



SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

SEPTEMBER 2020

QUALITY, INTEGRITY, PROFESSIONALISM

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ABBREVIATIONS

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
CAT	Community Asset Transfer
CUA	Community Use Agreement
CISWO	The Coal Mining Charity
EA	England Athletics
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FF	Football Foundation
FE	Further Education
FIFA	Fédération Internationale de Football Association
HC	Hockey Club
KKP	Knight, Kavanagh and Page
LFFP	Local Football Facility Plan
LTA	Lawn Tennis Association
ONS	Office of National Statistics
MUGA	Multi Use Games Area
NGB	National Governing Body
NPPF	National Planning Policy Framework
PPS	Playing Pitch Strategy
RFL	Rugby Football League
RFU	Rugby Football Union
RUFC	Rugby union football club
SASSOT	Sport Across Staffordshire and Stoke-on-Trent
SCCB	Staffordshire County Cricket Board
SE	Sport England
SFA	Staffordshire Football Association
TBTT	Transforming British Tennis Together
WJYL	Walsall Junior Youth League
WR	World Rugby

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PART 1: INTRODUCTION

This is the Playing Pitch Strategy (PPS) for South Staffordshire. Building upon the preceding Assessment Report, it provides a clear, strategic framework for the maintenance and improvement of existing playing pitch and accompanying ancillary facilities up to 2037 (in line with the emerging Local Plan).

The Strategy has been developed to provide:

- ▶ A vision for the future improvement and prioritisation of playing pitches.
- ▶ A number of aims to help deliver the recommendations and actions.
- ▶ A series of strategic recommendations which provide a strategic framework for the improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch stock.
- ▶ A series of sport by sport recommendations which provide a strategic framework for sport led improvements to provision.
- ▶ A prioritised area-by-area Action Plan to address key issues on a site-by-site basis.
- ▶ Information relating to expected increases in playing pitch demand derived from housing growth.

A PPS delivers the evidence required to ensure that sufficient land is available to meet existing and projected future outdoor sport requirements. Its robust evidence base should inform and be implemented into planning policy and other relevant corporate strategies to enable local policies, planning and sport development criteria to work efficiently and effectively.

The Strategy is capable of:

- ▶ Providing a clear framework for all playing pitch providers, including the public, private and third sectors.
- ▶ Clearly addressing the needs of all identified sports within the area, picking up on particular local demand issues.
- ▶ Addressing issues of population growth and major growth/regeneration areas.
- ▶ Addressing issues of cross boundary facility provision.
- ▶ Addressing issues of accessibility, quality and management with regard to facility provision.
- ▶ Standing up to scrutiny at a public inquiry as a robust study.
- ▶ Supporting funding applications.
- ▶ Providing realistic aspirations which are implementable within the local authority's budgetary position and procurement regime.

The Strategy and Action Plan recommends a number of priority projects for South Staffordshire which should be realised over the Local Plan period. It provides a framework for improvement and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding.

Partner organisations have a vested interest in ensuring that existing playing fields, pitches and ancillary facilities are protected and enhanced. As such, many of the objectives and actions within this document need to be delivered and implemented by a wide range of bodies such as National Governing Bodies of Sport (NGBs), sports organisations, education establishments and parish/town councils. In many instances, the Council will not be the agency which delivers these actions or recommendations; the PPS is not just for the Council to act upon, it applies to/for all the stakeholders and partners involved.

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For future demand, please note that details within parts 1-6 of this report are based on Office of National Statistics (ONS) 2017 projections. Part 7 differs to this, forecasting demand arising from implementation of the Council's Local Plan Review.

Scope

The following types of outdoor sports facilities were agreed by the steering group for inclusion in the Assessment and Strategy:

- ✦ Football pitches (including 3G pitches)
- ✦ Cricket pitches
- ✦ Rugby union pitches (including 3G pitches)
- ✦ Hockey pitches (including sand based AGPs)
- ✦ Outdoor tennis courts
- ✦ Outdoor bowling greens
- ✦ Outdoor netball courts
- ✦ Golf courses

It should also be noted that, although rugby league has been included within the wider scope of the study, no such activity currently takes place within South Staffordshire and no future demand has been identified. As such, no information relating to the sport is included within this document.

Pitch sports (e.g. football, rugby union, hockey and cricket) are assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy.

Non-pitch sports (e.g. bowls and tennis) are assessed using Sport England's Assessing Needs and Opportunities Guidance (2014). This requires a different methodology to assess supply and demand to that used for pitch sports.

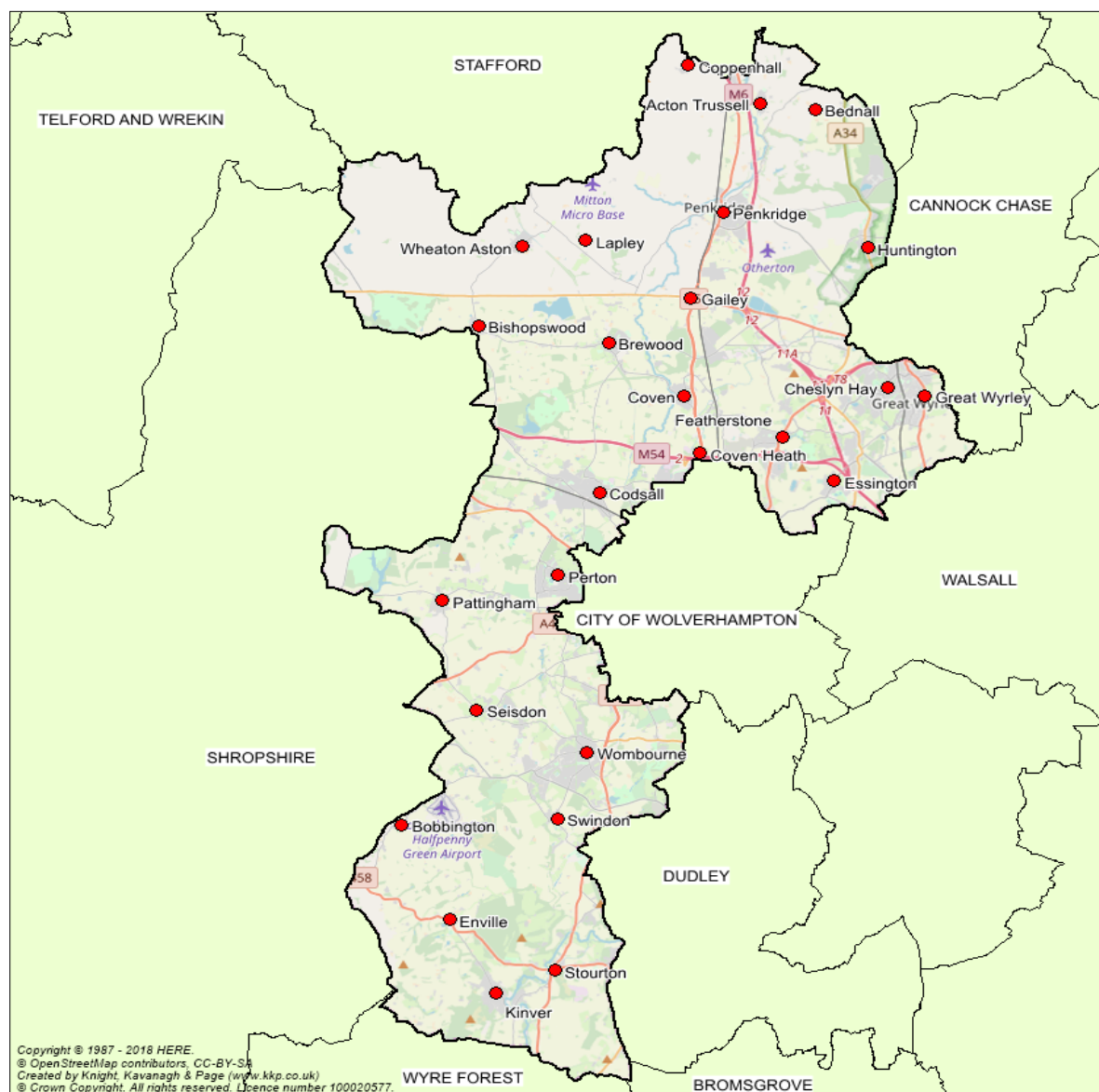
Study area

South Staffordshire is a rural district covering an area of 40,000 hectares on the north-western edge of the West Midlands conurbation. It is 80% Green Belt and comprises 27 parishes with a collection of settlements ranging from small hamlets to large villages. There is no dominant settlement in South Staffordshire.

Figure 1.1 overleaf illustrates that South Staffordshire is surrounded by eight other local authorities. It is centrally dissected from east to west by the M54 and from north to south (in the north of the district) by the M6. The map depicts how key transport routes including the M6, M54, A5, A458 and A449 run with routes in and out of Wolverhampton having a primary bearing.

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Figure 1.1: Study area map



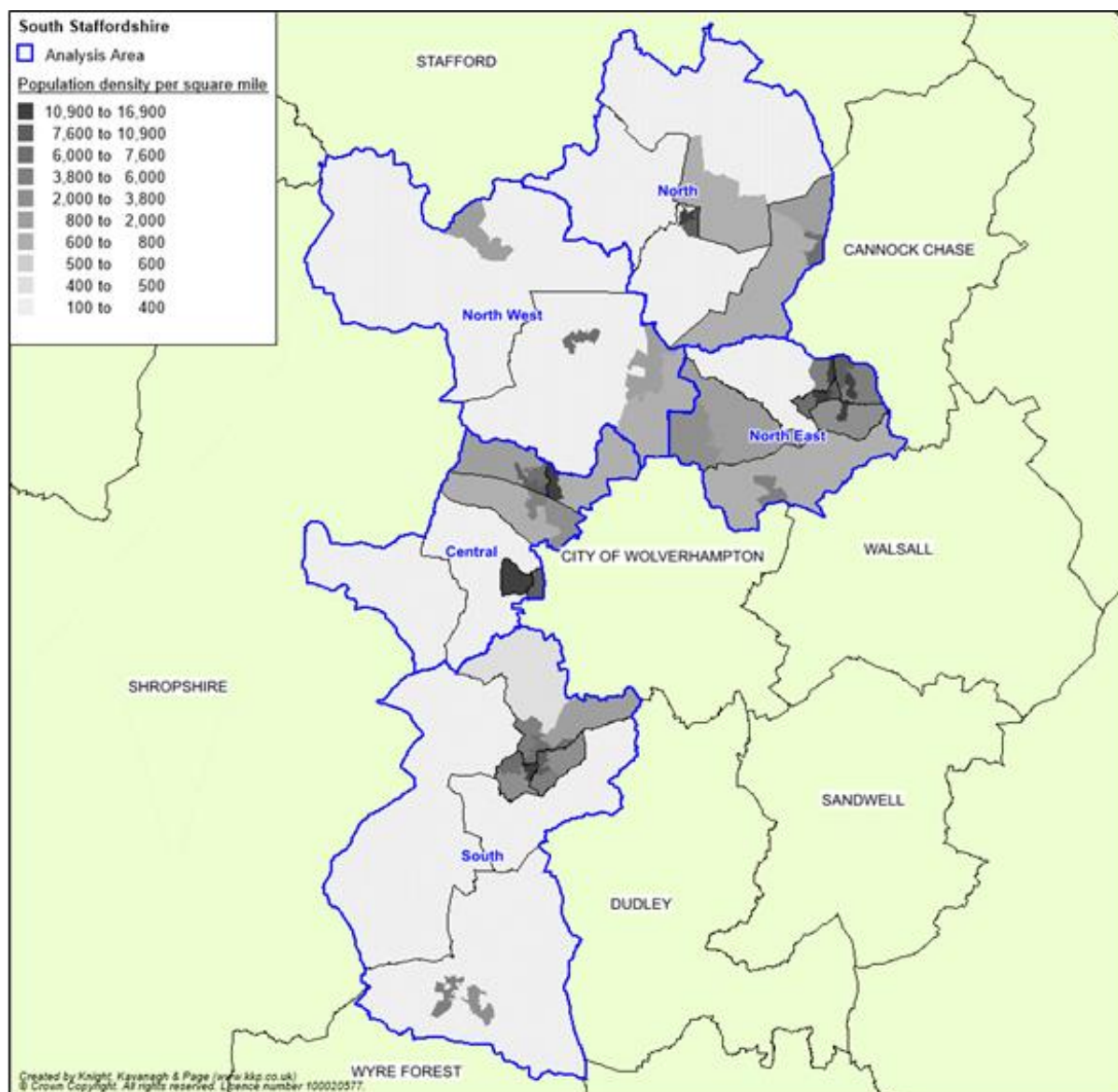
The study area for the PPS is the whole of the Council's administrative area. Further to this, analysis areas have been created to allow for a more localised assessment of provision and examination of playing pitch supply and demand at a local level. These areas are based upon ward boundaries as follows:

Table 1.1: Analysis areas and wards

Sub area	Wards
North	Huntington & Hatherton; Penkridge South East; Penkridge West; and Penkridge North East & Acton Trussell
North East	Cheslyn Hay North & Saredon; Featherstone & Shareshill; Essington; and Great Wyrley Town
North West	Brewood & Coven; and Wheaton Aston, Bishopswood & Lapley
Central	Bilbrook; Codsall North; Codsall South; Penton Lakeside; Penton Dippons; and Pattingham & Patshull
South	Kinver; Trysull & Seisdon; Himley & Swindon; Wombourne South East; Wombourne North and Lower Penn

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Figure 1.2: Analysis area map



Context

The rationale for undertaking this study is to identify current levels of provision within South Staffordshire across the public, education, voluntary and commercial sectors and to compare this with current and likely future levels of demand. The primary purpose of the PPS is therefore to provide a strategic framework that ensures the provision of playing pitch facilities meets the local needs of existing and future residents.

Concern at national government level over the loss of playing fields prompted the development of localised playing pitch assessments and strategies which identify current and future requirements for playing fields. Developing a strategic approach to the analysis of playing pitch supply and demand is necessary to:

- ◆ Protect playing pitches against development pressures on land in, and around, urban areas.
- ◆ Identify pitch (natural grass and artificial) supply and demand issues in relation to predicated population changes.

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- Address 'demand' pressures created as a result of specific sports development pressures e.g. growth of mini soccer and wider use of artificial grass pitches.
- Address budget pressures and public-sector cuts.

This strategy provides an evidence base for planning decisions and funding bids and background evidence to support Local Plan policies in relation to formal recreation. It will ensure that this evidence is sound, robust and capable of being scrutinised through examination and meets the requirements of the National Planning Policy Framework (NPPF).

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One of the core planning principles of the NPPF is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 deals specifically with the topic of healthy communities; Paragraph 96 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraph 97 discusses assessments and the protection of "existing open space, sports and recreational buildings and land, including playing fields". A PPS will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

Paragraphs 99 and 100 promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

South Staffordshire Council Plan 2020-2024 - "Shaping South Staffordshire's Future"

The Council's plan communicates the commitments it makes to its residents. The plan has identified two main themes:

- Prosperous Communities
- Vibrant Communities

Table 1.2: Council priorities

Theme	Purpose	Outcomes
Prosperous Communities	Provide business friendly services. Attract inward investment. Deliver economic growth. Support economic growth. Provide support to overcome barriers to employment.	Businesses stay, grow and relocate. Secure investment opportunities. New business and commercial openings. Planning permissions granted in accordance with the local plan. Residents contributing to the local economy.

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Vibrant Communities	<p>Improve health and wellbeing by providing excellent leisure facilities.</p> <p>Provide a quality environment.</p> <p>Bring forward new housing opportunities.</p> <p>Lead, engage and support our communities.</p> <p>Utilise digital technology to enhance service access and efficiencies.</p>	<p>Healthier residents.</p> <p>Clean streets and countryside.</p> <p>Right houses in the right place.</p> <p>Strong community engagement.</p> <p>Residents able to self-serve and efficiency savings achieved.</p>
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Core Strategy Development Plan Document (adopted December 2012)

This shapes a sustainable future for South Staffordshire, it replaces the 1996 Local Plan and sets out the spatial planning strategy for the District up to 2028. It includes a number of statutory and non-statutory documents that together set out the planning policies and proposals to guide the development of the District. It comprises seven strategies

Table 1.3: Structure of strategic objectives

Strategy	Objectives
Spatial Strategy	<ul style="list-style-type: none"> ◀ The overall approach to the provision of new homes, jobs, community facilities and infrastructure and outlines the broad strategic direction that will be followed for managing change and development in the District to 2028.
Environmental Quality	<ul style="list-style-type: none"> ◀ Maintain high standards of cleanliness on streets and open spaces and take robust action to deter and reduce instances of environmental crime (littering, dog fouling and fly tipping). ◀ Reduce the impact on climate change and prepare for its effects. ◀ Ensure residents have access to a diverse range of open spaces suitable to meet their needs. ◀ Protect and enhance South Staffordshire's natural and built environments and distinctive landscape. ◀ Minimise the amount of waste sent to landfill.
Housing	<ul style="list-style-type: none"> ◀ Maintain the sustainability of local villages. ◀ Ensure the supply of the right type of housing in the right locations. ◀ Reduce and prevent homelessness. ◀ Target poor quality housing and ensure everyone has access to a decent house. ◀ Ensure that a variety of housing options is available for the most vulnerable residents.
Economic Vibrancy	<ul style="list-style-type: none"> ◀ Increase the range of employment opportunities. ◀ Support and develop the key business sectors. ◀ Core Strategy DPD Adopted December 2012. ◀ Equip local people with the skills businesses require. ◀ Attract new businesses and services into the area. ◀ Improve access to services and jobs. ◀ Deliver appropriate affordable and aspirational housing.
Community Safety	<ul style="list-style-type: none"> ◀ Reduce violent crime; including actual bodily harm and alcohol fuelled violence. ◀ Improve road safety. ◀ Reduce anti-social behaviour; including criminal damage and vehicle related nuisance. ◀ Reduce business crime; including domestic burglary and distraction burglary. ◀ Reduce vehicle crime – including theft of, and theft from, vehicles.
Health and wellbeing	<ul style="list-style-type: none"> ◀ Support older people to stay healthy and independent. ◀ Promote healthy lifestyles of adults and young people. ◀ Reduce health inequalities.

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Strategy	Objectives
Children and young people	<ul style="list-style-type: none"> Improve access to services. Ensure the voices of children and young people in the District are heard. Ensure families and parents are engaged with services.

Local Plan Review

SSDC is currently undertaking a review of its Local Plan. The Issues and Options Consultation (held in Autumn 2018) identified a suggested level of growth to plan for in the District of approximately 9,000 homes. This included five different high-level growth options for where growth could be located. The spatial strategy and draft developmental management policies are being progressed in preparation for the Preferred Options Consultation in 2020.

Sports Facilities and Playing Pitch Strategy 2013-2028

This provided recommendations in terms of specific sports facilities, usage and condition. This report, the subsequent strategy and the corresponding playing pitch needs assessment and strategy will supersede the 2013-28 report.

Sport Across Staffordshire and Stoke-on-Trent (SASSOT)

SASSOT is the Active Partnership (AP) for the area including Lichfield. It is a network of local agencies committed to working together to increase the number of people taking part in physical activity and sport, and is part of an England wide network of 43 APs. Its team provides services to partners involved with the delivery of sport, physical education and active recreation.

The following is a brief overview of SASSOT's stated services and programmes:

Strategic Networking	Information Advice & Guidance	Programme Delivery
<ul style="list-style-type: none"> Developing relationships Influencing local agendas Levering investment Facilitating meeting infrastructures 	<ul style="list-style-type: none"> Investment Facilities Behaviour Change Workforce Development Marketing & Communications Insight Inclusion Monitoring & Evaluation Open Data 	<ul style="list-style-type: none"> Satellite Clubs School Games Primary School Sport Premium DfE Volunteering CYP Active Lives Survey Ironman Staffordshire 70.3

Everyone More Active More Often (2018-2021)

SASSOT's current strategy, Everyone More Active More Often, identifies four key strategic priorities under four key themes:

- People – residents, from all socio-economic backgrounds, enjoy the physical and mental health benefits of an active lifestyle.
- Place – our communities are places where being physically active is an easy choice.
- Economy – our sporting economy is thriving, providing employment and training to an active workforce.
- System – strong strategic leadership ensures that physical activity and sport become a core feature in local policy and practice, creating communities which are inherently active.

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Headline findings

The table below highlights the quantitative headline findings for the playing pitch sports in South Staffordshire from the preceding Assessment Report. For qualitative findings and site-specific findings, please see Part 4: Sport Specific Recommendations and Scenarios, and Part 6: Action Plan.

The findings are broken down by analysis area where refined analysis is required. Current demand is calculated from an analysis of overplay and spare capacity, whereas future demand takes into consideration club aspirations and population growth up to 2037 (using ONS figures).

Table 1.4: Quantitative headline findings

Sport	Analysis area	Current demand (2019)		Future demand (2037)
		Pitch type	Current capacity total in match equivalent sessions ¹	Future capacity total in match equivalent sessions
Football (grass pitches)	Central	Adult	Spare capacity of 4	Spare capacity of 4
		Youth 11v11	At capacity	At capacity
		Youth 9v9	At capacity	At capacity
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	At capacity
	North	Adult	Spare capacity of 2.5	Spare capacity of 2
		Youth 11v11	Spare capacity of 2	Spare capacity of 2
		Youth 9v9	At capacity	Shortfall of 1
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	At capacity
	North East	Adult	Spare capacity of 4.5	Spare capacity of 3
		Youth 11v11	Shortfall of 1.5	Shortfall of 3.5
		Youth 9v9	At capacity	Shortfall of 2
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	Shortfall of 4
	North West	Adult	Spare capacity of 3	Spare capacity of 3
		Youth 11v11	Spare capacity of 1	Spare capacity of 1
		Youth 9v9	At capacity	At capacity
		Mini 7v7	Spare capacity of 2	Spare capacity of 2
		Mini 5v5	At capacity	At capacity
	South	Adult	Spare capacity of 7	Spare capacity of 7
		Youth 11v11	Spare capacity of 5	Spare capacity of 4
		Youth 9v9	Spare capacity of 1	Spare capacity of 1
		Mini 7v7	Spare capacity of 1	Spare capacity of 0.5
		Mini 5v5	Spare capacity of 4.5	Spare capacity of 1.5
Football (3G pitches) ²	South Staffordshire District	Full size, floodlit	Shortfall of two full size 3G pitches for team training	Future shortfall of three full size 3G pitches for team training.
Cricket	Central	Senior	At capacity	At capacity

¹ Match equivalent sessions per week (per season for cricket)

² Based on accommodating 38 teams on one full size pitch

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Sport	Analysis area	Current demand (2019)		Future demand (2037)
		Pitch type	Current capacity total in match equivalent sessions ¹	Future capacity total in match equivalent sessions
	North	Senior	Shortfall of 2	Shortfall of 10
	North East	Senior	At capacity	At capacity
	North West	Senior	At capacity	Shortfall of 8
	South	Senior	Shortfall of 61	Shortfall of 87
Rugby union	Central	Senior	At capacity	At capacity
	North	Senior	Shortfall of 4	Shortfall of 8
	North East	Senior	Shortfall of 2.5	Shortfall of 2.5
	North West	Senior	At capacity	At capacity
	South	Senior	Shortfall of 2.5	Shortfall of 8
Hockey (sand AGPs)	South Staffordshire District	Full size, floodlit	Shortfall of at least one full-size, hockey suitable AGP	Shortfall of at least one full-size, hockey suitable AGP
Bowls	South Staffordshire District	Greens	Adequate provision	Adequate provision
Tennis	South Staffordshire District	Courts	Adequate provision	Adequate provision
Netball	South Staffordshire District	Courts	Adequate provision	Adequate provision
Golf	South Staffordshire District	Courses	Adequate provision	Adequate provision

Conclusions

The existing position for all sports is either that demand is being met or that there is a shortfall, whereas the future position shows the creation of shortfalls for some pitch types and in some areas where demand is currently being met and the exacerbation of existing shortfalls. To differing extents, there are current and future shortfalls of football pitches, 3G pitches, cricket squares, rugby union and hockey pitches. In contrast, there is adequate provision for bowls, tennis, netball and golf.

Despite the above, it must be noted that the shortfalls evidenced are, for the most part, relatively minimal when compared to other local authorities nationally. As such, for rugby union and football, it is considered that shortfalls can be met through the better utilisation of existing provision, such as via pitch re-configuration, improving quality and encouraging or enabling access to unused/unavailable provision.

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For cricket, the majority of the shortfalls can also be alleviated through better utilisation of existing provision. For example, resolving issues at Swindon Playing Fields (as planned) will substantially reduce overplay in the South Analysis Area. Nevertheless, to fully eradicate shortfalls, there will be a need to establish more non-turf wickets and potentially new grass provision.

Conversely, a shortfall of 3G pitches can only be met through increased provision. With resources to improve the quality of grass pitches being limited, an increase in 3G pitches could also help reduce grass pitch shortfalls through the transfer of play, thus reducing overplay, which in turn can aid pitch quality improvements. Similarly, a shortfall of hockey suitable AGPs can only be addressed through increased provision.

Where demand is being met, this does not necessarily equate to a surplus of provision, with any spare capacity instead considered as a solution to overcoming current or future demand shortfalls. There is a resultant need to protect all existing outdoor sport provision until all demand is met, or there is a requirement to replace provision in accordance with Sport England's Playing Fields Policy exceptions.

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PART 2: VISION

Vision

This is SSDC's vision for sport and leisure provision in the area that builds on the conclusions identified in the Playing Pitch Strategy Assessment Report and is in-line with the Indoor Sport Facilities Strategy.

This Strategy sets the vision and objectives for SSDC's physical infrastructure for the period 2017 to 2037. It considers all of the area's community sport and leisure assets required to ensure SSDC has a 'fit for purpose' network of facilities to enable residents to be as physically active as possible.

The Strategy does not focus solely on the quality and quantity of various outdoor sport assets in the area; it also considers how these should be put to the best use in order that they contribute to the objectives identified within South Staffordshire's Council Plan and Core Strategy Development Plan Document, which shapes a sustainable future for South Staffordshire.

SSDC's vision is:

"To create high quality, sustainable leisure and sports facilities which meet community need, increase participation, help tackle health and age issues and provide accessible, inclusive activities for South Staffordshire residents as part of an active lifestyle."

To achieve this vision, the PPS seeks to deliver the following objectives:

- ◆ Working collectively with partners to create opportunity for everyone to participate
- ◆ Ensure that all valuable facilities are protected for the long term benefit of sport.
- ◆ Promote a sustainable approach to the provision of playing pitches and management of sports clubs.
- ◆ Ensure that there are enough facilities in the right place to meet current and projected future demand.
- ◆ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and longer term aspirations.

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PART 3: AIMS

The following overarching aims are based on the three Sport England themes. It is recommended that they are adopted by the Council and partners to enable delivery of the overall PPS vision and Sport England planning objectives.

