SOUTH STAFFORDSHIRE

Sports Facilities and Playing Pitch Strategy
2013 - 2028

TECHNICAL SUMMARY

January 2014

Adopted 1st August 2017

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INTRODUCTION

1. This Sports Facilities and Playing Pitch Strategy covers the period up to 2028. It is required for the effective delivery of leisure services across South Staffordshire, and it will also help to ensure that a strategic network of facilities are in place to cater for the needs of the current and expected future population. The strategy will additionally provide the evidence base for relevant planning policies contained within the Core Strategy and the priorities for other investment. The end point for this strategy, at 2028, is consistent with that of the Core Strategy.

2. This Sports Facilities and Playing Pitch Strategy addresses the facilities used by the community for sport and physical activity, and specifically:
   - Sports halls
   - Swimming pools
   - Artificial grass pitches
   - Athletics tracks
   - Health and fitness provision
   - Indoor bowls centres
   - Indoor tennis centres
   - Squash
   - Grass playing pitches
   - Outdoor tennis
   - Outdoor bowls
   - Multi use games areas
   - Skate parks
   - Village halls/community centres

3. The strategy also addresses sports and activities for which a formal planning standards approach is not required, including golf, countryside and water sports.

The impact of South Staffordshire’s location

4. South Staffordshire is a rural district on the north western edge of the West Midlands conurbation, with a population of about 108,100. The district is the southernmost of the nine Staffordshire districts and has significant boundaries with; Stafford, Cannock Chase, Wolverhampton, Dudley, Walsall, Shropshire, and Wyre Forest.

5. The district is almost unique in its geographical size and shape. At the narrowest the district is only about 2.5 miles wide, and much of area bounding Wolverhampton and Dudley is about 5 miles in width. The district is about 25 miles from its southernmost tip to the northern boundary, and the road and public transport connections are primarily east-west. The transport networks north-south are
relatively poor. The northern part of the district is bisected by major roads including the M6, M54, M6 Toll, A5, A449 and A34. The West Coast main line also goes through this area.

6. South Staffordshire has a dispersed and diverse settlement pattern of villages ranging from small hamlets to large villages with over 13,000 residents, each with their own distinctive character, and there is no single dominant settlement.

7. The geographical character of the district has a major impact on sport and active recreation as there are very significant flows of people over the borders. In broad terms, the district relies to a significant extent on built sports facilities within its neighbouring authorities but this is balanced by the area being used as the green space playground for residents living in Walsall, Wolverhampton, and Dudley, and to a lesser extent Cannock. Sports such as football, rugby, cricket, golf and countryside activities such as sailing have a high proportion of their players and members from these adjacent urban areas.

**Review of Current Policy**

**Community and Corporate Commitments**

8. South Staffordshire District has responded to its unique geographical characteristics by developing five “localities” which are the focus of much of its community planning. A map showing these localities is included as Figure 1. Detailed profiles have been produced by the Council and its partners for each of the locality areas, and this information has been used to inform the priorities emerging in the Strategy.

South Staffordshire Sustainable Community Strategy 2008-2020

9. This is the strategy of the South Staffordshire Partnership (formerly South Staffordshire Local Strategic Partnership), and the vision of the Strategy is:

   “...to make South Staffordshire a safe and healthy place to live, with prosperous villages and thriving communities, where everyone can develop their abilities to the full, and pass on to future generations a better environment.”

10. The core values of the Community Strategy are: sustainability, engagement, equality and diversity. It recognised that sport is one of the cross-cutting issues which impacts upon more than one of the delivery groups’ programmes.

11. The Community Strategy notes that overall although South Staffordshire is relatively affluent, there are pockets of relative deprivation including the villages of Huntington, Bilbrook, Featherstone and parts of Wombourne. In addition the rural nature of the area means that many residents have poor access to essential services.
12. Improving lifestyle behaviours such as smoking, poor diet and a lack of physical exercise both for adults and children, particularly in the most deprived parts of the district is an important priority.

13. The parishes are seen as having a crucial role to play in improving the quality of life and wellbeing of local people. It is expected that Parish Plans will be developed to contribute to the objectives of the Sustainable Community Strategy.

The Council Plan 2012-2016

14. The overall delivery priorities for the District Council are set down in the Council Plan 2012-2016. There are clear commitments to health, wellbeing, local communities and a high quality environment are clear. The strap-line for the Council Plan is:

“We will make South Staffordshire a safer and healthier place to live, work and visit with prosperous villages, thriving communities and a high quality environment.”

15. Several of the priorities for the Council Plan and its delivery targets are directly or indirectly relevant to the provision of appropriate sport and active recreation opportunities for all of the community:

Planning Policies

16. The planning policy framework lying behind this strategy has several elements, one of which is the National Planning Policy Framework, but the others are more local, including those in the recently adopted Core Strategy.

17. The National Planning Policy Framework (NPPF), published in March 2012 brought in a fundamental change to the strategic planning system. The Framework is much simpler than the previous planning policy framework. There is a requirement for each planning authority to have a Core Strategy (or Local Plans) to set the strategic priorities for the area which specifically includes leisure development and “the provision of health, security, community and cultural infrastructure and other local facilities”. The policies need to be based on an adequate, up-to-date and relevant evidence base, including in relation to ‘housing, ... environment (historic, health and wellbeing)’. This Sports Facilities and Playing Pitch Strategy will form one part of the evidence base.

18. Local planning authorities are encouraged to cooperate on planning issues that cross administrative boundaries, including specifically in relation to leisure and to community infrastructure. This report therefore also takes into consideration the cross-border implications of sport and recreation provision which, as already identified in the introduction to this strategy, is a very significant issue for South Staffordshire.
Figure 1: Locality map of South Staffordshire
19. The South Staffordshire Local Plan will comprise of the Core Strategy and the Site Allocations Document which will contain specific sites for development. The Core Strategy is based on the six themes of the Sustainable Community Strategy. It provides a detailed and comprehensive set of policies relating to sport and recreation and it recognises the importance of the cross-boundary movements of people taking part in sport, particularly in relation to Wolverhampton, Dudley, Walsall and Stafford.

20. Sport and active recreation in the Core Strategy is primarily linked to the section on Health and Wellbeing, with Strategic Objective 15, and Core Policy 14. However, references to sport and recreation are also threaded throughout the Core Strategy, including in relation to the policies on the Green Belt, policies on provision for young people, and policies in relation to developer contributions.

Adjacent local authority proposals

21. There is expected to be growth in population in each of the Black Country authorities but their strategies (where they exist) indicate that much of the additional demand for sports provision, including playing fields, can be met within the authorities themselves.

22. The strategy review of the adjoining authorities and the follow-up discussions held with each of the leisure officers suggests that there are no specific proposals for facility changes which have not already been identified. Each of the authorities therefore expect that the current cross-border flows of people playing sport will continue into the foreseeable future. However in the longer term, there can be no guarantee that the existing pattern of community sports facility provision will remain, so South Staffordshire District Council will need to keep this strategy under review and to consider alternative options to meet the needs of their resident population should the facility network elsewhere change.

Population Characteristics and Change

23. The latest demographic information available shows that the five Localities have a similar age profile, although the total number of people in each locality varies, with the smallest, Locality 2 having about 10% of the total population, and the largest which is Locality 3, having almost 28% of the total population. Notable for South Staffordshire is the high proportion of people aged 40+ years in each locality.

24. There will be relatively small pockets of new housing in the period up to 2028 and the population is expected to grow from the current total of around 108,130 to 112,500 by 2028. In relation to sports facilities, this level of growth is insignificant. More important is the change in the expected age structure of the district, as there will be a decrease in most age groups under the age of 54 years but an increase in those aged 55 years and over. It is known that there is a decreasing rate of
participation in many sports by people aged over 45 years, so this aging trend in the district will have an impact on both the type and number of sports facilities required.

25. Given however the location of South Staffordshire, it is also important to take account of what will be happening within the adjoining authorities, particularly in the Black Country, with which there seems to be the most cross-border movement of people to play sport. Dudley is expected to grow by about 4,500 people in the period up to 2028, whilst Walsall and Wolverhampton will each grow by about 13,000 people in the same period. Unless these authorities are able to provide for their own needs internally, the cross-border demand, particularly for grass pitch sports, is likely to increase.

Participation in sport

26. Overall participation rates in sport by adults, as measured by the Sport England Active People Survey, show that South Staffordshire District has better rates of regular participation in sport than the averages for England but is similar to its benchmark authorities of Chorley, High Peak, Hinckley and Bosworth and Lichfield. The rate is close to, but slightly lower than, the average for Staffordshire and there has been no significant change in the rate of participation at 3 x 30 minutes per week since 2005/06.

