



NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

ASSESSMENT REPORT SEPTEMBER 2020

QUALITY, INTEGRITY, PROFESSIONALISM

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GLOSSARY

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
ASC	All Stars Cricket
BC	Bowls Club
BUCS	British Universities & Colleges Sport
CC	Cricket Club
CFA	County Football Association
CRC	Community Rugby Coach
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FF	Football Foundation
FIFA	Fédération Internationale de Football Association
GIS	Geographical Information Systems
HC	Hockey Club
IOG	Institute of Groundmanship
KKP	Knight, Kavanagh and Page
LFFP	Local Football Facilities Plan
LMS	Last Man Stands
LTA	Lawn Tennis Association
MUGA	Multi use games area
NGB	National Governing Body
NPPF	National Planning Policy Framework
NUL	Newcastle-under-Lyme
PIP	Pitch Improvement Programme
PGA	Professional Golfers Association
PPS	Playing Pitch Strategy
PQS	Performance Quality Standard
RDO	Rugby Development Officer
RFL	Rugby Football League
RFU	Rugby Football Union
RUFC	Rugby Union Football Club
S106	Section 106
SASSOT	Sport Across Staffordshire and Stoke-on-Trent
SCCB	Staffordshire County Cricket Board
SE	Sport England
TBTT	Transforming British Tennis Together
TC	Tennis Club
TGR	Team generation rate
WR	World Rugby
U	Under
UNNS&C	Urban Newcastle North, South & Central

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PART 1: INTRODUCTION AND METHODOLOGY

1.1: Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Newcastle-under-Lyme Borough Council (NUL) to undertake an assessment of all formal sport and leisure facilities across the authority to assist in strategically planning for the future.

This report presents a supply and demand assessment of playing pitch and other outdoor sports facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. It has been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches and other outdoor sports facilities.

The guidance details a stepped approach to developing a Playing Pitch Strategy (PPS). These steps are separated into five distinct sections:

- ◀ Stage A: Prepare and tailor the approach (Step 1)
- ◀ Stage B: Gather information and views on the supply of and demand for provision (Steps 2 & 3)
- ◀ Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)
- ◀ Stage D: Develop the strategy (Steps 7 & 8)
- ◀ Stage E: Deliver the strategy and keep it robust and up to date (Steps 9 & 10)

Stages A to C are covered in this report.

1.2: Why the strategy is being developed

The Playing Pitch Strategy is being updated, from the previous strategy in 2014, in order to provide as an evidence base to inform the preparation of the new Local Plan. It will also provide an evidence base to support delivery of sport and recreation activity across the Borough and ensure that the future demand for playing pitches is planned holistically to meet the current and growing population of the Borough. In addition, the Strategy will:

- ◀ Help inform determination of relevant planning applications
- ◀ Be an evidence base that will support funding applications for sports and physical activity across the Borough
- ◀ Inform the Council's internal and capital spending
- ◀ Identify the role of the education sector in supporting the delivery of community sports
- ◀ Identify the role of high quality sports and recreational facilities in overcoming health inequalities and community cohesion

1.3: Stage A: Prepare and tailor the approach

Management arrangements

A Project Team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time.

A strong and effective steering group has and will continue to lead and drive this PPS forward during its development and also to ensure the delivery of its recommendations and actions. The membership of the group is balanced and representative of the different parties and key drivers behind the work and the providers and users of playing pitches in the study area.

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The Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from the Council, Sport England and National Governing Bodies of Sport (NGBs). It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:

- ◀ Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
- ◀ Support implementation of the PPS's recommendations and action plan.
- ◀ Monitor and evaluate the outcomes of the PPS.
- ◀ Ensure that the PPS is kept up to date and refreshed.

Agreed scope

The Assessment Report provides detail in respect of what provision exists, its condition, distribution and overall quality. It also considers the demand for facilities based on population distribution and planned growth. The full list of sports facilities covered is set out below.

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

- ◀ Football pitches (including 3G pitches)
- ◀ Cricket pitches
- ◀ Rugby union pitches (including 3G pitches)
- ◀ Hockey artificial grass pitches (AGPs)
- ◀ Tennis courts
- ◀ Bowling greens
- ◀ Netball courts
- ◀ Golf courses

Pitch sports (e.g. football, rugby union, hockey and cricket) will be assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. In addition, any other grass sport pitches identified during the project will also be included. If applicable, this accounts for sports such as rugby league, American football, Gaelic football and lacrosse.

Non-pitch sports (e.g. bowls and tennis) will be 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

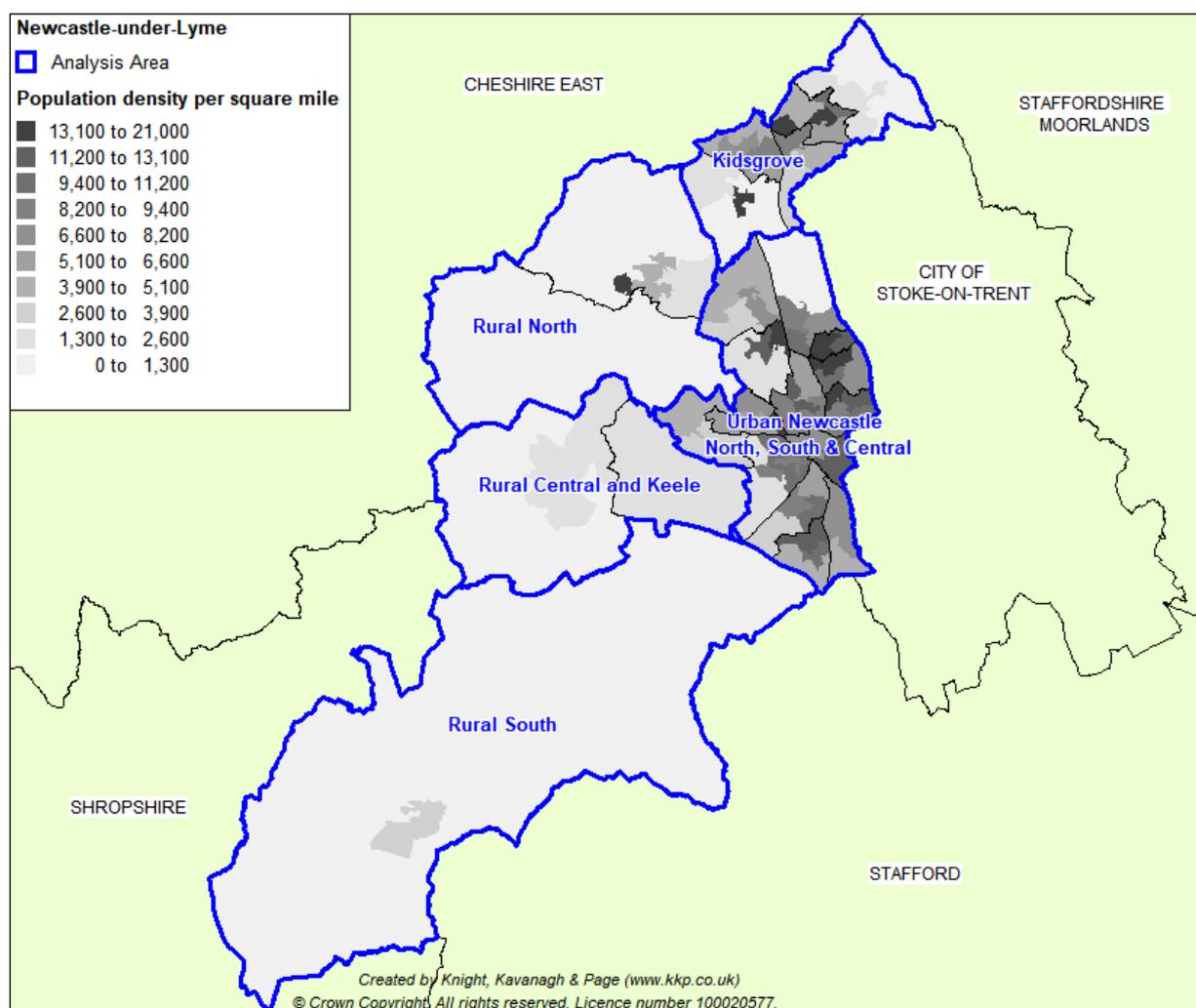
Although the Strategy will report on the Newcastle-under-Lyme as a whole, the Authority will be divided into the five analysis areas that reflect on the geographical and demographical nature of the area. These are;