AIM 1

To **protect** the existing supply of outdoor sport facilities where it is needed to meet current and future needs.

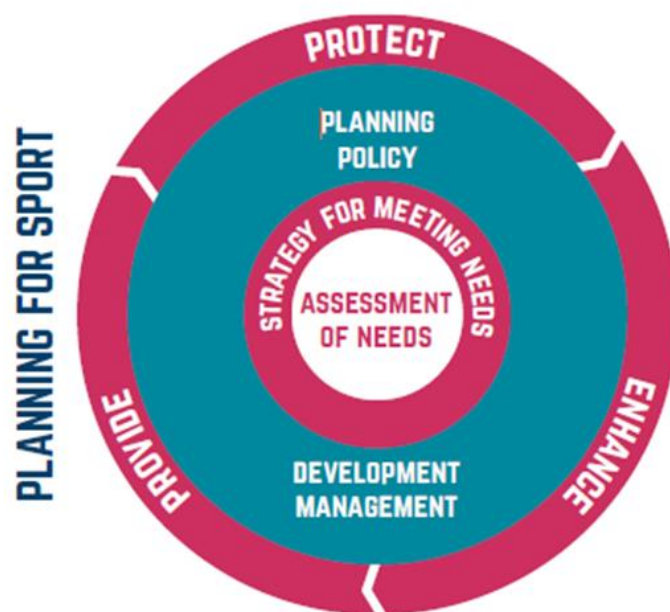
AIM 2

To **enhance** outdoor sport facilities and ancillary facilities through improving quality and management of sites.

AIM 3

To **provide** new outdoor sport facilities where there is current or future demand to do so.

Figure 3.1: Sport England themes



Source: Sport England, Planning for Sport Guidance (2019)

PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

In order to help develop the recommendations/actions and to understand their potential impact, a number of relevant scenario questions are tested against the key issues in this section for each playing pitch sport; resulting in sport specific recommendations.

Football – grass pitches

Summary

- ✦ **There is current spare capacity across all pitch types in South Staffordshire, with the vast majority on adult pitches. After factoring in future demand, shortfalls become evident on youth 9v9 pitches and mini 5v5 pitches.**
- ✦ The audit identifies a total of 144 grass football pitches within South Staffordshire across 56 sites. Of these, 135 pitches are available, at some level, for community use across 50 sites.
- ✦ Kewford Eagles FC own additional land which it has aspiration to develop more pitches on.
- ✦ In total, 25 pitches are assessed as good quality, 102 as standard quality and eight as poor quality.
- ✦ Of the community available sites that are serviced by ancillary provision nine have good quality facilities. A further ten have standard quality ancillary facilities whilst the remaining three are serviced by poor quality provision.
- ✦ Huntington Harriers FC accesses ancillary facilities at Huntington Recreation Ground when required as there is no ancillary provision at the Club's home ground (Huntington Scout Pitches).
- ✦ Kewford Eagles FC has aspiration to build a second storey on the existing pavilion to expand its facilities.
- ✦ Both Hawkins Sports FC and Wyrley Juniors FC have ambitions to improve ancillary facilities at Hawkins Sports Club (Littlewood) and Harrisons Ground (Newtown) respectively.
- ✦ Several football clubs are identified as playing home matches at education sites. Of these clubs, only Penn Colts FC is deemed to have security of tenure. In addition, Hawkins Sports FC has no formal agreement in place for the use of Hawkins Sports Club (Littlewood) which is a CISWO owned site.
- ✦ Through the audit and assessment, 221 teams from 43 clubs are identified as playing within South Staffordshire. This consists of 32 adult men's, two adult women's, 71 youth boys', 11 youth girls' and 105 mini teams.
- ✦ Wolverhampton Casuals FC reports that the floodlights at Brinsford Stadium (Wolverhampton Casuals FC) (Coven Heath) need refurbishment.
- ✦ Due to the nature of both the MSJFL and WJYL utilising central venues across various local authorities, demand is regularly imported and exported from South Staffordshire. In addition, Penn Colts FC is known to import demand whilst Cresswell Wanderers, South Staffs RTC and Wyrley Juniors football clubs export demand.
- ✦ Of the 12 responding clubs, nine indicate some level of latent demand.
- ✦ Five clubs' report aspiration to increase the number of teams they provide, equating to a predicted growth of 31 teams.
- ✦ Population growth predicts that there will be a possible increase of one youth 11v11 boys' team and one mini 7v7 mixed team which are both likely to be generated in the South Analysis Area.
- ✦ Actual spare capacity totals 44.5 match equivalent sessions across 38 pitches.
- ✦ In South Staffordshire, four pitches at one site are overlapped by a combined total of one match equivalent session per week.

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Scenarios

Alleviating shortfalls

Across the District, the only shortfalls identified exist on youth 11v11 pitches in the North East Analysis Area, equating to 1.5 match equivalent sessions per week. When accounting for future demand, shortfalls on youth 11v11, youth 9v9 and mini 5v5 pitches are expected. Shortfalls of youth 11v11 pitches in the North East Analysis Area are anticipated to worsen to 3.5 match equivalent sessions per week whilst overplay is likely to occur on youth 9v9 pitches in the North and North East analysis areas, equating to one and two match equivalent sessions respectively. Overplay of mini 5v5 is only expected to occur in the North East Analysis Area, totalling four match equivalent sessions per season.

Alleviating this level of shortfall can be achieved through a variety of methods including securing tenure at sites with standard quality pitches or improving secure poor quality pitches. The extent to which each of these has on addressing the shortfalls is explored below in greater detail.

The full supply and demand analysis for football pitches District-wide and by analysis area can be found in the accompanying Assessment Report.

Securing access to education sites

Education sites generally accommodate large areas of playing field land with playing pitches marked out. However, community use by clubs/teams on these sites is often classified as being unsecure (i.e. there is no formal agreement in place between the provider and the club). Based on the assumption that without a formal agreement in place, continued use of the pitches could be at risk, potential spare capacity has been discounted from the supply and demand analysis (as shown within the Assessment Report). However, securing access to these sites could provide an opportunity to help address future shortfalls across South Staffordshire by bringing the capacity of these pitches back into the current supply. A summary of these pitches can be seen in the table below.

Table 4.1: Summary of discounted peak time spare capacity at educational sites

Site ID	Site name	Settlement	Analysis area	Pitch type	Number of pitches	Amount of peak time spare capacity discounted due to unsecure tenure ³
19	Cheslyn Hay Sport & Community High School	Cheslyn Hay	North East	Adult	1	0.5
19	Cheslyn Hay Sport & Community High School	Cheslyn Hay	North East	Youth 9v9	1	1
20	Codsall Community High School	Codsall	Central	Adult	3	1.5
20	Codsall Community High School	Codsall	Central	Mini 7v7	1	1
22	Codsall Middle School	Codsall	Central	Mini 7v7	1	1
22	Codsall Middle School	Codsall	Central	Mini 5v5	3	3
28	Featherstone Academy (Whitgreave)	Featherstone	North East	Adult	1	1

³ Match equivalent sessions

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Site ID	Site name	Settlement	Analysis area	Pitch type	Number of pitches	Amount of peak time spare capacity discounted due to unsecure tenure ³
29	Foley Infant School	South	South	Mini 7v7	1	1
31	Great Wyrley Academy	Littlewood	North East	Youth 9v9	1	0.5
31	Great Wyrley Academy	Littlewood	North East	Mini 7v7	1	1
46	Littleton Green Community School	Huntington	North	Mini 7v7	1	0.5
46	Littleton Green Community School	Huntington	North	Mini 5v5	1	1
51	Ounsdale High School	Wombourne	South	Youth 11v11	2	0.5
51	Ounsdale High School	Wombourne	South	Youth 9v9	1	0.5
51	Ounsdale High School	Wombourne	South	Mini 7v7	2	1
55	Penkridge Middle School	Penkridge	North	Youth 11v11	1	0.5
56	Perton Middle School	Wergs	Central	Youth 9v9	2	2
56	Perton Middle School	Wergs	Central	Mini 7v7	1	1
59	Saint Thomas More Primary School	Churchbridge	North East	Youth 9v9	1	1
61	St Dominic's Brewood	Brewood	North West	Youth 9v9	1	1
61	St Dominic's Brewood	Brewood	North West	Mini 5v5	1	1
72	Wolgarston High School	Penkridge	North	Adult	2	0.5
90	The Rural Enterprise Academy	Rodbaston	North	Youth 11v11	1	1

There are several education sites in the District which contain football pitches which have the potential to help address remaining shortfalls by securing access through community use agreements. In total, 23 match equivalent sessions of spare capacity could potentially be generated if tenure to the above mentioned school site could be secured.

Table 4.2: Summary of potential peak time spare capacity at educational sites by analysis area

Analysis area	Summary of potential spare capacity (match equivalent sessions)					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Totals
Central	1.5	-	2	3	3	9.5
North	0.5	1.5	-	0.5	1	3.5
North East	1.5	-	2.5	1	-	5
North West	-	-	1	-	1	2
South	-	0.5	0.5	2	-	3
Total	3.5	2	6	6.5	5	23

If this spare capacity could be secured through community use agreements (CUA) or long-term leases, future shortfalls across South Staffordshire would reduce significantly. Although all of these schools are identified as being available for community use, it does not necessarily mean they are open to securing usage to a club for a set period of time. Schools often require the flexibility to prioritise and protect the quality of their pitches for curricular or extracurricular usage, for example in periods of extended bad weather.

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It should be noted that potential peak time capacity at Bilbrook C of E Middle School, Brewood Middle School, Brindley Heath Junior School, Cherry Trees School and Kinver High School has not been considered in the table above due to each site being unavailable for community use. However, Kinver High School has submitted a planning application for a new sports hall which would be available for community use. In line with this development, it is recommended that a community usage agreement is secured for both the sports hall and grass pitches on site.

Through consultation, football clubs were identified as playing at seven education sites without a long-term usage agreement in place. This is demonstrated in the table below.

Table 4.3: Clubs at education sites with unsecure tenure

Site ID	Site name	Settlement	Analysis area	Pitch type	Club	Unsecure demand
19	Cheslyn Hay Sport & Community High School	Cheslyn Hay	North East	Adult	Wyrley Juniors FC	0.5
				Youth 11v11		1.5
20	Codsall Community High School	Codsall	Central	Adult	Castlecroft Rangers FC	2.5
31	Great Wyrley Academy	Littlewood	North East	Youth 11v11	Wyrley Juniors FC	1.5
				Youth 9v9		0.5
46	Littleton Green Community School	Huntington	North	Mini 7v7	Huntington Harriers FC	0.5
51	Ounsdale High School	Wombourne	South	Youth 11v11	Trysull Tigers FC	2.5
				Youth 9v9		1.5
				Mini 7v7		1
55	Penkridge Middle School	Penkridge	North	Youth 9v9	Penkridge Juniors FC	2
72	Wolgarston High School	Penkridge	North	Adult	Chase Colts FC	1
				Adult	AFC Essington	0.5
				Youth 9v9	Stafford Rangers Juniors FC	0.5

If access to these sites was lost, spare capacity on adult pitches in the North East Analysis Area would fall to four match equivalent sessions per week whilst shortfalls of youth 11v11 pitches would worsen to 4.5 match equivalent sessions per week. Shortfalls would also become evident on youth 9v9 pitches, totalling 0.5 match equivalent sessions per week.

In the North Analysis Area, actual spare capacity on adult pitches would fall to one match equivalent session per week whilst youth 9v9 pitches would experience a shortfall of 2.5 match equivalent sessions per week. Mini 7v7 pitches would be played to capacity.

Only adult pitches would be impacted in the Central Analysis Area, with actual spare capacity falling to 1.5 match equivalent sessions per week.

IN the South Analysis Area, spare capacity on youth 9v9 and mini 7v7 pitches would be eradicated; there would be a shortfall of 0.5 match equivalent sessions on youth 9v9 pitches, whilst mini 7v7 pitches would be at capacity. Spare capacity on youth 11v11 pitches would remain albeit reduced.

Given the above, access to the unsecure sites should be secured through Community Use Agreements (CUAs), where possible. Priority should therefore be placed on working with providers (with the support from Staffordshire FA) to encourage them to put agreements in place with the clubs playing at the sites.

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In conclusion, securing access at specific educational sites has the potential to ensure shortfalls are not exacerbated across South Staffordshire.

Improving quality

There are a three (non-education) sites containing poor quality pitches, these are:

- ✦ Four Ashes Playing Field (North West)
- ✦ Huntington Recreation Ground (North)
- ✦ Perton Playing Fields (Central)

All three sites currently have actual spare capacity discounted due to quality issues.

Table 4.4: Summary of discounted peak time spare capacity due to poor quality

Analysis area	Summary of discounted spare capacity (match equivalent sessions) due to poor quality					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Totals
Central	3	1	-	-	-	4
North	1	-	-	-	-	1
North East	-	-	-	-	-	0
North West	1	1.5	-	-	-	2.5
South	-	-	-	-	-	0
Total	5	2.5	-	-	-	7.5

Tenure at Four Ashes Playing Field is deemed to be unsecure as it is managed commercially although the other two sites are secure. Therefore, improving quality at Huntington Recreation Ground and Perton Playing Fields from poor to standard would create peak time spare capacity and reduce overplay whilst tenure would have to be secured at Four Ashes Playing Field, in addition to quality improvements, to create peak time spare capacity.

If pitches at the above sites were improved to a minimum of standard quality, five match equivalent sessions of peak time capacity would be created on adult pitches and an additional 2.5 match equivalent sessions would be created on youth 11v11 pitches in the District.

Table 4.5: Impact of improving poor pitch quality (site-by-site)

Site ID	Site name	Pitch type	No. of pitches	Current capacity rating	Improved quality capacity rating
30	Four Ashes Playing Field	Adult	1	1	2
		Youth 11v11	2	1.5	3.5
41	Huntington Recreation Ground	Adult	1	1	2
57	Perton Playing Fields	Adult	3	3	6
		Youth 11v11	1	1	2

However, these improvements would not reduce any shortfalls, as spare capacity already exists on the specified pitch types and in the analysis areas hosting the pitches. As such, there could be an option to reconfigure the sites to better accommodate local demand.

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Reconfiguration of unused adult pitches

In the preceding Assessment Report, adult pitches were found to have considerable spare capacity across South Staffordshire, with each analysis area having some level of spare capacity after considering both current and future demand. Therefore, the potential to reconfigure adult pitches across the District to reduce local shortfalls should be considered.

Secure sites that accommodate unused adult pitches are listed in the table below.

Table 4.6: Summary of secure, unused adult pitches across South Staffordshire

Site ID	Site name	Analysis Area	Settlement	Community use?	Security of tenure	No. of pitches
8	Brewood Parish Sports Association	North West	Brewood	Yes	Secure	1
10	Brickbridge Playing Fields	South	Blakeley	Yes	Secure	1
23	Codsall Village Hall	Central	Codsall	Yes	Secure	1
27	Enville Sports and Social Club	South	Enville	Yes	Secure	1
33	Handrahan Stadium	South	Kingswinford	Yes	Secure	1
41	Huntington Recreation Ground	North	Huntington	Yes	Secure	1
45	Kinver Sports and Community Association	South	Kinver	Yes	Secure	1
50	Old Wulfrunians Sports and Social Club	South	Castlecroft	Yes	Secure	1
57	Perton Playing Fields	Central	Wergs	Yes	Secure	3
65	Stag Meadow	South	Kinver	Yes	Secure	1
69	Twentyman Playing Fields Association	Central	Bilbrook	Yes	Secure	2
88	Highfields School Detached Playing Fields	South	Upper Penn	Yes	Secure	1

It is considered that one adult pitch can be converted into one youth 11v11 pitch, one youth 9v9 pitch, two mini 7v7 pitches or four mini 5v5 pitches.

There are six unused adult pitches in the Central Analysis Area, one in the North Analysis Area, one in the North West Analysis Area and seven in the South Analysis Area. Of these analysis areas, only the North Analysis Area demonstrates a shortfall, with one match equivalent session of overplay expected on youth 9v9 pitches after accounting for future demand. To accommodate this, it is recommended that the adult pitch at Huntington Recreation Ground is replaced with a youth 9v9 pitch.

Mini 5v5 pitches in the North Analysis Area are also played to capacity. Therefore, the possibility of providing a mini 5v5 pitch at Huntington Recreation Ground (as well as the youth 9v9 pitch) should be considered, as this could be established on the space vacated by the replacement of an adult pitch.

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In the Central Analysis Area, youth 11v11, youth 9v9 and mini 5v5 pitches are all played to capacity. The pitches listed above should be retained as strategic reserve to be allocated to these formats if shortfalls should occur.

Similarly, youth 9v9 and mini 5v5 pitches in the North West Analysis Area are currently played to capacity. Therefore, the unused adult pitch at Brewood Parish Sports Association should be considered for conversion to a youth 9v9 pitch, as well as marking out a mini 5v5 pitch, if demand for these formats grows.

There are no unused adult pitches in the North East Analysis Area; however, there is an evidenced current shortfall of youth 11v11 pitches and a future shortfall of youth 9v9 pitches. This could be overcome through re-configuration at Cheslyn Hay Recreation Ground, where there are four adult pitches that are currently used by just three teams. Such demand could be condensed onto two pitches, leaving the other two pitches available to alter.

Summary

Through a combination of pitch reconfiguration, pitch quality improvements and securing access to unsecure sites it is considered that both current and future shortfalls across South Staffordshire can be alleviated.

Recommendations

- ◀ Protect existing quantity of pitches until all demand is being met (unless replacement provision meets Sport England requirements and is agreed upon and provided).
- ◀ Where pitches are overplayed and/or assessed as poor quality, prioritise investment and review maintenance regimes to ensure it is of an appropriate standard to sustain use and improve quality.
- ◀ Transfer play from sites which are overplayed to alternative sites with spare capacity or to existing and new 3G pitch provision.
- ◀ Work to accommodate future demand as well as expressed, exported, unmet and latent demand at sites which are not operating at capacity or at sites not currently available for community use that could be moving forward.
- ◀ Work with providers to secure tenure for clubs using education sites through more formal community use agreements.
- ◀ Ensure all teams are playing on the correct pitch sizes and explore reconfiguration of adult pitches to better accommodate youth 11v11 demand, where possible.
- ◀ Improve ancillary facilities where there is a demand to do so and where it can benefit the wider footballing offer.
- ◀ If a housing development is of a size to justify on-site football provision, ensure that any proposals for new pitches will attract adequate demand.
- ◀ Where a development is not of a size to justify on-site football provision, or if sufficient demand cannot be attracted, use contributions to improve/expand existing sites within the locality.

3G pitches

Summary

- ◀ **There is an insufficient supply of full size 3G pitches to meet current and anticipated future demand for football in South Staffordshire.**
- ◀ There are five full size 3G pitches in South Staffordshire located at Cheslyn Hay Leisure Centre, Codsall Leisure Centre, HMP Brinsford, Stourton Park (Stourbridge RFC) (Wollaston) and Wolgarston High School (Penkridge).
- ◀ HMP Brinsford is without floodlighting and is unavailable for community use. The remaining four pitches are available to the community and are serviced by floodlights.

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- ◀ In addition, there are three smaller sized 3G pitches none of these pitches are available for community use.
- ◀ The full size 3G pitches at Cheslyn Hay Leisure and Wolgarston High School (Penkridge) are FA certified, whereas, the pitch at Codsall Leisure Centre is FIFA certified.
- ◀ The 3G pitch at Stourton Park (Stourbridge RFC) (Wollaston) is the only WR compliant pitch in the District.
- ◀ The 3G pitches at Codsall Leisure Centre, Stourton Park (Stourbridge RFC) (Wollaston) and Wolgarston High School (Penkridge) are considered good quality, whereas the pitch located at Cheslyn Hay Leisure Centre is considered standard quality.
- ◀ The flow of traffic into Stourton Park (Stourbridge RFC) (Wollaston) is an issue with a single one-track lane the only access to the site. The Club has planning permission to build a second exit onto the main road although it does not have the funding in place for this.
- ◀ Stourbridge RFC also aspires to extend ancillary provision on site to accommodate students of its BTEC course in partnership with Sandwell College.
- ◀ Of football clubs responding to consultation, 50% report that they require additional training facilities, with 83% of these specifically mentioning demand for 3G pitches.
- ◀ With 223 teams currently affiliated to South Staffordshire, there is a need for six full size 3G pitches, meaning a shortfall of two pitches (discounting the pitch at HMP Brinsford).
- ◀ After accounting for future demand, there will be a shortfall of three 3G pitches.
- ◀ A total of 10 football teams are currently identified as playing home matches on the 3G pitches in South Staffordshire.
- ◀ Nine rugby union teams play home matches at Stourton Park (Stourbridge RFC) (Wollaston).

Scenarios

Accommodating football training demand

It is estimated by the FA that 38 teams can be accommodated on one full size 3G pitch for training. Given this, with 223 teams currently affiliated to South Staffordshire, there is a need for six full size 3G pitches. As there are currently four full size 3G pitches available for community use (discounting provision at HMP Brinsford), there is a shortfall of two full size 3G pitches across the District.

Due to the nature of football in South Staffordshire, it is not possible to breakdown this demand by analysis area because of the prominence of imported and exported demand in the District. However, based on team numbers and on information supplied by Staffordshire FA, it is considered that the North East and South analysis areas would benefit most from new provision.

In the North East Analysis Area, providing a second pitch at Cheslyn Hay Leisure Centre is considered to be an option. The site already hosts a full size 3G pitch so therefore has an operational structure in place and providing a second pitch would create a multi-pitch hub site. An alternative option could be Great Wyrley Academy, which expresses an aspiration to host a pitch.

In the South Analysis Area, both Ounsdale High School and Kinver High School are considered to be options, and both have aspirations for a 3G pitch to be installed. For the former, the Council has secured some S106 funding that can contribute towards its development. As such, this should be considered as the preferred site.

In addition, Eagle Park has also been identified as a preferred site to host 3G provision; however, it is felt that this would be in addition to another development as it will cater mostly for Dudley based residents.

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When considering future demand for an additional 33 teams (based on club aspirations and team generation rates), there is need for seven full size 3G pitches (rounded up from 6.7). This increases the shortfall from two full size pitches to three. As such, demand may be sufficient in the future to warrant the development of pitches at both Cheslyn Hay Leisure Centre and Great Wyrley Academy, or at both Ounsdale High School and Kinver High School.

Moving match play to 3G pitches

To further the use of 3G pitches for matches, the FA is particularly keen to work with local authorities to understand the potential demand for full size floodlit 3G pitches should all competitive matches that are currently played on Parish/Town Council pitches be transferred. The following table therefore calculates the number of teams currently using Parish/Town Council facilities in South Staffordshire for each pitch type at peak time.

Table 4.6: Number of teams currently using parish/town council pitches (peak time)

Pitch type	Pitch size	Peak period	No. of teams
Adult	11v11	Sunday AM	6
Youth	11v11	Sunday AM	-
Youth	9v9	Sunday AM	1
Mini	7v7	Sunday AM	4
Mini	5v5	Sunday AM	5
Total			16

The FA suggests an approach for estimating the number of full size, floodlit 3G pitches required to accommodate the above demand for competitive matches, as seen in the table below.

Table 4.7: Full size 3G pitches required for the transfer of parish/town council pitch demand

Format	No teams per time (x)	No matches at PEAK TIME (y) = x/2	3G units per match (z)	Total units required formats (A)=(y)*(z)	3G pitches required B= (A)/64
Adult	6	3	32	96	1.5
11v11	-	-	-	-	-
9v9	1	0.5	10	5	0.08
7v7	4	2	8	16	0.25
5v5	5	2.5	4	10	0.16

Given that peak time is the same for each pitch type, the number of 3G pitches required needs totalling together. This equates to the demand for two 3G pitches (rounded up from 1.99). As there are currently four full-size 3G pitches in South Staffordshire, this ambition is considered to be feasible although three of these pitches are currently accessed at peak times. Therefore, any new 3G pitch provision which is created to address current shortfalls should also be FA tested to ensure that these pitches can also be utilised for match play.

World Rugby (WR) compliant 3G pitches

WR has produced a 'performance specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22'. This contains the necessary technical detail to produce pitch systems appropriate for rugby union.

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There is currently one WR compliant 3G pitch in South Staffordshire located at Stourton Park (Stourbridge RFC - Wollaston). Dudley Kingswinford RFC also aspires to install a 3G pitch at Dudley Kingswinford Rugby Football Club.

Due to the considerable overlap of rugby union pitches across the District, predominately due to training demand, the establishment of an additional WR compliant 3G pitch is warranted. Given 3G shortfalls for football, one solution could be to engage in a partnership approach in order to develop provision that can cater for both sports. There is a 3G need for football in the North East Analysis Area and this is also where the largest rugby pitch shortfalls are evident. However, an efficient programme of use would need to be drawn up to ensure the sports can be adequately provided for.

Alternatively, as mentioned previously, Dudley Kingswinford RFC aspires to install an artificial pitch at Dudley Kingswinford Rugby Football Club to accommodate the Club's training demand. This could be pursued if it was also able to cater for other clubs in the locality and the wider rugby partnership.

Summary

In summary, there is a current need for two additional full size 3G pitches for football and one for rugby in South Staffordshire. For football, it is advised that these are provided at Cheslyn Hay Leisure Centre (in addition to the existing pitch) and Ounsdale High School. Additionally, a pitch should be established at Eagle Park to support demand from Kewford Eagles FC and other Dudley based demand.

Future demand may result in the need for another pitch to be established for football. Kinver High School and Great Wryley Academy should be considered as options if this need is realised.

For rugby, one of the abovementioned pitches could be established as dual use in order to cater for both sports. Alternatively, a rugby specific 3G pitch could be sought at Dudley Kingswinford Rugby Football Club.

Recommendations

- ✦ Protect current stock of 3G pitches.
- ✦ Create a 3G pitch at Eagle Park to cater for Kewford Eagles FC and other Dudley based demand.
- ✦ Create two additional full size 3G pitches to alleviate current football shortfalls (i.e. at Cheslyn Hay Leisure Centre and Ounsdale High School) and look to create a further pitch to address future shortfalls if demand is realised.
- ✦ Support the creation of an additional a full size WR compliant 3G within the District, or ensure one of the proposed 3G pitches is dual use for football and rugby.
- ✦ Ensure that any new 3G pitches have community use agreements in place.
- ✦ Ensure all current and future providers have in place a sinking fund to ensure long-term sustainability.
- ✦ Ensure that all new 3G pitches are constructed to meet FA/WR recommended dimensions and quality performance standards.
- ✦ Ensure the pitches at Cheslyn Hay Leisure Centre, Wolgarston High School and Codsall Leisure Centre remain FA and FIFA certified, respectively, through regular testing.
- ✦ Encourage more match play demand to transfer to 3G pitches and ensure that pitches remain suitable to accommodate such demand through appropriate certification when it is required.
- ✦ Ensure that any new 3G pitches are priced competitively against the cost of hiring a grass pitches and are aimed at local grassroots clubs.