27. These headline figures for participation overall however hide a notable positive trend in the levels of use of the authority’s leisure centres. Recent statistics for the leisure centres show that there has been an increase of 121.5% usage between 2004/05 and 2012/13. This suggests that there has been a shift in the ways in which people participate, possibly from the more expensive activities to those that are cheaper, and from membership of clubs, to pay and play opportunities.

28. These headline figures mask some significant variations in the rates of activity across the different communities and socio-economic groups in the district. The maps in Figure 2 show that participation in sport reflects the levels of deprivation; it has two maps, one showing the rates of multiple deprivation for South Staffordshire and one showing the rates of participation in sport and active recreation. National research has also demonstrated that men do more activity than women, younger people are more active than older people, whilst people with disabilities and the more deprived socio-economic groups are less active.

29. The Active People Survey results indicate that swimming, cycling and keep fit/gym are the most important activities in South Staffordshire, followed by football and athletics (which includes athletics field, athletics track, running track, running cross-country/road, running road, running ultra marathon, and jogging).

Market Segmentation

30. Sport England encourages the use of market segmentation to help guide local decisions about sport and active recreation priorities. Figure 3 provides more details
about the largest market segments in the district and their interest in sport and active recreation.
Figure 2: Multiple deprivation and rates of participation in sport

Index of Multiple Deprivation at 2007

Adult participation in sport and active recreation (3 x 30 minutes)
**Figure 3: Who does what in South Staffordshire?**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Characteristic</th>
<th>Age</th>
<th>Marital Status</th>
<th>Work Type</th>
<th>Sports do now, decreasing order top 5</th>
<th>Sports would like to do more of, decreasing order top 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philip</td>
<td>Comfortable Mid-Life Male</td>
<td>45-55</td>
<td>Married with children</td>
<td>Full time employment and owner occupier</td>
<td>Cycling</td>
<td>Keep fit/gym, Swimming, Football, Golf, Swimming</td>
</tr>
<tr>
<td>Tim</td>
<td>Settling Down Male</td>
<td>26-45</td>
<td>Married or single, May have children</td>
<td>Professional</td>
<td>Cycling</td>
<td>Keep fit/gym, Swimming, Athletics, Cycling, Swimming</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>Early Retirement Couples</td>
<td>56-65</td>
<td>Married</td>
<td>Full time employment or retired</td>
<td>Keep fit/gym, Swimming, Cycling, Golf, Angling, Swimming</td>
<td>Keep fit/gym, Cycling, Golf, Athletics</td>
</tr>
<tr>
<td>Elaine</td>
<td>Empty Nest Career Ladies</td>
<td>46-55</td>
<td>Married</td>
<td>Full time employment and owner occupier</td>
<td>Keep fit/gym, Swimming, Cycling, Athletics, Tennis, Swimming</td>
<td>Keep fit/gym, Cycling, Badminton, Tennis</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>Retirement Home Singles</td>
<td>66+</td>
<td>Widowed</td>
<td>Retired</td>
<td>Keep fit/gym, Swimming, Bowls, Golf, Cycling, Swimming</td>
<td>Keep fit/gym, Cycling, Tennis, Bowls</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>Comfortable Retired Couples</td>
<td>66+</td>
<td>Married/single</td>
<td>Retired</td>
<td>Keep fit/gym, Swimming, Golf, Bowls, Cycling, Swimming</td>
<td>Keep fit/gym, Golf, Cycling, Tennis</td>
</tr>
<tr>
<td>Ben</td>
<td>Competitive Male Urbanites</td>
<td>18-25</td>
<td>Single, Graduate professional</td>
<td>Football, Keep fit/gym, Cycling, Athletics, Swimming, Swimming</td>
<td>Football, Cycling, Tennis, Athletics</td>
<td>Keep fit/gym, Cycling, Tennis</td>
</tr>
<tr>
<td>Chloe</td>
<td>Fitness Class Friends</td>
<td>18-25</td>
<td>Single, Graduate professional</td>
<td>Keep fit/gym, Swimming, Athletics, Cycling, Equestrian, Swimming</td>
<td>Keep fit/gym, Cycling, Athletics, Tennis</td>
<td>Keep fit/gym, Cycling, Athletics, Tennis</td>
</tr>
<tr>
<td>Frank</td>
<td>Twilight Year Gents</td>
<td>66+</td>
<td>Married/single</td>
<td>Retired</td>
<td>Golf, Keep fit/gym, Bowls, Swimming, Cycling, Swimming</td>
<td>Golf, Keep fit/gym, Bowls</td>
</tr>
</tbody>
</table>
The challenge

31. The challenge is therefore to provide for both the older age groups in the community and younger people, and for those without access to a car. Sport England has identified young people (14-25 years) as a key priority as it is hoped that by retaining young people in sport and activity, this will in turn address the significant falls in participation seen in later years.

32. People who have a physically active lifestyle significantly improve their health. The Chief Medical Officer recommended that adults undertake 30 minutes of moderate intensity activity at least five times a week. For children the recommendation is a total of at least 60 minutes of at least moderate intensity physical activity each day.

33. The impact of doing too little in terms of physical activity is marked, with an economic cost to South Staffordshire of around £1.5m per annum.

34. There have been a number of recent broad consultations with the community in South Staffordshire and with stakeholders, and the findings of the Place Survey Tracker (2010) and the My Place, My Say Panel Survey (2012) have been used to inform this strategy. Also as part of this strategy process every sports club in the district was given the opportunity to comment on their priorities for the future and the facilities that they use.

The Leisure Centres

35. All of the main leisure centres are joint use facilities, these are:

<table>
<thead>
<tr>
<th>Leisure Centre</th>
<th>On school site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheslyn Hay Leisure Centre</td>
<td>Cheslyn Hay Sport and Community High School</td>
</tr>
<tr>
<td>Codsall Leisure Centre</td>
<td>Codsall Community High School</td>
</tr>
<tr>
<td>Penkridge Leisure Centre</td>
<td>Wolgarston High School</td>
</tr>
<tr>
<td>Wombourne Leisure Centre</td>
<td>Ounsdale High School</td>
</tr>
</tbody>
</table>

36. The District Council manages these facilities during the community hours. The total community use throughput of the facilities for the 12-month period October 2012 – September 2013 was:

- Total number of visits:
  - Cheslyn Hay 200,228
  - Codsall 158,474
  - Penkridge 93,859
  - Wombourne 191,650

37. Cheslyn Hay, Codsall and Wombourne each have a current joint use agreement, but the Penkridge one now needs renewal. These agreements set the “rights” and responsibilities of the school, Staffordshire County Council and South Staffordshire
Council; and the existing agreements function well. Ounsdale High School (Wombourne Leisure Centre) have become an academy. The other 3 school link to the leisure centres are considering their position in relation to academy status.

38. Recent visual inspection condition surveys have been completed for each of the joint use centres by Staffordshire County Council as part of their asset management programme for the schools. The findings show that overall Wombourne Leisure Centre is likely to require the most investment over the next five plus years, and that the total cost of works across the leisure centres is likely to be around £1.26m over this period. The costs of undertaking the works at the leisure centres are shared between the County Council as the owner of the buildings, the district, and the schools for which there is a set formula for shared projects. Some specialised projects are funded on a case by case basis.

39. The estimated costs of the maintenance works at the joint use leisure centres have been provided by Staffordshire County Council, and are included in the summary table for the delivery priorities. However these costs will need to be confirmed as the requirements are firmed up and formal quotes for the works are received. In relation to works at Edgecliff School/Kinver Leisure Centre and at Great Wyrley high school, these will need to emerge as part of the detailed feasibility assessments into the options for each site.

40. A key concern at all of the leisure centres is car parking during the school day, which tends to be very limited. The current gym facilities are in part quite small but of good quality. Studio classes are limited for community use during the school day. Codsall and Cheslyn Hay car parks have recently been extended.

41. The Council has a number of membership packages available to both residents and to people living outside of the district. The use of the different leisure centres has been mapped, and this shows that every leisure centre draws people from the adjacent authorities as well as from within the district.

Other school sites

42. Other than the formal dual use leisure centre sites, a number of schools are used by the community for sport, but there is no security of use. Of these Brewood Middle School, Perton Middle School, Penkridge Middle School and Brindley Heath Junior School are probably the most important because of the number of grass pitches made available to the community and their intensity of use. The achievement of formalised joint use agreements for either pitch use or use of the school buildings is likely to mainly be linked to the offer of grant aid for facility improvements, which will enhance both the schools and the communities’ opportunities or experience.
Methodology

43. The assessment of each facility type draws on a number of different elements:

- The theoretical demand for facilities based on various modelling tools
- The results of consultation
- Issues associated with facility quality, accessibility for the community etc
- The future population in South Staffordshire, and in the adjoining urban areas
- The network of facilities in the district and outside
- The Council’s policies on participation, and sports development objectives
- The resources which may be available to meet the future requirements
- National governing body strategic requirements.