- ◀ Kidsgrove
- ◀ Rural Central and Keele
- ◀ Rural North
- ◀ Rural South
- ◀ Urban Newcastle North, South & Central (UNNS&C)

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All facilities should be reviewed regardless of ownership and/or management i.e. whether in the public, private, education, or third sector. The strategy will also examine explore cross boundary issues to determine the level of imported and exported demand, recognising, for example, that people travel to and make use of strategic facilities irrespective of administrative boundaries. Neighbouring authorities include Cheshire East, City of Stoke-on-Trent, Shropshire, Stafford, Staffordshire Moorlands.

Figure 1.1: Analysis area map



National context

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 in, and around, urban areas.
- ✦ Identify pitch (natural grass and artificial) supply and demand issues in relation to predicated population changes.
- ✦ 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.
- ✦ To ensure that future investment into facilities is proportionate, delivered at the right time and enhances the overall quality of outdoor sporting assets

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The Newcastle-under-Lyme PPS will provide an evidence base for planning decisions and funding bids and will ensure that this evidence is sound, robust and capable of being scrutinised through examination whilst meeting the requirements of the National Planning Policy Framework (NPPF).

One of the core planning principles of the National Planning Policy Framework (2019) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. 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.

Paragraphs 96 and 97 discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. Paragraph 99 and 100 also promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

The Local Plan context

Newcastle-under-Lyme Borough Council currently has three plans adopted that form the statutory development for the entire Authority these are; the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006 – 2026 (adopted October 2009), the Newcastle-under-Lyme Local Plan 2011 (adopted in 2003) and the Saved Policies of the Newcastle-under-Lyme Local Plan (Adopted 2003).

In cohesion with the Borough wide plans the Council has also adopted The Loggerheads Neighbourhood Plan (2013-2033) and Chapel and Hill Chorton, Maer and Ashton and Whitmore Plan. This former plan encompasses the entire area of Loggerheads Parish Council which consists of four wards: Loggerheads, Ashley, Mucklestone and Tyrley. This geographical area is significant and occupies the South and West of the Borough and borders Shropshire. There are six designated neighbourhood plan areas. These are listed below with their stage of progress:

- ◀ **Loggerheads** - Neighbourhood Development Plan was made on 15th February 2019, and now forms part of the Councils Development Plan.
- ◀ **Chapel and Hill Chorton, Maer and Ashton and Whitmore** - An Examiner’s Report was issued on 16 August 2019, and a Decision Statement on the 4th October 2019 with the document now forming part of the Councils Development Plan (as of 21/01/20).
- ◀ **Madeley** - Neighbourhood Development Plan is currently at the Regulation 16 stage having undertaken the Regulation 14 consultation in February 2020. The Qualifying Body has also undertaken two public consultations on proposed Local Green Space sites.
- ◀ **Beltley, Balterley and Wrinehill** - Neighbourhood Development Plan is currently at the Regulation 14 stage (the Qualifying Body has undertaken a four week informal consultation on a first draft of the Plan in August 2019) and a further consultation on the Reg 14 Plan during October-November 2020.
- ◀ **Keele** - Neighbourhood Development Plan is currently at the pre-Regulation 14 stage.
- ◀ **Kidsgrove** - Neighbourhood Development Plan is currently at the pre-Regulation 14 stage.

All stages of plan making are set out within the Neighbourhood Planning (General) Regulations 2012.

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Local Plan (2020 – 2037)

The Council is in the process of preparing a new Local Plan. This will set out how the Borough of Newcastle-under-Lyme will grow and develop from 2020 to 2037. It identifies where new homes, jobs and services will be located and how they will be provided. It will also set out the policies to guide development and protect the environment and set aside land to meet identified needs. In order for the new Local Plan to be compliant with the Government's 'National Planning Policy Framework (NPPF)' there is a need to commission consultants to create a new Playing Pitch Strategy as the previous one, commissioned in 2014 has come to the end of its five year life span.

Together Active formerly Sport Across Staffordshire and Stoke-on-Trent (SASSOT)

Together Active is the county active partnership. Its team provides services to partners involved with the delivery of sport, physical education and active recreation. The following is a brief overview of its stated services and programmes:

- ◀ Engaging with and supporting partners to develop their sport, PE and active recreation plans and programmes.
- ◀ Supporting volunteers and coaches.
- ◀ Supporting club development.
- ◀ Providing local insight/evidence of need for development of programmes and facilities.
- ◀ Supporting the promotion of community sport and active recreation programmes.
- ◀ Advice on Safeguarding young people and vulnerable adults in sport.
- ◀ Equity and disability sport.
- ◀ Management of Satellite Clubs, Aiming High Inspire Multi Sport Club programmes.
- ◀ Supporting the development and delivery of Level 3 School Games Sports Festivals, Primary School PE and Sport premium.