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Cricket pitches

Summary

- ✦ **In summary, there is insufficient supply of cricket provision to cater for current senior demand across South Staffordshire whereas there is an overall spare capacity for junior demand.**
- ✦ **When factoring in future demand, a shortfall for junior cricket becomes evident with the shortfall for senior cricket worsening.**
- ✦ There are 18 grass wicket squares in South Staffordshire located across 16 sites, with all of the squares are available for community use.
- ✦ There are NTPs (non-turf pitches) accompanying the grass wicket squares at four sites and standalone NTPs at six sites.
- ✦ Two squares have been disused at Chase Park (Hatherton) since the site closed in June 2019. A further two squares were previously located at Kinver High School although these are not believed to have been maintained since 2011.
- ✦ Seven of the 14 clubs across South Staffordshire have secure tenure at their home venues through either ownership or a long term lease. The remaining clubs are considered unsecure as their tenure is either unknown or rented on an annual basis.
- ✦ The non-technical assessment of grass wicket squares in South Staffordshire found ten to be good quality, seven to be standard quality and one to be poor quality.
- ✦ Swindon CC reports the square at Swindon Playing Fields is poor quality having been damaged prior to the start of the 2019/20 season. It has been forced to make remedial repairs the square in order to host competitive fixtures, however, it will be re-laid before the 2020/21 season at significant cost to the Club.
- ✦ The audit determines that the majority of community available grass squares (nine or 50%) are accompanied by good quality ancillary provision. The remaining provision is either standard quality (28%) or poor quality (22%).
- ✦ Brewood CC reports plans to improve the quality of the ancillary provision at Brewood Cricket Club by increasing car parking, the amount of changing rooms and disability access.
- ✦ Himley CC aspires to acquire additional land in order to reconfigure the pavilion at Himley Cricket Club to create additional changing rooms for future growth.
- ✦ Codsall CC and Swindon CC indicate aspirations for additional training facilities.
- ✦ There are 16 clubs competing in South Staffordshire generating 121 teams, equating to 57 senior men's, 61 junior boys and three junior girls' teams.
- ✦ In total three clubs based in South Staffordshire export five teams to neighbouring local authorities.
- ✦ Shifnal CC currently imports its third and fourth Saturday men's teams to its second ground Weston Cricket Ground which is approximately six miles away from its home venue in Shropshire.
- ✦ Club aspirational future demand amounts to one senior men's, four senior women's and seven junior teams.
- ✦ Team generation rates expect two junior boys' teams to be generated in the South Analysis Area.
- ✦ Only Hawkins Sports Club (Littlewood) indicates potential spare capacity at peak time although this has been discounted as the square is already operating at capacity.
- ✦ There are three sites in South Staffordshire considered to be overplayed by a total of 63 match equivalent sessions per season.

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Scenarios

Loss of unsecured sites

Across the District, five cricket clubs are considered to have unsecure tenure as identified below.

Table 4.8: Summary of unsecure cricket demand across South Staffordshire

Site ID	Site name	Analysis area	Club name	Amount of unsecure demand ⁴
3	Beacon Cricket Club	South	Beacon CC	70
23	Codsall Village Hall	Central	Codsall CC	27
45	Kinver Sports and Community Association	South	Enville CC	12
51	Ounsdale High School	South	Himley CC	4
68	Trysull Playing Fields	South	Trysull & Seisdon CC	19

It should also be noted that in addition to the clubs listed above, Old Wulfrunians Tettenhall and Wightwick and Finchfield cricket clubs also have unsecure tenure at Wolverhampton Cricket Club and The Royal School respectively, although this occurs at sites outside of South Staffordshire (in Wolverhampton). Therefore, this demand is not considered in the table above. Nevertheless, there is no identified spare capacity for cricket at peak time in Wolverhampton according to its 2018 PPS. As such, if access to the sites was lost, new grass square provision may have to be provided in South Staffordshire.

If access to the sites in South Staffordshire was lost, there would be a need to accommodate 132 match equivalent sessions per season elsewhere in the District. This equates to 105 match equivalent sessions per season in the South and 27 match equivalent sessions in the Central Analysis Area. If access to the sites in Wolverhampton was lost, an additional 34 match equivalent sessions would have to be provided for.

There is no capacity to accommodate all demand from any of these clubs on current provision. Therefore, there would be a need to create new provision in each the South and Central analysis areas if these clubs were to lose access to their existing sites. Any new provision created would also need to meet ECB ball strike regulations to prevent cricket balls being hit into residential areas. This may require ball stop netting to be installed surrounding the site.

Alternatively, an option would be to secure tenure for the above clubs at their current sites through a long-term lease or licence agreement with the owners.

Alleviating overplay

As seen in the table below, a total of three sites are overplayed by 63 match equivalent sessions per season across the District and have no capacity to accommodate additional play. This equates to 61 match equivalent sessions of overplay per season in the South Analysis Area and two match equivalent sessions per season in the North Analysis Area.

⁴ Match equivalent sessions

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Table 4.9: Summary of overplay on grass cricket squares across South Staffordshire

Site ID	Site name	Analysis area	Quality rating	Number of squares	Overplay (matches per season)
53	Penkridge Cricket Club	North	Standard	1	2
67	Swindon Playing Fields	South	Poor	1	38
71	Wightwick & Finchfield Cricket Club	South	Good	1	23
Total				3	63

As a guide, sites which display overplay of less than 10 matches per season (Penkridge Cricket Club) are generally able to sustain this with appropriate and rigorous maintenance. However, overplay at Penkridge Cricket Club could be alleviated through quality improvements.

Overplay at Swindon Playing Fields can also be alleviated by improving square quality on site to a standard or good rating. The site has recently suffered from vandalism and the wickets are due to be re-laid ahead of the 2020 season. As such, the site's current poor rating is expected to be temporary.

For Wightwick & Finchfield CC, an NTP is already installed on site so greater use of the provision should be encouraged to reduce overplay. To completely alleviate overplay, the potential of creating additional senior or junior wickets on site should be explored and considered.

Increasing stock of NTPs

The ECB has created a local authority NTP scheme aiming to create a substantial number of new cricket pitches at local authority sites in areas of need and to facilitate a partnership approach between local authorities and county cricket boards. It is expected that the primary source of identified strategic need will be an up-to-date PPS, with the scheme able to offer capital grants towards the cost of construction of NTPs, periodic maintenance for a period of five years and equipment to engage new participants.

Summary

To alleviate identified cricket shortfalls, there is a need to improve quality at overplayed sites and/or install NTPs. Furthermore, there is a need to secure long-term access to sites currently under threat. If this is not possible, new provision may be required to offset what is lost.

Recommendations

- ✦ Protect all cricket squares in current use.
- ✦ Work with clubs and grounds staff to review quality issues on squares to ensure appropriate quality is achieved at sites assessed as standard and sustained at sites assessed as good.
- ✦ Look to sustain minimal levels of overplay at Penkridge Cricket Club through dedicated levels of enhanced maintenance and monitor future levels of demand.
- ✦ Examine the feasibility of installing NTPs in order to alleviate overplay on a site by site basis.
- ✦ Ensure expressed future demand can be accommodated on existing supply of squares.
- ✦ Ensure security of tenure for all clubs with lease arrangements in place by ensuring agreements have over 25 years remaining.
- ✦ Ensure security of tenure for clubs using school sites via community use agreements.
- ✦ Support pavilion developments where it is required.

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- ◀ Explore options to provide large clubs without practice nets with suitable provision at their home ground/s.
- ◀ Deliver the All Stars Cricket and women & girls programmes and seek to increase junior and female participation as a result.
- ◀ Work to increase women and girls' participation in line with the emerging Inspiring Generations ECB Strategy and protect existing provision so that women and girls have a suitable place to practise and play.
- ◀ If a development is of a size to justify on-site cricket provision, ensure that any proposals for new pitches will attract adequate demand.
- ◀ Where a development is not of a size to justify on-site cricket provision, or if sufficient demand cannot be attracted, use contributions to improve/expand existing sites within the locality.
- ◀ Ensure any new cricket provision created or that any housing development which impacts on existing cricket provision has a ball strike assessment carried out as a matter of due course; any clubs which could be potentially affected by this issue should be signposted to the ECB.

Rugby union - grass pitches

Summary

- ◀ **Overall, there is a current shortfall of rugby union pitches in South Staffordshire equating to eight match equivalent sessions per week.**
- ◀ **This is further exacerbated when considering future demand, resulting in a shortfall of 17.5 match equivalent sessions.**
- ◀ Within South Staffordshire there are 17 senior, eight junior and nine mini pitches identified. Only one pitch is unavailable for community use, the senior pitch at Kinver High School.
- ◀ Dudley Kingswinford RFC has aspiration to install an artificial pitch to accommodate its training demand.
- ◀ Stourbridge RFC has ambitions to purchase land adjacent to Stourton Park (Stourbridge RFC) (Wollaston) from a private owner to provide another senior pitch and two mini pitches.
- ◀ Cannock RFC states that it has aspirations for an additional junior/training pitch.
- ◀ All rugby clubs in South Staffordshire are deemed to have secure tenure at their home venues. Dudley Kingswinford RFC also has an annual lease agreement for Scouts Playing Fields.
- ◀ Of the community available pitches in South Staffordshire, 15 are assessed as standard quality and 18 as poor quality. No pitches, whether they are community accessible or not, are assessed as good quality.
- ◀ Cannock RFC reports it is in need of a deeper penetrating spiker for regular maintenance work. The Club will also complete drainage work underneath the pitches at Cannock Rugby Club (Huntington) in the Summer.
- ◀ The pitches at Wolverhampton Rugby Union Football Club (Castlecroft) are in need of fertilising, scarifying and reseeding in order to bring them back to a reasonable standard.
- ◀ Ancillary provision at Essington Rugby Club is poor quality with the Club having ambitions to make improvements and expand the car park.
- ◀ Cannock RFC aspires to install at least two more changing rooms on site to provide dedicated women's and girls' facilities. The car park and access road on site are also said to be in need of resurfacing. Maintenance work is also required on the floodlights over the Summer to ensure the Club can continue to train under them.
- ◀ Dudley Kingswinford RFC has aspiration to improve the car park and provide an external café at its site.
- ◀ Stourbridge RFC has ambitions to create a second exit to its site and install two new changing rooms and a gym area.

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- There are eight community rugby union clubs based in South Staffordshire, providing a total of 77 teams. This is divided into 20 senior men's teams, three senior women's teams, 19 junior boys' teams, two junior girls' teams and 33 mini teams.
- In total, clubs in South Staffordshire have aspiration to increase by a total of 17 teams, equating to six senior and 11 junior teams.
- There is enough expected growth across the District to generate one additional junior boys' team, which is likely to be generated in the South Analysis Area.
- There are eight sites which display potential spare capacity to accommodate additional play; however, in practice, there are only two sites which have actual spare capacity for more play.
- Seven pitches across three sites are overplayed by a total of nine match equivalent sessions per week.

Scenarios

Future provision

Stourbridge RFC has ambitions to purchase land adjacent to Stourton Park (Stourbridge RFC) (Wollaston) from a private owner to provide another senior pitch and two mini pitches although the cost is currently unconvincing to purchase the land, whereas Cannock RFC states that it has aspiration for an additional junior/training pitch although it does not mention where this would be located.

The table below shows the likely picture for each site based on current demand and the assumption that grass pitches are constructed initially to standard quality (M1/D1).

Table 4.10: Potential site capacity if future pitch provision is created

Site name	Pitch type	Number of pitches	Demand (match equivalent sessions)			
			Current demand	Future demand	Site capacity	Capacity rating
Cannock Rugby Football Club	Senior	2	2.75	1	3	0.75
	Junior	2	5.5	3	3.5	5
Stourton Park (Stourbridge RFC)	Senior	4	3	0.5	6.5	3
	Mini	2	0	0.5	4	3.5

On the above basis, it is predicted that the addition of one additional junior/training pitch at Cannock Rugby Football Club alone would not be sufficient to alleviate overplay on site. Even if the additional pitch was provided to M2/D3 standard, shortfalls would still persist, falling to three match equivalent sessions per week on junior pitches.

The creation of another senior pitch and two mini pitches at Stourton Park (Stourbridge RFC) would increase spare capacity by two match equivalent sessions on senior pitches and four match equivalent sessions on mini pitches.

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Improving pitch quality at secure sites

Enhancing maintenance regimes at sites would improve pitch quality and therefore increase the carrying capacity of pitches. This is particularly required on pitches assessed as poor quality and pitches that are overplayed. The impact of improving maintenance at all sites available to the community with secure tenure to M2 (good) is shown below.

Table 4.11: Potential capacity after maintenance improvements to M2 at secure sites

Site ID	Site name	Analysis area	Available for community use?	Security of tenure	Pitch type	Quality rating	Number of pitches	Floodlit?	Usage (match equivalent sessions per week)	Site capacity (match equivalent sessions per week)	Capacity rating (match equivalent sessions per week)	Improved quality	Usage (match equivalent sessions per week)	Capacity effect (match equivalent sessions per week)
14	Cannock RFC	North	Yes	Secure	Senior	M0/D1	1	Yes	1.5	1.5		M2/D1	1.5	1.5
					Senior	M0/D1	1	No	1.25	1.5	0.25	M2/D1	1.25	1.75
					Junior	M0/D1	1	Yes	5.5	1.5	4	M2/D1	5.5	2.5
25	Dudley Kingswinford Rugby Football Club	South	Yes	Secure	Senior	M1/D1	3	Yes	6	6		M2/D1	6	3
					Junior	M1/D1	1	No	1	2	1	M2/D1	1	2
					Mini	M1/D1	9	No	6.5	18	11.5	M2/D1	6.5	21.5
49	Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	North	Yes	Secure	Senior	M0/D1	1	No	1.5	1.5		M2/D1	1.5	1.5
66	Stourton Park (Stourbridge RFC)	South	Yes	Secure	Senior	M1/D0	2	Yes	2	3	1	M2/D0	2	2
						M1/D0	1	No	1	1.5	0.5	M2/D0	1	1
83	Essington Rugby Club	North East	Yes	Secure	Senior	M0/D1	1	No	1	1.5	0.5	M2/D1	1	2
					Junior	M0/D1	1	No	0	1.5	1.5	M2/D1	0	3
84	Willenhall Rugby Club ⁵	North East	Yes	Secure	Senior	M1/D1	1	Yes	1	2	1	M2/D1	1	2
						M0/D1	1	Yes	3	1.5	1.5	M2/D1	3	
85	Wolverhampton Rugby Union Football Club	South	Yes	Secure	Senior	M0/D1	2	Yes	4	3	1	M2/D1	4	2
						M0/D0	1	Yes	1	0.5	0.5	M2/D0	1	1

The table above shows that maintenance improvements across secure sites in South Staffordshire would reduce overplay to 2.5 match equivalent sessions on one pitch. An additional 14.5 match equivalent sessions of capacity on senior pitches, 2.5 match equivalent sessions on junior pitches and ten match equivalent sessions on mini pitches are generated.

The impact of improving maintenance and drainage at secure sites available to the community to M2 (good) and D3 (pipe and slit drained) is presented overleaf.

⁵ As mentioned in the preceding Assessment Report, the remaining two pitches on site at Willenhall Rugby Club are rented by Willenhall RFC. Therefore, tenure on these pitches is deemed to be unsecure and so not included in the table above.

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Table 4.12: Potential capacity after drainage improvements to D3 and maintenance improvements to M2 at secure sites

Site ID	Site name	Analysis area	Available for community use?	Security of tenure	Pitch type	Quality rating	Number of pitches	Floodlit?	Usage (match equivalent sessions per week)	Site capacity (match equivalent sessions per week)	Capacity rating (match equivalent sessions per week)	Improved quality	Usage (match equivalent sessions per week)	Capacity effect (match equivalent sessions per week)
14	Cannock RFC	North	Yes	Secure	Senior	M0/D1	1	Yes	1.5	1.5		M2/D3	1.5	2
					Senior	M0/D1	1	No	1.25	1.5	0.25	M2/D3	1.25	2.25
					Junior	M0/D1	1	Yes	5.5	1.5	4	M2/D3	5.5	2
25	Dudley Kingswinford Rugby Football Club	South	Yes	Secure	Senior	M1/D1	3	Yes	6	6		M2/D3	6	4.5
					Junior	M1/D1	1	No	1	2	1	M2/D3	1	2.5
					Mini	M1/D1	9	No	6.5	18	11.5	M2/D3	6.5	25
49	Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	North	Yes	Secure	Senior	M0/D1	1	No	1.5	1.5		M2/D3	1.5	2
66	Stourton Park (Stourbridge RFC)	South	Yes	Secure	Senior	M1/D0	2	Yes	2	3	1	M2/D3	2	5
						M1/D0	1	No	1	1.5	0.5	M2/D3	1	2.5
83	Essington Rugby Club	North East	Yes	Secure	Senior	M0/D1	1	No	1	1.5	0.5	M2/D3	1	2.5
					Junior	M0/D1	1	No	0	1.5	1.5	M2/D3	0	3.5
84	Willenhall Rugby Club ⁶	North East	Yes	Secure	Senior	M1/D1	1	Yes	1	2	1	M2/D3	1	2.5
						M0/D1	1	Yes	3	1.5	1.5	M2/D3	3	0.5
85	Wolverhampton Rugby Union Football Club	South	Yes	Secure	Senior	M0/D1	2	Yes	4	3	1	M2/D3	4	3
						M0/D0	1	Yes	1	0.5	0.5	M2/D3	1	2.5

The table above shows that overplay of rugby union pitches in South Staffordshire can be alleviated through maintenance and drainage improvements in combination with effective pitch allocation. In total, an additional 26 match equivalent sessions on senior pitches, 3.5 match equivalent sessions on junior pitches and 13.5 match equivalent sessions on mini pitches of capacity would be generated.

⁶ As mentioned in the preceding assessment report, the remaining two pitches on site at Willenhall Rugby Club are rented by Willenhall RFC. Therefore, tenure on these pitches is deemed to be unsecure and so not included in the table above.

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Increasing floodlighting

Installing floodlighting or providing additional floodlighting at sites would enable clubs to spread out their training demand across more pitches (or on separate land). This could create additional pitch capacity and alleviate overplay on pitches that are currently used for training.

In South Staffordshire, additional floodlighting could be considered at Cannock Rugby Football Club and Willenhall Rugby Club, if possible from a planning perspective, to allow both clubs to rotate training demand across their sites and prevent one specific pitch being overplayed significantly due to only having one option for training. Currently, overplay on the training pitch at Cannock Rugby Football Club equates to four match equivalent sessions, whilst it is 1.5 match equivalent sessions at Willenhall Rugby Club.

Notwithstanding the above, installing additional floodlighting on match pitches would not reduce overall site capacity shortfalls without significant quality improvements. As such, separate floodlit training areas would be preferential, where possible.

World Rugby (WR) compliant AGPs

The alternative to providing an increase in floodlighting is the installation of a WR compliant 3G pitch. Establishing such provision would enable all clubs to access it for training, with a robust programme of use, and in turn will result in significant usage being transferred from grass pitches.

As discussed in the 3G part of this section, there is sufficient demand to warrant the establishment of an additional WR compliant 3G pitch. This could either be via a partnership approach with football, or via the creation of a pitch at a rugby club site (e.g. Dudley Kingswinford Rugby Football Club).

Summary

The majority of shortfalls can be overcome through quality improvements and/or the creation of additional floodlighting; however, some overplay will remain at Cannock RFC unless the Club is provided with additional provision. Furthermore, given that the majority of overplay across the District is a result of training on grass pitch, evidence exists for the establishment of an additional WR compliant 3G pitch.

Recommendations

- ✦ Protect existing quantity of rugby union pitches.
- ✦ Improve quality of pitches, prioritising club sites with identified overplay.
- ✦ Support proposals for Cannock RFC to be provided with additional provision.
- ✦ Explore the installation of additional floodlighting to better accommodate training demand.
- ✦ Consider the establishment of an additional full size, WR compliant 3G pitch in the District to allow clubs to move training demand off grass pitches and alleviate overplay.
- ✦ Extend and/or improve quality of ancillary provision where it is required.
- ✦ Retain supply of rugby pitches at all school sites for curricular and extra-curricular purposes and encourage secure community availability should community demand exist in the future.
- ✦ Ensure that any large housing developments are provided for through master planning on an individual basis.
- ✦ If a development is of a size to justify on-site rugby provision, ensure that any proposals for new pitches will attract adequate demand.
- ✦ Where a development is not of a size to justify on-site rugby provision, or if sufficient demand cannot be attracted, use contributions to improve/expand existing sites within the locality.

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Hockey pitches (sand/water-based AGPs)

Summary

- ✦ **There is a need for at least one and possibly two full size hockey suitable AGPs in the District.**
- ✦ **If the pitches at Chase Park (Hatherton) are not going to be brought back into use (and improved), new provision is required.**
- ✦ There are three full size hockey suitable AGPs in South Staffordshire, all of which, are located at Chase Park (Hatherton) in the North Analysis Area.
- ✦ Chase Park (Hatherton) now lies disused and after being privately purchased in October 2019, the future of the site is currently unknown.
- ✦ In addition, there is one smaller size sand-based AGP in South Staffordshire at HMP Featherstone (Brinsford) in the North East Analysis Area which is unavailable for community use.
- ✦ All three AGPs at Chase Park (Hatherton) are in poor condition. The water-based surfaces were last resurfaced in 2007 and 2008 whilst, before the closure of the site, the sand filled AGP was unusable due to poor quality after last being refurbished in 2002.
- ✦ Before the closure of Chase Park (Hatherton), Cannock HC reported that ancillary facilities on site had deteriorated in recent years and were in poor condition.
- ✦ There are two hockey clubs identified as being based within South Staffordshire; Cannock and Phoenix Blues Ladies. Both clubs now export demand to the neighbouring authority of Lichfield.
- ✦ Cannock HC currently export ten teams due to the closure of its former home site, Chase Park (Hatherton). Only the Club's under 12 section remains in South Staffordshire, playing matches on the 3G pitch at Wolgarston High School (Penkridge).
- ✦ Cannock HC reports that discussions have taken place regarding a new hockey suitable AGP being provided at Penkridge Sports and Recreation Centre (Monkton Recreation Centre) but little progress appears to have been made in recent months.
- ✦ Phoenix Blues Ladies HC is a single team club which was also based at Chase Park before the closure of the site forced it to relocate. Ideally, it would also like to play in South Staffordshire.
- ✦ South Staffordshire membership figures have declined in the previous year, with membership at Cannock HC falling drastically whilst membership at Phoenix Blues Ladies HC has remained consistent over recent years.
- ✦ Both Cannock and Phoenix Blues Ladies hockey clubs are focusing on retaining their current membership bases instead of looking to increase participation.

Scenarios

Number of hockey suitable AGPs required across South Staffordshire

The PPS Guidance considers a floodlit pitch as able to accommodate four match equivalent sessions on a Saturday (peak time) with teams playing on a home and away basis. As such, this equates to one full size AGP being able to cater for eight "home" teams.

There are two hockey clubs based in South Staffordshire; Cannock HC and Phoenix Blues Ladies HC. Both clubs previously played at Chase Park but since the closure of the site, now export demand outside of the authority (11 teams in total). Consultation reveals that both clubs would prefer to return demand to South Staffordshire.

In total, the two clubs field a total of nine senior teams at peak time (Saturday); eight from Cannock HC and one from Phoenix Blues Ladies HC. Of these teams, eight currently play at Erasmus Darwin Academy in Lichfield, whilst Cannock HC's 1st women's team play at Wolverhampton Grammar School (Wolverhampton) as it is the closest venue which has availability and is suitable for national competition.

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With demand existing for nine senior teams at peak time, it is considered that two full-size hockey suitable AGPs are required to meet current demand. Neither Cannock HC nor Phoenix Blues Ladies HC has plans to increase the number of teams they provide, instead focusing on preserving current membership, albeit this is most likely impeded due to the current situation.

Whilst PPS Guidance considers one full size AGP being able to cater for eight “home” teams, through effective scheduling, it has been known for a single AGP to cater for ten “home” teams. Therefore, it may be possible to cater for all hockey demand in South Staffordshire with a single AGP. Further feasibility work would be required to fully test this.

Recommendations

- ✦ Protect existing provision and ensure any provision lost to housing development is fully mitigated in line with Sport England’s Playing Field Policy.
- ✦ Ensure that demand from Cannock HC and Phoenix Blues Ladies HC can be adequately accommodated to meet the identified current and future needs of the clubs, including security of tenure.
- ✦ Community clubs, England Hockey and local schools should work collaboratively to increase hockey participation amongst juniors; with a view that this will then equate to increased senior participation in the future.
- ✦ Ensure that future demand from new England Hockey initiative, Hockey Heroes (aimed at growing participation for under 10s) can be accommodated.

Bowls

Summary

- ✦ **Although all responding clubs are operating over the recommended capacity, no clubs state a need to access an additional green or that green quality has deteriorated at their respective home venues, suggesting that demand can be met.**
- ✦ **As no clubs are operating close to or under 20 members, it is considered that all existing greens require protection although further consultation is required to determine this fully.**
- ✦ There are nine bowling greens in South Staffordshire located across nine sites.
- ✦ In addition, there are disused greens at Chase Park (Hatherton) and Perton Park Golf Club.
- ✦ Five greens are serviced by floodlighting, which is a high amount when compared to other local authorities.
- ✦ Eight of the nine bowling greens in South Staffordshire are owned by their respective sports clubs; Hawkins Sports Club is owned by CISWO.
- ✦ Following a non-technical assessment of community available greens in South Staffordshire and consultation with clubs, eight greens are assessed as good quality and one as standard quality.
- ✦ Ancillary facilities at Penkridge Bowling Club, Brewood Playing Field and Swindon Playing Fields are said to be of poor quality.
- ✦ Bowls membership across South Staffordshire equates to 702 people, totalling 510 senior males, 184 senior females and eight juniors.
- ✦ Only one club quantifies future demand, with Brewood BC reporting future demand equating to 30 members.
- ✦ The accompanying Indoor Sports Facilities Needs Assessment identified no indoor bowls centre in the Authority. Despite the English Indoor Bowls Association being keen to explore ways to build a dedicated indoor bowls facility in South Staffordshire, no demand for this facility was identified.

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Scenarios

As no clubs in South Staffordshire indicate a requirement to access an additional green or report that green quality has deteriorated, it is considered that the current provision for bowls is sufficient to meet current and future demand in South Staffordshire. Therefore, focus should be on increasing participation and improving or maintaining the current stock of bowling greens in the District.