44. As each assessment is based on a number of factors which can change over time, so the recommendations contained within this strategy will need to be kept under review. Of particular importance would be any significant changes in the facilities currently available to the South Staffordshire community located in the adjacent authorities.

45. There is no one theoretical modelling tool which provides the answer to facility planning. A number of different tools need to be employed and the results of each synthesised to provide a recommendation for the district.

Growth in participation per annum

46. An important consideration in the modelling to assess future facility needs is to determine what the likely growth in participation each year will be. This will impact upon the overall level of demand for each facility type. The Active People Survey has effectively shown no change in the rates of overall regular participation in sport and active recreation over the last few years, and this is mirrored by the fact that very few national governing bodies have seen an increase in their sport’s rate of participation.

47. The rates of participation in “trendy” activities will fluctuate from year to year as the activities gain popularity then reduce again. However most of these use activity room type spaces or programmed time in the pools, rather than taking up significantly more pool or hall time, so the overall strategic planning for facilities tends to be largely unaffected.

48. The modelling and assessment is based on a 0.5% growth rate in participation per annum i.e. a growth of 7.5% from 2013 to 2028, on top of the current rates of demand.

Costs of facility development

49. Sport England produces a regularly updated list of facilities and their development costs which are largely based on typical schemes funded through the Lottery with
layouts developed in accordance with Sport England Design Guidance Notes. The estimated costs of facility development are primarily taken from the Sport England website, which is regularly updated. As and when new facilities are proposed in the district, the Council should refer to the current lists for guidance on the expected costs. However, most of the facility issues are ones of improvement rather than new provision for which the costs will need to be determined on a site by site basis.

The development of planning standards

50. Planning standards are critical to planning for sport, and as part of this, the unlocking of developer contributions associated with new housing development. Planning standards have been developed for each facility type and relate to quantity, quality and accessibility. The quantity standards are given as a rate of provision per 1000 population, and the current rate of provision for any particular facility type will generally reflect the demand for it. For instance, more residents want to swim than take part in bowls, so there will be a relatively greater standard for swimming pools to reflect the amount of space needed.

51. To calculate the increase in anticipated use of facilities, the 0.5% per annum is applied to the rate of provision per 1000; so for the period from 2013 to 2028 the expected growth in participation is 13 years x 0.5% pa, or a growth in participation of 107.5%. For most facility types in South Staffordshire two separate provision per 1000 standards are proposed, one for the authority as a whole, and one for new housing developments.

52. The first reflects the fact that South Staffordshire itself has fewer sports facilities per 1000 then most other authorities because residents rely on facilities outside of the authority. This is a minimum level of provision below which the authority should not fall in the period up to 2028 and assumes that provision elsewhere is retained. The second, to be applied to specific housing proposals, reflects the expected level of demand arising from the new population at the new housing sites, and is essential to help calculate the amount of developer contributions that should be sought.

53. The amount of facility required is a relatively simple calculation; the rate of provision per 1000 population multiplied by the population.

54. The standard for quality refers to the latest best practice guidance, which for sports facilities is available from Sport England and the relevant national governing body.

55. The standard for accessibility reflects the catchment area of a facility. Most sports halls and swimming pools have about a 20 minutes travel time catchment, and the majority of people will travel by car to this type of sports provision. More specialist facilities such as the water-based hockey pitches at Cannock Cricket and Hockey Club draw people from a wider area; whilst community centres and village halls are often accessed on foot and have about a 10 minute walking time catchment for many of their activities.
KEY FINDINGS

Sports Halls

56. Sports halls are one of the prime sports facilities for community sport because they are able to provide a venue for many different activities. The standard methodology for measuring sports halls is by the number of badminton courts contained within the floor area. However it is recognised that there is extensive use of these types of facility by a wide range of other sports including basketball, volleyball, handball etc. Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size, and with sufficient height to allow games such as badminton to be played.

57. There are currently three 4-court sports halls and three 5-court sports halls available to the community, four of which are at the joint use leisure centres, one at Kinver Leisure Centre/Edgecliff School, and one at St Dominic’s High School for Girls which has limited opening hours. The facilities with the highest annual throughputs at this time are Penkridge, Cheslyn Hay and Codsall. These have around 25,000-26,000 visits. The lowest annual throughput is at Wombourne with about 19,500 visits in the year.

58. South Staffordshire as a district has a much lower rate of provision per 1000 of sports hall space than any of its benchmark authorities, the county, the region or nationally. However the unique geography of the district means that most people are within the catchment of a sports hall facility, either located within or outside of the district. Consequently over 94% of the potential demand is met.

59. This reliance on facilities over the border of South Staffordshire is a key issue. At the present time, the facility networks in the adjoining authorities upon which South Staffordshire residents are dependent are not expected to change. But this is a risk for the future, both in relation to school facilities, as schools become independent from their local authorities, and in relation to local authority facilities should they come under threat of partial or complete closure. Therefore the overall picture of provision needs to be kept under review, and this strategy updated if/when the wider picture of provision changes.

60. Sports hall “capacity” at the existing leisure centres can be improved by changing the programming. For example, using artificial grass pitches (AGPs) would enable 5-a-side football to be outside. The 3G AGPs proposed by the strategy at the leisure centre sites will therefore help to relieve the pressures off the sports halls and provide new opportunities for football generally. Proposals to refurbish an existing space at Wolgarston school, as an additional studio space for the Penkridge Leisure Centre, have also recently been implemented.

61. Great Wyrley High School is keen to develop a 4 court hall on their site, primarily for education use but with some community use. The development of a four court hall at the school is not a priority for investment by the District Council, but the District
Council has offered its support towards the management of the hall if built. If a four court hall is not developed at Great Wyrley, then improving the quality of the existing activity hall would help to support more community use of the school site, and reduce the pressures experienced at Cheslyn Hay.

62. It is critical that long term community use is secure on each of the sites proposed to be subject to investment. Although there are current joint use agreements for Cheslyn Hay, Codsall and Wombourne Leisure Centres, new legally binding long term agreements will be essential for investment elsewhere including at Penkridge Leisure Centre, Great Wyrely High School and Edgcliff School (Kinver Leisure Centre).

63. The priorities for the future are to both retain the quality of the existing sports hall network and to increase their capacity by enabling changes in the programmes of activities that the sport halls can provide. This may be by the new provision of studio space, multi-activity space, or artificial grass pitches, or improvements to the existing buildings. Developer contributions should therefore be targeted at these requirements rather than new sports hall provision itself.

64. The delivery priorities are:

- New facility provision to help release pressure on sport hall space:
  - Penkridge Leisure Centre – refurbishment of school activity space to provide additional activity hall/ studio space for community use and full size 3G AGP. (As of 2017 the Activity Hall and 3G AGP are completed)
  - Wombourne Leisure Centre – full size 3G AGP
  - Codsall Leisure Centre – full size 3G AGP (as of 2017 this has been completed)
  - Great Wyrley High School – 4 court sports hall or improvements to existing activity hall

- Priorities for improvement/refurbishment, based on detailed conditions surveys and feasibility studies to provide a costed programme of works:
  - the works needed to support maintenance of the existing joint use Leisure Centres identified through the visual inspection conditions surveys
  - the sports hall floor at Cheslyn Hay Leisure Centre (as of 2017 this has been completed)
  - Great Wyrley school improvements to the existing activity hall to encourage and enable greater community use, or support to the school’s development of a 4 court sports hall
  - improvements to the sports hall at Edgecliff School/Kinver Leisure Centre

**Swimming Pools**

65. Swimming pools might be considered the most important sports facility type in the district as they are used by most of the community, from the very youngest through
to people in old age. Local pools are often much valued and even the pools in the poorest condition will have groups of committed users.

66. There is a mix of public and private water space within South Staffordshire, with the four local authority pools representing about 77% of the total pool space available to the community. There are two other pools on school sites; Great Wyrley High School and Cherry Trees which have some community use, and two pools at commercial sites representing about 13% of the pool space. The largest pools are at Wombourne and Cheslyn Hay, which are both 25 metres in length and 6 lanes in width. Neither of these sites has separate teaching pools.