Together Active's indicates the rationale for the PPS strategy will help to deliver on the broader agenda to increase physical activity levels which is critical to improving a range of health and wellbeing outcomes such as rising obesity levels and poor mental health. The latest data (Public Health England) for Newcastle-under-Lyme shows that:

- ◀ 36.3% of children and young people are physically active, this is the lowest of all districts in Staffordshire and well below the national average of 46.8%
- ◀ 27.9% of reception age children are overweight or obese, this is the highest in the County and well above the national average of 22.6%
- ◀ 22.3% of adults are physically inactive, this is above the County and national average of 21.4%

Staffordshire County Council has identified obesity as a priority area and will be addressing rising levels through the implementation of a Whole Systems Approach (WSA) which will bring together all key stakeholders across the system, including the community, to work together in an integrated way to bring about sustainable, long term system change. The WSA to obesity is linked to a number of county wide strategies and plans including the Staffordshire Health and Wellbeing Strategy outcome, to 'help people stay as well as they can to reduce the growing pressure on services'.

Everyone More Active More Often (2018-2021)

Together Active's current strategy, Everyone More Active More Often, is a network of local agencies committed to working together to increase the number of people taking part in physical activity and sport. It is part of an England wide network of 43 Active Partnerships and is funded by national and local partners including Sport England, our Local Authorities and Universities to promote physical activity and sport.

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1.4: Stage B: Gather information and views on the supply of and demand for provision

A clear picture of supply and demand for outdoor sports facilities in the Borough needs to be provided to include an accurate assessment of quantity and quality. This is achieved through consultation with key stakeholders to ensure that they inform the subsequent strategy. It informs current demand, adequacy, usage, future demand and strategies for maintenance and investment for outdoor sports facilities.

Gather supply information and views – an audit of playing pitches

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order'.¹

- ◀ ***Playing pitch*** – a delineated area which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.
- ◀ ***Playing field*** – the whole of a site of at least 0.2ha or more which encompasses at least one playing pitch.

Although the statutory definition of a playing field sets out a minimum size, this PPS takes into account smaller sized sites that contribute to the supply side, for example, a site containing a mini 5v5 football pitch. This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes artificial grass pitches (AGPs).

As far as possible the assessment report aims to capture all of the outdoor sports facilities within Newcastle-under-Lyme. However, there may be instances, for example, on school sites, where access was not possible and has led to omissions within the report (although facilities at sites not accessed are still included within the PPS where provision is known to exist from other data sources). Where pitches have not been recorded within the report they remain as pitches and for planning purposes continue to be so. Furthermore, exclusions of a pitch does not mean that it is not required from a supply and demand point of view.

Quantity

Where known, all outdoor sports facilities are included irrespective of ownership, management and use. Sites were initially identified using Sport England's Active Places web based database, with the Council and NGBs supporting the process by checking and updating this initial data. This was also verified against club information supplied by local leagues. For each site, the following details were recorded in the project database:

- ◀ Site name, address (including postcode) and location
- ◀ Ownership and management type
- ◀ Security of tenure
- ◀ Total number, type and quality of outdoor sports facilities

Accessibility

Not all outdoor sports facilities offer the same level of access to the community. The ownership and accessibility of provision also influences actual availability for community use. Each site is assigned a level of community use as follows:

¹ www.sportengland.org>Facilities and Planning> Planning Applications

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- ◀ **Community use** - pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - pitches that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ **No community use** - pitches which as a matter of policy or practice, are not available for hire or used by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches, where play is restricted to the first or second team.
- ◀ **Disused** – sites that are not being used at all by any users and are not available for community hire either. Once these sites are disused for five or more years they will then be categorised as ‘lapsed sites’.
- ◀ **Lapsed** - last known use was as a playing field more than five years ago. These fall outside of Sport England’s statutory remit but still have to be assessed using the criteria in paragraph 97 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria. It should be emphasised that the lawful planning use of a lapsed site is still that of a playing field.

In addition, there should be a good degree of certainty that the pitch will be available to the community for at least the following three years. A judgement is made based on the information gathered and a record of secured or unsecured community use put against each site.

Table 1.1: Disused and lapsed sites

Site name	Analysis area	Sport(s)	Comments
Kidsgrove Secondary Gloucester Road Pitches (ST7 1EL)	Kidsgrove	Football	An unattached playing field that previously hosted two youth 11v11 and one adult football pitch. It is unknown when the site was last actively used, however, according to satellite imagery the were at last visibly marked <i>circa</i> 2011.
Gloucester Road (ST7 1EL)	Kidsgrove	Football	Based on satellite imagery one youth 9v9 pitch was last formally marked <i>circa</i> 2011. Site would not be able to accommodate a senior rugby pitch nor a senior cricket pitch due to the size of the site.
Clough Hall Playing Fields (ST7 1RW)	Kidsgrove	Rugby union	Based on satellite imagery two rugby union pitches were last formally marked <i>circa</i> 2011. Site is now used as open space.
Crackley Bank, Recreation Ground (ST5 7HW)	UNNS&C	Football	Based on satellite imagery one adult football pitch was last formally marked <i>circa</i> 2011. Site is now used as open space.
Silverdale Park (ST5 6PS)	UNNS&C	Bowls	One lapsed bowling green.
Sheldon Grove (ST5 7PW)	UNNS&C	Unknown	Site has been disused for 10 years and is now considered lapsed.
Park Road (ST5 6LP)	UNNS&C	Unknown	Site has been disused for 10 years and is now considered lapsed. It is not currently used due to drainage issues.
Conservative Club Bowling Green (ST5 6JL)	UNNS&C	Bowls	Disused bowling green. The Bowling Association is not aware of any formal play on this site as there are no affiliated clubs that report use of the green.

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Site name	Analysis area	Sport(s)	Comments
Wye Road – Clayton (ST5 4AZ)	UNNS&C	Football	Based on satellite imagery the site previously hosted two adult and one youth 9v9 pitch <i>circa</i> 2003. This decreased to just one adult pitch being marked out until approximately 2012.
Knutton Recreation Centre (ST5 6BX)	UNNS&C	Bowls Tennis Football (3G)	Knutton Recreation Centre still has four disused macadam tennis courts and one bowling green which were identified in the previous PPS (2014). The site has been identified for potential housing development. The 3G which was previously on the site has been relocated the Keele University Sports Centre.
Knype Way (ST5 8JL)	UNNS&C	Football	Site has been disused for approximately eight years and is now considered lapsed. Previously hosted one adult pitch as was stopped being used due to poor drainage.