Recommendations

- ✦ Retain existing quantity of greens.
- ✦ Improve quality at sites assessed as poor or standard quality and sustain quality at sites assessed as good.
- ✦ Support clubs with plans to increase membership so that growth can be maximised.
- ✦ Explore the feasibility of improving ancillary provision at Penkridge Bowling Club, Brewood Playing Field and Swindon Playing Fields.
- ✦ Ensure green quality does not deteriorate from increases in membership.

Tennis

Summary

- ✦ **There is currently sufficient supply of courts to accommodate club based demand. However, shortfalls are expected to occur in the South Analysis Area after considering future demand.**
- ✦ **There is also spare capacity existing on non-club courts, meaning the focus should be on improving quality and encouraging further usage.**
- ✦ There are 76 tennis courts identified in South Staffordshire across 18 sites, with 63 courts available for community use.
- ✦ Ounsdale High School (Wombourne) has a planning application in place for the replacement of three tennis courts on site.
- ✦ Chase Park (Hatherton) previously accommodated three floodlit sand AGP tennis courts although the site is now disused.
- ✦ All clubs in South Staffordshire are serviced by some level of floodlit provision, although floodlit provision at non-club courts is extremely limited.
- ✦ The majority of courts in South Staffordshire have a macadam surface (76%), whilst the remaining courts have either an artificial turf surface or are clay based.
- ✦ Of the community available courts, 30 were assessed as good quality, 20 as standard quality and 13 as poor quality.
- ✦ Wombourne TC reports its changing facilities are of poor quality. The Club has ambitions to improve changing provision at Wombourne Cricket, Tennis and Bowling Club.
- ✦ Changing facilities are also a key issue in relation to non-club courts, with provision often of a poor quality or situated too far away from the courts to be used.
- ✦ There are five tennis clubs in South Staffordshire of which four responded to consultation requests. For responding clubs, membership equates to 1,203 members, which is derived from 849 senior members and 354 junior members.
- ✦ Of the clubs which responded to consultation, all four indicate plans to increase membership, equating to an additional 201 senior and 150 junior members.
- ✦ In South Staffordshire, three of the five clubs actively offer pay and play at their venues, whereas it is not recorded at non-club sites.
- ✦ The accompanying Indoor Sports Facilities Needs Assessment identified no requirement for additional indoor tennis provision in South Staffordshire.

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Scenarios

Informal tennis

The LTA has developed a package of support for LA to grow the use of park tennis courts by removing key barriers to participation. The three products are ClubSpark, Rally and Gate Access and can be used individually or in combination. The products are used to provide a remote booking and access system.

Instead of providing free access, some local authorities are now securing their courts as per a membership scheme that allows members access through the use of a fob system following payment of a small yearly fee. Not only does this deter unofficial use of courts but it also allows official use to be tracked, thus providing data on how well and how often courts are being accessed. In addition, it provides income generation that can go towards ongoing maintenance of the courts.

The LTA advocates that sites with a minimum of four courts are likely to be more sustainable, with provision of accompanying changing facilities and floodlighting preferred. Sites such as Codsall Community High School, Great Wyrley Academy and St Dominic's Brewood may be considered suitable, although floodlights would be required at each site, as well as potential changing rooms improvements. Ounsdale High School could also be considered once current developments affecting the tennis courts on site are complete.

Recommendations

- ◀ Monitor future demand growth at Wombourne TC and Stourbridge TC to ensure that any overplay that occurs is manageable.
- ◀ Retain and sustain quality of club courts for competitive play through implementation of appropriate maintenance regimes.
- ◀ Support clubs with aspirations to install floodlighting and/or to increase their number of floodlit courts.
- ◀ Support clubs with aspirations to develop their clubhouse facilities.
- ◀ Improve quality of local authority courts and accompanying ancillary provision, first and foremost focusing on sites that best accommodate informal play.
- ◀ Explore implementation of LTA products such as Clubspark, Rally and Gate Access at education and local authority courts to increase provision for informal and recreational tennis.

Netball

Summary

- ◀ **In summary, there is currently sufficient outdoor netball provision in South Staffordshire as no demand for outdoor netball has been identified. Therefore, priority should be placed on retaining current levels of provision to ensure demand for outdoor netball can be accommodated should this arise.**
- ◀ **Consideration should also be given to increasing the amount of England Netball initiatives in operation in the District.**
- ◀ In total, there are 34 outdoor netball courts located across 12 sites in South Staffordshire. Of these, 24 courts (across eight sites) or 71% are available for community use.
- ◀ Generally, schools do not allow their courts to be available for community use. This can be due to variety of reasons, such as a lack of local demand for court usage, lack of floodlighting, high staff costs to enable community usage or a preference to preserve court quality for curricular use.
- ◀ Wombourne Leisure Centre, Penkridge Leisure Centre and Cheslyn Hay Sport & Community High School are all accessed for indoor netball.

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- Following a non-technical assessment, most courts (16 or 47%) are assessed as poor quality whilst 14 (or 41%) are assessed as standard quality. The remaining four are assessed as good quality.
- No formal netball clubs are identified in South Staffordshire, with all identified demand for netball in the District taking place indoors through Back to Netball or Walking Netball sessions.
- There is currently no Play Netball league in operation in South Staffordshire, with the closest League based in Wolverhampton at Our Lady & St Chad Catholic Academy.
- Sport England's Market Segmentation Tool identifies latent demand of 304 people, 87 (29%) of which are within the segment 'Chloe – fitness class friends'.
- The accompanying Indoor Sports Facilities Needs Assessment found that current provision for indoor netball is sufficient for current and future demand.

Scenario

Improving court quality at education sites

England Netball aspires to form closer links with education sites across Staffordshire to ensure that netball remains on the School curriculum. In order to facilitate this, it hopes to improve all netball courts at education sites to at least standard quality.

Table 4.13: Netball courts at Education sites in South Staffordshire

Site ID	Site name	Settlement	Analysis area	Available for community use?	No. of courts	Court quality
7	Brewood Middle School	Brewood	North West	No	2	Poor
19	Cheslyn Hay Sport & Community High School	Cheslyn Hay	North East	Yes	4	Standard
20	Codsall Community High School	Codsall	Central	Yes	3	Standard
31	Great Wyrley Academy	Littlewood	North East	Yes	4	Standard
44	Kinver High School	Kinver	South	No	5	Poor
51	Ounsdale High School	Wombourne	South	No	2	Standard
55	Penkridge Middle School	Penkridge	North	Yes	4	Poor
56	Perton Middle School	Wergs	Central	Yes	4	Poor
61	St Dominic's Brewood	Brewood	North West	Yes	3	Good
70	Westcroft School	Westcroft	North East	No	1	Poor

The table above reveals the court quality at education sites across South Staffordshire. In order to meet England Netball's aspiration, the courts at Brewood Middle School, Penkridge Middle School, Perton Middle School, Kinver High School and Westcroft School require quality improvements.

Recommendations

- Protect quantity of courts.
- Seek to improve poor quality courts quality through resurfacing or improved maintenance.
- Look to expand the use of courts through England Netball initiatives such as Back to Netball and Walking Netball, Festivals, Youth Camps and Bee Netball (5-11yrs).
- Facilitate improved engagement between England Netball and schools.

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Golf

Summary

- ◀ It is considered that the current supply of facilities in South Staffordshire can meet current and future demand, with emphasis placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand and future demand.
- ◀ However, declining membership bases at Perton Park and Wergs golf clubs should be a major concern as both clubs previously operated close the national average.
- ◀ There are 14 golf courses across 12 sites within South Staffordshire.
- ◀ In addition, there is one standalone driving range at The Golf Academy (Springhill) as well as a further eight driving ranges located at existing golf club sites. There is also a FootGolf course in the District, located at Halfpenny Green Golf Club.
- ◀ Of the 14 golf courses in South Staffordshire, one is a nine-hole course and three are par three courses. The remaining courses are all traditional 18-hole courses.
- ◀ Quality is considered to be good at all courses in the District.
- ◀ Only Himley Hall Golf Centre is without a clubhouse on site, instead accessing a café on site for ancillary provision. All remaining Clubs within the District have access to an array of facilities.
- ◀ Only Enville Golf Club has more members than the national average. Membership at Patshull Park Hotel Golf and Country Club and The Staffordshire Golf Club has increased since 2016, whilst all of the remaining clubs have experienced a decline. Perton Park and Wergs golf clubs have seen their membership bases fall drastically over the same time period.
- ◀ In total, an average of 72,004 people are identified as current or potential users of Golf courses within South Staffordshire.
- ◀ Demand is likely to be highest for 3 Hammers Golf Complex (Cross Green), which has 148,611 potential users, whilst is lowest for Patshull Park Hotel Golf and Country Club (Kingslow), which has 20,620 potential users.

Scenarios

With 14 golf courses across the District, it is considered that the supply of golf facilities is sufficient to meet current and future levels of demand. Therefore, focus should be on preserving the current stock of golf courses and clubs in South Staffordshire, as well as exploring the feasibility of providing non-traditional golf formats in the District to attract different profiles of golfing members to the game.

Recommendations

- ◀ Retain all current golf courses and associated facilities.
- ◀ Sustain course quality and seek improvements where necessary through implementation of appropriate maintenance regimes.
- ◀ Support clubs in membership retention and potential growth, especially at Perton Park and Wergs golf clubs.
- ◀ Encourage clubs and providers to work more collaboratively in terms of creating pathways for existing and new players.

PART 5: STRATEGIC RECOMMENDATIONS

The strategic recommendations for the Strategy have been developed via the combination of information gathered during consultation, site visits and analysis which culminated in the production of an assessment report, as well as key drivers identified for the Strategy. They reflect overarching and common areas to be addressed, which apply across playing pitch facilities and may not be specific to just one sport.

AIM 1

To **protect** the existing supply of outdoor sport facilities where it is needed for meeting current and future needs.

Recommendations:

- a. Ensure, through the use of the PPS, that outdoor sport facilities are protected through the implementation of local planning policy.
- b. Secure tenure and access to sites for high quality, development minded clubs, through a range of solutions and partnership agreements.
- c. Maximise community use of education facilities where needed.

Recommendation (a) – Ensure, through the use of the PPS, that playing pitch facilities are protected through the implementation of local planning policy.

The PPS shows that all existing playing pitch sites require protection or replacement and therefore no provision can be deemed surplus to requirements because of shortfalls now and in the future. Reflecting the outcomes of the PPS, local planning policy should echo this situation.

When shortfalls are evident, a playing pitch facility can only be permanently lost when the current picture changes to the extent that the site in question is no longer needed as a result of no shortfalls existing, or unless replacement provision is provided and agreed upon by all stakeholders.

NPPF paragraph 97 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- ◆ An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- ◆ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- ◆ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

The PPS should be used to help inform development management decisions that affect existing or new playing pitch provision and accompanying ancillary facilities. All applications are assessed by the Local Planning Authority on a case by case basis taking into account site specific factors. In addition, Sport England is a statutory consultee on planning applications that affect or prejudice the use of playing field used within the last five years and will use the PPS to help assess that planning application against its Playing Fields Policy.

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Policy Exception E1:

‘A carefully quantified and documented assessment of current and future needs has demonstrated to the satisfaction of Sport England that there is an excess of playing field provision in the catchment, and the site has no special significance to the interests of sport’.

Where the PPS cannot demonstrate that the site, or part of a site, is clearly surplus to requirements then replacement of the site, or part of a site, will be required to comply with the remaining Sport England policy exceptions.

Policy Exception E2

‘The proposed development is for ancillary facilities supporting the principal use of the site as a playing field and does not affect the quantity and quality of playing pitches or otherwise adversely affect their use’.

Policy Exception E3

The proposed development affects only land incapable of forming part of a playing pitch and does not:

- ✦ Reduce the size of any playing pitch.
- ✦ Result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas).
- ✦ Reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or reposition playing pitches to maintain quality.
- ✦ Result in the loss of other sporting provision or ancillary facilities on the site.
- ✦ Prejudice the use of any remaining areas of playing field on the site’.

Policy Exception E4:

‘The playing field or fields to be lost as a result of the proposed development would be replaced, prior to the commencement of development, by a new playing field site or sites:

- ✦ of equivalent or better quality and
- ✦ of equivalent or greater quantity;
- ✦ in a suitable location and;
- ✦ subject to equivalent or better management arrangements.

Policy Exception E5

‘The proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice of use, of the area of playing field’.

Lapsed and disused sites should also be protected from development or replaced in accordance with Sport England’s policy exceptions as they currently provide a solution to reducing identified shortfalls. A disused site is a playing field which is not currently being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as ‘lapsed sites’. Any disused/lapsed playing fields are included within the Action Plan together with a recommendation in relation to bringing the site back into use or to mitigate the loss on a replacement site to address the shortfalls identified.

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It may be appropriate to consider rationalisation of certain low value playing pitch sites (i.e. one/two pitch sites with no changing provision) to generate investment in creating bigger and better venues (hub sites). It is vital, however, that there is no net loss of facilities and that replacement provision is in place and available for use prior to existing provision being lost.

Recommendation (b) – Secure tenure and access to sites through a range of solutions and partnership agreements.

A number of school, commercial and private sites are being used in South Staffordshire for competitive play, predominantly for football and hockey. In some cases, use of pitches has been classified as secure, however, this is not necessarily formalised and relevant organisations should, thus, seek to establish appropriate community use agreements, including access to changing provision where required.

NGBs, Sport England and other appropriate bodies such as the Football Foundation can help to negotiate and engage with providers where the local authority may not have direct influence. This is particularly the case at sites that have received, or are going to receive, funding from these bodies, as community access can be a condition of the agreement.

In the context of the Comprehensive Spending Review, it is increasingly important for the Council to work with voluntary sector organisations to enable them to take greater levels of ownership and support the wider development and maintenance of facilities. To facilitate this, where practical, the Council should support and enable clubs to generate sufficient funds, providing that this is to the benefit of sport.

The Council should also further explore opportunities in respect of security of tenure so as to enable clubs to pursue external funding. This is particularly the case at lower quality sites (plus those with inadequate ancillary facilities) to enable quality to improve and the sites to be developed. Clubs interested in leasing sites should be required to meet service and/or strategic recommendations. Additional criteria should be considered taking account of club quality, its long-term development objectives and its sustainability, as illustrated below.

Table 5.1: Recommended criteria for lease of sport sites to clubs/organisations

Clubs	Site
<p>Clubs should have NGB accreditation award.</p> <p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers.</p> <p>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</p> <p>Clubs have processes in place to ensure capacity to maintain sites to the existing, or better, standards.</p>	<p>For established clubs which have proven success in terms of self-management sites identified as 'Key' or 'Local' within the action plan hierarchy may be appropriate to consider.</p> <p>As a priority, sites should acquire capital investment to improve (which can be attributed to the presence of a Clubmark/Charter Standard club).</p> <p>Sites should be leased with the intention that investment can be sourced to contribute towards improvement of the site.</p>

Local sports clubs should be supported by partners including the Council and NGBs to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership work.

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All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)⁷. They should also be encouraged to work with partners locally – such as volunteer support agencies or local businesses.

The Council could establish core outcomes to derive from clubs taking on a lease arrangement to ensure that the most appropriate are assigned sites. Outcomes may, for example, include:

- ✦ Increasing participation.
- ✦ Supporting the development of coaches and volunteers.
- ✦ Commitment to quality standards.
- ✦ Improvements (where required) to facilities, or at minimum retaining existing standards.

In addition, clubs should be made fully aware of the associated responsibilities/liabilities when considering leases of multi-use public playing fields. It is important in these instances that the site, to some degree, remains available for other purposes or for other users.

For clubs with lease arrangements already in place, these should be reviewed when fewer than 25 years remain to improve security of tenure and aid the attraction of funding; clubs with fewer than 25 years remaining on a lease agreement are unlikely to be eligible for external funding.

Community asset transfer

Another way of ensuring long term tenure for clubs playing on Council facilities is through a Community Asset Transfer (CAT). This may be something for the Council to consider as a way of also maximising community benefits.

CAT is the transfer of management and/or ownership of public land and buildings from its owner (usually a local authority) to a community organisation (such as a Development Trust, a Community Interest Company or a social enterprise) for less than market value – to achieve a local social, economic or environmental benefit.

Community based organisations are often much more effective at engaging people than other types of organisation because they are close to and directly accountable to their community.

Communities that come together to plan and deliver services can make them more inclusive and responsive than state run services. Communities can mobilise a lot of volunteer time and energy. Asset transfer can, for example:

- ✦ Give sports clubs and community organisations more security and sustainability
- ✦ Enable people to protect the assets in their communities – including iconic heritage buildings and open spaces
- ✦ Involve people in designing and running the services from which, they benefit
- ✦ Be a catalyst for getting people more involved as volunteers
- ✦ Keep money in the local economy through enterprise and locally owned assets

The Sport England Community Sport Asset Transfer Toolkit is a bespoke, interactive web based tool that provides a step by step guide through each stage of the asset transfer process should this be an option for the Council to consider. It can be accessed here:

<http://www.sportengland.org/facilities-planning/tools-guidance/asset-transfer/>

⁷ <http://www.cascinfo.co.uk/cascbenefits>

Recommendation (c) - Maximise community use of education facilities where needed

To maximise community use, development of a more coherent, structured relationship with schools is recommended. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. A key issue in South Staffordshire is a lack of access to high quality provision located at its several private educational establishments.

A large number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the schools and local clubs. It is, however, common for school stock not to be fully maximised for community use, even on established community use sites.

In some instances, outdoor sports facilities are unavailable for community use due to poor quality and therefore remedial works will be required before it can be established. The low carrying capacity of these pitches sometimes leads to them being played to capacity or overplayed simply due to curricular and extra-curricular use, meaning they cannot accommodate any additional use by the community.

Although there is a growing number of academies over which the Council has little or no control, it is still important to understand the significance of such sites and attempt to work with the schools where there are opportunities for community use. In addition, the relevant NGB has a role to play in supporting the Council to deliver the strategy and communicating with schools where necessary to address shortfalls in provision, particularly for football pitches.

As detailed earlier, NGBs and Sport England can often help to negotiate and engage with schools where the local authority may have limited direct influence. This is particularly the case at sites that have received funding from the relevant bodies or are going to receive funding in the future as community access can be a condition of the funding agreement.

AIM 2

To **enhance** outdoor sport facilities and ancillary facilities through improving quality and management of sites.

Recommendations:

- d. Maintain quality and seek improvements where necessary
- e. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding
- g. Secure developer contributions

Recommendation (d) – Improve quality

There are a number of ways in which it is possible to improve quality, including, for example, addressing overplay and improving maintenance. Given that the majority of councils' face reducing budgets it is currently advisable to look at improving key sites as a priority (e.g. the largest sites that are the most overplayed or the poorest). The action plan within this document provides a starting point for this, identifying key sites, poor quality site and/or sites that are overplayed.

With such pressures on budgets, any wide-ranging direct investment into pitch quality is challenging and other options for improvements should be considered. This could be via asset transfer as highlighted in Objective 1, with clubs taking on maintenance, whilst other options may include equipment banks and the pooling of resources for maintenance.

Addressing quality issues

Quality across South Staffordshire is variable but generally most pitches are assessed as standard quality. Where facilities are assessed as standard or poor quality and/or overplayed, maintenance regimes should be reviewed and, where possible, improved to ensure that what is being done is of an appropriate standard to sustain/improve pitch quality. Ensuring continuance of existing maintenance of good quality sites is also essential.

It is also important to note the impact the weather has on quality. The worse the weather, the poorer facilities tend to become, especially if no drainage systems are in place or if existing drainage systems are inadequate. This also means that quality can vary, year on year, dependent upon the weather and levels of rainfall.

Based upon an achievable target using existing quality scoring to provide a baseline, a standard should be used to identify deficiencies and investment should be focused on those sites which fail to meet the proposed quality standard (using the site audit database as provided in electronic format). The strategic approach to outdoor sports facilities achieving these standards should be to enhance quality and therefore the planning system should seek to protect them.

For the purposes of quality assessments, outdoor sports facilities and ancillary facilities are separately reported as being of 'Good', 'Standard' or 'Poor' quality. Some good quality sites may have poor quality elements and vice versa (e.g. a good quality pitch may be serviced by poor quality changing facilities).

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Good quality refers to pitches that have, for example, good grass cover, an even surface, are free from litter. For rugby, a good quality pitch is also pipe and/or slit drained. In terms of ancillary facilities, good quality refers to access for disabled people, sufficient provision for referees, juniors/women/girls and appropriate provision of showers, toilets and car parking.

Standard quality refers to pitches that have, for example, adequate grass cover, minimal signs of wear and tear and goalposts may be secure but in need of minor repair. For rugby, drainage is natural but adequate. In terms of ancillary facilities, standard quality refers to adequately sized changing rooms, storage provision and provision of toilets.

Poor quality refers to provision with, for example, inadequate grass cover, uneven surfaces and poor drainage. In terms of ancillary facilities, poor quality refers to inappropriate changing rooms with no showers, no running water and/or old, dated interiors. If a poor quality site receives little or no usage that is not to say that no improvement is needed, it may instead be the case that it receives no demand because of its quality, thus an improvement in said quality will attract demand to the site, potentially from overplayed standard or good quality sites.

Without appropriate, fit for purpose ancillary facilities, good quality pitches may be underutilised. Changing facilities form the most essential part of this offer and therefore key sites should be given priority for improvement.

In order to prioritise investment into key sites it is recommended that the Steering Group within each local authority works up a list of criteria, relevant to the authority, to provide a steer on future investment.

Addressing overplay

In order to improve the overall quality of the outdoor facility stock; it is necessary to ensure that provision is not overplayed beyond recommended carrying capacity. This is determined by assessing quality (via a non-technical site assessment) and allocating a match limit to each (daily for hockey, weekly for football and rugby union and seasonal for cricket).

The FA, the RFU, the ECB and EH all recommend a number of matches that pitches should take based on quality, as seen in the table below. For other grass pitch sports, no guidelines are set by the NGBs although it can be assumed that a similar trend should be followed.

Capacity of pitches

Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season	60 per season	0 per season
Hockey	Full size AGP, floodlit	4 per day	4 per day	-

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It is imperative to engage with clubs to ensure that sites are not played beyond their capacity. Play should therefore be encouraged, where possible, to be transferred to alternative venues that are not operating at capacity. This may include transferring play to 3G pitches or to sites not currently available for community use but which may be in the future.

A cost-effective way to reduce unofficial use (and therefore overplay), particularly for football, could be to remove goalposts in between match days, principally at open access, high traffic sites that are managed by clubs. This will, however, require adequate, secured storage to be provided.

For cricket, an increase in the usage of NTPs is key to alleviating overplay as this allows for the transfer of junior demand from grass wickets. It also does not require any additional playing pitch space as NTPs can be installed in situ to existing squares.

For rugby union, additional floodlighting can mitigate some of the overplay as it allows training demand to be spread across a greater number of pitches or unmarked areas. If permanent floodlighting is not possible, portable floodlighting is an alternative, as is the installation of a WR compliant 3G pitch.

Increasing maintenance

Standard or poor grass pitch quality may not just be a result of poor drainage. In some instances, ensuring there is an appropriate maintenance for the level/standard of play can help to improve quality and therefore increase pitch capacity. Each NGB can provide assistance with reviewing pitch maintenance regimes.

The FA has the Pitch Improvement Programme (PIP) which has been developed in partnership with the Institute of Groundsmanship (IOG) to develop a grass pitch maintenance service that can be utilised by grassroots clubs with the aim of improving knowledge, skills and therefore the quality of pitches. The key principles behind the service are to provide clubs with advice/practical solutions in a range of areas, with the simple aim of improving playing surfaces. The programme is designed to help clubs on sites that they themselves manage and maintain but can also be used to advise council-maintained sites.

The Grass Pitch Revenue Fund is now available for clubs and leagues that utilise pitches that have been assessed as poor or basic through a PIP report. For local authority sites to be eligible, the Council must have a club or league partner to be eligible for funding. The Football Foundation will award a 67% tapered grant towards the works over a six-year period on a sliding scale. They will accept applications for club and league led schemes to engage professional contractors over six years to increase the levels of enhanced maintenance works carried out on their grass pitches, with an aim of improving the quality of the facilities to the IOG 'good' standard or above.

The type of maintenance works that funding can support include over seeding, scarification and aeration. Routine maintenance works such as grass-cutting and line-marking is not eligible.

For cricket and the ECB, the equivalent is the Grounds and Natural Turf Improvement Programme, which is jointly funded by the ECB, FA, Football Foundation and the IOG. Its aim is to raise the standards of sports surfaces as well as the understanding of sports turf management practices among grassroots sports clubs across England Wales.

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In relation to cricket specifically, maintaining high pitch quality is the most important aspect of the sport. If the wicket is poor, it can affect the quality of the game and, in some instances, become dangerous. The ECB recommends full technical assessments of wickets and pitches available through a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether it meets the standards that are benchmarked by the Institute of Groundsmanship (IoG).

Recommendation (e) – Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites

To allow for facility developments to be programmed on a phased basis the Council should adopt a tiered approach to the management and improvement of outdoor sport sites and associated facilities. Please refer to Part 6: Action Plan for the proposed hierarchy.

Recommendation (f) – Work in partnership with stakeholders to secure funding

Partners should ensure that appropriate funding secured for improved sports provision is directed to areas of need, underpinned by a robust strategy for improvement in outdoor sport provision and accompanying ancillary facilities.

To address community need, target priority areas and reduce provision duplication, a coordinated approach to strategic investment is required. In delivering this recommendation, the Council should maintain a regular dialogue with local partners through the PPS Steering Group.

Although some investment in new provision will not be made by the Council directly, it is important that the Steering Group directs and leads a co-ordinated approach to facility development whether made at/by education sites, NGBs, sports clubs and the commercial sector. This is to ensure that the extent to which it addresses community need is optimised and duplication is avoided.

One of sport's key contributions is its positive impact on public health. It is therefore important to lever in investment from other sectors such as, for example, health and wellbeing. Sport and physical activity can have a profound effect on peoples' lives, and plays a crucial role in improving community cohesion, educational attainment and self-confidence.

Please refer to Appendix One for further funding information which includes detail in respect of current opportunities, likely funding requirements and indicative project costs.

Recommendation (g) –Secure developer contributions

This strategy should inform policies and supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development, which is especially pertinent to South Staffordshire given the level of identified housing growth within the District.

A development located within an accessible distance from a high-quality outdoor sport facility does not necessarily negate need for further provision or improvement to existing provision in the locality to accommodate additional demand arising from that development. The PPS should be used to help determine the likely impact of a new development on demand, the capacity of existing sites in the area, and whether there is a need for improvements to increase capacity or new provision is required.

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For playing pitches, the Council should use Sport England's Playing Pitch Demand Calculator (see Part 7) as a tool to determine developer contributions linking to sites within the locality. This uses team generation rates from the Assessment Report to determine how many new teams will be generated from an increase in population, as per that derived from housing growth. This is then converted into pitch requirements for each sport alongside the associated costs.