67. In general terms, the higher the level of performance, the greater the demands on pool size, depth and specific competition requirements (spectator capacity and specialist equipment). For example, a 25m x 6 lane pool can accommodate local/club level swimming galas but a 25m x 8 lane pool with electronic timing is required for county galas and league events. Moveable bulkheads that can sub-divide pools and moveable floors that can vary water depth can significantly increase a pool’s flexibility.

68. Teaching or learner pools provide the opportunity to offer a wide range of activities catering for the maximum number of users possible. Teaching pools can be maintained at a slightly higher temperature than main pools making them suitable for use by young children, non swimmers and those with a disability. They offer income generating potential not only through pool parties and other hirings, but also by reducing the impact on programming in the main pool. A teaching pool significantly enhances the local authority’s ability to deliver its Learn to Swim programme and therefore it is usually seen as desirable that there should be at least one in each major centre of population.

69. The level of swimming pool provision in South Staffordshire is insufficient to meet the needs of the residents, however the access to pools outside of the district means that there is limited need to provide for additional pool space in South Staffordshire. The pool currently most under pressure is Wombourne, and as it is expected that these pressures are likely to increase further over time, it is proposed to extend the Wombourne pool with the addition of a learner pool of a minimum size of 70 sq m. This proposal will need a detailed feasibility assessment to consider how it can be delivered on the site and the costs of development.

70. There is currently only limited day time access to the pools in South Staffordshire, so ways of improving this should be also be considered. The overall priority is however to provide a learner pool for Wombourne Leisure Centre and to ensure that the swimming pools are maintained to a high quality.

71. In the longer term, the network of pools outside of the district needs to be kept under review. If access to the pools in Walsall, Wolverhampton or Dudley should become restricted, then further new pool provision may be required within the district.
72. The delivery priorities are:

- New facility:
  - Extend the Wombourne Leisure Centre pool by the addition of a learner pool of minimum 70 sq m area.

- For improvement/refurbishment, based on detailed conditions surveys and feasibility studies to provide a costed programme of works are:
  - Design improvements to enable the joint use leisure centres to be more accessible to the community during the school day
  - Improvements to the pool at Great Wyrley high school

**Artificial Grass Pitches**

73. The number and distribution of artificial grass pitches (AGPs) and future provision in South Staffordshire is probably one of the most important and most difficult issues within this Sports Facilities and Playing Pitch Strategy. In terms of demand from sports, community hockey is now solely played on artificial surfaces, football is increasingly using these pitches for training and matches and there is strong growth in small sided versions of the game, whilst rugby has just started using artificial surfaces for matches although the preferred surface for the community game is natural grass.

74. There are a number of AGP proposals in South Staffordshire and also in the adjoining authorities. The potentially all interact with each other in terms of meeting the available demand, particularly for football. The priorities for South Staffordshire therefore need to be determined and a number of factors. These include:

- The potential to meet identified community need for pitch space
- The potential to improve access to school sports facilities for the community in line with the adopted Core Strategy policy
- The accessibility of a site by sustainable transport, as well as by car, which supports the adopted Core Strategy policies
- The potential for income generation to support other sports development – either club based, or more generally for a leisure centre
- The potential to provide improved sports opportunities at schools and to maximize school use of an AGP
- The potential to support club development
- The potential to effectively meet the needs of South Staffordshire residents
- The ability to achieve planning permission which will allow floodlights for evening use
- The benefits / problems caused by impact on existing grass pitch provision on site
• the potential costs of a scheme and the opportunity for partnerships
• the likelihood of achieving the necessary funding
• the overall deliverability of a specific project within a specified timescale.

75. As the picture of AGP provision in South Staffordshire and the adjoining authorities changes relatively quickly, the recommendations emerging in the strategy are phased and the priorities will require further confirmation through site specific feasibility studies.

76. There are three main types of Artificial Grass Pitches (AGPs):

- **Sand based/sand filled** pitches have a short pile, which is most suited to hockey but can be used for football and non-contact rugby training. This is the most common surface for school sites, and the longest established. There is currently one large size pitch of this type at Cannock Cricket and Hockey Club.
- **3G or rubber crumb** which has a long pile and is the preferred surface for football and rugby (with enhanced specification), but has limited use for hockey. There is one pitch of this type at Cheslyn Hay Leisure Centre which is good quality but is too small for 11-a-side football matches.
- **Water based** pitches have a specialist hockey surface but can also be used for football and non-contact rugby training. Cannock Cricket and Hockey Club have two adjacent pitches of this type, and the site is of national level importance for hockey.

77. The priorities in South Staffordshire are the development of further 3G AGPs for football (an estimated 3-4 large 3G pitches are required in total). Although there is displaced demand from hockey (Finchfield Hockey Club), Hockey England do not consider a new pitch to cater for this club’s requirements is a priority. The RFU generally supports the development of 3G pitches to rugby specification, but have not identified an AGP as a high priority within South Staffordshire.

78. There are a number of competing 3G AGP proposals which could potentially meet the identified need for football, and which need to be subject to detailed feasibility and viability studies as a key action arising from this strategy.

79. The delivery priorities are:

- **New facilities:**
  
  **Priority 1:** Wombourne Leisure Centre large size 3G AGP
  
  **Priority 2:** Penkridge Leisure Centre/Wolgarston School large size 3G AGP *(as of 2017 this has been completed and is in operation)*
  
  Or
  
  Cannock Cricket and Hockey Club re-carpet existing sand based to large size 3G AGP
Sports Facilities and Playing Pitch Strategy

Final Report January 2014

Priority 3: Codsall Leisure Centre large size 3G AGP on site of redgrass pitch (as of 2017 this has been completed and is in operation)

Athletics Tracks

80. Participation in athletics which includes athletics field, athletics track, running track, running cross-country/road, running road, running ultramarathon, and jogging has increased nationally during the period 2007/08 to 2011/12. Athletics generally attracts more men (60%) than women (40%).

81. There are no synthetic athletic tracks in South Staffordshire and none are currently planned. South Staffordshire residents travel to the adjacent local authorities if they wish to use a track, and everyone has the ability to reach a track within 20 minutes drive time. There is expected to be only a slight increase in demand from the residents of South Staffordshire in the period up to 2028, so no new formal built facilities or associated planning standards are proposed. However if the existing tracks in the adjacent authorities were to be closed, then this situation might need to be reviewed.

82. The Run England 3-2-1 project should however be actively considered, both within the facilities which the district owns/manages such as Baggeridge Country Park and where opportunities arise to work in partnership e.g. with British Waterways in relation to canals, Staffordshire County Council for rights of way, and Cannock Chase AONB.

83. It is not proposed to provide a formal athletics track facility in South Staffordshire, so a formal planning standard is not required.

Health and Fitness

84. The provision of health and fitness facilities (typically including fitness stations) is potentially a key element in achieving increased participation in physical activity. The private sector provides about 40% of the current provision whilst the leisure centres provide just under 50%. Approximately 10% of the provision is located at Cannock Cricket and Hockey Club and Stourbridge Tennis and Squash Club. It is estimated that about 21% of the current demand is being exported outside of the district.

85. Health and fitness gyms attract all socio-economic groups and a wide spread of ages. However, there are more women users than men, and most people are aged under 45 years. The private sector clubs most often provide for the more affluent, whilst local authority facilities provide for a wider social range, albeit with less facility investment.
There are currently 10 health and fitness centres in South Staffordshire which have some degree of community access. The smallest site has 18 stations and the largest has 50 stations, providing a total of around 325 stations. Most of the Main Service Villages have some health and fitness provision, with the exceptions being: Bilbrook, Brewood, Great Wyrley, Kinver and Perton. However, Bilbrook is within walking distance of Codsall Leisure Centre and some of Great Wyrley is within walking distance of Cheslyn Hay Leisure Centre. There are no extra facilities planned.

The modelling suggests that some additional provision will be required in the period up to 2028, but it is likely that a proportion of the potential demand will continue to be met outside of the district. As opportunities arise and where possible, new fitness facilities should be located in the Main Service Villages, to maximise walking opportunities. The Main Service Villages without current provision are: Brewood, Kinver and Perton.

The delivery priorities are:
- new / expanded health and fitness opportunities in the Main Service Villages, particularly Brewood, Kinver and Perton.

Indoor Bowls

National level research demonstrates that bowls is one of the very few sports which primarily attracts older people, and that it draws the largest proportion of its players from the higher socio-economic groups. Indoor bowls is not universally popular throughout England. Historically, indoor bowls has proved more popular in areas of England where the outdoor game is ‘flat green’ rather than ‘crown green’. Bowling in South Staffordshire is primarily crown green.