Quality

The capacity of provision to regularly provide for competitive play, training and other activity over a season is most often determined by their quality. As a minimum, the quality and therefore the capacity of provision affects the playing experience and people's enjoyment of a sport. In extreme circumstances it can result in a facility being unable to cater for all or certain types of play during peak and off-peak times.

It is not just the quality itself which has an effect on its capacity but also the quality, standard and range of ancillary facilities. The quality of both the outdoor sports facility and ancillary facilities will determine whether provision is able to contribute to meeting demand from various groups, and for different levels and types of play.

The quality of all outdoor sports facilities identified in the audit and the ancillary facilities supporting them are assessed regardless of ownership, management or availability. Along with capturing any details specific to the individual facilities and sites, a quality rating is also recorded within the audit for each. These ratings are used to help estimate the capacity to accommodate competitive and other play within the supply and demand assessment.

In addition to undertaking non-technical assessments (using the templates provided within the guidance and as determined by NGBs), users and providers were also consulted on the quality and in some instances the quality rating was adjusted to reflect this.

Gather demand information and views

Presenting an accurate picture of current demand for outdoor sports facilities (i.e. recording how and when provision is used) is important when undertaking a supply and demand assessment.

Demand for outdoor sports facilities in the Borough tends to fall within the following categories:

- ◀ Organised competitive play
- ◀ Organised training
- ◀ Informal play

Current and future demand for outdoor sports facilities is presented on a sport by sport basis within the relevant sections of this report.

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In addition, unmet, latent, imported and exported demand for provision is also identified within each section. Unmet and latent demand is defined as the number of additional teams that could be fielded if access to a sufficient number of outdoor sports facilities (and ancillary provision) was available, whereas exported and imported demand refers to those that are playing outside of their local authority area of choice.

A variety of consultation methods were used to collate such demand information. Firstly, face to face consultation was carried out with key clubs from each sport, thus allowing for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed. For all remaining clubs, an online survey (converted to postal if required) was utilised.

Local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation and Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interviews.

As key providers and users of outdoor sports facilities, educational establishments were also consulted. This involved face to face meetings with secondary schools and colleges and an online survey being sent to primary schools, special schools and independent schools.

Future demand

Alongside current demand, it is important for a PPS to assess whether the future demand for playing pitches can be met. Using ONS population projections and proposed housing growth, as well as likely participation growth informed through consultation, an estimate can be made of the likely future demand for playing pitches.

Team generation rates are used to provide an indication of how many people it may take to generate a team (by gender and age group) in order to help estimate the change in demand for pitch sports that may arise from any population change. Future demand for pitches is calculated by adding the percentage increases to the population increases in each analysis area. This figure is then applied to the team generation rates and is presented on a sport by sport basis.

Other information sources that were used to help identify future demand, especially for non-pitch sports (where team generation rates are not applicable) include:

- ◀ Recent trends in the participation.
- ◀ The nature of the current and likely future population and their propensity to participate.
- ◀ Feedback from clubs on their plans to develop additional teams / attract additional members.
- ◀ Any local and NGB specific sports development targets (e.g. increase in participation).

Population growth

The current resident population in Newcastle-under-Lyme is 128,963². By 2037 (the period to which this assessment projects population based future demand, in line with the new Local Plan period) the Borough's population is projected to increase to 139,255 representing an increase of 10,292 (or equivalent to a percentage increase of 7.9%) according to mid-2017 ONS data.

1.5: Stage C: Assess the supply and demand information and views

²Source: ONS Mid 2017 Population Estimates for Lower Layer Super Output Areas in England and Wales by Single Year of Age and Sex

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Supply and demand information gathered is used to assess the adequacy of playing pitch provision in Newcastle-under-Lyme. It focuses on how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

Understand the situation at individual sites

Qualitative pitch ratings are linked to a pitch capacity rating derived from NGB guidance and tailored to suit a local area. The quality and use of each pitch is assessed against the recommended pitch capacity to indicate how many match equivalent sessions per week (per season for cricket) a pitch could accommodate.

This is compared to the number of matches actually taking place and categorised as follows, to identify:

Potential spare capacity: Play is below the level the site could sustain.	
At capacity: Play is at a level the site can sustain.	
Overused: Play exceeds the level the site can sustain.	

As a guide, the FA, RFU and the ECB have set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its quality.

Table 1.2: Capacity of playing pitches

Sport	Pitch type	No. of match equivalent sessions		
		Good	Standard	Poor
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	60 per season

For other grass pitch sports (e.g. rugby league), no guidelines are set by the NGBs although it can be assumed that similar principles should be followed.

The above does not apply to hockey as there is no limit to how often an AGP can be used, with capacity instead limited by availability and current usage levels. A pitch without floodlighting or capacity restrictions can generally be accessed for four matches during one day.

For tennis, the capacity of courts is determined by membership levels rather than through matches. The Lawn Tennis Association (LTA) suggests that a non-floodlit hard court can accommodate 40 members whereas a floodlit hard court can accommodate 60 members. For air domed courts, membership of 100 is considered applicable and permanent indoor courts can accommodate 200 members.

It should be noted that the abovementioned figures relate to LTA viability guidelines for clubs and are not the maximum capacity. This varies for other court types (e.g. grass).

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For all remaining non-pitch sports (i.e. bowls, netball and golf) there are no nationally recognised capacity recommendations set out by NGBs. Instead, potential capacity is evaluated on a site by site basis following consultation and site assessments.

Develop the current picture of provision

Once capacity is determined on a site by site basis, actual spare capacity is calculated on an area by area basis via further interrogation of temporal demand. Although this may have been identified, it does not necessarily mean that there is surplus provision. For example, spare capacity may not be available when it is needed or the site may be retained in a 'strategic reserve' to enable pitch rotation to reduce wear and tear.

Capacity ratings assist in the identification of sites for improvement/development, rationalisation, decommissioning and disposal.

Identify the key findings and issues

By completing Steps 1-5 it is possible to identify several findings and issues relating to the supply, demand and adequacy of outdoor sports provision in Newcastle-under-Lyme. This report seeks to identify and present the key findings and issues prior to development of the Strategy and Action Plan for the Borough and the subsequent Strategy document.

Develop the future picture of provision (scenario testing)

Modelling scenarios to assess whether existing provision can cater for unmet, latent, exported and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future.