The guidance should be the basis for negotiation with developers to secure contributions to include provision within the development and/or enhancement of appropriate playing fields and subsequent maintenance on existing sites within the locality. Section 106 contributions can also be used to improve the condition and maintenance regimes of pitches which, in turn, will increase pitch capacity to accommodate more matches.

A number of planning policy objectives should be implemented to enable the above to be delivered:

- ◀ Most new developments which create net additional floor space of 100 square metres or more or create a new dwelling.
- ◀ Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a Section 106/CIL Agreement or equivalent must be completed that specifies, when applied, the amount that will be linked to Sport England's Building Cost Information Service⁸ from the date of the permission and timing of the contribution/s to be made.
- ◀ Contributions should also be secured towards the first ten years of maintenance on new pitches. NGBs and Sport England can provide further and up to date information on the associated costs.
- ◀ External funding should be sought/secured to achieve maximum benefit from the investment into appropriate outdoor sport facility enhancement and its subsequent maintenance.
- ◀ Where new multiple pitches are provided, appropriate changing rooms and associated car parking should be located on site.
- ◀ All new or improved outdoor sport facilities on school sites should be subject to community use agreements.

⁸ <https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

AIM 3

To **provide** new outdoor sport facilities where there is current or future demand to do so.

Recommendations:

- h. Rectify quantitative shortfalls through the current stock.
- i. Identify opportunities to add to the overall stock to accommodate both current and future demand.

Recommendation (h) - Rectify quantitative shortfalls through the current stock

The Council and partners should work to rectify identified inadequacies and meet identified shortfalls through better utilisation of the existing stock of facilities. For most sports, current and future demand for provision identified in South Staffordshire can be overcome via maximising use of existing stock through a combination of:

- ✦ Transferring demand from overplayed sites to those with spare capacity.
- ✦ The re-designation/re-configuration of playing pitches.
- ✦ Securing long term community use at school sites including those currently unavailable.
- ✦ Working with commercial and private providers to increase usage.
- ✦ Increasing usage of AGPs or other floodlit facilities.

As noted, to enable the above, it is important that current levels of provision are protected and maintained to secure provision now and in the future.

Recommendation (i) - Identify opportunities to add to the overall stock to accommodate both current and future demand

Although there are identified shortfalls of match equivalent sessions, most current and future demand is currently being met and most shortfalls can be addressed via quality improvements and/or improved access to sites that are presently minimally used or currently unavailable. Adding to the current stock, particularly in the short term, is therefore not recommended as a priority, except in the case of 3G pitches and cricket non turf pitches where there is a discrete need, or where significant housing growth requires increased provision being provided.

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PART 6: ACTION PLAN

The site-by-site Action Plan seeks to address key issues identified in the preceding Assessment Report. It provides recommendations based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement. It should be reviewed in the light of staff and financial resources in order to prioritise support for strategically significant provision and provision that other providers are less likely to make. The Action Plan is separated by analysis area.

The Council should make it a high priority to work with NGBs and other partners to comprise a priority list of actions based on local priorities, NGB priorities and available funding. To allow for facility developments to be programmed within a phased approach, the Council should adopt a tiered approach to the management and improvement of outdoor facility sites and associated provision.

The identification of sites is based on their strategic importance in a District-wide context i.e. they accommodate the majority of demand, or the recommended action has the greatest impact on addressing shortfalls identified either on a sport-by-sport basis or across the Council area as a whole.

Table 6.1: Proposed tiered site criteria

Criteria	Hub sites	Key centres	Local sites
Site location	Strategically located in the Borough. Priority sites for NGBs.	Strategically located within the analysis area.	Serves the local community.
Site layout	Accommodates three or more grass pitches, including provision of an AGP.	Accommodates two or more grass pitches.	Accommodates one or more pitches.
Type of sport	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.
Management	Management control remains within the local authority/other provider or with an appropriate lease arrangement through a committee or education owned.	Management control remains within the local authority/provider or with an appropriate club on a lease arrangement.	Management control remains within the local authority/provider or with an appropriate club on a lease arrangement.
Maintenance regime	Maintenance regime aligns with NGB guidelines.	Maintenance regime aligns with NGB guidelines.	Standard maintenance regime either by the club or in house maintenance contract.
Ancillary facilities	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	No changing room access on site or appropriate access to accommodate both senior and junior use concurrently (if required).

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Hub sites are of strategic District-wide importance where users are willing to travel to access the range and high quality of facilities offered and are likely to be multi-sport. These have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment.

It may be appropriate to consider rationalisation of some existing playing field sites (that are of low value i.e. one/two pitch sites with no changing provision) to generate investment towards creating bigger, better quality sites in order to develop the hierarchy of sites. Identification of these potential sites should be carried out in partnership with the Steering Group and, in particular, the NGB for that particular sport.

Key centres although these sites are more community focused, some are still likely to service a wider analysis area. There may be more of a focus on a specific sport.

Additionally, it is considered that some financial investment may be necessary to improve the ancillary facilities at both hub sites and key centre sites to complement the pitches in terms of access, flexibility (i.e. single-sex changing if necessary), quality and that they meet the rules and regulations of local competitions.

Local sites refer to those sites offering minimal provision or that are of minimal value to the wider community. Primarily they are sites with one facility or a low number of facilities that service just one or two sports. The level of priority attached to them for external investment may be relatively low.

For local authority sites, consideration should be given, on a site-by-site basis, to the feasibility of a club taking on a long-term lease (if not already present), in order that external funding can be sought. Such sites will require some level of investment, either to the outdoor sport facilities or ancillary facilities and it is anticipated that one of the conditions of offering a hire/lease is that the Club would be in a position to source external funding to improve/extend the provision.

Other sites considered in this tier may be primary school sites or secondary school sites that are not widely used by the community or that do not offer community availability.

Some local sites are suitable for rationalisation providing that capital receipts are allocated to replace the lost provision at larger, multi-pitch sites.

Management and development

The following issues should be considered when undertaking sports related site development or enhancement:

- ◆ Financial viability.
- ◆ Security of tenure.
- ◆ Planning permission requirements and any foreseen difficulties in securing permission.
- ◆ Adequacy of existing finances to maintain existing sites.
- ◆ Business Plan/Masterplan – including financial package for creation of new provision where need has been identified.
- ◆ Analysis of the possibility of shared site management opportunities.
- ◆ The availability of opportunities to lease sites to external organisations.
- ◆ Options to assist community groups to gain funding to enhance existing provision.
- ◆ Negotiation with landowners to increase access to private hub sites.
- ◆ Football investment programme/3G pitch development with the FA and Football Foundation.

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Partners

The column indicating partners refers to the main organisations that the Council would look to work with to support delivery of the actions. Given the extent of potential actions it is reasonable to assume that partners will not necessarily be able to support all of the actions identified but where the action is a priority and resource is available the partner will endeavour to provide support.

The Action Plan is not solely for delivery by South Staffordshire District Council but is designed to be pursued and adhered to by all relevant stakeholders and partners.

Priority

Although hub sites are mostly likely to have **high** priority level recommendations as they have wide importance, such recommendations have been identified on the basis of the impact that it will have on addressing the key issues identified in the assessment. Therefore, some key centres and local sites are also identified as having high priority level recommendations, whilst some hub sites may have lower priority recommendations. It is the high priority recommendations which should generally, if possible, be addressed within the short term (1-2 years).

The majority of key centres have **medium** priority recommendations, have analysis area importance and have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment.

The **low** priority recommendations tend to relate to single pitch or single sport sites and often club or education sites with local specific importance but that may still contribute to addressing the issues identified in the assessment for specific users.

Costs

The strategic actions have also been ranked as low, medium or high based on cost. The brackets are:

- ◀ (L) -Low - less than £50k;
- ◀ (M) -Medium - £50k-£250k;
- ◀ (H) -High £250k and above.

These are based on Sport England's estimated facility costs which can be found at:
<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

Timescales

The Action Plan has been created to be delivered over a ten-year period. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur. The indicative timescales relate to delivery times and are not priority based:

- ◀ (S) -Short (1-2 years);
- ◀ (M) - Medium (3-5 years);
- ◀ (L) - Long (6+ years).

Aim

Each action seeks to meet at least one of the three aims of the Strategy; **Enhance, Provide, Protect.**

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

CENTRAL ANALYSIS AREA

Sport	Analysis area	Current demand (2019)		Future demand (2037) ⁹
		Pitch type	Current capacity total in match equivalent sessions ¹⁰	Future capacity total in match equivalent sessions
Football (grass pitches)	Central	Adult	Spare capacity of 4	Spare capacity of 4
		Youth 11v11	At capacity	At capacity
		Youth 9v9	At capacity	At capacity
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	At capacity
	South Staffordshire District	Adult	Spare capacity of 21	Spare capacity of 19
		Youth 11v11	Spare capacity of 6.5	Spare capacity of 3.5
		Youth 9v9	Spare capacity of 1	Shortfall of 2
		Mini 7v7	Spare capacity of 4.5	Spare capacity of 4
		Mini 5v5	Spare capacity of 4.5	Shortfall of 4
Football (3G pitches) ¹¹	South Staffordshire District	Full size, floodlit	Shortfall of two full size 3G pitches for team training	Future shortfall of three full size 3G pitches for team training.
Cricket	Central	Senior	At capacity	At capacity
	South Staffordshire District	Senior	Shortfall of 63	Shortfall of 105
Rugby union	Central	Senior	At capacity	At capacity
	South Staffordshire District	Senior	Shortfall of 8	Shortfall of 17.5
Hockey (sand AGPs)	South Staffordshire District	Full size, floodlit	Shortfall of at least one full-size, hockey suitable AGP	Shortfall of at least one full-size, hockey suitable AGP
Bowls	South Staffordshire District	Greens	Adequate provision	Adequate provision
Tennis	South Staffordshire District	Courts	Adequate provision	Adequate provision
Netball	South Staffordshire District	Courts	Adequate provision	Adequate provision

⁹ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹⁰ Match equivalent sessions per week (per season for cricket)

¹¹ Based on accommodating 38 teams to one full size pitch for training.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Current demand (2019)		Future demand (2037) ⁹
		Pitch type	Current capacity total in match equivalent sessions ¹⁰	Future capacity total in match equivalent sessions
Golf	South Staffordshire District	Courses	Adequate provision	Adequate provision

Key recommendations and likely impact on shortfalls identified

- ◆ Utilise unused adult pitches as strategic reserve for other pitch types in case overplay occurs.
- ◆ Explore the feasibility of creating a sand based AGP in the Analysis Area to alleviate shortfalls

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

CENTRAL ANALYSIS AREA

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
5	Bilbrook C of E Middle School	Football	Education	One poor quality mini 7v7 pitch which is unavailable for community use.	Improve pitch quality to better accommodate curricular demand.	Council FA	Local	L	L	L	Protect Enhance
20	Codsall Community High School	Football	Education	Three adult and one mini 7v7 pitch, all of standard quality. All of the pitches on site have spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreements to provide users with security of tenure.	Education FA LTA EN	Local	L	L	L	Protect Provide
		Tennis		Five standard quality macadam tennis courts that are available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime. Consider installing floodlights to facilitate community use.			L	L	L	
		Netball		Three standard quality macadam netball courts that are available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime. Consider installing floodlights to facilitate community use.			L	L	L	
21	Codsall Leisure Centre	Football (3G)	Council	One full size, floodlit 3G pitch of good quality. The pitch is FIFA certified.	Sustain pitch quality through appropriate maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	Council FA RFU	Local	L	L	L	Protect
22	Codsall Middle School	Football	Education	One mini 7v7 and three mini 5v5 pitches, all of standard quality. All of the pitches on site have spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreements to provide users with security of tenure.	Education FA	Local	L	L	L	Protect
23	Codsall Village Hall	Football	Community	One adult pitch of standard quality which has actual spare capacity equating to one match equivalent session per week.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Community FA ECB	Local	M	L	L	Protect Provide
		Cricket		One grass cricket square of standard quality with 12 wickets. The square is played to capacity at peak time. The square is reported to have an uneven bounce and the outfield is not cut regularly. Codsall CC is considered to have an unsecure tenure agreement for the site. The site is serviced by good quality ancillary provision although is without training facilities. Codsall CC aspire to install fixed bay practice nets on site.	Sustain square quality through appropriate maintenance regime. Explore options to level the square. Support Codsall CC in its aspiration to provide practice facilities on site. Look to formalise a long-term usage agreement to provide Codsall CC with security of tenure.			H	S	L	
52	Pattingham Playing Field	Football	Community	One adult and one mini 7v7 pitch of standard quality. The pitches are reported to suffer from poor drainage. The adult pitch has 0.5 match equivalent sessions of actual spare capacity per week whilst the mini 7v7 pitch has one match equivalent session of spare capacity per week. The site is serviced by good quality ancillary provision.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand. Explore the feasibility of rectifying drainage issues on site.	Community FA LTA EN	Local	M	L	L	Protect

¹² (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹³ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**SOUTH STAFFORDSHIRE DISTRICT COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
		Tennis		Two good quality macadam tennis courts that are available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime.			L	L	L	
		Netball		One good quality macadam netball court which is available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime.			L	L	L	
56	Perton Middle School	Football	Education	Two youth 9v9 and one mini 7v7 pitch, all of standard quality. All pitches have spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreements to provide users with security of tenure.	Education FA LTA EN	Local	L	L	L	Protect Enhance Provide
		Tennis		Five poor quality macadam tennis courts that are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime to better facilitate curricular use. Explore the feasibility of installing floodlighting on site to enable community usage.			L	L	L	
		Netball		Four poor quality macadam netball courts that are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime to better facilitate curricular use. Explore the feasibility of installing floodlighting on site to enable community usage.			M	L	L	
57	Perton Playing Fields	Football	Trust	Three adult and one youth 11v11 pitch, all of poor quality. The pitches are unused but spare capacity has been discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Trust FA	Local	M	M	L	Protect Enhance
69	Twentyman Playing Fields Association	Football	Community	Two adult football pitches of standard quality. The pitches are reported to suffer from poor drainage. The pitches are currently unused and so have actual spare capacity. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Explore feasibility of improving drainage on site. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Community FA	Local	M	L	L	Protect

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

NORTH ANALYSIS AREA

Sport	Analysis area	Current demand (2019)		Future demand (2037) ¹⁴
		Pitch type	Current capacity total in match equivalent sessions ¹⁵	Future capacity total in match equivalent sessions
Football (grass pitches)	North	Adult	Spare capacity of 2.5	Spare capacity of 2
		Youth 11v11	Spare capacity of 2	Spare capacity of 2
		Youth 9v9	At capacity	Shortfall of 1
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	At capacity
	South Staffordshire District	Adult	Spare capacity of 21	Spare capacity of 19
		Youth 11v11	Spare capacity of 6.5	Spare capacity of 3.5
		Youth 9v9	Spare capacity of 1	Shortfall of 2
		Mini 7v7	Spare capacity of 4.5	Spare capacity of 4
		Mini 5v5	Spare capacity of 4.5	Shortfall of 4
Football (3G pitches) ¹⁶	South Staffordshire District	Full size, floodlit	Shortfall of two full size 3G pitches for team training	Future shortfall of three full size 3G pitches for team training.
Cricket	North	Senior	Shortfall of 2	Shortfall of 10
	South Staffordshire District	Senior	Shortfall of 63	Shortfall of 105
Rugby union	North	Senior	Shortfall of 4	Shortfall of 8
	South Staffordshire District	Senior	Shortfall of 8	Shortfall of 17.5
Hockey (sand AGPs)	South Staffordshire District	Full size, floodlit	Shortfall of at least one full-size, hockey suitable AGP	Shortfall of at least one full-size, hockey suitable AGP
Bowls	South Staffordshire District	Greens	Adequate provision	Adequate provision
Tennis	South Staffordshire District	Courts	Adequate provision	Adequate provision

¹⁴ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹⁵ Match equivalent sessions per week (per season for cricket)

¹⁶ Based on accommodating 38 teams to one full size pitch for training.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Current demand (2019)		Future demand (2037) ¹⁴
		Pitch type	Current capacity total in match equivalent sessions ¹⁵	Future capacity total in match equivalent sessions
Netball	South Staffordshire District	Courts	Adequate provision	Adequate provision
Golf	South Staffordshire District	Courses	Adequate provision	Adequate provision

Key recommendations and likely impact on shortfalls identified

- ◆ Improve pitch quality at Huntington Recreation Ground and reconfigure the site to accommodate a youth 9v9 pitch and potentially a mini 5v5 pitch.
- ◆ Improve square quality at Penkridge Cricket Club to alleviate overplay.
- ◆ Support Cannock RFC in its ambition for an additional junior/training pitch.
- ◆ Improve pitch quality at Cannock RFC and Penkridge Sports and Recreation Centre (Monckton Recreation Centre) through maintenance and drainage improvements.
- ◆ Explore the feasibility of creating a sand based AGP in the Analysis Area to alleviate shortfalls.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

NORTH ANALYSIS AREA

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁷	Cost ¹⁸	Aim
4	Bednall and Teddesley Hay Community Centre (Acton Trussell)	Football	Community	One youth 11v11 and one mini 7v7 pitch, both of standard quality. Both pitches have actual spare capacity equating to one match equivalent session per week. The pitch is reported to show evidence of unofficial use and damage to the pitch surface. The site is serviced by good quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Community FA	Local	M	L	L	Protect
14	Cannock RUFC	Rugby union	Sports Club	Two senior and one junior rugby union pitch, all of poor (M0/D1) quality. One senior pitch and the junior pitch have floodlighting installed, whilst the second senior pitch is without floodlighting. However, the Club states that the floodlights will require maintenance in the Summer so that training can continue under them. The Club aspires to mark an additional junior/training pitch on site. The floodlit senior pitch is played to capacity whilst the other senior pitch has spare capacity of 0.25 match equivalent sessions per season although this has been discounted due to poor pitch quality. The junior pitch is overplayed by four match equivalent sessions per week due to accommodating the Club's training demand. Ancillary provision on site is of good quality although four changing rooms are deemed to be insufficient by Cannock RFC. The Club aspires to install two more changing rooms on site to provide dedicated women's and girls' facilities. The car park and access road are also deemed to be in need of resurfacing.	Improve pitch quality through enhanced maintenance regime. Support the Club's aspirations to improve floodlighting and parking facilities, as well as expansion of changing provision and the addition of a new junior/training pitch. Providing additional floodlighting on site should also be considered to enable the Club to spread training demand across more pitches or on separate land.	Sports Club RFU BCGBA	Local	H	L	H	Protect Enhance Provide

¹⁷ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹⁸ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**SOUTH STAFFORDSHIRE DISTRICT COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁷	Cost ¹⁸	Aim
		Bowls		One standard quality crown bowling green used by Littleton BC.	Sustain green quality through appropriate maintenance regime.			L	L	L	
15	Chase Park	Hockey	Private	Three full-size, floodlit, hockey suitable AGPs that are currently disused. Two of the pitches are water-based and the remaining pitch is sand dressed. The future of the site is unknown after being sold to a private owner in October 2019.	Determine future use of the site based on the following priority order of options: 1) Explore feasibility to bring back into use. 2) Use as open space to meet local needs. 3) Redevelop site and use developer contributions to improve other playing pitch sites (quantity and/or quality).	Private EH FA ECB BCGBA LTA	Hub	H	S	L	Protect
		Football		Two adult football pitches that are currently disused. The future of the site is unknown after being sold to a private owner in October 2019.	Determine future use of the site based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and use developer contributions to improve other playing pitch sites (quantity and/or quality).			H	S	L	
		Cricket		Two grass cricket squares that are currently disused. The future of the site is unknown after being sold to a private owner in October 2019.	Determine future use of the site based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and use developer contributions to improve other playing pitch sites (quantity and/or quality).			H	S	L	
		Bowls		One floodlit crown bowling green which is currently disused. The future of the site is unknown after being sold to a private owner in October 2019.	Determine future use of the site based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and use developer contributions to improve other playing pitch sites (quantity and/or quality).			H	S	L	

**SOUTH STAFFORDSHIRE DISTRICT COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁷	Cost ¹⁸	Aim
		Tennis		Three artificial, floodlit tennis courts that are currently disused.	Determine future use of the site based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and use developer contributions to improve other playing pitch sites (quantity and/or quality).			H	S	L	
41	Huntington Recreation Ground	Football	Parish/Town Council	One poor quality adult football pitch. There is evidence of poor drainage on site. The pitch is unused although spare capacity is discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Parish/Town Council FA	Local	L	L	L	Protect Enhance
42	Huntington Scout Pitches	Football	Parish/Town Council	One adult and one youth 11v11 pitch, both of standard quality. There is evidence of poor drainage on site. Both pitches have actual spare capacity equating to one match equivalent sessions per week. Huntington Harriers FC reports that the lack of ancillary provision and parking facilities on site is problematic.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand. Explore the feasibility of providing ancillary and parking facilities on site.	Parish/Town Council FA FF	Local	M	L	L	Protect Provide
46	Littleton Green Community School	Football	Education	One mini 7v7 and one mini 5v5 pitch, both of standard quality. Both pitches have spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.	Education FA	Local	L	L	L	Protect
49	Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	Football	Community	Two adult, one youth 11v11, three mini 7v7 and one mini 5v5 pitch, all of standard quality. The adult and mini 7v7 pitches have 1.5 match equivalent sessions of actual spare capacity on each pitch format whilst the mini 5v5 pitch has one match equivalent session of actual spare capacity. The youth 11v11 pitch has 0.5 match equivalent sessions of actual spare capacity. The site is used as a mini 7v7 central venue for the MSJFL. The site is reported to suffer from poor drainage.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Community FA RFU LTA	Hub	M	L	L	Protect Enhance Provide
		Rugby union		One poor quality (M0/D1) senior rugby union pitch which is floodlit and available for community use. The pitch is played to capacity through Wheaton Aston & Penkridge RFC's match and training demand. The site is serviced by standard quality ancillary facilities.	Improve pitch quality through enhanced maintenance regime.			L	L	L	

**SOUTH STAFFORDSHIRE DISTRICT COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁷	Cost ¹⁸	Aim
		Tennis		Three poor quality macadam tennis courts that are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime. Explore the feasibility of installing floodlights on site to better accommodate community use and potential LTA projects e.g. Clubspark.			L	L	L	
53	Penkridge Cricket Club	Cricket	Sports Club	One grass cricket square of standard quality featuring 11 wickets and one NTP. The square is currently overplayed by two match equivalent sessions per season. The site is serviced by good quality ancillary facilities.	Improve square quality through enhanced maintenance regime.	Sports Club ECB	Local	H	S	L	Protect Enhance
55	Penkridge Middle School	Football	Education	One youth 11v11 and one youth 9v9 pitch, both of standard quality. The youth 11v11 pitch has spare capacity although this has been discounted due to unsecure tenure. The youth 9v9 pitch is played to capacity. Penkridge Junior FC states that pitch quality on site has declined over the last season due to reduced maintenance.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.	Education FA LTA EN	Local	L	L	L	Protect Enhance Provide
		Tennis		Five poor quality macadam tennis courts that are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime. Explore the feasibility of installing floodlights on site to better accommodate community use and potential LTA projects e.g. Clubspark.			L	L	L	
		Netball		Four poor quality macadam tennis courts that are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime. Explore the feasibility of installing floodlights on site to better accommodate community use and potential EN initiatives e.g. Back to Netball.			M	L	L	
72	Wolgarston High School	Football	Education	Two adult and one youth 9v9 pitch, all of standard quality. The youth 9v9 pitch is played to capacity whilst the adult pitches have spare capacity although this has been discounted due to unsecure tenure. Penkridge Cross Keys FC reports the lack of ancillary provision on site is problematic.	Sustain pitch quality through appropriate maintenance regime. Explore the feasibility of providing ancillary provision to service the grass pitches on site.	Education FA FF ECB	Hub	L	L	M	Protect Provide
		Football (3G)		One full-size, floodlit, good quality 3G pitch. The pitch features on the FA register and is utilised as a mini 5v5 central venue for the MSJFL.	Sustain pitch quality through appropriate maintenance regime. Ensure sinking fund is in place for refurbishment when necessary to ensure long-term sustainability. Ensure FA testing every three years to ensure pitch can continue to accommodate competitive matches.			L	L	H	
		Cricket		One standard quality standalone NTP which is available for community use but currently unused.	Sustain quality through appropriate maintenance regime.			L	L	L	

**SOUTH STAFFORDSHIRE DISTRICT COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁷	Cost ¹⁸	Aim
77	Penkridge Bowling Club	Bowls	Sports Club	One good quality crown bowling green used by Penkridge BC. Ancillary facilities are reported to be of poor quality and the site is without car parking facilities. Penkridge BC aspires to replace the clubhouse on site.	Sustain green quality through appropriate maintenance regime. Support Penkridge BC in its desire to replace the clubhouse on site.	Sports Club BCGBA	Local	L	L	M	Protect Enhance
90	The Rural Enterprise Academy	Football	Education	One standard quality youth 11v11 pitch. The pitch has spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.	Education FA RFU	Local	L	L	L	Protect Enhance
		Rugby union		One junior rugby union pitch of poor (M0/D1) quality. The pitch has spare capacity although this has been discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Formalise community use agreements to provide users with security of tenure.			L	L	L	

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

NORTH EAST ANALYSIS AREA

Sport	Analysis area	Current demand (2019)		Future demand (2037) ¹⁹
		Pitch type	Current capacity total in match equivalent sessions ²⁰	Future capacity total in match equivalent sessions
Football (grass pitches)	North East	Adult	Spare capacity of 4.5	Spare capacity of 3
		Youth 11v11	Shortfall of 1.5	Shortfall of 3.5
		Youth 9v9	At capacity	Shortfall of 2
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	Shortfall of 4
	South Staffordshire District	Adult	Spare capacity of 21	Spare capacity of 19
		Youth 11v11	Spare capacity of 6.5	Spare capacity of 3.5
		Youth 9v9	Spare capacity of 1	Shortfall of 2
		Mini 7v7	Spare capacity of 4.5	Spare capacity of 4
		Mini 5v5	Spare capacity of 4.5	Shortfall of 4
Football (3G pitches) ²¹	South Staffordshire District	Full size, floodlit	Shortfall of two full size 3G pitches for team training	Future shortfall of three full size 3G pitches for team training.
Cricket	North East	Senior	At capacity	At capacity
	South Staffordshire District	Senior	Shortfall of 63	Shortfall of 105
Rugby union	North East	Senior	Shortfall of 2.5	Shortfall of 2.5
	South Staffordshire District	Senior	Shortfall of 8	Shortfall of 17.5
Hockey (sand AGPs)	South Staffordshire District	Full size, floodlit	Shortfall of at least one full-size, hockey suitable AGP	Shortfall of at least one full-size, hockey suitable AGP
Bowls	South Staffordshire District	Greens	Adequate provision	Adequate provision
Tennis	South Staffordshire District	Courts	Adequate provision	Adequate provision
Netball	South Staffordshire District	Courts	Adequate provision	Adequate provision