There are currently no specialist indoor bowls sites in South Staffordshire and only one site on the boundary, at Chase Leisure Centre. However this particular site has only two lanes and is not used as a regular venue for club bowling. There are no other sites within reasonable travelling distance of South Staffordshire. Short mat bowls however is however played in some village halls and community centres, as at Shareshill where the club is part of the Cannock Short Mat League.

There is clearly some unmet demand for indoor bowls in the district but the actual level of demand is low. The option to develop an indoor bowls facility should be kept under review, and if one is proposed to be developed in the future, then this should be part of a bowling facility with both indoor and outdoor greens.

In the interim, short mat bowls opportunities using village halls and similar venues should be supported, particularly by ensuring that there is sufficient storage space available.

It is not appropriate to have a planning standard for indoor bowls, and none is therefore recommended.
Tennis

Indoor Tennis

94. Tennis participation has decreased slightly during the period 2007/08 to 2011/12. The sport attracts more men (60%) than women (40%), and the higher socio-economic groups.

95. Indoor tennis facilities tend to be strategically located and often serve a wider than local catchment. They are important recreational facilities for casual play but are often equally important for training and development of elite players and for higher level competitions.

96. There are no indoor tennis venues within South Staffordshire, but there are opportunities in Wolverhampton, Dudley, Stafford, Telford and Sandwell. Everyone in South Staffordshire with access to a car can reach at least one indoor tennis centre within 20 minutes travel time, which meets the LTA’s strategy objective.

97. The demand for indoor tennis is therefore met through the provision in adjacent authorities and the current level of demand, spread geographically across the district would not suggest that an indoor tennis centre is a high priority now or in the future. However if a club or commercial organisation wishes to develop indoor tennis, then this should be positively welcomed, so long as it meets other planning policy criteria and does not undermine the viability of existing tennis facilities in the sub-region.

Outdoor Tennis

98. There are 12 sites used by or available to the community for tennis in South Staffordshire, with a total of 53 courts, of which 27 are only used for tennis. Five of the sites host LTA clubs, but only Stourbridge Tennis Club and Wombourne Cricket, Tennis and Bowls Cub have achieved LTA club mark accreditation.

99. The amount of use of the tennis/netball courts at the leisure centres over the period October 2012-September 2013 was:

<table>
<thead>
<tr>
<th>Leisure Centre</th>
<th>Total number of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheslyn Hay (tennis/netball courts)</td>
<td>1260</td>
</tr>
<tr>
<td>Codsall Leisure Centre</td>
<td>622</td>
</tr>
<tr>
<td>Penkridge Leisure Centre</td>
<td>0</td>
</tr>
</tbody>
</table>

100. There are a higher number of outdoor tennis courts in the district compared to most of the South Staffordshire benchmark authorities or the county, regional or national...
rates of provision. As a consequence, not all of the facilities available for community use are actually used on a regular basis.

101. About half of the district has existing access to an LTA accredited club within 10 minutes drive time. Most of the district has access to courts within 10 minutes and much of the northern part of the district has access to club sites within 10 minutes. As the LTA’s objective is for access to club mark clubs, their strategic objective has not been met in all areas, even taking into account those clubs over the district boundary. However there are clubs and courts accessible to most people within 10 minutes drive time.

102. The main priority for outdoor tennis in South Staffordshire is therefore to ensure that the existing clubs become LTA accredited, and the establishment of cub activity (also accredited) at Pattingham Playing Fields and Kinver Leisure Centre/Edgecliff School

**Squash**

103. Squash as a sport has slowly declined over a number of years and squash courts have often been converted into other uses across the country. The sport is dominated by males, making up 86% of participants, particularly the more affluent.

104. There are currently four sites providing for community squash in South Staffordshire, with a total of 14 courts. However the Dudley Kingswinford club is currently converting one of their courts, which will leave 13 across the district. Notwithstanding the loss of the court at Dudley Kingswinford, this rate of provision in South Staffordshire is higher than for any of its benchmark authorities. The sites are reasonably spread across the district, enabling most people with a car access to reach squash within 20 minutes.

105. The annual total number of visits to the two courts at Codsall Leisure Centre was just under 8000 for the period October 2012-September 2013.

106. As the trend in squash is a very gradual decline in the sport, no extra provision is expected to be required in South Staffordshire in the period up to 2028. The existing provision at the Codsall Leisure Centre should however be retained to ensure that there is at least one facility which is reasonably easily accessible to everyone.

107. Given the characteristics of squash it is likely that any new provision would be commercial as the sport will not be a priority for the district leisure centres. Therefore should a commercial or other independent organisation wish to develop squash opportunities, this should be welcomed by positive planning policies, but a formal planning standard is not appropriate.

**Multi-Use Games Areas and Skate Parks**
108. Multi Use Games Areas (MUGAs) and skate parks are provided in several of the recreation grounds in the villages. A few sites have both, but most have either one or the other, and they appear to vary in both their quality and the extent of their use. These two facilities are being considered together within this strategy as they are primarily local venues for young people, who usually access them by foot or by bike.

109. There are a number of multi use games areas (MUGA) and skate parks sites across the district. Coven and Pattingham each have both facilities. There are no MUGAs or skate parks in the smaller villages and hamlets, and no new sites are currently planned.

110. All of the skate parks, MUGAs and similar provision are managed locally, usually by the relevant parish council. The facilities provided are generally reasonable quality, but the surface at Coven, which is also marked out as a tennis court needs attention. Brewood and Coven Parish Council is therefore currently looking to improve the Coven Playing Field MUGA and/or the skate park, and will also be reviewing its other two skate park sites following detailed local consultation.

111. MUGAs and skate parks are seen as being important local facilities for young people, but there is also recognition that these sites need to be carefully planned and managed. A review of current provision and determination of what is needed and where, requires the direct involvement of the local young people who know both the sites and needs of the area. This detailed consultation should therefore be a key element of the Parish Plan process.

Outdoor Bowls

112. National level research demonstrates that bowls is one of the very few sports which primarily attracts older people, and that it draws the largest proportion of its players from the higher socio-economic groups. Bowling in South Staffordshire is primarily crown green.

113. There are 10 outdoor bowl sites each with a single green except for Wombourne, which has 2. All of the sites are managed by locally by their clubs or by the parish council. A new bowls green is proposed at Brewood.

114. The site audit showed that most of the sites are good or at least reasonable quality. The disused bowling green site at Codsall has not been included in the assessment because it has clearly been out of use for some time and could not be relatively easily reinstated due to lack of appropriate access from the main road, and lack of ancillary facilities including car parking and pavilion.

115. Almost all areas of South Staffordshire have access to an outdoor bowls club within 15 minutes, and the proposed new bowling green at Brewood would improve access
for people living in parts of Locality 2 and 4 but would have a catchment which overlaps with existing clubs.

116. With the aging population, the most active clubs and good quality sites are likely to attract increasing numbers of members. The site proposed for Brewood would help to provide more capacity and is well located to be easily accessible to a good proportion of South Staffordshire residents.

**Village and Community Halls**

117. Village halls, community halls and similar venues provide essential space for many activities, including a range of opportunities such as pilates, martial arts, short mat bowls, and circuit training. This level of facility is particularly important for those people without a car or who do not wish to travel to a main sports centre to participate. Village halls and community centres are therefore particularly important for young people and older people, and are often used during the day time as well as the evening. With the aging population and current trends of using facilities closer to home, these facilities are likely to become increasingly important.

118. There are 29 village halls and community centres in South Staffordshire and the spread of village and community halls means that everyone with a car can reach a hall within 10 minutes drive time.

119. It is important that the Parish Plan process should contain a specific objective of reviewing and prioritising investment in the village halls/community centres. In turn the Parish Plan process should be linked to funding policies including developer contributions and funding programmes such as the District Deal.

**Grass Playing Pitches**

120. The grass playing field provision available to the community in South Staffordshire is currently estimated to be 209 hectares split between the sports of football, cricket and rugby. This gives a current rate of provision of 2.0 ha per 1000.

121. A high proportion of the grass pitch sites for football, cricket and rugby are located along the boundary of the Black Country and it is known that a there is a large inflow of players into the South Staffordshire area for each of the pitch sports. The South Staffordshire playing pitch proposals therefore need to take account of both the forecast needs of the district’s own population, and the continuing pressures from outside. All of the Localities are affected in this way, with very significant pressures close to the Black County/Cannock Chase boundary and less pressures on the more rural areas.