Most of the scenario testing generally occurs in the strategy reports that proceed this document and therefore does not form part of the Assessment Report.

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PART 2: FOOTBALL

2.1: Introduction

The organisation primarily responsible for the development of football in Newcastle-under-Lyme is Staffordshire FA. It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

This section of the report focuses on the supply and demand for grass football pitches. Part 3 captures supply and demand for third generation pitches (3G pitches) which are the preferred AGP (artificial grass pitch) surface type for football. In future, it is anticipated that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

Local Football Facility Plans (LFFPs)

To support in delivery of both the current and superseding FA National Games Strategy (NGS), the FA has commissioned a nationwide consultancy project. Over the course of the next two years to spring 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.

The LFFP is strategically aligned to the National Football Facilities Strategy (NFFS); a 10-year plan to change the landscape of football facilities in England. The NFFS represents a major funding commitment from the national funding partners (the FA, Premier League, DCMS and the Football Foundation) to inform and direct an estimated one billion pounds of investment into football facilities over the next ten years.

Each LFFP will build upon PPS findings (where present and current) regarding the formal and affiliated game, to also include strategic priorities for investment across small sided football (recreational and informal including indoors). The LFFP will also incorporate consultation with groups outside of formal football, as well as under-represented communities. This could include those which may be key partners with regards to football for behavioural change and groups which may be key drivers of FA NGS priorities around participation in the likes of women and girls' football, disability football and futsal.

LFFPs will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all national football investment through the funding partners will be identified via LFFPs.

It is important to recognise that the 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. Consequently, it cannot be used in place of a PPS and is not an accepted 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.

The LFFP for Newcastle-under-Lyme was produced in 2018 and identifies 12 priority projects for investment. As an investment portfolio, the LFFP is not a detailed supply and demand analysis of all pitch provision in a local area, unlike the PPS. As a result, the LFFP may need updating in line with findings from the 2019 Playing Pitch Strategy in due course.

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Consultation

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing within Newcastle-under-Lyme. Contact details were provided by Staffordshire County FA and the invitation to complete the survey was distributed via email. Through both face to face meetings and survey responses, a total of 35 of 59 clubs responded, equating to a 59% club response rate and an 75% team response rate. Face to face consultation was carried out with the following six clubs:

- ◀ Audley & District FC
- ◀ Audley Juniors FC
- ◀ Chesterton AFC
- ◀ Chesterton Juniors AFC
- ◀ Newcastle Town FC
- ◀ Newcastle Wanderers FC

It should be noted that clubs that have not responded were chased both by KKP and Staffordshire FA on multiple occasions electronically and by phone in attempts to gain a response.

2.2: Supply

The audit identifies a total of 128 grass football pitches within Newcastle-under-Lyme across 53 sites. Of these, 102 pitches are available, at some level, for community use across 43 sites. All unavailable pitches are either located at various schools or at Stoke City FC Training Ground (Clayton Wood).

As can be seen overleaf, most of the community available pitches in the Borough are in the UNNS&C Analysis Area (56 pitches), whereas comparatively few pitches are in the remaining analysis areas, with the Rural North Analysis Area containing just six pitches.

Table 2.1: Summary of grass football pitches available to the community

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Kidsgrove	6	2	1	4	4	17
Rural Central and Keele	10	1	2	2	1	16
Rural North	4	1	1	-	-	6
Rural South	2	2	1	1	1	7
UNNS&C	21	8	11	10	6	56
Total	43	14	16	17	12	102

Most available pitches across Newcastle-under-Lyme (43 pitches) are adult size which is, in part, due to youth 11v11 teams playing on adult pitches. This is not ideal for youth players at U13-U16 level and is not in line with the recent FA Youth Review. Just 14 available pitches are youth 11v11 sized representing 14% of the available supply in Newcastle-under-Lyme which is comparable in relation to the proportion of youth teams (50 teams – 24% of all teams) which should be playing matches on this sized pitch.

In accordance with the FA Youth Review, U17 and U18 teams can play on adult pitches. The FA's recommended pitch size for adult football is 100x64 metres. Please refer to the table overleaf for more detail.

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Table 2.2: Recommended pitch sizes

Format	Age group	Recommended pitch size (metres)
Adult	U17s+	100 x 64
Youth 11v11	U15s-U16s	91 x 55
	U13s-U14s	82 x 50
Youth 9v9	U11s-U12s	73 x 46
Mini 7v7	U9s-U10s	55 x 37
Mini 5v5	U7s-U8s	37 x 27

Informal pitches

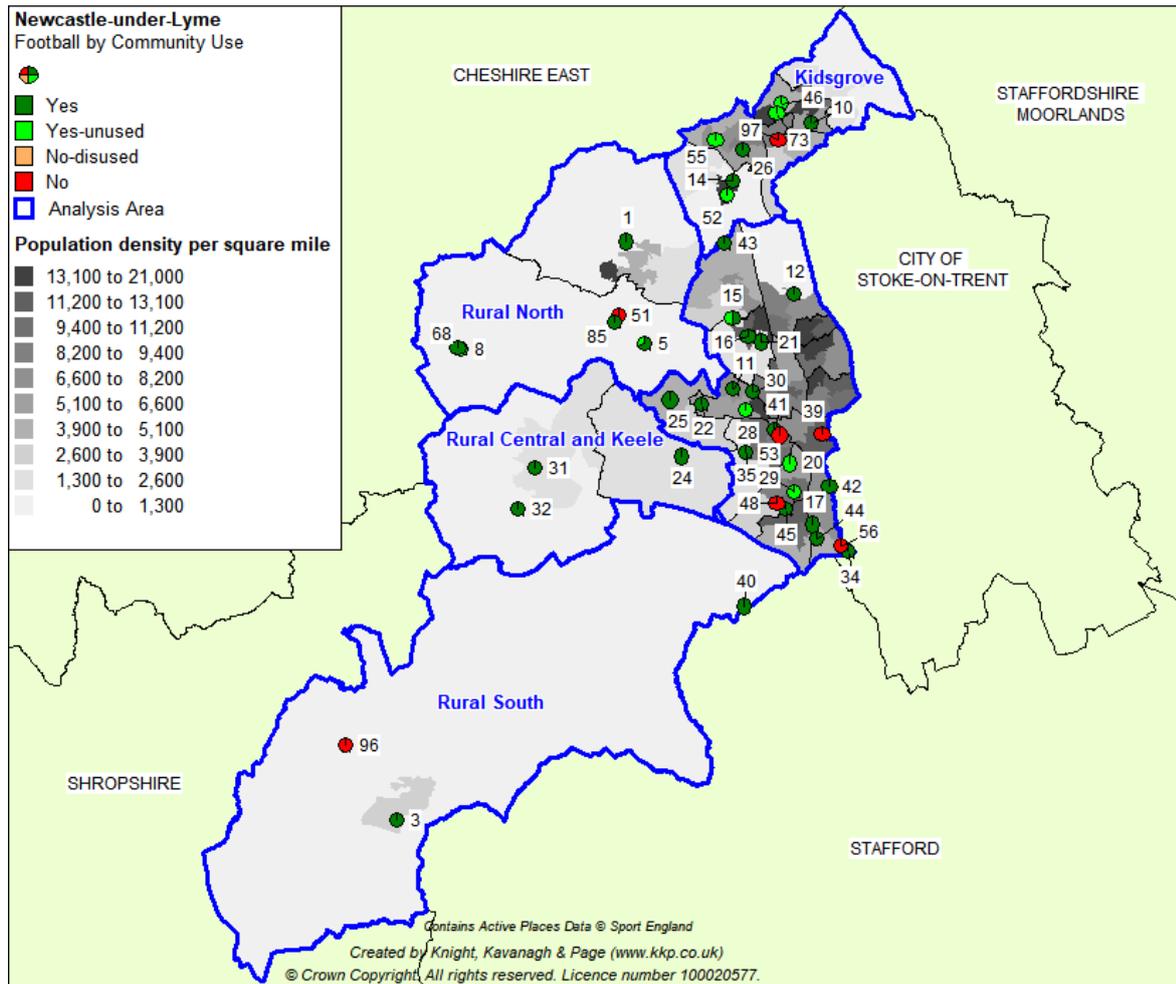
There are three sites identified that do not have formal football pitches marked out but could have the capacity to provide pitches if required. Many of these contain a solitary goalpost or goalposts of an unofficial size but are not marked out or maintained for football use and are as follows:

