRUCTURE

			MID DEVON	NORTH DEVON	SOUTH HAMS	TORRIDGE
Senior Leagues	Southern Premier	Sat pm	X			
	Western	Sat pm	X	X		X
	South West Peninsula	Sat pm	X	X	X	X
	Devon & Exeter	Sat pm	X	X		X
	North Devon	Sat pm		X		X
	Kingsley	Sat pm		X		X
	South Devon	Sat pm			X	
	Plymouth & West Devon Combination	Sat pm			X	
	Devon Wednesday	Wed			X	
	South & West Devon Vet's	Var.			X	
	Exeter & District Sunday	Sun am	X			
	North Devon Sunday	Sun am		X		X
Junior & Youth Leagues	Mid Devon Youth	Sun am	X			
	North Devon Youth	Sun am	X	X		X
	Juventus	Sat am	X			
	Exeter & District Youth	Sat am	X			
	Taunton Youth	Sun am	X			
	Pioneer Youth League	Sat am			X	
DJM Youth	Sun am			X		
Girls League	North Devon Girls League	Var.	X	X		X
Women's Leagues	Devon's Women's	Sun pm		X	X	X
	South West Women's	Sun pm			X	

SENIOR LEAGUES

Kingsley League

Covers mainly north Cornwall and Torrridge. League was in decline up to a couple of years ago. Now is established with 12 teams and up to 4 new teams (one from Appledore) are to be considered for entry next season. League is junior (in hierarchy) to North Devon League and successful teams will inevitably move on, possibly Black Torrington FC from this season.

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Only known problem with pitches concerns Tarka Athletic FC (new team this season), who have had some difficulty getting a regular place at Rock Park. Best pitch in league considered to be Merton which has the fewest cancellations from bad weather.

South Devon League

League is strong with 4-5 new teams expected to apply for entry next season – including one from Salcombe FC (new club). No particular issues other than rescheduling previously postponed matches.

North Devon Sunday League

Primarily catering for teams from North Devon, with a few from Bideford. Runs 2 Divisions – 9 Teams in Division 1 (5 in Barnstaple, 1 Bratton Fleming, 2 Ilfracombe, 1 Woolacombe) and 8 teams in Division 2 (3 in Bideford, 1 in Chivenor, 1 Ilfracombe, 3 Barnstaple).

Numbers of teams competing in league has tended to vary, up or down, by one team over last few years. Demand is steady and no particular issues concerning pitches. Aware of growth in junior football and believe junior teams have difficulties in finding pitches and suitable changing accommodation.

JUNIOR & YOUTH LEAGUES

Pioneer League

League has grown from 12 teams to 170 in 7 years – mainly Torbay based. Problems occur with pitch availability when rescheduling matches at the end of the season where pitches are also used for cricket e.g. Borough Park. Use of KEVICS believed to be through school connection. No shortage of pitches as such, although it would be good to have dedicated three-quarter size pitches to play 9-a-side youth games. Quality of pitches is a very important issue to keep children in the game; also quality and availability of changing facilities. Especially from next season when mixed football can be played up to under 13. Considering starting U18 division next year, but this has pitch implications as 2 adult matches cannot be played the same day/pitch as a junior/senior match often does.

North Devon Youth League

Buoyant league, expect to welcome 2-3 new teams next season. No known issues with pitches other than the re-scheduling of previously postponed fixtures. Cater for every age group from 8 to 15 years.

North Devon Girls League

The League currently provide girls football in the U13, U15 and U17 age groups. The league is structured so that teams play once a month. These fixtures take place at three 3G facilities (Braunton, Torrington and South Molton). There are currently 15 teams competing in the 3 different age groups. Demand is recorded as steady.

U17s Bideford Blues, Braunton, Torridgeside

U15s Barnstaple Youth, Bideford Blues, Braunton, Chulmleigh, North Molton, Torridgeside and Twyford Girls

U13s Barnstaple Youth, Bideford Blues, Braunton, Holsworthy, Torridgeside

Mid Devon Mini Soccer League

Slight increase in teams rather than new clubs coming into league. League remains vibrant. Links to senior clubs and amalgamations to form larger clubs are a trend.

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No particular problems of pitch availability other than this season's poor weather has left a considerable backlog and junior clubs tend to come further down the pecking order from senior clubs when rearranged fixtures take place.

Though only for 2 days a year in June, youth football festivals are a very big deal. Both Moors and Twyford Youth clubs stage them. Moors tournament takes place at Tiverton High School where they require 14 or so pitches, marked out for up to 200 teams 5-a-side. It is estimated that this tournament alone attracts over 5,000 people into Tiverton from all over the south west and beyond. Concern was expressed whether any redevelopment of the school site would affect the tournament taking place, as there aren't many places large or convenient enough to cater for this demand (Amory Park is too small and a wrong location).

Exeter & District Youth League

Runs 10 divisions ranging from U8 – U14s , 170 teams, 3,300 players covering from Seaton/Okehampton/ Tiverton/Newton Abbot and everywhere in between.

League has increased in size over last 3 years and will continue to do so next year with addition age groups and teams.

Main trends identified are growth in youth football, with a focus on girls football, clubs now demanding better structured and well run leagues rather than the "have a game in the park mentality of some older leagues"

If the weather is fine no issues at all in accommodating matches, however with postponements due to weather there is a real frustration that the teams playing on council pitches are overlooked in favour of the senior teams, especially when you work it out financially the younger teams probably pay more money for the amount of minutes they play each week. Similar issues with training.