122. The movement of players across the boundaries is however complex. For example in some places, the younger football players go to “central venues” in Walsall and
Wolverhampton for their matches, whilst South Staffordshire tends to host the “stadia” sites for the higher level senior football teams. Some clubs draw their membership almost entirely from outside the district, for example Kewford Eagles which draws on Dudley, and several of the rugby clubs. Some clubs operate split sites, for example Old Wulfrunians which has both football and cricket. The football club has 18 teams playing in the Stourbridge and Telford leagues and although their home ground is within South Staffordshire, the club also uses four other sites in the Black Country area. The Old Wulfrunians Cricket Club similarly uses split sites, using Danescout in Wolverhampton as well as the South Staffordshire site.

123. Overall the investment priorities need to reflect the location of the site and the pressures on it, including from the imported players; the identified national governing body priorities; and, the wider picture of deprivation within South Staffordshire. The most important sites will therefore be those where there is demonstrable need for new or better provision and where the site will best help the local community to participate in sport.

124. The development of the priorities for investment on playing fields have been developed through detailed discussions with the relevant national governing body. The costs of pitch improvements will need site by site confirmation because each site will have different natural characteristics which will determine the works required. The cost of improvement works to clubhouses and pavilions will also need to take account of what is already on site and the future community needs.

125. The estimated current playing field provision is 2.00 ha per 1000 for grass playing fields, including space for pitches and ancillary facilities. Given the findings of the modelling and consultation it is proposed to retain this standard of provision per 1000 up to 2028.

126. The national governing bodies each provide detailed technical guidance for the development of playing fields for their sport, and Sport England provide overarching guidance. General themes in terms of quality of provision include:

- Multi-pitch sites are critical for football and rugby, and are a strong preference for cricket.
- The size of the marked out pitches needs to reflect the national governing body guidance, in particular to support the introduction of the new FA pitch sizes.
- All playing fields should have a club house/pavilion with changing facilities. The only exception is for mini/junior football sites which should have at least basic wash facilities.
- The pitches should be maintained according to the NGB guideline and allowed to fully recover between seasons.
- Ideally each sport should have its own dedicated pitches, particularly cricket, as the seasons overlap significantly with football.
- Floodlighting is essential to enable winter training and some matches, and is a high priority for football stadia and large club sites, and for rugby sites.
- Where ever possible, pitch sites should not also be public open space.
127. It is important to ensure that football and cricket pitches are provided within an accessible travel time of residents. In order to maximise the opportunities for walking and cycling whilst reflecting the characteristics of South Staffordshire, the maximum distance to a football or cricket playing field should be 1.6 km, the equivalent to 20 minutes walking time within the Main Service Villages. Outside of the Main Service Villages, a drive time of 15 minutes is appropriate for football and cricket.

128. Rugby clubs draw players from a wider area than football and cricket, so a drive time catchment of 20 minutes is proposed.

129. Planning policies to guide the future consideration of playing fields include:

- No loss of school pitches which are used by the community without appropriate replacement
- No net loss of playing fields in any area of the authority
- The provision of new playing fields in Locality 3 should be provided, for both football and cricket
- New pitch provision should be primarily for cricket in Locality 4
- The development of multi-pitch sites are a priority
- The importance of stadia sites with floodlighting should be recognised and supported
- Improvements to pitches and ancillary facilities which enhance the capacity and secure the community use of sites will also be supported.

**Golf**

130. Golf is an important sport in South Staffordshire both for the district’s own residents and for players coming in from other areas. There are a number of sites providing for golf in South Staffordshire, a mixture of 18 holes, 9 holes, par 3 courses, and driving ranges. The types of people playing golf tend to have relatively active lifestyles so are not likely to be high priorities for sports development initiatives and investment by South Staffordshire District Council. However the authority may wish to encourage new forms of golf aimed at younger people, including Tri Golf.

131. The current distribution of golf courses and driving ranges is uneven across the district, but as almost everyone playing the sport has access to a car, they can reach courses and driving ranges within 20 minutes. Therefore although “improving” the golf network might be useful, it is not high priority and will in any case, largely respond to demand.

132. The key delivery recommendation is that South Staffordshire District Council should ensure that positive planning policies are in place to support golf as a sport, which will enable golf providers to respond to changing demand, whilst balancing this need with wider policies minimising the impact upon the countryside.
Other Sport and Recreation Activities

133. There are a number of sport and recreation activities which are not specifically addressed by this strategy as they tend to be based in the countryside on natural resources. These sports and activities include amongst others; walking, cycling, horse riding, climbing, sailing, canoeing, windsurfing, rowing, motorcycle trials, and air sports. The vast majority of these activities will take place at sites which are outside of the control of the Council, so the district’s role in relation to these activities is necessarily different compared to built facilities.

134. It is not possible, nor appropriate, to attempt to devise formal planning standards for these activities, as more important is appropriate and sufficient access to the resources. The appeal of these types of sport in South Staffordshire is wide, and it is important that the District Council acts positively to support this group of activities.

135. The roles of the District Council in relation to the countryside and water sports and activities are and will continue to be:

- As an advocate working with partners to gain and retain access to a wide range of “natural resources”.
- Providing positive planning policy guidance to encourage provision for and access by a range of sport and recreation activities.
- Encouraging the development of safe cycling routes, both as part of sustainable transport and a part of Green Infrastructure provision.
- By providing grant aid where appropriate to clubs to gain, maintain and improve their facilities, particularly where this encourages or enables new participation.


PLANNING POLICIES

136. There are a number of key planning policy documents which guide the provision of sport and recreation for South Staffordshire. These are:

- The National Planning Policy Framework, March 2012
- The Core Strategy, adopted December 2012

137. This policy framework will be supplemented by detailed policies to be contained in the proposed Supplementary Planning Document (SPD) and the Site Allocations Document. This section of the strategy therefore brings together the planning guidance to be contained in the SPD.

Tests for developer contributions

138. This Sports Facilities and Playing Pitch Strategy builds upon the existing evidence base and once adopted this strategy will have considerable weight as a material consideration in plan making, decision taking, and at appeal. The strategy identifies the specific needs and quantitative/qualitative deficits/surpluses of sports and recreational facilities in the local district. The planning standards and priorities for delivery are provided below.

139. When developer contributions are being sought for individual applications then the Council will also take into account planning obligations (which include developer contributions) and should only be sought where they meet all 3 tests of NPPF para 204 (and related to CIL Reg 122):

- Necessary to make the development acceptable in planning terms
- Directly related to the development
- Fairly and reasonably related in scale and kind to the development

140. Each individual planning application will need to be considered in relation to each of these tests, and specific research undertaken to demonstrate how the contributions sought from the developers are justified. This Strategy and the delivery proposals can be used as a starting point, but will need to be tailored to the specifics for each housing proposal.

141. In relation to cross-border co-operation, there are currently no mechanisms in place which would enable South Staffordshire to contribute towards other authorities in relation to sports facilities, or vice versa, particularly in relation to developer contributions. This means for instance, that the additional playing field space which may be required in South Staffordshire to cater for new demand arising from new housing in Dudley or Wolverhampton would receive no developer contributions funding.
<table>
<thead>
<tr>
<th>Facility type</th>
<th>Proposed planning standards for new developments</th>
<th>Accessibility</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sports Halls</strong></td>
<td>0.26 badminton courts <strong>fully available</strong> at peak time</td>
<td>20 minutes by car</td>
<td>Design and quality standard to meet Sport England or the relevant national governing body standards</td>
</tr>
<tr>
<td><strong>Swimming pools</strong></td>
<td>10.21 sq m water space <strong>fully available</strong> at peak time</td>
<td>20 minutes by car</td>
<td>Design and quality standard to meet Sport England or the relevant national governing body standards</td>
</tr>
<tr>
<td><strong>Artificial Grass Pitches (AGPs) (full size)</strong></td>
<td>0.03 pitches <strong>fully available</strong> at peak time</td>
<td>20 minutes by car</td>
<td>Design and quality standard to meet Sport England and the relevant national governing body standards</td>
</tr>
<tr>
<td><strong>Health and fitness</strong></td>
<td>4.12 stations <strong>fully available</strong> at peak time</td>
<td>20 minutes by car</td>
<td>Design and quality standard to meet Sport England standards</td>
</tr>
<tr>
<td><strong>Outdoor tennis courts</strong></td>
<td>0.3 courts <strong>fully available</strong> at peak time</td>
<td>10 minutes by car</td>
<td>Design and quality standard to meet Sport England and the relevant national governing body standards</td>
</tr>
<tr>
<td><strong>Multi Use Games Areas (MUGAs), skate parks and other youth provision</strong></td>
<td>One site</td>
<td>Each Main Service Village</td>
<td>Design and quality standard for MUGAs to meet Sport England guidance for MUGAs, and reflect local best practice. However account should be taken of the views of local residents, particularly young people in relation to the details of the planned provision.</td>
</tr>
<tr>
<td><strong>Outdoor bowls greens</strong></td>
<td>0.12 green</td>
<td>15 minutes by car</td>
<td>Design and quality standard to meet Sport England and the relevant national governing body standards</td>
</tr>
<tr>
<td><strong>Grass Playing Pitches</strong></td>
<td>2.00 ha playing fields</td>
<td>1.6 km for Main Service Villages for football and cricket; 15 minutes by car for football and cricket elsewhere; 20 minutes by car for rugby</td>
<td>Design and quality standard to meet Sport England and the relevant national governing body standards</td>
</tr>
</tbody>
</table>

*Note: * fully available at peak time means open to community use in the evenings and weekends.*
Other planning guidance for inclusion in SPD

142. The following planning policy points should be considered as part of the proposed SPD. These themes have emerged from the strategy but do not have specific standards of provision related to them.