- ◀ Arnold Grove - Bradwell
- ◀ College Field (Madeley)
- ◀ Talk Talk Park (Madeley Heath)
- ◀ Whitmore Village Hall Recreation Field

Madeley Parish Council reports the College Field site is in its emerging Neighbourhood Plan to protect after anecdotal evidence suggest the site may be identified for potential housing.

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Figure 2.1: Location of all football pitches in Newcastle-under-Lyme



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PLAYING PITCH ASSESSMENT

Lapsed/disused provision

Playing fields which have previously accommodated formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not 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'.

As mentioned, a lapsed site was as a playing field more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

A summary of all current lapsed and disused site for football can be found in Table 1.1 in Part 1: Introduction and Methodology. Blackbank in the UNNS&C Analysis Area was classified as a lapsed site, however, for the beginning of the 2019/20 football season it was put on a rolling three year lease from Staffordshire County Council to Knutton Community FC. The site has therefore been included in the supply and demand analysis below. Consultation attempts to contact the Club have been unsuccessful to date.

Future provision

Loggerhead Parish Council indicates plans to develop a multi pitch football site within its locality with accompanying ancillary facilities. The Parish reports anecdotally it has a limited amount of sporting provision to accommodate the levels of demand.

There is only one football pitch (The Burntwood) within the Parish which is leased to Loggerheads FC. The Club over the past five years has decreased in participation, particularly at a junior and mini age group, due to the lack of facilities. Currently its senior men's team has also play outside the Parish in order to find suitable provision for its level of competition.

The Parish is applying for planning permission in order to install basic changing rooms at The Burntwood in order to accommodate the senior team, however, even if these are installed, the site is extremely limited for any further future growth. Meaning if the senior team wants to progress through its League structure it would need additional facilities to meet requirement.

As a result, the Parish intend to develop a purpose built multi pitch football site in order to accommodate Loggerheads FC and to allow for future growth at the Club as well as provide additional sporting facilities for local residents.

City of Stoke FC reports it has plans to develop additional pitches at North Staffs Sports Club. The Club, as of 2019, has taken on a long term lease at the site and has created a five year development plan involving the creation of new pitches in order to better meet current and future levels of demand. In addition to establishing better access to pitches, installing secure fencing, improving maintenance, creation of a 'Step' standard pitch and improvement of ancillary provision.

Pitch quality

The quality of football pitches across Newcastle-under-Lyme have been assessed via a combination of site visits (using non-technical assessments as determined by the FA) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

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Pitch quality primarily influences the carrying capacity of a site; often pitches lack the drainage and maintenance necessary to sustain levels of use. Pitches that receive little to no ongoing repair or post-season remedial work are likely to be assessed as poor, therefore limiting the number of games they are able to accommodate each week without it having a detrimental effect on quality. Conversely, well maintained pitches that are tended to regularly are likely to be of a higher standard and capable of taking a number of matches without a significant reduction in surface quality.

The percentage parameters used for the non-technical assessments were as follows: Good (>80%), Standard (50-80%), Poor (<50%). The final quality ratings assigned to the sites also take into account the user quality ratings gathered from consultation.

The table below summarises the quality of pitches that are available for community use in Newcastle-under-Lyme. In total, 17 pitches are assessed as good quality, 53 as standard quality and 32 as poor quality.

Table 2.3: Pitch quality assessments (community use pitches)

Analysis area	Adult pitches			Youth pitches			Mini pitches		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Kidsgrove	-	4	2	-	3	1	-	4	4
Rural Central and Keele	2	8	-	-	3	-	-	3	-
Rural North	-	1	3	-	2	-	-	-	-
Rural South	-	1	1	-	3	-	-	2	-
UNNS&C	5	9	7	5	7	7	5	3	8
Total	7	23	13	5	18	8	5	12	12

Most poor quality pitches (53%) are located at educational sites. These pitches often receive limited amounts of dedicated maintenance due to budgetary restraints and are heavily used for community, curricular and extracurricular activities meaning they have less time to remediate. The remaining poor quality pitches are split between Council, parish council, community organisations and sport club sites. The following Council sites accommodate at least one poor quality pitch:

- ◀ Betley Cricket Club
- ◀ Betley Youth FC
- ◀ Blackbank
- ◀ Chester Road Playing Fields – Kidsgrove
- ◀ Halmerend Sports Ground
- ◀ Jollies Field (Silverdale Park)
- ◀ Lower Milehouse
- ◀ Redgate Clayton Football Club
- ◀ Salop Place – Kidsgrove
- ◀ The Burntwood
- ◀ The Wammy

Specific comments relating to the pitch conditions at individual sites can be seen in the table below. These are either taken from club consultation or from site assessments.