¹⁹ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

²⁰ Match equivalent sessions per week (per season for cricket)

²¹ Based on accommodating 38 teams to one full size pitch for training.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Current demand (2019)		Future demand (2037) ¹⁹
		Pitch type	Current capacity total in match equivalent sessions ²⁰	Future capacity total in match equivalent sessions
Golf	South Staffordshire District	Courses	Adequate provision	Adequate provision

Key recommendations and likely impact on shortfalls identified

- ◆ Secure tenure at education sites to alleviate current shortfalls.
- ◆ Improve pitch quality to accommodate future demand.
- ◆ Resurface the existing 3G pitch at Cheslyn Hay Leisure Centre and look to install a second full size, floodlit 3G pitch on site given local 3G shortfalls.
- ◆ Alleviate overplay at Essington and Willenhall rugby clubs through enhanced maintenance and improved drainage.
- ◆ Explore the feasibility of creating a sand based AGP in the Analysis Area to alleviate shortfalls.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

NORTH EAST ANALYSIS AREA

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ²²	Cost ²³	Aim
13	Broad Lane Pavilion (Walsall FC Training Ground)	Football	Sports Club	Two adult and one youth 11v11 pitch, all of good quality and unavailable for community use.	Sustain pitch quality through appropriate maintenance regime.	Sports Club FA	Local	L	L	L	Protect
		Football (3G)		One half-size 3G pitch of good quality which is without floodlights and unavailable for community use.	Sustain pitch quality through appropriate maintenance regime. Ensure sinking funds are in place for future resurfacing/refurbishment.			L	L	L	
17	Cheslyn Hay Leisure Centre	Football (3G)	Council	One full-size, standard quality 3G pitch which is floodlit and available for community use. The pitch features on the FA register and is used as a 5v5 central venue in the WJYL. The feasibility of providing a second 3G pitch on site is being considered. Ancillary facilities on site are considered to be standard quality.	Sustain pitch quality through appropriate maintenance regime. Ensure sinking funds are in place for future resurfacing/refurbishment. Look to provide a second 3G pitch on site given local shortfalls.	Council FA FF RFU	Hub	H	M	H	Protect Provide
18	Cheslyn Hay Recreation Ground	Football	Parish/Town Council	Four adult football pitches of standard quality. The pitches are reported to drain very well. The pitches have actual spare capacity equating to 2.5 match equivalent sessions per season. Ancillary facilities on site are said to be of good condition.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council FA	Local	M	L	L	Protect
19	Cheslyn Hay Sport & Community High School	Rugby union	Education	One junior rugby union pitch of poor (M0/D1) quality. The pitch is unused but spare capacity has been discounted due to unsecure tenure and poor pitch quality.	Improve pitch quality through enhanced maintenance regime. Formalise community use agreements to provide users with security of tenure.	Education RFU FA LTA EN	Key	L	L	L	Protect Enhance
		Football		One adult, one youth 11v11 and one youth 9v9 pitch, all of standard quality. The youth 11v11 pitch is played to capacity whilst the adult and youth 9v9 pitches both have spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.			L	L	L	
		Tennis		Six standard quality macadam tennis courts that are floodlit and available for community use. Cheslyn Hay TC states that damage to the surface has led to a decline in court quality in recent years. The Club is working with the Council to resurface the courts. After accounting for future demand, there is capacity for 20 additional members.	Sustain court quality through enhanced maintenance regime. Support the Club and Council to resurface the courts on site.			M	L	M	

²² (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

²³ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ²²	Cost ²³	Aim
		Netball		Four standard quality macadam netball courts that are available for community use. England Netball reports that the courts are in need of new posts.	Sustain court quality through appropriate maintenance regime.			L	L	L	
28	Featherstone Academy (Whitgreave)	Football	Education	One standard quality adult football pitch. The pitch is available for community use but spare capacity has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.	Education FA	Local	L	L	L	Protect
31	Great Wyrley Academy	Football	Education	One youth 11v11, one youth 9v9 and one mini 7v7 pitch, all of standard quality. The youth 11v11 pitch is played to capacity whilst spare capacity for the youth 9v9 and mini 7v7 pitches has been discounted due to unsecure tenure. Ancillary facilities on site are reported to be of standard quality. The School aspires to provide a full-size, floodlit 3G pitch on site.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure. Consider the School's aspiration for a 3G as an alternative option to Cheslyn Hay Leisure Centre.	Education FA FF ECB LTA EN	Local	L	L	H	Protect Enhance Provide
		Cricket		One poor quality NTP which is available for community use.	Improve wicket quality to better accommodate curricular demand.			L	L	L	
		Tennis		Five standard quality macadam tennis courts that are available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime. Explore the feasibility of installing floodlights on site to better accommodate community use and potential LTA projects e.g. Clubspark.			L	L	L	
		Netball		Four standard quality macadam netball courts that are available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime. Explore the feasibility of installing floodlights on site to better accommodate community use and potential EN initiatives e.g. Back to Netball.			L	L	L	
36	Hawkins Sports Club	Cricket	CISWO	One standard quality grass cricket square with six wickets. The square is played to capacity.	Sustain square quality through appropriate maintenance regime.	CISWO ECB FA FF BCGBA	Local	L	L	L	Protect Enhance
		Football		Two adult and one youth 9v9 pitch, all of standard quality. The adult pitches are played to capacity whilst the youth 9v9 pitch is played to capacity at peak time. The site is serviced by poor ancillary facilities. Hawkins Sports Club FC aspires to replace the pavilion with a more suitable clubhouse.	Sustain pitch quality through appropriate maintenance regime. Explore the feasibility of agreeing a long-term usage agreement to provide Hawkins Sports Club FC with security of tenure. Support the Club with its aspiration to improve ancillary facilities on site.			L	L	H	
		Bowls		One good quality crown bowling green used by Hawkins SC BC.	Sustain green quality through appropriate maintenance regime.			L	L	L	
38	HMP Brinsford	Football	Government	One adult football pitch of standard quality. The pitch has spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime for HMP usage.	HMP FA RFU	Local	L	L	L	Protect

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ²²	Cost ²³	Aim
		Football (3G)		One full-size, poor quality 3G pitch which is unavailable for community use.	Improve pitch quality through appropriate maintenance regime for HMP usage and explore resurfacing.			L	L	L	
39	HMP Featherstone	Football	Government	One adult football pitch of standard quality which is unavailable for community use.	Sustain pitch quality through appropriate maintenance regime for HMP usage.	HMP FA EH	Local	L	L	L	Protect
		Hockey		One half-size, hockey suitable AGP of poor quality which is unavailable for community use.	Sustain pitch quality through appropriate maintenance regime for HMP usage.			L	L	L	
40	HMP Oakwood	Football (3G)	Government	Two half-size 3G pitches of standard quality that are unavailable for community use.	Sustain pitch quality through appropriate maintenance regime for HMP usage.	HMP FA RFU	Local	L	L	L	Protect
47	Long Lane Park	Football	Commercial	One standard quality adult pitch which is available for community use and has actual spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.	Commercial FA	Local	L	L	L	Protect
58	Pride Park	Football	Sports Club	Three adult pitches of standard quality. The pitches have two match sessions of actual spare capacity at peak time.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club FA	Local	M	L	L	Protect
59	Saint Thomas More Primary School	Football	Education	One youth 9v9 pitch of standard quality which is available for community use and has spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.	Education FA	Local	L	L	L	Protect
60	Shareshill Village Hall Football Pitch	Football	Parish/Town Council	One adult pitch of standard quality which has actual spare capacity of 0.5 match equivalent sessions. The pitch is reported to suffer from poor drainage. Ancillary facilities on site are of standard quality.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council FA	Local	M	L	L	Protect
70	Westcroft School	Tennis	Education	Two poor quality macadam tennis courts that are unavailable for community use.	Improve court quality through enhanced maintenance regime.	Education LTA EN	Local	L	L	L	Protect Enhance
		Netball		One poor quality macadam netball court that is unavailable for community use.	Improve court quality through enhanced maintenance regime to better accommodate curricular demand.			M	L	L	
74	Wyrley JFC	Football	Sports Club	One adult, one youth 11v11, one youth 9v9 and one mini 7v7 pitch. The adult and youth 11v11 pitches are of good quality whilst the youth 9v9 and mini 7v7 pitches are of standard quality. The adult and youth 9v9 pitches are played to capacity whilst the youth 11v11 pitch is played to capacity at peak times. The mini 7v7 pitch has one match equivalent session of actual spare capacity per week. The site is said to suffer from poor drainage. Ancillary facilities on site are of good quality.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club FA	Local	M	L	L	Protect

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ²²	Cost ²³	Aim
78	Cheslyn Hay WMC Bowls Green	Bowls	Sports Club	One good quality crown bowling green used by Cheslyn Hay BC and M&B Cheslyn Hay BC. M&B Cheslyn Hay BC aspires to further improve the green and surrounding areas on site. Ancillary facilities are reported to be of standard quality.	Sustain green quality through appropriate maintenance regime. Support M&B Cheslyn Hay with its aspirations to improve the site.	Sports Club BCGBA	Local	L	L	L	Protect
79	Harrison's Sports Club (Wharwell Lane)	Bowls	Sports Club	One good quality crown bowling green used by Harrisons BC and Harrisons Breakaways BC.	Sustain green quality through appropriate maintenance regime.	Sports Club BCGBA	Local	L	L	L	Protect
80	Essington WMC High Hill Bowling Green	Bowls	Sports Club	One good quality crown bowling green used by Essington WMC BC.	Sustain green quality through appropriate maintenance regime.	Sports Club BCGBA	Local	L	L	L	Protect
83	Essington Rugby Club	Rugby union	Sports Club	One senior and one junior rugby union pitch, both of poor (M0/D1) quality. The senior pitch is played to capacity at peak time whilst the junior pitch has spare capacity although this has been discounted due to poor pitch quality. Ancillary facilities are of poor quality and there is no officials changing room on site. The Club aspires to re-roof the pavilion, expand the car park, create an officials changing room and disabled toilet facilities. The site is also known to suffer from vandalism.	Improve pitch quality through enhanced maintenance regime. Support Essington RFC in its ambition to improve ancillary facilities on site.	Sports Club RFU	Local	L	L	H	Protect Enhance Provide
84	Willenhall Rugby Club	Rugby union	Sports Club	Four senior rugby union pitches of which two pitches are floodlit. One of the floodlit pitches is of standard (M1/D1) whilst the remaining three pitches are of poor (M0/D1). The standard quality floodlit pitch is played to capacity at peak time whilst the poor quality floodlit pitch is overplayed by 1.5 match equivalent sessions per week. The remaining two pitches are overplayed by a combined one match equivalent session per week.	Improve pitch quality through enhanced maintenance regime. Providing additional floodlighting on site should also be considered to enable the Club to spread training demand across more pitches or on separate land.	Sports Club RFU	Local	H	L	L	Protect Enhance

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

NORTH WEST ANALYSIS AREA

Sport	Analysis area	Current demand (2019)		Future demand (2037) ²⁴
		Pitch type	Current capacity total in match equivalent sessions ²⁵	Future capacity total in match equivalent sessions
Football (grass pitches)	North West	Adult	Spare capacity of 3	Spare capacity of 3
		Youth 11v11	Spare capacity of 1	Spare capacity of 1
		Youth 9v9	At capacity	At capacity
		Mini 7v7	Spare capacity of 2	Spare capacity of 2
		Mini 5v5	At capacity	At capacity
	South Staffordshire District	Adult	Spare capacity of 21	Spare capacity of 19
		Youth 11v11	Spare capacity of 6.5	Spare capacity of 3.5
		Youth 9v9	Spare capacity of 1	Shortfall of 2
		Mini 7v7	Spare capacity of 4.5	Spare capacity of 4
		Mini 5v5	Spare capacity of 4.5	Shortfall of 4
Football (3G pitches) ²⁶	South Staffordshire District	Full size, floodlit	Shortfall of two full size 3G pitches for team training	Future shortfall of three full size 3G pitches for team training.
Cricket	North West	Senior	At capacity	Shortfall of 8
	South Staffordshire District	Senior	Shortfall of 63	Shortfall of 105
Rugby union	North West	Senior	At capacity	At capacity
	South Staffordshire District	Senior	Shortfall of 8	Shortfall of 17.5
Hockey (sand AGPs)	South Staffordshire District	Full size, floodlit	Shortfall of at least one full-size, hockey suitable AGP	Shortfall of at least one full-size, hockey suitable AGP
Bowls	South Staffordshire District	Greens	Adequate provision	Adequate provision
Tennis	South Staffordshire District	Courts	Adequate provision	Adequate provision
Netball	South Staffordshire District	Courts	Adequate provision	Adequate provision

²⁴ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

²⁵ Match equivalent sessions per week (per season for cricket)

²⁶ Based on accommodating 38 teams to one full size pitch for training.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Current demand (2019)		Future demand (2037) ²⁴
		Pitch type	Current capacity total in match equivalent sessions ²⁵	Future capacity total in match equivalent sessions
Golf	South Staffordshire District	Courses	Adequate provision	Adequate provision

Key recommendations and likely impact on shortfalls identified

- ◀ Utilise unused adult pitches as strategic reserve for other pitch types in case overplay occurs.
- ◀ Monitor growth at Brewood Cricket Club to ensure overplay does not occur and look to increase the utilisation of the NTP on site.
- ◀ Explore the feasibility of creating a sand based AGP in the Analysis Area to alleviate shortfalls

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

NORTH WEST ANALYSIS AREA

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ²⁷	Cost ²⁸	Aim
6	Brewood Cricket Club	Cricket	Sports Club	One good quality grass cricket square with 12 wickets and a single NTP. The square is played to capacity at peak times. Ancillary facilities on site are of poor quality, with limited changing rooms and a leaking roof. Brewood CC has plans to improve the facility, increase the number of changing rooms and car parking spaces.	Sustain square quality through appropriate maintenance regime. Support Brewood CC with its aspiration to improve ancillary provision on site.	Sports Club ECB	Local	L	L	L	Protect Enhance
7	Brewood Middle School	Football	Education	Two standard quality youth 11v11 pitches that are unavailable for community use.	Sustain pitch quality through appropriate maintenance regime.	Education FA LTA EN	Local	L	L	L	Protect Enhance
		Tennis		Two poor quality macadam tennis courts that are unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
		Netball		Two poor quality macadam netball courts that are unavailable for community use.	Improve court quality through enhanced maintenance regime to better accommodate curricular demand.			M	L	L	
8	Brewood Parish Sports Association	Football	Sports Club	One adult and one youth 11v11 pitch, both of standard quality. Both pitches have actual spare capacity of one match equivalent session per week. The pitches are reported to suffer from poor drainage. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club FA ECB	Local	M	L	L	Protect
		Cricket		One good quality NTP which is used by Brewood CC's 3 rd and 4 th team.	Sustain wicket quality through appropriate maintenance regime.			L	L	L	
9	Brewood Playing Field	Football	Parish/Town Council	One standard quality mini 7v7 pitch. The pitch has actual spare capacity of one match equivalent session. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council FA BCGBA LTA	Local	M	L	L	Protect Enhance Provide
		Bowls		One good quality crown bowling green used by Brewood BC. Ancillary facilities are reported to be in poor condition and there are no parking facilities on site. The Club hopes to develop a pavilion to service the green.	Sustain green quality through appropriate maintenance regime. Support Brewood BC in its ambition to provide a pavilion on site.			L	L	M	
		Tennis		Two good quality macadam tennis courts with floodlights. The courts were repainted in 2019 and the Club hopes to resurface the courts and improve drainage in five or six years, as well as improving fencing, access and converting floodlights to LED. The site has capacity for 16 additional members.	Sustain court quality through appropriate maintenance regime. Support Brewood TC with its long-term ambitions to further improve the courts.			L	L	M	

²⁷ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

²⁸ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ²⁷	Cost ²⁸	Aim
12	Brinsford Stadium (Wolverhampton Casuals FC)	Football	Sports Club	Two standard quality adult football pitches, of which one is floodlit. The floodlit pitch is suitable for step football although the Club reports that the floodlights no longer work. The Club aspires to convert these lights to LED but reports the cost is prohibitive. The pitches have actual spare capacity equating to two match equivalent sessions. Ancillary provision on site is of poor quality.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand. Support Wolverhampton Casuals FC with ambitions to improve floodlighting on site.	Sports Club FA	Local	M	L	L	Protect Enhance
24	Coven Playing Fields	Football	Parish/Town Council	One adult pitch and one mini 7v7 pitch, both of standard quality. The adult pitch is played to capacity at peak time whilst the mini 7v7 pitch has actual spare capacity of one match equivalent session per week.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council FA LTA EN	Local	M	L	L	Protect
		Tennis		One standard quality macadam tennis court that is available for community use but without floodlights.	Sustain court quality through appropriate maintenance regime.			L	L	L	
		Netball		One standard quality macadam netball court.	Sustain court quality through appropriate maintenance regime.			L	L	L	
30	Four Ashes Playing Field	Football	Commercial	One adult and two youth 11v11 pitches, all of poor quality. All pitches have spare capacity although this has been discounted due to poor pitch quality and unsecure tenure. There is evidence of poor drainage on site. Ancillary facilities are of standard quality.	Improve pitch quality through enhanced maintenance regime. Explore the feasibility of formalising community use agreements to provide security of tenure.	Commercial FA	Key	M	M	L	Protect Enhance
61	St Dominic's Brewood	Football	Education	One youth 9v9 and one mini 5v5 pitch, both of standard quality. Both pitches have spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide users with security of tenure.	Education FA LTA EN	Local	L	L	L	Protect
		Tennis		Four good macadam tennis courts that are available for community use but without floodlights.	Sustain court quality through appropriate maintenance regime.			L	L	L	
		Netball		Three good quality macadam netball courts that are available for community use but without floodlights.	Sustain court quality through appropriate maintenance regime.			L	L	L	
81	Weston Cricket Ground	Cricket	Parish/Town Council	One standard quality grass cricket square with eight wickets. The square is played to capacity at peak time. The site is serviced by standard quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Parish/Town Council ECB	Local	L	L	L	Protect
82	Wheaton Aston and Lapley Recreation Ground	Cricket	Parish/Town Council	One standard quality grass cricket square with seven wickets and an NTP. The square is played to capacity at peak time. The site is serviced by standard quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Parish/Town Council ECB	Local	L	L	L	Protect

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

SOUTH ANALYSIS AREA

Sport	Analysis area	Current demand (2019)		Future demand (2037) ²⁹
		Pitch type	Current capacity total in match equivalent sessions ³⁰	Future capacity total in match equivalent sessions
Football (grass pitches)	South	Adult	Spare capacity of 7	Spare capacity of 7
		Youth 11v11	Spare capacity of 5	Spare capacity of 4
		Youth 9v9	Spare capacity of 1	Spare capacity of 1
		Mini 7v7	Spare capacity of 1	Spare capacity of 0.5
		Mini 5v5	Spare capacity of 4.5	Spare capacity of 1.5
	South Staffordshire District	Adult	Spare capacity of 21	Spare capacity of 19
		Youth 11v11	Spare capacity of 6.5	Spare capacity of 3.5
		Youth 9v9	Spare capacity of 1	Shortfall of 2
		Mini 7v7	Spare capacity of 4.5	Spare capacity of 4
		Mini 5v5	Spare capacity of 4.5	Shortfall of 4
Football (3G pitches) ³¹	South Staffordshire District	Full size, floodlit	Shortfall of two full size 3G pitches for team training	Future shortfall of three full size 3G pitches for team training.
Cricket	South	Senior	Shortfall of 61	Shortfall of 87
	South Staffordshire District	Senior	Shortfall of 63	Shortfall of 105
Rugby union	South	Senior	Shortfall of 2.5	Shortfall of 8
	South Staffordshire District	Senior	Shortfall of 8	Shortfall of 17.5
Hockey (sand AGPs)	South Staffordshire District	Full size, floodlit	Shortfall of at least one full-size, hockey suitable AGP	Shortfall of at least one full-size, hockey suitable AGP
Bowls	South Staffordshire District	Greens	Adequate provision	Adequate provision
Tennis	South Staffordshire District	Courts	Adequate provision	Adequate provision
Netball	South Staffordshire District	Courts	Adequate provision	Adequate provision

²⁹ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

³⁰ Match equivalent sessions per week (per season for cricket)

³¹ Based on accommodating 38 teams to one full size pitch for training.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Current demand (2019)		Future demand (2037) ²⁹
		Pitch type	Current capacity total in match equivalent sessions ³⁰	Future capacity total in match equivalent sessions
Golf	South Staffordshire District	Courses	Adequate provision	Adequate provision

Key recommendations and likely impact on shortfalls identified

- ◆ Look to provide 3G pitches at Ounsdale High School and Eagle Park to cater for training demand in the Analysis Area.
- ◆ Consider Dudley Kingswinford RFC's aspiration to install a 3G pitch on site in conjunction with the potential development at Eagle Park.
- ◆ Improve square quality at Swindon Playing Fields to alleviate overplay.
- ◆ Encourage greater use of the NTP at Wightwick & Finchfield Cricket Club to reduce overplay.
- ◆ Improve pitch quality at Wolverhampton Rugby Union Football Club through enhanced maintenance and improved drainage.
- ◆ Explore the feasibility of creating a sand based AGP in the Analysis Area to alleviate shortfalls

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

SOUTH ANALYSIS AREA

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ³²	Cost ³³	Aim
1	AFC Wulfrunians (Castlecroft Stadium)	Football	Sports Club	One good quality adult football pitch serviced by good quality ancillary facilities. The pitch has actual spare capacity although this has been discounted to preserve pitch quality for Step football demand.	Sustain pitch quality through appropriate maintenance regime.	Sports Club FA	Local	L	L	L	Protect
3	Beacon Cricket Club	Cricket	Sports Club	Two good quality grass cricket squares with 11 and six wickets respectively. Both squares are played to capacity at peak time. Beacon CC is considered to have unsecure tenure on site. The site is serviced by standard quality ancillary facilities.	Sustain square quality through appropriate maintenance regime. Look to formalise a long-term usage agreement to provide Beacon CC with security of tenure.	Sports Club ECB	Local	H	S	L	Protect
10	Brickbridge Playing Fields	Football	Parish/Town Council	One adult and one youth 11v11 pitch, both of standard quality. Both pitches are unused and so have actual spare capacity at peak time.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council	Local	M	L	L	Protect
11	Brindley Heath Junior School	Football	Education	One mini 7v7 pitch of poor quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	Education FA	Local	L	L	L	Protect Enhance
16	Cherry Trees School	Football	Education	One mini 5v5 pitch of poor quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	Education FA	Local	L	L	L	Protect Enhance
25	Dudley Kingswinford Rugby Football Club	Rugby Union	Sports Club	Three senior, one junior and nine mini pitches, all of standard (M1/D1) quality. The senior pitches are played to capacity whilst the junior pitch is played to capacity at peak times. The mini pitches have actual spare capacity equating to 3.5 match equivalent sessions per season. Two of the three senior pitches, as well as the junior pitch, are floodlit. The club aspires to convert the junior pitch to 3G for training, as well as tarmacking the rest of the car park and providing an external café area on site.	Sustain pitch quality through appropriate maintenance regime. Support Dudley Kingswinford RFC to improve ancillary facilities on site and explore the viability of a 3G pitch. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club RFU	Local	M	L	H	Protect Provide

³² (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

³³ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

SOUTH STAFFORDSHIRE DISTRICT COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
26	Eagle Park	Football	Sports Club	Four adult, three youth 9v9, four mini 7v7 and ten mini 5v5 pitches, all of good quality. The adult pitches are overplayed by one match equivalent session per week whilst the youth 9v9 and mini 7v7 pitches are played to capacity at peak time. The mini 5v5 pitches have actual spare capacity equating to 3.5 match equivalent sessions per week. Eight pitches on site suffer from poor drainage whilst one is currently unusable after a drainage pipe burst. Despite being serviced by good quality ancillary facilities, the two changing rooms on site are insufficient for 47 teams. Kewford Eagles FC hope to provide an additional two changing rooms at the least, as well as classrooms and social space. The Club also has aspiration for a full-size 3G pitch on site.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand. Explore feasibility of rectifying significant drainage issues on site. Support the Club with its aspirations to improve ancillary facilities and to provide a 3G pitch on site given high levels of demand and shortfalls within the area.	Sports Club FA FF	Key	H	M	H	Protect Enhance Provide
27	Enville Sports and Social Club	Cricket	Sports Club	One good quality grass cricket square with 16 wickets. The square is played to capacity at peak time. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Sports Club ECB FA	Local	L	L	L	Protect
		Football		One standard quality adult pitch which is currently unused. It has actual spare capacity for one match equivalent session.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.			M	L	L	
29	Foley Infant School	Football	Education	One standard quality mini 7v7 pitch which has spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Formalise community use agreements to provide security of tenure.	Education FA	Local	L	L	L	Protect
33	Handrahan Stadium	Football	Sports Club	One standard quality adult football pitch which is currently unused. It has actual spare capacity for one match equivalent session. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club FA	Local	L	L	L	Protect
37	Himley Cricket Club	Cricket	Sports Club	Two standard quality grass cricket squares with 16 and 11 wickets respectively. Both squares are played to capacity at peak time. The site is serviced by poor quality ancillary facilities. Himley CC would like to purchase additional land to reconfigure the current pavilion and create additional changing rooms.	Sustain square quality through appropriate maintenance regime. Support Himley CC to improve ancillary facilities on site.	Sports Club ECB	Local	L	L	M	Protect Enhance Provide
44	Kinver High School	Cricket	Education	One standalone NTP of poor quality that is unavailable for community use.	Improve wicket quality to better accommodate curricular demand.	Education	Local	L	L	L	Protect

**SOUTH STAFFORDSHIRE DISTRICT COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
		Football		Two adult and two youth 9v9 pitches, all of poor quality and unavailable for community use. The School is known to have ambitions for a full-size, floodlit, 3G pitch which would be available to the community.	Improve pitch quality to better accommodate curricular demand. Consider the School's aspiration for a 3G given shortfall within the area.	ECB FA RFU LTA EN		L	L	H	Enhance Provide
		Rugby union		One senior pitch of poor (M0/D1) quality that is unavailable for community use.	Improve pitch quality to better accommodate curricular demand.			L	L	L	
		Tennis		Six poor quality macadam tennis courts that are floodlit but unavailable for community use. Two tennis courts are expected to be lost in the development of a new sports hall on site.	Improve court quality to better accommodate curricular demand.			L	L	L	
		Netball		Five poor quality macadam netball courts that are floodlit but unavailable for community use. Two netball courts are expected to be lost in the development of a new sports hall on site.	Improve court quality to better accommodate curricular demand.			M	L	L	
45	Kinver Sports and Community Association	Football	Sports Club	One standard quality adult football pitch which is currently unused. The pitch is reported to suffer from poor drainage but has actual spare capacity equating to one match equivalent session per week. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime.	Sports Club FA ECB	Local	L	L	L	Protect
		Cricket		One good quality grass cricket square with 12 wickets. The square is played to capacity at peak times. Enville CC is considered to have unsecure tenure on site. The site is serviced by poor quality ancillary facilities.	Sustain square quality through appropriate maintenance regime. Look to formalise a long-term usage agreement to provide Enville CC with security of tenure.			H	S	L	
50	Old Wulfrunians Sports and Social Club	Cricket	Sports Club	One good quality grass cricket square with 12 wickets. The square is played to capacity at peak time. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Sports Club FA ECB	Key	L	L	L	Protect
		Football		One adult, two youth 11v11, one mini 7v7 and one mini 5v5 pitch, all of standard quality. All pitches have actual spare capacity. The site is reported to suffer from poor drainage. Ancillary facilities on site are of standard quality.	Improve pitch quality on site given drainage issues and levels of demand. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.			M	M	L	
51	Ounsdale High School	Football	Education	Two youth 11v11, one youth 9v9 and two mini 7v7 pitches, all of standard quality. The pitches are available for	Sustain pitch quality through appropriate maintenance regime.	Education	Local	H	M	H	Protect Provide