- South Staffordshire District Council will actively seek to develop new and improved public access to countryside and water resources and will have a presumption that all developments associated with such resources will provide new (or enhance) a range of sport and access opportunities, with exceptions only where there are overriding operational or security reasons.

- South Staffordshire District Council will positively encourage provision for sport and recreation in the countryside, so long as the proposals are generally consistent with other planning policies.

- South Staffordshire District Council will encourage the development of safe cycling and walking routes, both as part of sustainable transport and as part of Green Infrastructure provision. Safe cycling and walking routes will be expected to be an integral part of master planning for major developments.

- South Staffordshire District Council recognises the importance of floodlit playing fields in the district. It therefore has a presumption in favour of floodlighting playing fields, subject to the amenity needs of adjacent uses.

- In relation to the detailed policies for the provision of playing fields, more detailed guidance is required.

Planning obligations and CIL

143. Developer contributions can be secured for sport and leisure through Planning Obligations (s106 agreements) until 6th April 2015. This includes larger and smaller developments, and for off-site and on-site facilities, as long as they are necessary to make the development acceptable in planning terms; directly related to the development; and fair and reasonably related in scale and kind to the development (Community Infrastructure Levy Regulations 2010).

144. If by 6th April 2015, a CIL has not been formally adopted by the Council and in operation then the CIL transitional arrangements come into effect. Transitional arrangements mean that planning obligations (s106 agreements) can still be made but contributions can only be pooled from up to 5 developments.

145. If contributions have already been made from developments in the past (from 2010) towards a facility, then these count towards the 5 (Planning Act 2008, CIL Regulations 2010, as amended 2011). After April 2015 (and until a CIL is adopted)
care should therefore be taken to choose which developments are used to secure s106 contributions.

146. Once adopted, CIL can enable the delivery of new or improved infrastructure needed to support the development generally (e.g. a new leisure centre, tennis courts, improvements to open space etc).

147. CIL has not replaced s106 agreements, however, from the date that a CIL is adopted or at April 2015, whichever is the earlier, the use of planning obligations is more restricted and, in particular, after April 2015, planning obligations can no longer be used as the basis for a tariff to fund infrastructure. From the adoption of CIL most general sport and leisure facilities will be funded through CIL.

148. However developers can still be required to mitigate the specific and direct impact of the development proposed through either a planning condition (e.g. to provide an amount of open space needed by a development) or a planning obligation (e.g. to replace a specific sports facility lost as part of the development and needing to be replaced elsewhere, or fund maintenance of a specific facility).

149. It is intended that developer contributions will be used to fund infrastructure. Sport is essential to community wellbeing and health, as well as wider economic benefit and job creation, and should have equal importance in the discussions to other community facilities, such as health and education.

150. In relation to monies potentially generated from developer contributions it will be essential to prioritise facility improvements both for the larger strategic facilities such as swimming pools, sports halls and artificial pitches, and local facilities such as outdoor tennis courts, skate parks and village halls. The delivery priorities list below provides this list.

**IMPLEMENTATION**

151. South Staffordshire will treat this strategy as a rolling document and will be undertaking a number of action points arising from it. The strategy itself will be kept under review.
Figure 5: Locality specific proposals

<table>
<thead>
<tr>
<th>Facility</th>
<th>Locality</th>
<th>Project</th>
<th>Partners</th>
<th>Date</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheslyn Hay Leisure Centre</td>
<td>3</td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2014</td>
<td>£3,230</td>
</tr>
<tr>
<td></td>
<td></td>
<td>sports hall floor improvements</td>
<td>SCC, SSDC, School</td>
<td>2014</td>
<td>£15,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2015</td>
<td>£1,700</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2018</td>
<td>£164,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2020</td>
<td>£117,000</td>
</tr>
<tr>
<td>Codsall Leisure Centre</td>
<td>4</td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2014</td>
<td>£5,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2015</td>
<td>£10,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Develop full size 3G pitch with floodlights on redgrassite</td>
<td>SCC, SSDC, School</td>
<td>2018</td>
<td>£400,000</td>
</tr>
</tbody>
</table>