Table 2.4: Summary of pitch quality comments

Site ID	Site name	Club name	Comments
10	Birchenwood Pavilion	Kidsgrove Saints FC	There is a need to improve the levels of maintenance on the pitches as grass length is often too long.
11	Blackbank	Knutton Community FC	Pitches have poor drainage leading to them becoming waterlogged in addition to dog fouling.

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Site ID	Site name	Club name	Comments
14	Chester Road Playing Fields – Kidsgrove	Butt Lane White Star FC	The Club reports it aspires to invest in improving the pitch once it has secured a lease or licence agreement. It would like assist with pitch maintenance.
26	Kidsgrove Athletic Football Club	Kidsgrove Athletic FC	The Club reports the pitch is maintained to a high level, however, it has issues with poor drainage and waterlogging.
32	Manor Road Playing Fields	Madeley White Star Youth FC	The Club is currently working with Staffordshire FA on ways it can improve pitch quality, including commissioning a PIP.
40	North Staffs Sports Club	City of Stoke FC	The Club aspires to improve levels of maintenance in conjunction with improving pitch drainage. It also wants to establish additional pitches and secure the site.
41	Pool Dam	Dynamo U15s and Newcastle Wanderers (Newcastle Lads&Dads)	The overarching club has recently fenced off the site and aspires to improve the poor quality drainage on the pitches.
44	Redgate Clayton Football Club	Redgate Clayton FC	Pitch suffers from poor drainage and compaction.
58	The Wammy	Council / LFFP	Pitches are poor quality and suffer from limited maintenance and poor drainage. Identified in the LFFP as a strategic site.

FA Pitch Improvement Programme (PIP)

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the FA Pitch Improvement Programme (PIP). As part of this, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG).

Following a PIP report, clubs can work towards the recommended dedicated maintenance regime identified in order to improve the quality of their pitches. Clubs can also utilise the report as an evidence base to acquire potential funding streams to obtain the relevant equipment maintenance equipment.

Five sites in Newcastle-under-Lyme have received an assessment as part of the PIP process which are summarised as follows:

Roe Lane Playing Fields (Follow up visit – 2nd August 2017)

- ◀ Since the initial visit in June 2016 the Club (Newcastle Town FC) has made significant improvements to pitch quality.
- ◀ There are plans to further increase the maintenance budget in the upcoming seasons.
- ◀ Drainage has been put in place by the Club with additional maintenance carried out by local contractor.
- ◀ Further enhanced maintenance is yet to take place due to budget constraints.

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Birchenwood Pavilion (Follow up visit - 2nd April 2019)

- ◀ Since the initial visit in September 2017 the Club (Kidsgrove Lads & Dads) has made efforts to obtain a licence/lease agreement for pitches on the site.
- ◀ An established mowing regime has been achieved.
- ◀ Once agreement between the Council and Club is in place, the latter will start out additional improvements such as deep aeration and surface slitting.

Manor Road Playing Fields (Initial report - 25th September 2019)

- ◀ The Club (Madeley White Star FC) has a lease on the site from Madeley Parish Council. Maintenance of the pitches is carried out by a local contractor and is restricted to mowing every two weeks.
- ◀ Upon the visit there was limited maintenance equipment visible, however, generally pitches had a good gradient.
- ◀ The current budget for maintenance was very limited with one of the recommendations to develop these funds.
- ◀ Further recommendation was to carry out enhance levels of maintenance on the site including slitting, aeration and weed killing.

Pool Dam (Initial report - 26th March 2019)

- ◀ Good levels of maintenance carried out on the site given the limited amount of equipment available.
- ◀ There is a drainage system in place, however, this is dated with estimation suggesting it was installed *circa* 1948.
- ◀ Recommendations include the inspection of the main drainage system, investment into maintenance equipment and enhancing levels of dedicated maintenance including aeration, weed killing and line marking.

Bradwell Community Centre (19th May 2016)

- ◀ Pitch quality was generally good given limited machinery available. There is a requirement to address weeds on the playing surface and compaction. In addition, it is unknown how much drainage is installed.
- ◀ It was recommended that drainage is inspected and repaired where applicable.
- ◀ There is also a need to carry out enhance levels of maintenance on the pitch including fertilising, aeration and weed killing.

For a full breakdown of quality ratings at each site, please refer to Table 2.14.

Ancillary facilities

The quality of ancillary facilities across Newcastle-under-Lyme has been assessed via a combination of site visits and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

Ancillary facility ratings are primarily influenced by the type of amenities which are available on a site accompanied by their quality, such as a clubhouse, changing rooms, showering provision, car parking, dedicated official and spectator facilities and boundary fencing. The table below identifies the findings for football sites that are actively utilised for football across Newcastle-under-Lyme.

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Table 2.5: Summary of community available ancillary facility quality at active football sites

Site ID	Site name	Analysis area	Ancillary facility quality
1	Audley & District FC	Rural Central and Keele	Standard
3	The Burntwood	Rural South	N/A
5	Alsagers Bank Sports Ground	Rural North	Standard
10	Birchenwood Pavilion	Kidsgrove	Poor
11	Blackbank	UNNS&C	N/A
12	Bradwell Community Centre	Rural Central and Keele	Poor
14	Chester Road Playing Fields - Kidsgrove	Kidsgrove	Poor
15	Chesterton Community Sports College	UNNS&C	Poor
16	Churchfields Primary School (Playing Fields)	UNNS&C	N/A
17	Clayton Hall Academy	UNNS&C	N/A
21	Holditch Miners Club	UNNS&C	Good
22	Jollies Field (Silverdale Park)	UNNS&C	N/A
24	Keele University Sports Centre	Rural Central and Keele	Standard
25	Kents Lane Community Building	UNNS&C	Good
26	Kidsgrove Athletic Football Club	Kidsgrove	Standard
30	Lower Milehouse	UNNS&C	N/A
32	Manor Road Playing Fields	Rural Central and Keele	Poor
34	Michelin Sports and Conference Centre	UNNS&C	Good
35	Newcastle Academy Grass Pitches	UNNS&C	N/A
40	North Staffs Sports Club	Rural North	Standard
41	Pool Dam	UNNS&C	N/A
42	Red Industries Lyme Valley Stadium	UNNS&C	Standard
43	Red Street Community Centre	UNNS&C	Standard
44	Redgate Clayton Football Club	UNNS&C	Good
45	Roe Lane Playing Fields	UNNS&C	Good
56	Stoke City FC Training Ground	UNNS&C	Good
57	The Gordon Banks Sports Centre	UNNS&C	Good
58	The Wammy	UNNS&C	N/A
68	Betley Youth F.C.	Rural North	N/A
85	Halmerend Sports Ground	Rural North	N/A

Across the Borough, 11 sites (33%) actively used for football are not serviced by any sort of clubhouse or changing rooms. In addition, a further five sites are serviced by poor quality provision. As a result, there are several stakeholders which indicate aspirations to create or improve the quality on ancillary provision on the sites they use.