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
				community use but spare capacity is discounted due to unsecure tenure. The School has plans to install a new full-size, floodlit 3G pitch on site.	Formalise community use agreements to provide users with security of tenure. Support the School with its aspiration to provide a 3G pitch given local shortfall.	FA ECB LTA EN					
		Cricket		One standard quality, standalone NTP that is currently used by Himley CC. Himley CC are deemed to have unsecure tenure on site.	Sustain wicket quality through appropriate maintenance regime. Formalise a long-term usage agreement to provide Himley CC with security of tenure.			H	S	L	
		Tennis		Three macadam tennis courts that are without floodlights and unavailable for community use. An additional three courts will be re-provided on site once development work is complete. At this point, the courts will once again be available for community use.	Sustain court quality through appropriate maintenance regime.			L	L	L	
		Netball		Two standard quality macadam netball courts that are unavailable for community use.	Sustain court quality through appropriate maintenance regime.			L	L	L	
65	Stag Meadow	Football	Sports Club	One adult and one youth 11v11 pitch, both of standard quality. Both pitches have actual spare capacity equating to one match equivalent session per week. The site suffers from poor drainage.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club FA	Local	M	L	L	Protect
66	Stourton Park (Stourbridge RFC)	Rugby union	Sports Club	Three senior pitches of which two are floodlit. All three pitches are of poor (M1/D0) quality due to drainage issues and played to capacity at peak time. The Club aspires to purchase adjacent land to provide another senior pitch and two mini pitches although the cost of this is currently uncondusive.	Improve pitch quality through enhanced maintenance regime. Explore the feasibility of rectifying drainage issues on site.	Sports Club RFU FA	Hub	L	L	M	Protect Enhance Provide
		Football (3G)		One full-size, WR compliant, floodlit 3G pitch of good quality. Ancillary facilities on site are of good quality although the Club aspires to install two new changing rooms and a gym area to accommodate students on the BTEC course ran in operation with Sandwell College. Flow of traffic into the site is also an issue. The Club are currently raising funds to create a second exit onto the main road.	Sustain pitch quality through appropriate maintenance regime. Ensure sinking fund is in place for refurbishment when necessary. Support the Club to expand ancillary facilities and rectify site access issues.			M	L	H	
67	Swindon Playing Fields	Football	Parish/Town Council	One standard quality adult pitch that has actual spare capacity equating to one match equivalent session per week. The site is serviced by good quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council FA ECB BCGBA	Local	M	L	L	Protect Enhance Provide

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
		Cricket		One poor quality grass cricket square with 10 wickets. Swindon CC reports poor quality is due to vandalism prior to the start of the season. The square is due to be re-laid before the 2020/21 season by the Club. The square is overplayed by 38 match equivalent sessions per season. The site is serviced by good quality ancillary facilities. Swindon CC aspires to purchase mobile practice nets for training.	Support Swindon CC to re-lay the square to improve quality and alleviate overplay. In addition, help to Club to provide practice facilities on site.			H	S	M	
		Bowls		One good quality crown bowling green used by Swindon BC. Ancillary facilities on site are said to be in poor condition and grounds equipment was stolen from the site in the last year. The Club aspires to install new toilet facilities in the existing pavilion and is currently fundraising in conjunction Swindon CC.	Sustain green quality through appropriate maintenance regime. Help the Club to improve toilets and replace lost equipment.			M	L	L	
68	Trysull Playing Fields	Football	Parish/Town Council	Two adult, one mini 7v7 and two mini 5v5 pitches, all of standard quality. The mini 7v7 and mini 5v5 pitches are played to capacity at peak times whilst the adult pitches have one match equivalent session of actual spare capacity. There is evidence of poor drainage on site. Ancillary facilities on site are reported to be of good quality.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council FA ECB	Local	M	L	L	Protect
		Cricket		One good quality grass cricket square with 10 wickets. Football pitches are marked on the outfield. The square is played to capacity at peak times. Trysull & Seisdon CC are deemed to have unsecure tenure on site. Ancillary facilities on site are considered to be of good quality.	Sustain square quality through appropriate maintenance regime. Formalise a long-term usage agreement to provide Trysull & Seisdon CC with security of tenure.			H	S	L	
71	Wightwick & Finchfield Cricket Club	Cricket	Sports Club	One good quality grass cricket square with eight wickets and a single NTP. The square is overplayed by 23 match equivalent sessions per season. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime. Explore the feasibility of providing additional wickets on site or encourage greater utilisation of the NTP.	Sports Club ECB	Local	H	S	L	Protect Provide
73	Wombourne Cricket, Tennis and Bowling Club	Cricket	Sports Club	One good quality grass cricket square with 14 wickets. The square is played to capacity at peak times. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Sports Club ECB LTA BCGBA	Local	L	L	L	Protect Enhance
		Tennis		Two clay and one macadam tennis court, all available for community use and facilitated by floodlighting. After	Sustain court quality through appropriate maintenance regime.			H	L	M	

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
				considering future demand, there is expected to be a shortfall of provision equating to 50 members. The clay courts are of good quality whilst the macadam court is of standard quality. Wombourne TC recently resurfaced to two clay courts and now aspires to resurface the macadam court. Ancillary facilities on site are said to be of poor quality. The Club hopes to improve ancillary provision on site and believes this could lead to an increase in membership.	Support Wombourne TC in its aspirations to resurface the macadam court and to improve ancillary provision. Monitor future demand growth to ensure that any overplay can be managed.						
		Bowls		One good quality crown bowling green used by Wombourne BC.	Sustain green quality through appropriate maintenance regime.			L	L	L	
75	Wollaston Tennis Club	Tennis	Sports Club	Six artificial and two clay tennis courts, all of which are good quality, floodlit and available for community use.	Sustain court quality through appropriate maintenance regime.	Sports Club LTA	Local	L	L	L	Protect
85	Wolverhampton Rugby Union Football Club	Rugby union	Sports Club	Three poor quality senior rugby union pitches of which all are floodlit. Two pitches are of (M0/D1) quality whilst the third pitch is of (M0/D0) quality. Pitches on site have historically been poorly maintained and are now said to be in need of fertilising, scarifying and reseeding to in order to bring them back to a reasonable standard. All three pitches are overplayed by a combined total of 1.5 match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Sports Club RFU	Local	H	M	L	Protect Enhance
86	Springhill Cricket Club	Cricket	Sports Club	One good quality grass cricket square with six wickets. The square is played to capacity at peak time. Ancillary facilities on site are of good quality.	Sustain square quality through appropriate maintenance regime.	Sports Club ECB	Local	L	L	L	Protect
87	Stourbridge Lawn Tennis & Squash Club	Tennis	Sports Club	Nine artificial, three clay and two macadam tennis courts that are all available for community use and floodlit. The artificial and clay courts are of good quality whilst the macadam courts are of standard quality. After considering future demand aspirations, it is likely that there will be a shortfall of provision equating to 40 members.	Sustain court quality through appropriate maintenance regime. Monitor future demand growth to ensure that any overplay can be managed.	Sports Club LTA	Local	M	L	L	Protect
88	Highfields School Detached Playing Fields	Football	Sports Club	One adult, one youth 11v11, one youth 9v9, one mini 7v7 and two mini 5v5 pitches, all of standard quality. The mini 7v7 and mini 5v5 pitches are played to capacity at peak time whilst the youth 9v9, youth 11v11 and adult pitches have actual spare capacity equating to 0.5, one and one match equivalent session respectively.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club FA	Local	M	L	L	Protect

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
89	Scouts Playing Fields	Rugby union	Private	Two junior rugby union pitches of standard (M1/D1) quality. The pitches have actual spare capacity equating to one match equivalent session per week.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Private RFU FA	Local	M	L	L	Protect
		Football		One good quality adult pitch which is currently unused although spare capacity has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime.			L	L	L	
91	Seisdon Playing Fields	Football	Parish/Town Council	One standard quality youth 9v9 pitch with actual spare capacity equating to 0.5 match equivalent sessions per week.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Parish/Town Council FA	Local	M	L	L	Protect

PART 7: HOUSING GROWTH SCENARIOS

The PPS provides an estimate of demand for pitch sport demand based on population forecasts and club consultation to 2037 (in line with the emerging Local Plan period). The Sport England Playing Pitch Demand Calculator adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved via team generation rates in the Assessment Report to determine how many new teams would be generated from an increase in population derived from housing growth and gives the associated costs of supplying the increased pitch provision.

Experience shows that only large housing sites with a substantial number of dwellings are likely to generate demand for new provision to be created. Where this is the case, consideration should be given to providing multi-pitch sites with suitable ancillary provision, including appropriate clubhouse/changing facilities and carparking. Single pitch sites which have been traditionally provided by developers are not considered to provide long term sustainable provision for pitch sports.

Where demand does not warrant new pitch provision, contributions should be used to enhance existing provision in the locality through, for example, improving quality or providing new or improved ancillary provision. Doing this will increase the capacity of the sites and therefore enable additional demand to be accommodated. The Action Plan in this document as well as consultation with appropriate NGBs should be used to assist in the selection of suitable sites and suitable enhancements.

To show how the calculator works, two scenarios have been ran based on potential overall housing needs within South Staffordshire. These are:

- ◀ **Scenario One** – Objectively Assessed Housing Need figure of 4,845 homes.
- ◀ **Scenario Two** – Local Plan Review Preferred Housing target of 8,845 homes in line with the Local Plan Review.

Both scenarios work on the basis that the population growth will average 2.39 people per dwelling.

As mentioned, the scenarios are designed to show how the calculator works and how the results are illustrated. As such, the results of the scenarios should not be used as evidence to show the need for new provision over and above what is portrayed in the rest of this report, but rather as a guide to show what the additional need could be and what contributions could be sought. In reality, the calculator should be used for individual developments, or for a group of developments within the same locality, at a time when the planning process begins. This will provide more realistic figures.

The demand is shown in match equivalent sessions per week for the majority of sports, with the exception of cricket, where match equivalent sessions are by season. Training demand is expressed in either hours or match equivalent sessions. Where expressed in hours, it is expected that demand will be to either a 3G pitch (to accommodate football demand) or an AGP (to accommodate hockey demand). Where expressed in match equivalent sessions, it is expected training will take place on floodlit grass pitches.

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Scenario One

The estimated additional population derived from housing growth of 4,845 dwellings is 11,579 people. This population increase equates to 14.16 match equivalent sessions of demand per week for grass pitch sports and 112.03 match equivalent sessions of demand per season for cricket. As all hockey demand is exported outside of the authority, there is no projected increase.

Training demand equates to 22.88 hours of use per week for football on 3G pitches (as this is the preferred training surface). There are also 3.13 match equivalent sessions per week of training for rugby union on floodlit grass pitches.

Table 7.1: Likely demand for grass pitch sports generated from 4,845 dwellings

Pitch sport	Estimated demand by sport for 4,845 dwellings	
	Match demand per week ³⁴	Training demand ³⁵
Adult football	1.76	22.88 hours
Youth football	4.25	
Mini soccer	5.44	
Rugby union	2.71	3.13 match equivalent sessions
Adult hockey	0	0 hours
Junior & mixed hockey	0	0 hours
Cricket	112.03	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.2: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches		
	Number of pitches to meet demand	Capital cost ³⁶	Lifecycle Cost (per annum) ³⁷
Adult football	2 (1.76)	£163,700	£34,541
Youth football	4 (4.25)	£296,104	£62,182
Mini soccer	5 (5.44)	£126,386	£26,541
Rugby union	3 (2.71)	£352,196	£75,370
Cricket	2 (2.42)	£664,515	£134,232
Sand based AGPs	0 (0.00)	£0	£0
3G	1 (0.60)	£554,426	£22,058

Further to the above, the calculator also estimates that there will be a need to provide 20.57 changing rooms to support new pitch provision which is identified in the table above. The total capital cost to deliver this level of provision is £3,252,182.

³⁴ As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

³⁵ Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

³⁶ Sport England Facilities Costs Second Quarter 2018 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

³⁷ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

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Scenario Two

The estimated additional population derived from housing growth of 8,845 dwellings is 21,139 people. This population increase equates to 25.82 match equivalent sessions of demand per week for grass pitch sports and 204.53 match equivalent sessions of demand per season for cricket.

Training demand equates to 41.78 hours of use per week for football on 3G pitches and 5.72 match equivalent sessions per week of training for rugby union on a floodlit grass pitch.

Table 7.3: Likely demand for grass pitch sports generated from 8,845 dwellings

Pitch sport	Estimated demand by sport for 8,845 dwellings	
	Match demand per week ³⁸	Training demand ³⁹
Adult football	3.21	41.78 hours
Youth football	7.75	
Mini soccer	9.92	
Rugby union	4.94	5.72 match equivalent sessions
Adult hockey	0	0 hours
Junior & mixed hockey	0	0 hours
Cricket	204.53	-

The table below translates estimated demand into new pitch provision with associated capital and lifecycle costs.

Table 7.4: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches		
	Number of pitches to meet demand	Capital cost ⁴⁰	Lifecycle Cost (per annum) ⁴¹
Adult football	3 (3.21)	£298,856	£63,059
Youth football	8 (7.75)	£540,578	£113,521
Mini soccer	10 (9.92)	£230,734	£48,454
Rugby union	5 (4.94)	£642,980	£137,598
Cricket	4 (4.42)	£1,213,160	£245,058
Sand based AGPs	0 (0.00)	£0	£0
3G	1 (1.10)	£1,012,178	£40,269

Further to the above, the calculator also estimates that there will be a need to provide 37.55 changing rooms to support new pitch provision which is identified in the table above. The total capital cost to deliver this level of provision is £5,937,290.

³⁸ As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

³⁹ Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

⁴⁰ Sport England Facilities Costs Second Quarter 2018 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

⁴¹ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

Conclusions

The tables above show that through housing growth, future demand will be generated for each pitch sport (with the exception of rugby league) to a lesser or greater extent, over and above what is predicted using ONS projections. That being said, it must be noted that not all developments will require new on-site provision; in fact, the significant majority will not. Instead, existing sites within the locality will need to be assessed to understand if they can accommodate increased usage and whether improvements to quality and/or quantity will help achieve this.

Experience shows that only significantly large housing sites are likely to generate demand in their own right; however, the cumulative impact of housing across the local authority will result in substantial demand generated across the local authority and in each analysis area. For developments not requiring on site provision, contributions should be focused on improving existing sites. The preceding Action Plan and future consultation with NGBs should inform the playing fields that most require investment.

PART 8: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE

Delivery

The PPS provides guidance for maintenance/management decisions and investment made across South Staffordshire. By addressing issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of the Borough can be met. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

Production of this Strategy is the start of the planning process. Successful implementation and the benefits to be gained depend upon regular engagement between all partners involved and the adoption of a mutually bought into strategic approach. It is important that this document is used in a practical manner, supports engagement with partners and encourages partnerships to be developed. This is to ensure that outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.

Each member of the Steering Group should take the lead to ensure the PPS is used and applied appropriately within their area of work and influence. The role of the Steering Group should not end with the completion of the PPS document.

To help ensure that the PPS is well used it should be regarded as the key document within the study area guiding the improvement and protection of playing pitch provision. It needs to be the document to which people and agencies regularly turn to for information in respect of how current demand should be met and what actions are required to improve the situation and meet future demand. To ensure that this is achieved the Steering Group need to have a clear understanding of how the PPS can be applied and therefore delivered.

The process of PPS development has already led to a number of benefits that assist its application and delivery. These include enhanced partnership work across different agendas and organisations, pooling of resources along with strengthened relationships and understanding between stakeholders, members of the Steering Group and the sporting community. The drivers behind the PPS and the work to develop the recommendations and action plan will have also highlighted, and helped the Steering Group to understand, the key areas to which its influence should be applied and strategy delivered enhanced.

Monitoring and updating

It is important that there is regular annual monitoring and review against the actions identified in the Strategy. This should be led by the Council and supported by all members of, and reported back to, the Steering Group. Understanding and learning lessons from how the PPS has been applied should be a key component of monitoring its delivery and be an on-going role of the steering group.

As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off by the steering group, Sport England and the NGBs will consider the PPS and the information on which it is based to be out of date.

The nature of the supply and in particular the demand for outdoor sports facilities will likely to have changed over the three years. Therefore, without any form of review and update within this time period it would be difficult to make the case that the supply and demand information and assessment work is sufficiently robust.

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The PPS should be reviewed on an annual basis from the date it is formally signed off by the Steering Group. A review will help to maintain the momentum and commitment built up during its development and, taking into account the time to develop the PPS, will ensure that the original supply and demand information is no more than two years old without being reviewed.

A review should not be regarded as a particular resource intensive task. However, it should highlight:

- ◀ How delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase or reduce following the delivery of others).
- ◀ How the PPS has been applied and the lessons learnt.
- ◀ Any changes to particularly important sites and/or clubs in the area (e.g. the most used or high quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- ◀ Any development of a specific sport or particular format of a sport.
- ◀ Any new or emerging issues and opportunities.

Once the PPS is complete the role of the Steering Group should evolve so that it:

- ◀ Acts as a focal point for promoting the value and importance of the PPS and outdoor sports provision in the area.
- ◀ Monitors, evaluates and reviews progress with the delivery of the recommendations and action plan.
- ◀ Shares lessons learnt from how the PPS has been used and how it has been applied to a variety of circumstances.
- ◀ Ensures that the PPS is used effectively to input into any new opportunities to secure improved provision and influence relevant programmes and initiatives.
- ◀ Maintains links between relevant parties with an interest in local outdoor sports provision;
- ◀ Reviews the need to update the PPS along with the supply and demand information and assessment work on which it is based. Further to review the group should either:
 - ◀ Provide a short annual progress and update paper;
 - ◀ Provide a partial review focussing on particular sport, pitch type and/or sub area; or
 - ◀ Lead a full review and update of the PPS document (including the supply and demand information and assessment details).

Alongside regular Steering Group meetings a good way to keep the PPS up to date and maintain relationships is to hold annual sport specific meetings with pitch sport NGBs and other relevant parties. These could be part of a process of updating key supply and demand information plus, if necessary, amending assessment work, tracking progress in respect of implementing action plan recommendations and highlighting new issues and opportunities.

Meetings could be timed to coincide with annual NGB affiliation processes. This would help to signal changes in the number and nature of sports clubs in the area. Other information that is already collected on a regular basis such as pitch booking records for local authority and other sites should also feed into these meetings.

NGBs will also be able to confirm any further performance quality assessments undertaken within the study area. Discussions with league secretaries may also indicate annual league meetings may be useful to attend to pick up on specific issues and/or enable a review of the relevant club details to be undertaken.














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The Steering Group should regularly review and refresh the Action Plan, taking account of any changes in pitch quality (and hence changes in pitch capacity) and demand as well as new provision that has been created or any new negotiations for community use of education sites in the future.

It is important that the Council maintains the data contained within the accompanying PPS database. This will enable it to refresh and update the work on a regular basis. The accompanying database is intended to be refreshed on a season by season basis and it is important that there is cross-departmental work encompassing, for example, grounds maintenance and sports development departments, to ensure that this is achieved and that results inform subsequent annual sports facility development plans. Results should be shared with partners via a consultative mechanism.

Checklists

In order for this Strategy to be signed off by the steering group, a Stage D Checklist: Develop the Strategy, is signed off.

Stage D Checklist: Develop the Strategy	Tick 	
	Yes	Requires Attention
Step 7: Develop the recommendations and action plan		
1. Have a number of study area specific scenarios been looked at to help explore key issues and findings along with possible recommendations and actions?		
2. Have any recommendations and actions regarding AGP provision taken into account the guidance in the 'Selecting the Right Artificial Surface' document and any NGB specific information?		
3. Do the recommendations reflect the drivers, vision and objectives of the work?		
4. Are the recommendations precise enough to enable the development of clear individual area, sport and site specific actions to help achieve them?		
5. Have all relevant parties been engaged with the development of, and are signed up to the delivery of, the recommendations and actions?		
6. Are the recommendations and actions clearly presented?		
7. Has particular attention been paid to the situation at priority sites and those which are being significantly overplayed?		
8. Have area, sport and site specific solutions been proposed to protect, enhance, and provide playing pitch provision to meet the current and future demand?		
9. Has guidance on the future of any sites highlighted as being at risk been provided?		
10. Do the recommendations and actions seek to make the best use of existing pitches?		
11. Has the detriment and benefit of proposals to relocate provision been presented?		
12. Has the level and type of any new playing pitch provision required been presented?		
13. Has the importance of providing appropriate and fit for purpose ancillary facilities been highlighted in order to maximise the potential benefit to sport of any pitches?		
14. Have the recommendations sought to ensure an adequate amount of spare capacity in the provision of accessible pitches with secured community use?		

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15. Does the PPS provide a steer as to the future of any spare capacity and any provision that may be genuinely surplus to requirements (paragraphs D12 to D15)?	✓	
16. Does the action plan cover the points listed in paragraph D17?	✓	
17. Does the action plan provide the most appropriate actions to improve provision in the study area rather than just those which the local authority can deliver?	✓	
18. Does the action plan represent an infrastructure plan for playing pitches with deliverable area, sport and site specific actions and projects?	✓	
Step 8: Write and Adopt the Strategy	✓	
1. Does the PPS document provide the reader with a clear understanding of the areas listed in paragraph D20?		
2. Is it clear from the PPS document why the recommendations and actions have been included, how they are to be delivered and what they will achieve?	✓	
3. Does the PPS document indicate how it should be used and applied in different areas and circumstances along with the benefits of doing so?	✓	
4. Has the PPS document been subject to appropriate consultation?	✓	
5. Do all members of the steering group and other relevant parties endorse the PPS and recognise its lead role in guiding the improvement of pitches in the study area?	✓	
6. Has the PPS document been formally adopted by the local authority and is its status recognised across all relevant departments?	✓	

To help ensure the PPS is delivered and is kept robust and up to date, the steering group can refer to the new methodology Stage E Checklist: Deliver the strategy and keep it robust and up to date:

Stage E: Deliver the strategy and keep it robust and up to date	Tick ✓	
	Yes	Requires Attention
Step 9: Apply & deliver the strategy		
1. Are steering group members clear on how the PPS can be applied across a range of relevant areas?		
2. Is each member of the steering group committed to taking the lead to help ensure the PPS is used and applied appropriately within their area of work and influence?		
3. Has a process been put in place to ensure regular monitoring of how the recommendations and action plan are being delivered and the PPS is being applied?		
Step 10: Keep the strategy robust & up to date		
1. Has a process been put in place to ensure the PPS is kept robust and up to date?		
2. Does the process involve an annual update of the PPS?		
3. Is the steering group to be maintained and is it clear of its on-going role?		
4. Is regular liaison with the NGBs and other parties planned?		
5. Has all the supply and demand information been collated and presented in a format (i.e. single document that can be filtered accordingly) that will help people to review it and highlight any changes?		
6. Have any changes made to the Active Places Power data been fed back to Sport England?		

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For more information, see:

<http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/>

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APPENDIX ONE: FUNDING PLAN

Funding opportunities

In order to deliver much of the Action Plan, it is recognised that external partner funding will need to be sought. Although seeking developer contributions in applicable situations and other local funding/community schemes could go some way towards meeting deficiencies and/or improving provision, other potential/match sources of funding should be investigated. Below is a list of current funding sources that are relevant for community improvement projects involving sports facilities.

Awarding body	Description
The National Lottery Community Fund http://www.tnlcommunityfund.org.uk/	<p>The National Lottery Community Fund distributes over £600m a year to communities across the UK, raised by players of The National Lottery.</p> <p>Awards for All – this fund offers National Lottery grants between £300 and £10,000. Applications can be made by voluntary or community organisations, registered charities, constituted groups or clubs, not-for-profit companies or community interest companies, social enterprises, schools and statutory bodies (including town, parish and community councils). To receive funding, the applicant must meet at least one of the funding priorities listed for these grants. The funding priorities are:</p> <ul style="list-style-type: none"> ◆ Bringing people together and building strong relationships in and across communities. ◆ Improving the places and spaces that matter to communities. ◆ Enabling more people to fulfil their potential by working to address issues at the earliest possible stage. <p>Empowering Young People – this grants programme is designed to support projects in Northern Ireland that give young people aged 8 to 25 the ability to overcome the challenges they face. Funding between £30,000 and £500,000 is available and is available to projects which meet one or more of the following objectives:</p> <ul style="list-style-type: none"> ◆ Equip young people with the skills they need for the future. ◆ Improve young people's relationships with their support networks and communities. ◆ Improve the health and well-being of young people. <p>Reaching Communities England – this programme provides flexible funding over £10,000 for up to five years to organisations in England who want to act on the issues that matter to people and communities. Grants will be awarded to voluntary and community organisations or social enterprises to fund project activities, operating costs, organisational development and capital costs. Ideas must meet one or more of the following funding priorities:</p> <ul style="list-style-type: none"> ◆ Bringing people together and building strong relationships in and across communities. ◆ Improving the places and spaces that matter to communities. ◆ Enabling more people to fulfil their potential by working to address issues at the earliest possible stage.