Big issue with dog fouling on council run pitches. Many council pitches would benefit from better pitch marking and more frequent grass cutting.

Devon Women's Football League

The Devon County League currently has a total of 21 teams spanning 3 divisions. The teams are from all over Devon with increased numbers around the urban areas of Exeter and Plymouth. The league has teams from rural areas such as Georgeham and have at least one team in the north, east, south and west of the county. However, given the large size of the county there are some players who have to travel a fair distance to reach their nearest team.

The league is generally increasing in size, averaging 3 new teams per season and recently we have seen first teams putting in reserves teams as well as young teams progressing from the junior leagues.

Whilst there has been an overall increase in the number of players wanting to play ladies football, this isn't always reflected in the rural areas of Devon where there isn't the abundance of players or available facilities.

Much of the future for women's football depends on the availability of training facilities and pitches with appropriate and suitable changing. Promoting the sport is all very well but thought needs to be given to the resources that are available.

DISABILITY PROVISION

The demand for disability provision in Devon is steadily growing and requires multi-pitch sites to operate its newly formed leagues, playing on 7v7 size pitches, equivalent to mini soccer (60x40m).

From next season (2010-11), there will be 7 central venue fixtures during the season on Sundays throughout the county, with 20 adults men's small sided teams and 8 small sided junior teams at the following grass pitch locations in the covered authorities:

- Sandymere, Bideford (from October 2010), and
- Cullompton Rangers FC (from January 2011)

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Teams in the 4 authorities expected to be involved with teams in disability football next season are:

- From Torridge:
- Bideford Blues (1 male team) and Torrbridgeside, Torrington (1 u16 team)
- From South Hams:
- Totnes & Dartington (1 male team)
- and, from Mid Devon:
- Twyford Spartans, Tiverton (1 u16 team)

There will also be midweek fixtures including (male) teams from Petroc College, Tiverton and Petroc College, Barnstaple. Barnstaple Youth FC Mental Health Team for Adults also hope to field a team.

These leagues are countywide and regional initiatives and centre on various other venues not in our covered authorities, particularly the 3G complexes at Exeter University, Ashmoor Sports Centre and Lipson Community College, Plymouth.

STANDARDS OF PROVISION FOR PITCH SPORTS

The provision of one sole pitch is not viable. The minimum size for new pitch provision - the most viable and efficient form, able to support the necessary ancillary facilities such as changing and parking - is a minimum of two pitches on a site of at least 2 ha. Wherever possible new provision should be designed and laid out to provide the potential for shared use on a seasonal basis by both cricket and winter pitch sports. The minimum ideal provision is for 2 winter and 1 cricket pitch to be accommodated on a site of at least 3 ha. Residual grass should be used for training and/or mini-soccer, together with floodlighting to enable midweek training during the winter.

A hierarchy of provision also exists for playing pitches, with more senior clubs needing to meet the facility requirements of the senior leagues. The quality of grounds varies greatly and those which are of a very high standard cannot easily be replaced or replicated. Over time, a hierarchy of provision for playing pitches should be established to ensure that the full range of facilities is accessible and available within Devon and to guide any further investment in the improvement of pitches. This could recognise the role of both public and private pitches, as well as the need to provide facilities enabling progression through various standards of competitive play. The existence of a strategy may encourage funding from other external grant sources.

Such a strategy might reflect the following categorisation of and relationship between pitches.

- the casual (or '*foundation level*') level of the hierarchy (casual matches/play) would include kick-about areas, 5-a-side pitches, and 'rough' pitches for casual use which cannot be used for competitive matches but nevertheless serve to encourage initial participation;
- the local league (or '*participation level*') offers facilities for those clubs on the lowest rungs of regular competitive play, where there will normally be a requirement for changing accommodation and a preference for well-drained, 'true' playing surfaces;
- the district/county (or '*performance level*') offers facilities for those teams which have reached a fairly high standard of play and are playing regular league matches where there may be requirements in respect of playing surface, changing facilities etc.; and,
- the regional/national (or '*excellence level*') represents the peak of the hierarchy and might cater for clubs in regional and national leagues at an amateur, professional and semi-professional level. Once again, facility requirements will be commensurate with the standard of play and might include spectator facilities, floodlighting etc.

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This hierarchy can be developed for facilities for both juniors and seniors, and might recognise the value of pitches not in community use. It could be further developed for individual sports in conjunction with the Sport England and the relevant governing bodies. It is similar to the approach now adopted by the Football Association, Rugby Football Union, England and Wales Cricket Board and the English Hockey Association in their National Facilities Strategies.

Quality Standard

Further guidance on the quality standards for pitches should be provided in an SPD, but provision should include changing accommodation, car parking, appropriate drainage and adherence to guidance provided by the governing bodies, Sport England (a 'good' standard using Sport England accepted 'quality assessment techniques) or other established sources of such advice, For example, for rugby, a standard based around all the current clubs meeting the RFU Module 2 standard as a minimum requirement. SPD should also provide guidance in relation to the site design, shared and dual use, and the acceptability or otherwise of contributions to improvements to existing facilities in lieu of new provision.

Accessibility

It is difficult to establish a standard for accessibility to playing pitches. Players are likely to travel further to cricket and rugby grounds, as these sports are more club based. For football, the aim should be to have an accessible club/pitch within 10 minutes' driving time, although this may not be achievable in some rural areas. It should be less where provision is aimed at young people. Further guidance should be provided in SPD.