Undertake further conditions surveys as needed and feasibility studies for the four council leisure centre sites below, and confirm costs of works to be undertaken.
<table>
<thead>
<tr>
<th>Project</th>
<th>1</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2018</td>
</tr>
<tr>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2020</td>
</tr>
<tr>
<td>Penkridge Leisure Centre</td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td></td>
<td>Refurbishment of school activity space to provide additional activity hall/studio space for community use</td>
<td>SSDC, School</td>
</tr>
<tr>
<td></td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td></td>
<td>Full size 3G AGP with floodlights</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td></td>
<td>or training pitch 61 x 43m</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td></td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td></td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td>Wombourne Leisure Centre</td>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td></td>
<td>Feasibility study into development of 3G AGP and learner pool</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td>Project</td>
<td>Description</td>
<td>Responsible Parties</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Ground floor extension to form new learner pool hall and plant room adjacent to existing main pool</td>
<td>SCC, SSDC, School</td>
<td>2015</td>
</tr>
<tr>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2015</td>
</tr>
<tr>
<td>Full size 3G AGP with floodlights</td>
<td>SCC, SSDC, School, FA, FF</td>
<td>2016</td>
</tr>
<tr>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2018</td>
</tr>
<tr>
<td>General works as conditions survey</td>
<td>SCC, SSDC, School</td>
<td>2020</td>
</tr>
<tr>
<td>Edgecliff High School/Kinver Leisure Centre improvements</td>
<td>Refurbish sports hall and changing to support and encourage more community use</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td>Great Wyrley School</td>
<td>Feasibility study into development of 4 court sports hall on site, or improvements to school sports facilities to support greater levels of community use. Work to be led by school/SCC</td>
<td>SCC, SSDC, School</td>
</tr>
<tr>
<td>Club/Club Name</td>
<td>Project Description</td>
<td>Responsible Bodies</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Develop 4 court sports hall or make improvements to existing activity hall. Cost met by education.</strong></td>
<td>SCC, SSDC, School</td>
<td><strong>2015</strong></td>
</tr>
<tr>
<td><strong>Improve swimming pool and changing to enable greater community use</strong></td>
<td>SCC, SSDC, School</td>
<td><strong>2015</strong></td>
</tr>
<tr>
<td><strong>Old Wulfrunians FC</strong></td>
<td>5 Large size 3G pitch if Wombourne LC option not possible. Rugby 3G spec to allow shared use. (Cost of 3G football spec given in brackets.)</td>
<td>FA, (RFU), clubs</td>
</tr>
<tr>
<td><strong>Cannock Chase Hockey and Cricket Club</strong></td>
<td>1 Resurface sand pitch to 3G football</td>
<td>FA, club</td>
</tr>
<tr>
<td>Facility</td>
<td>Locality</td>
<td>Project</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>New cricket pitch</td>
<td>3</td>
<td>New cricket pitch with ancillary facilities</td>
</tr>
<tr>
<td>New cricket pitch</td>
<td>4</td>
<td>New cricket pitch with ancillary facilities</td>
</tr>
<tr>
<td>Beacon CC (Trysull)</td>
<td>5</td>
<td>Improve clubhouse and scoreboard</td>
</tr>
<tr>
<td>Brewood FC &amp; CC</td>
<td>2</td>
<td>Improve pitch drainage on football pitches</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improve cricket pavilion and ancillary facilities.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improve artificial wicket and practice nets</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brickbridge Lane</td>
<td>5</td>
<td>Improve pitch drainage and changing</td>
</tr>
<tr>
<td>Cannock RFC</td>
<td>1</td>
<td>Improve pitches and floodlighting</td>
</tr>
<tr>
<td>Castlecroft Stadium</td>
<td>5</td>
<td>Stadia improvements</td>
</tr>
<tr>
<td>Coppice Lane (Hawkins)</td>
<td>3</td>
<td>New changing</td>
</tr>
<tr>
<td>Dudley Kingswinford RFC</td>
<td>5</td>
<td>Extra pitch space, improved floodlights, improved changing</td>
</tr>
<tr>
<td>Engleton Lane</td>
<td>2</td>
<td>Basic wash facilities for single junior pitch site</td>
</tr>
<tr>
<td>Location</td>
<td>Category</td>
<td>Activity Description</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>----------</td>
<td>---------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Enville CC</td>
<td>5</td>
<td>Machinery for ground at Kinver Community Centre</td>
</tr>
<tr>
<td>Essington RFC</td>
<td>3</td>
<td>Improve clubhouse and access</td>
</tr>
<tr>
<td>Four Ashes Road</td>
<td>2</td>
<td>Secure community use and improve pitches and changing rooms</td>
</tr>
<tr>
<td>Fox Road, Seisdon</td>
<td>5</td>
<td>Improve pitches and provide changing</td>
</tr>
<tr>
<td>Gainsborough Drive</td>
<td>4</td>
<td>Improve drainage and pavilion</td>
</tr>
<tr>
<td>Harrisons Ground, Hazel Lane</td>
<td>3</td>
<td>Changing rooms and floodlights</td>
</tr>
<tr>
<td>Himley CC</td>
<td>5</td>
<td>Improvements to existing pitches and changing. New changing at 2nd ground.</td>
</tr>
<tr>
<td>Huntington Recreation Ground and Scholars Lane</td>
<td>1</td>
<td>Link sites. Provide changing and car parking.</td>
</tr>
<tr>
<td>Joyes Lane/Jones Lane</td>
<td>3</td>
<td>Improve drainage</td>
</tr>
<tr>
<td>Landywood Primary School</td>
<td>3</td>
<td>Secure community use and improve pitches and changing rooms</td>
</tr>
<tr>
<td>Lapley Road</td>
<td>2</td>
<td>Improve changing</td>
</tr>
<tr>
<td>Long Lane Park</td>
<td>3</td>
<td>Secure site. Improve pitches and ancillary facilities</td>
</tr>
<tr>
<td>Old Wulfrunians</td>
<td>5</td>
<td>Improve access and car parking &amp; refurbishment of changing rooms</td>
</tr>
<tr>
<td>Pattingham Playing Fields</td>
<td>4</td>
<td>Improve pitches</td>
</tr>
<tr>
<td>Club</td>
<td>Project Description</td>
<td>Year</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Penkridge CC</td>
<td>Pavilion improvements. Improve drainage. Improve car park</td>
<td>2016/17</td>
</tr>
<tr>
<td>Springhill CC</td>
<td>Complete works on pavilion</td>
<td>2013/14</td>
</tr>
<tr>
<td>Stag Meadows</td>
<td>Changing rooms and extended pitch area</td>
<td>2015/16</td>
</tr>
<tr>
<td>Stourbridge RFC</td>
<td>Improve pitches and floodlighting</td>
<td>2014/15</td>
</tr>
<tr>
<td>Swindon CC</td>
<td>Improve pavilion</td>
<td>2015/16</td>
</tr>
<tr>
<td>Trysull Playing Fields</td>
<td>Improve pitches</td>
<td>2015/16</td>
</tr>
<tr>
<td>Weston under Lizard Cricket Ground (TF11 8LQ)</td>
<td>Improvement of outfield drainage through a bespoke drainage system</td>
<td>See Appendix 16</td>
</tr>
<tr>
<td>Willenhall RFC</td>
<td>Secure pitches. Improve changing</td>
<td>2014/15</td>
</tr>
<tr>
<td>Wolverhampton RFC</td>
<td>Secure site. Improve changing</td>
<td>2014/15</td>
</tr>
<tr>
<td>Wombourne CC</td>
<td>Purchase additional site as 2nd ground. Improve existing pavilion</td>
<td>2015/16</td>
</tr>
<tr>
<td>Wombourne LC/Ounsdale School</td>
<td>Improve pitches</td>
<td>2015/16</td>
</tr>
</tbody>
</table>
## Local/Other Facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>Locality</th>
<th>Project</th>
<th>Partners</th>
<th>Date</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New facilities:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheslyn Hay</td>
<td>3</td>
<td>MUGA/Skatepark/Youth provision</td>
<td>Parish Council</td>
<td>2015</td>
<td>TBC</td>
</tr>
<tr>
<td>Codsall</td>
<td>4</td>
<td>MUGA/Skatepark/Youth provision</td>
<td>Parish Council</td>
<td>2015</td>
<td>TBC</td>
</tr>
<tr>
<td>Cannock AONB</td>
<td>1</td>
<td>3-2-1 measured running routes</td>
<td>Cannock AONB, Run England</td>
<td>2016</td>
<td>TBC</td>
</tr>
<tr>
<td>Baggeridge Country Park</td>
<td>5</td>
<td>3-2-1 measured running routes</td>
<td>SSDC, Run England</td>
<td>2016</td>
<td>TBC</td>
</tr>
<tr>
<td>Brewood</td>
<td>2</td>
<td>Crown green bowling green</td>
<td>SSDC, Parish Council</td>
<td>2018</td>
<td>£ 115,000</td>
</tr>
</tbody>
</table>

The delivery priorities for improvement/refurbishment, based on detailed conditions surveys and feasibility studies to provide a costed programme of works:

<table>
<thead>
<tr>
<th>Main Service Villages (particularly Brewood, Kinver and Perton)</th>
<th>Locality</th>
<th>Project</th>
<th>Partners</th>
<th>Date</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td></td>
<td>New/expanded health and fitness opportunities</td>
<td>SSDC, Parish Councils</td>
<td>TBC</td>
<td>TBC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Village halls, community centres and similar</th>
<th>Locality</th>
<th>Project</th>
<th>Partners</th>
<th>Date</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td></td>
<td>Provide indoor short mat bowling through provision of appropriate adequate storage etc.</td>
<td>SSDC, Parish Councils</td>
<td>TBC</td>
<td>TBC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cannock Crick and Hockey Club</th>
<th>Locality</th>
<th>Project</th>
<th>Partners</th>
<th>Date</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Improvements to the pavilion adjacent to the tennis courts</td>
<td>Club, FA, FF, LTA</td>
<td>TBC</td>
<td>TBC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Coven Playing Field</th>
<th>Locality</th>
<th>Project</th>
<th>Partners</th>
<th>Date</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td></td>
<td>Resurface MUGA/Tennis court</td>
<td>Parish Council</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>Location</td>
<td>Activity</td>
<td>Beneficiaries</td>
<td>Completion Date</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>---------------</td>
<td>----------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shareshill, Swindon, Marsh Playing Field, Kinver</td>
<td>Various Improvements to bowling greens and ancillary facilities</td>
<td>Parish Councils, Clubs, SSDC</td>
<td>TBC</td>
<td>TBC</td>
<td></td>
</tr>
</tbody>
</table>
Funding

152. In the current economic climate it is important to ensure that all of the available resources are carefully targeted and tailored to meet the needs of the whole community so any initial capital investment and long term revenue commitments can be fully justified.

153. The proposals arising from the strategy are likely to be funded and supported by a range of partners and new facility provision might be via a mix of public and private sources. There are likely to be an increasing number of innovative partnership arrangements over the next few years both in relation to capital and revenue projects, and consideration should be given by the Council to exploring all of the available options to enable the delivery of the strategy’s proposals.

154. The only major new facilities identified in this strategy are AGPs and these will require significant capital funding. All of the sports facilities will however need ongoing revenue commitment, and there is likely to be a need for substantial investment to refurbish/replace facilities during the period up to 2028.

155. Funding sources and programmes vary significantly over time, and there is limited benefit in exploring in detail all of the funds available at this point.

156. The nature and process of the procurement of the facilities covered by this strategy and their long term management will fundamentally depend upon the type and scale of facility. It is likely that many sports and recreation facilities will increasingly become the responsibility of a sports club(s), but the leisure centres are likely to remain the Council’s responsibility, either directly or indirectly.

Review and Monitoring

157. There should be full review of the strategy in 5 years to take account of:

- Anticipated housing growth;
- General changes in participation and attractiveness of individual sports;
- Technical changes to sport facility requirements;
- The development of new or loss of existing facilities since the strategy was completed;
- Facilities developed or lost to community use within the adjacent authorities;
- Cross-boundary co-ordination between local authorities;
- Facility investment decisions by the Council.