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Awarding body	Description
<p>Sport England</p> <p>The current funding streams may change throughout 2019/20 so refer to the website for the latest information:</p> <p>https://www.sportengland.org/funding/</p>	<p>Sport England's vision is that everyone in England feels able to take part in sport or activity, regardless of age, background or ability.</p> <p>Small Grants – this programme offers funding to projects involving adults and young people aged 14 or over which meet one or more of the aims of their 'Towards an Active Nation' strategy. These aims are: get inactive people more active, develop lasting sporting habits, engender more positive attitudes among young people, develop more diverse volunteers and to improve progression and inclusion among the most talented. Projects with mixed age groups may still be considered if there is a focus on people aged 14 and over.</p> <p>Community Asset Fund – this programme is dedicated to enhancing the spaces in your local community that give people the opportunity to be active.</p> <p>Major Events Engagement Fund – Sport England's 'Towards an Active Nation' strategy commits them to invest £2m in helping national governing bodies (NGBs) to host major events which evolve their existing business model and derive a greater financial return from their existing customers (players, volunteers or spectators). This funding can also be used to develop programmes that engage with individuals local to the major event, who are currently less likely to take part regularly in sport or physical activity.</p>
<p>Football Foundation</p> <p>http://www.footballfoundation.org.uk/funding-schemes/</p>	<p>This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.</p> <p>Premier League & The FA Facilities Fund – this fund is available to football clubs, schools, councils and local sports associations that improve facilities for football and other sport in local communities, sustain or increase participation amongst children and adults, regardless of background age or ability and to help children and adults to develop their physical, mental, social and moral capacities through regular participation in sport. Grants are available for:</p> <ul style="list-style-type: none"> ◆ Grass pitch drainage/improvements, ◆ Pavilions, clubhouses and changing rooms, ◆ 3G Football Turf Pitches (FTPs) and multi-use games areas, ◆ Fixed floodlights for artificial pitches.

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Awarding body	Description
<p>Football Foundation http://www.footballfoundation.org.uk/funding-schemes/</p>	<p>Premier League & The FA Facilities Fund Small Grants Scheme – this scheme awards grants of up to £10,000 for the provision of capital items, or to refurbish/improve existing facilities. This scheme aims to support the growth of football clubs and activity, prevent a decline in football participation and make improvements to facilities to address any health and safety issues. Grants, which cannot exceed 50% of the total project cost, are awarded to support the costs of the following list of projects and items:</p> <ul style="list-style-type: none"> ◀ Replacement of unsafe goalposts, ◀ Portable floodlights, ◀ Storage containers, ◀ Changing pavilion/clubhouse refurbishment and external works (not including routine maintenance works), ◀ Grounds maintenance equipment, ◀ Pitch improvement works (not including routine maintenance works), ◀ Fencing. <p>The scheme is available to local authorities, educational establishments, grassroots football clubs and professional and semi-professional football clubs and their associated community organisations, to support their community outreach programmes.</p> <p>Premier League Primary Stars Kit and Equipment Scheme - this scheme, run in partnership with Nike and delivered by the Football Foundation, gives teachers the opportunity to get their hands on free resources to aid their pupils' learning. Primary school teachers registered at plprimarystars.com can access either a free Nike football strip, or a free equipment pack which can be used across the curriculum.</p>
<p>Rugby Football Foundation (RFF) http://www.rugbyfootballfoundation.org/index.php?option=com_content&view=article&id=14&Itemid=113</p>	<p>The Grant Match Scheme in particular provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a 'match funding' 50:50 basis to support a proposed project.</p> <p>Projects eligible for funding include:</p> <ol style="list-style-type: none"> 1. Pitch Facilities – Playing surface improvement, pitch improvement, rugby posts, floodlights. 2. Club House Facilities – Changing rooms, shower facilities, washroom/lavatory, and measures to facilitate segregation (e.g. women, juniors). 3. Equipment – Large capital equipment, pitch maintenance capital equipment (e.g. mowers). <p>'Helping Hand Grants' can award funding from £500 to £1,500. The Groundmatch Grant Scheme provides funding from £1,501 to £5,000. RFU Accredited clubs at level 5 and below are eligible to apply.</p> <p>The RFF also offer loan schemes for RFU Accredited clubs at level 3 and below. The first scheme is the Interest Free Loan scheme which can provide up to £100,000 as an interest free loan for capital works. Green Deal Loans up to the value of £20,000 are available to clubs to support them in the installation of facility solutions that reduce utility costs. Repayments are structured to be the equivalent of the projected savings over the agreed 'payback' period.</p>

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Awarding body	Description
<p>The England and Wales Cricket Trust https://www.ecb.co.uk/be-involved/club-support/club-funding</p>	<p>The Interest Free Loan Scheme provides finance to clubs for various capital projects such as buildings, equipment purchase, fine turf, land purchase and non-turf. All ECB affiliated cricket clubs are eligible to apply, as well as other organisations that can evidence achievement/delivery of the EWCT's charitable aims. Clubs with a junior section can apply for funding from £1,000 to £50,000 whereas clubs without a junior section can apply for funding from £1,000 to £20,000. A minimum of 10% partnership funding is required from the applicant.</p> <p>The Small Grant Scheme aims to support the ECB's national programmes – Get the Game On, All Stars Cricket, Women's Cricket and U19 Club T20. Clubs can apply for funding towards the purchase of relevant products or materials, and associated professional labour costs.</p> <p>Project themes:</p> <ul style="list-style-type: none"> ◀ Covers – supporting Get the Game On, ◀ Family Friendly Facilities – supporting All Stars Cricket, ◀ Improved Changing Facilities for Females – supporting Women's Cricket, ◀ Great Events – supporting U19 Club T20.
<p>EU Life Fund http://ec.europa.eu/environment/funding/intro_en.htm</p>	<p>LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU. LIFE also finances some grants for non-governmental organisations active in the field of the environment because they are key players in the development and implementation of environmental policy.</p>
<p>National Hockey Foundation http://www.thenationalhockeyfoundation.com/</p>	<p>The Foundation primarily makes grants to a wide range of organisations that meet one of the areas of focus: young people and hockey, young people and sport in Milton Keynes, enabling the development of hockey at youth or community level and smaller charities. There is no limit on the amount of funding that an organisation can request. However, the Foundation does not generally award grants for less than £10,000 or more than £75,000.</p>
<p>EU Life Fund http://ec.europa.eu/environment/funding/intro_en.htm</p>	<p>LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU.</p>
<p>National Hockey Foundation http://www.thenationalhockeyfoundation.com/</p>	<p>The Foundation primarily makes grants to a wide range of organisations that meet one of the areas of focus: Young people and hockey, Enabling the development of hockey at youth or community level.</p>
<p>LTA Transforming British Tennis Together https://www.lta.org.uk/workforce-venues/tennis-venue-support/tennis-facility-funding-and-advice/transforming-british-tennis-together/</p>	<p>TBTT is the largest capital investment programme the LTA has undertaken. It aims to invest £125 million over the next ten years in tennis facilities which it hopes can be match funded by partners to bring £250 million into the sport.</p>
<p>BCGBA grants https://www.bcgba.org.uk/grants/</p>	<p>Provided a club is subscribed to the BCGBA it can apply for a grant a range of ancillary issues, providing it has not already received one in the previous five years.</p>

Protecting Playing Fields

Sport England's Strategy: Towards an Active Nation (2016-2021) will simplify the funding reducing the number of investment programmes from 30 to 7:

- ◀ Tackling Inactivity
- ◀ Children and Young People
- ◀ Volunteering
- ◀ Taking sport and activity into the mass market
- ◀ Supporting sports core markets
- ◀ Local delivery
- ◀ Creating welcoming sports facilities

The current funding streams listed below will remain operational during 2016/17 but will be phased out and replaced by one or more of the seven listed above.

It launched Protecting Playing Fields (PPF) as part of its Places People Play Olympic legacy mass participation programme and is investing £10 million of National Lottery funding in community sports projects.

The programme is being delivered via five funding rounds (with up to £2 million being awarded to projects in each round). Its focus is on protecting and improving playing fields and developing community sport. It will fund capital projects that create, develop and improve playing fields for sporting and community use and offer long-term protection of the site for sport. Projects are likely to involve the construction of new pitches or improvement of existing ones that need levelling or drainage works.

Sport England's Community Asset Fund⁴² programme will be delivered via funding rounds and replaced its previous Inspired Facilities Fund. The Community Asset Fund opened in late January 2017 with an annual budget of £15 million, anticipating funding applications to range anywhere from £1000 to £150,000.

A key difference of the new programme is that it not only aims to support improvement of facilities within traditional sports clubs and recreational or sporting environments, but seeks explore new ways to invest in communities where improvement of facilities can offer wider benefit for not just sporting groups but other physical activities and local organisations which use or could use the site. The change in approach reflects the Towards an Active Nation Strategy and a contribution to delivering the five outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.

The four main aims of the Community Asset Fund programme are:

- ◀ Improve and protect existing sports facilities that support the needs of local communities
- ◀ Invest in new and different places that meet the needs of local communities, which include our target audiences
- ◀ Ensure our capital investment reaches organisations who have not accessed our funding before
- ◀ Create a more resilient, sustainable, less grant dependent sport sector

⁴² <https://www.sportengland.org/media/11425/community-asset-fund-guide-january-2017.pdf>

Strategic Facilities Fund

Facilities are fundamental in providing more people with the opportunity to play sport. The supply of the right facilities in the right areas is key to getting more people to play sport. Sport England recognises the considerable financial pressures that local authorities are currently under and the need to strategically review and rationalise leisure stock so that cost effective and financially sustainable provision is available in the long-term. Sport England has a key role to play in the sector, from influencing the local strategic planning and review of sports facility provision to investing in major capital projects of strategic importance.

The Strategic Facilities Fund will direct capital investment into a number of key local authority projects that are identified through a strategic needs assessment and that have maximum impact on growing and sustaining community sport participation. These projects will be promoted as best practice in the delivery of quality and affordable facilities, whilst demonstrating long-term operational efficiencies. The fund will support projects that bring together multiple partners, including input from the public and private sectors and national governing bodies of sport (NGBs). The fund is also designed to encourage applicants and their partners to invest further capital and revenue funding to ensure sustainability. Sport England has allocated a budget of circa £30m of Lottery funding to award through this fund (2013-17).

Key features which applications must demonstrate are:

- ✦ A robust needs and evidence base which illustrates the need for the project and the proposed facility mix
- ✦ Strong partnerships which will last beyond the initial development of the project and underpin the long-term sustainability of the facility
- ✦ Multi-sport provision and activity that demonstrates delivery against NGB local priorities
- ✦ A robust project plan from inception to completion with achievable milestones and timescales.

Lottery applications will be invited on a solicited-only basis and grants of between £500,000 and £2,000,000 will be considered.

The Strategic Facilities Fund will prioritise projects that:

- ✦ Are large-scale capital developments identified as part of a local authority sports facility strategic needs assessment/rationalisation programme and that will drive a significant increase in community sports participation
- ✦ Demonstrate consultation/support from two or more NGBs and delivery against their local priorities
- ✦ Are multi-sport facilities providing opportunities to drive high participant numbers
- ✦ Are a mix of facility provision (indoor and/or outdoor) to encourage regular and sustained use by a large number of people
- ✦ Offer an enhancement, through modernisation, to existing provision and/or new build facilities
- ✦ Have a long-term sustainable business plan attracting public and private investment
- ✦ Show quality in design, but are fit for purpose to serve the community need
- ✦ Have effective and efficient operating models, combined with a commitment to development programmes which will increase participation and provide talent pathways.

Projects will need to demonstrate how the grant will deliver against Sport England's strategic priorities. The funding available is for the development of the capital infrastructure, which can contribute to the costs of new build, modernisation or refurbishment and purchasing of major fixed equipment as part of the facility development.

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Funder's requirements

Below is a list of funding requirements that can typically be expected to be provided as part of a funding bid, some of which will fall directly out of the Playing Pitch Strategy:

- ✦ Identify need (i.e., why the Project is needed) and how the Project will address it.
- ✦ Articulate what difference the Project will make.
- ✦ Identify benefits, value for money and/or added value.
- ✦ Provide baseline information (i.e., the current situation).
- ✦ Articulate how the Project is consistent with local, regional and national policy.
- ✦ Financial need and project cost.
- ✦ Funding profile (i.e., Who's providing what? Unit and overall costs).
- ✦ Technical information and requirements (e.g., planning permission).
- ✦ Targets, outputs and/or outcomes (i.e., the situation after the Project/what the Project will achieve)
- ✦ Evidence of support from partners and stakeholders.
- ✦ Background/essential documentation (e.g., community use agreement).
- ✦ Assessment of risk.

Indicative costs

The indicative costs of implementing key elements of the Action Plan can be found on the Sport England website:

<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

The costs are for the development of community sports facilities and are based on providing good quality sports facility based on the last quarter. The Facilities Costs are updated on the Sport England website every quarter. These rounded costs are based on schemes most recently funded through the Lottery (and therefore based on economies of scale), updated to reflect current forecast price indices provided by the Building Cost Information Service (BCIS), prepared by Technical Team Lead of Sport England.

APPENDIX TWO: GLOSSARY OF TERMS

Artificial grass pitches

Surface	Category	Comments
Rubber crumb	Long Pile 3G (60mm with shock pad)	Rugby surface – must comply with World Rugby type 22 and/or RFL Community Standard, requires a minimum of 60mm pile.
Rubber crumb	Medium Pile 3G (55-60mm)	Preferred football surface. Suitable for non-contact rugby union/league practice or play.
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football.
Sand	Sand Filled	Competitive hockey and football training (although not ideal).
Sand	Sand Dressed	Preferred hockey surface and used for football training (although not ideal).
Water	Water based	Preferred hockey surface.

Capacity is the amount of play a site can regularly accommodate (in the relevant comparable unit) for community use without adversely affecting its quality and use. This is typically outlined by the NGB.

Overplay is when a pitch is used over the amount that the carrying capacity will allow, (i.e. more than the site can accommodate). Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected.

Spare capacity is the amount of additional play that a pitch could potentially accommodate in addition to current activity. There may be reasons why this potential to accommodate additional play should not automatically be regarded as actual spare capacity, for example, a site may be managed to regularly operate slightly below its carrying capacity to ensure that it can cater for a number of friendly matches and training activity. This needs to be investigated before the capacity is deemed **actual spare capacity**.

Match equivalent sessions is an appropriate comparable unit for pitch usage. For football, rugby union and rugby league, pitches should relate to a typical week within the season and one match = one match equivalent session if it occurs every week or 0.5 match equivalent sessions if it occurs every other week (i.e. reflecting home and away fixtures). For cricket pitches, it is appropriate to look at the number of match equivalent sessions over the course of a season and one match = one match equivalent session.

Displaced demand generally relates to play by teams or other users of playing pitches from within the study area (i.e. from residents of the study area) which takes place outside of the area. This may be due to issues with the provision of pitches and ancillary facilities in the study area, just reflective of how the sports are played (e.g. at a central venue for the wider area) or due to the most convenient site for the respective users just falling outside of the local authority/study area.

Unmet demand is demand that is known to exist but unable to be accommodated on current supply of pitches. This could be in the form of a team with access to a pitch for matches but nowhere to train or vice versa. This could also be due to the poor quality and therefore limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement. League secretaries may be aware of some unmet demand as they may have declined applications from teams wishing to enter their competitions due to a lack of pitch provision which in turn is hindering the growth of the league.

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. This could include feedback from a sports club who may feel that they could set up and run an additional team if they had access to better provision.

Future demand is an informed estimate made of the likely future demand for pitches in the study area. This is generally based on the most appropriate current and future population projections for the relevant age and gender groupings for each sport. Key trends, local objectives and targets and consultation also inform this figure.

Casual use or other use could take place on natural grass pitches or AGPs and include:

- ◆ Regular play from non-sports club sources (e.g. companies, schools, fitness classes)
- ◆ Infrequent informal/friendly matches
- ◆ Informal training sessions
- ◆ More casual forms of a particular sport organised by sports clubs or other parties
- ◆ Significant public use and informal play, particularly where pitches are located in parks/recreation grounds.

APPENDIX THREE: SPORTING CONTEXT

The following section outlines a series of national, regional and local policies pertaining to the study and which will have an important influence on the Strategy.

National context

The provision of high quality and accessible community outdoor sports facilities at a local level is a key requirement for achieving the targets set out by the Government and Sport England. It is vital that this strategy is cognisant of and works towards these targets in addition to local priorities and plans.

Department of Media Culture and Sport Sporting Future: A New Strategy for an Active Nation (2015)

The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
- ◀ More people volunteering in sport.
- ◀ More people experiencing live sport.
- ◀ Maximising international sporting success.
- ◀ Maximising domestic sporting success.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

Sport England: Towards an Active Nation (2016-2021)

Sport England has recently released its new five year strategy 'Towards an Active Nation'. The aim is to target the 28% of people who do less than 30 minutes of exercise each week and will focus on the least active groups; typically women, the disabled and people from lower socio-economic backgrounds.

Sport England will invest up to £30m on a plan to increase the number of volunteers in grassroots sport. Emphasis will be on working with a larger range of partners with less money being directed towards National Governing Bodies.

The Strategy will help deliver against the five health, social and economic outcomes set out in the Government's Sporting Future strategy.

- ◀ Physical Wellbeing
- ◀ Mental Wellbeing
- ◀ Individual Development
- ◀ Social & Community Development
- ◀ Economic Development

National Planning Policy Framework (2018)

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

As a prerequisite, the NPPF states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

- ◀ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities.

The FA National Football Facilities Strategy (2018-28)

The Football Association's (FA) National Football Facilities Strategy (NFFS) provides a strategic framework that sets out key priorities and targets for the national game (i.e., football) over a ten-year period. The Strategy is presently in draft and is due for publication in 2018.

The Strategy sets out shared aims and objectives it aims to deliver on in conjunction with The Premier League, Sport England and the Government, to be delivered with support of the Football Foundation.

These stakeholders have clearly identified the aspirations for football to contribute directly to nationally important social and health priorities. Alongside this, the strategy is clear that traditional, affiliated football remains an important priority and a core component of the game, whilst recognising and supporting the more informal environments used for the community and recreational game.

Its vision is: *"Within 10 years we aim to deliver great football facilities, wherever they are needed"*

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£1.3 billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government's shared objectives for participation, individual well-being and community cohesion are to be achieved. Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years).

The NFFS investment priorities can be broadly grouped into six areas, recognising the need to grow the game, support existing players and better understand the different football environments:

- ◀ **Improve 20,000 Natural Turf pitches**, with a focus on addressing drop off due to a poor playing experience;
- ◀ **Deliver 1,000 3G AGP 'equivalents'** (mix of full size and small sided provision, including MUGAs - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers), enhancing the quality of playing experience and supporting a sustainable approach to grass roots provision;
- ◀ **Deliver 1,000 changing pavilions/clubhouses**, linked to multi-pitch or hub sites, supporting growth (particularly in women and girls football), sustainability and providing a facility infrastructure to underpin investment in coaching, officials and football development;
Support access to flexible indoor spaces, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes, exploiting opportunities for football to positively impact on personal and social outcomes for young people in particular;
- ◀ **Refurbish existing stock to maintain current provision**, recognising the need to address historic under-investment and issues with refurbishment of existing facilities;
- ◀ **Support testing of technology and innovation**, building on customer insight to deliver hubs for innovation, testing and development of the game.

Local Football Facility Plans

To support in delivery of the NFFS, The FA has commissioned a national project. Over the next two years to 2020, a Local Football Facility Plan (LFFP) will be produced for every local authority across England. Each plan will be unique to its area as well as being diverse in its representation, including currently underrepresented communities.

Identifying strategic priorities for football facilities across the formal, recreational and informal game, LFFPs will establish a ten-year vision for football facilities that aims to transform the playing pitch stock in a sustainable way. They will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all will be identified via LFFPs. LFFPs will guide the allocation of 90% of national football investment (The FA, Premier League and DCMS) and forge stronger partnerships with local stakeholders to develop key sites. This, together with local match-funding will deliver over one billion pounds of investment into football facilities over the next 10-years.

It is important to recognise that a LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in a local area. Therefore, it cannot be used as a replacement for a Playing Pitch Strategy (PPS) and it will not be accepted as an evidence base for site change of use or disposal.

A LFFP will; however, build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities.

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The FA: National Game Strategy (2018-2021)

The FA launched its new National Game Strategy in July 2018 which aims to inspire a life-long journey in football for all. To achieve this, the strategy will focus on five key aspects of the game:

- ◀ A high quality introduction to football
- ◀ Developing clubs and leagues
- ◀ Embrace all formats of football and engage all participants
- ◀ Recruit, develop and support the workforce
- ◀ Develop sustainable facilities

Through these five pillars, The FA's objectives are to:

- ◀ Increase the number of male affiliated and recreational players by 10%.
- ◀ Double the number of female affiliated and recreational players via a growth of 75%.
- ◀ Increase the number of disability affiliated and recreational players by 30%.
- ◀ Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy (NFFS) investment priorities.

England and Wales Cricket Board (ECB) Inspiring Generations (2019-2024)

"Inspiring Generations" is the new ECB participation strategy which was announced in January 2019. It builds on the strong foundations laid by Cricket Unleashed and supports the growth of cricket in England and Wales between 2020 and 2024. At the heart of this strategy is a single unifying purpose, which gets to the core of what the game can do for society both on and off the field to ensure that cricket is in an even stronger position that it is in 2019.

Inspire Generations has six key priorities and activities including transforming women's and girls' cricket to increase the representation of women in every level of cricket by:

- ◀ Growing the base through participation and facilities investment.
- ◀ Growing the base through participation and facilities investment.
- ◀ Launching centres of excellence and a new elite domestic structure.
- ◀ Investing in girls' county age group cricket.
- ◀ Delivering a girls' secondary school programme.

The Rugby Football Union Strategic Plan (2017-2021)

The RFU has released its new strategic vision for rugby in England. The strategy is based on four main elements which are; Protect, Engage, Grow and Win. It covers all elements of rugby union ranging from elite rugby to grassroots, although the general relevancy to the PPS is centred around growing the game.

The RFU exists to promote and develop rugby union in England and ensure the long-term sustainability of clubs by growing player numbers and retaining them across all age groups. Responding to wider market influences, work will continue on developing new ways to take part in all forms of the game, without comprising the sports traditions. This will ensure a lasting legacy from elite success by attracting new players and encouraging current male and female adult players to play.

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The four key aims to ensure long term sustainability are to:

- ◀ Improve player transition from age grade to adult 15-a-side rugby
- ◀ Expand places to play through Artificial Grass Pitches (AGPs)
- ◀ Engage new communities in rugby
- ◀ Create a community 7's offering

England Hockey Strategy

England Hockey's Facilities Strategy can be found [here](#).

Vision: For every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players.

Mission: More, Better, Happier Players with access to appropriate and sustainable facilities

The 3 main objectives of the facilities strategy are:

1. PROTECT: To conserve the existing hockey provision

- There are currently over 800 pitches that are used by hockey clubs (club, school, universities) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.

2. IMPROVE: To improve the existing facilities stock (physically and administratively)

- The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. England Hockey works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

3. DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.

England Hockey has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

Club participation

Our club market is well structured and clubs are required to affiliate to England Hockey to play in community leagues. As a result, relatively few occasional teams lie outside our affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

Hockey is clearly benefiting from a double Olympic legacy. After Great Britain's women won bronze in front of a home crowd in London in 2012 the numbers of young girls playing the sport doubled and a historic gold in Rio 2016 saw more than 10,000 players promptly joining clubs. These triumphs have inspired the nation to get active and play hockey.

Thanks to the outstanding work of the network of clubs across the country, England Hockey has seen unprecedented growth at both ends of the age range. There has been an 80% increase in the number of boys and girls in clubs, as well as a 54% increase in players over the age of 46.

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Hockey clubs have reaped the rewards of the improved profile of the sport, focussing on a link with schools to provide excellent opportunities for young players. Programmes such as Quick sticks – a small-sided version of hockey for 7-11 year olds – in Primary Schools have been hugely successful in allowing new players to take part in the sport from an early age.

The growth in the sport since the eve of London 2012 has been seen across the country, examples being a 110% increase in under 16s club participation in London, and a 111% growth in the North West in the same age bracket.

British Tennis Strategy 2019

The new LTA Strategy includes seven strategies relating to three objectives which are built around the following vision and mission:

Vision: tennis opened up

Mission: to grow tennis by making it relevant, accessible, welcoming and enjoyable

Objectives

- ◀ Increase the number of fans on our database from [623,602] to [1,000,000] by 2023.
- ◀ More people playing more often;
 - ◀ Increase the number of adults playing tennis each year from [7.7% (4,018,600)] of the population to [8.5% (4,420,460)], and the frequency of adults playing tennis twice a month from [1.9% (858,700)] of the population to [2.2% (1,000,000)] by 2023.
 - ◀ The number of children playing tennis from [x] to [y] by 2023 (to be finalised December 2018 on publication of Sport England's new Child Participation Survey).
- ◀ Enable 5 new players to break into the top 100 by 2023 and inspire the tennis audience.

Strategies

1. Visibility - Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players.
2. Innovation - Innovate in the delivery of tennis to widen its appeal.
3. Investment - Support community facilities and schools to increase the opportunities to play
4. Accessibility - Make the customer journey to playing tennis easier and more accessible for anyone
5. Engagement - Engage and collaborate with everyone involved in delivering tennis in Britain, particularly coaches and volunteers to attract and maintain more people in the game.
6. Performance - Create a pathway for British champions that nurtures a diverse team of players, people and leaders.
7. Leadership - Lead tennis in Britain to the highest standard so it is a safe, welcoming, well-run sport.

British Crown Green Bowling Association

Please note there is no current facility guidance provided by British Crown Green Bowling Association responsible for crown green bowls in England.

<http://bcgba.org.uk/index.html>

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England Netball - Your Game, Your Way 2013-17

Even though this Plan is out of date, England Netball remains committed to its '10-1-1' mission, vision and values that form the fundamentals for its strategic planning for the future for the sport and business. To facilitate the successful achievement of Netball 10:1:1 and Goal 4, England Netball will:

- ✦ Accelerate the participation growth by extending our market penetration and reach through the activation of a range of existing and new participant-focused products and programmes that access new and targeted markets.
- ✦ Increase the level of long-term participant retention through targeting programmes at known points of attrition and easy transition through the market segments, supported by an infrastructure that reflects the participant needs and improves their netball experience.
- ✦ Build a sustainable performance pathway and system built on the principles of purposeful practice and appropriate quality athlete coach contact time.
- ✦ Develop sustainable revenue streams through the commercialisation of a portfolio of products and programmes and increasing membership sales. This will also include the creation of cost efficiencies and improved value for money through innovative partnerships and collaborations in all aspects of the business.
- ✦ Establish high standards of leadership and governance that protect the game and its people and facilitates the on-going growth and transformation of the NGB and sport.

Growing the Game of Golf in England (2017-2021)

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”. The 2014 strategy helped achieve the following:

- ✦ 427,111 people being introduced to golf for the first time.
- ✦ 31,913 new members for England's golf clubs from national initiatives.
- ✦ Over £25 million generated for golf clubs through new members.
- ✦ Four counties to merge their men's and women's unions associations.
- ✦ Support for 15,200 national, regional and county squad players.
- ✦ Over 150 championships and events organised across the country.

Following the above strategy, England Golf is now setting out to “grow the game” of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all. The objectives are:

- ✦ Being customer focussed
- ✦ Stronger counties and club
- ✦ Excellent governance
- ✦ Improve image
- ✦ More members and players
- ✦ Outstanding championships, competitions and events
- ✦ Winning golfer