Loggerheads Parish Council is currently applying for planning permission to install shipping containers, which will be used for changing rooms, at The Burntwood. It also has plans to create a new dedicated multi football pitch site with suitable accompanying ancillary provision.

City of Stoke FC has recently taken on a long term lease at North Staffs Sports Club. It indicates as part of its five year development plan to refurbish the exterior and interior of the onsite clubhouse.

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Madeley White Star FC reports its requirement for a purpose built clubhouse at Manor Road Playing Fields to allow its senior team to return to playing at the site as it currently uses Madeley High School in order to meet league requirements relating to changing rooms. The creation of ancillary provision on the site would also better facilitate the club's multiple youth and mini teams as well as assisting it with future growth.

Kidsgrove Saints FC, FC Robin Hood and Kidsgrove Town AFC all indicate there is a need to refurbish the poor quality changing rooms at Birchenwood Pavilion. Facilities are tired, dated and not suitable to accommodate both male and female teams as provision is not easily separated.

Kidsgrove Athletic FC indicates its clubhouse is good quality however it does not have separate female or officials changing rooms. The Club also suggests the floodlights are outdated and in need of modernisation.

Butt Lane White Star FC aspires to establish fencing around Chester Road Playing Fields in order to reduce the amount of dog fouling, unauthorised access and damage to the playing surface. It also indicates there is a need to improve the heating of the clubhouse on the site and to better insulate the building.

There is a need to upgrade the quality of ancillary as Redgate Clayton Football Club including installing a hard standing area for supporters, floodlights and extending of changing rooms.

Silverdale Athletic reports it plans to apply for available grant funding in order to improve the quality of onsite ancillary provision at Kent's Lane Community Building.

Knutton Community FC aspires to create some sort of changing and welfare provision at Blackbank however it indicates it only has a short term lease on the site meaning it can not access suitable levels of funding streams.

The Council reports ancillary provision Birchenwood Pavilion, Bradwell Community Centre and The Wammy all need improving in quality. This corresponds with non technical assessment as the former two sites are rated as poor quality clubhouse which is unsuitable for the amount of teams accessing them. In comparison there is no ancillary provision at The Wammy. The Council plans to create purpose built changing rooms on the site in order to use it as a hub for football in Newcastle-under-Lyme, however, this is based on levels of funding available and potential S106 monies from surrounding housing developments.

Security of tenure

Tenure of sites in Newcastle-under-Lyme is generally secure, i.e. through a long-term lease or a guarantee that pitches will continue to be provided over the next three years.

Across the Borough there is a proactive approach of leasing/licencing sites to prominent clubs. These agreements offer clubs long term use of a site for which it is responsible for all maintenance and upkeep, except for where the Council retains a commitment for basic grass cutting. There is also potential for clubs to apply for certain levels of funding to improve their facility once a long term agreement is in situ. The table below identifies current and potential arrangements within the Borough.

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Table 2.6: Summary of lease and licence agreements in Newcastle-under-Lyme

Site ID	Site name	Analysis area	Club name	Licensor/leaser
1	Audley & District FC	Rural Central and Keele	Audley & District / Audley Juniors FC	Borough Council
3	The Burntwood	Rural South	Loggerheads FC	Parish Council
10	Birchenwood Pavilion	Kidsgrove	Kidsgrove Lads & Dads	Borough Council
11	Blackbank	UNNS&C	Knutton Community FC	Borough Council
25	Kents Lane Community Building	UNNS&C	Silverdale Athletic	Borough Council
26	Kidsgrove Athletic Football Club	Kidsgrove	Kidsgrove Athletic FC	Borough Council
32	Manor Road Playing Fields	Rural Central and Keele	Madeley White Star (Youth) FC	Madeley Parish Council
40	North Staffs Sports Club	Rural South	City of Stoke FC	North Staffs Sports Centre
41	Pool Dam	UNNS&C	Newcastle Lads & Dads	County Council
42	Red Industries Lyme Valley Stadium	UNNS&C	Newcastle Town FC	Borough Council
43	Red Street Community Centre	UNNS&C	Chesterton AFC	Borough Council
45	Roe Lane Playing Fields	UNNS&C	Newcastle Town FC	Borough Council

In comparison, all community available sites which are classified as having unsecure tenure are located at schools. This is due to schools and academies being able to state their own policies and therefore more likely to restrict levels of community use. This may be due to schools wanting to protect pitch quality for curricular or extracurricular activities or not having the resources available to open up their site for community access. No schools through consultation indicated they had a community use agreement in place.

2.3: Demand

Through the audit and assessment, 207 teams from within 59 clubs are identified as playing within Newcastle-under-Lyme. This consists of 49 adult men's, four adult women's, 89 youth boys', four youth girls' and 61 mini teams. Youth 11v11 football is the most prominent format of play, whilst mini 5v5 football is the least common.

Football in the Borough is played predominately in the UNNS&C Analysis Area, which corresponds with the area also accommodating the most amount of provision. In comparison, the Rural North Analysis Area services the least number of teams.

Table 2.7: Summary of competitive teams currently playing in Newcastle-under-Lyme

Analysis area	No. of teams					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Kidsgrove	3	12	7	5	5	32
Rural Central and Keele	10	6	2	7	2	27
Rural North	3	-	1	-	-	4
Rural South	5	9	2	2	2	20
UNNS&C	32	35	19	26	12	124
Total	53	62	31	40	21	207

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It should be noted that there also eight men's teams that play as part of Keele Friday Night Football. This demand has not been included in the above table as it forms part of a recreational adult league playing on the 3G pitch at Keele University Sports Centre.

In comparison to the 2014 Playing Pitch Strategy, the overall demand across the Borough has decreased from 230 teams. This corresponds with recent consultation findings with most clubs indicating their adult and youth participation has either stayed the same or decreased slightly within the last three years.

Football pyramid demand

The National League System is a series of interconnected leagues for adult men's football clubs in England. It begins below the football league (the National League) and comprises of seven steps, with various leagues at each level and more leagues lower down the pyramid than at the top. The system has a hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league above if the ground requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with 'A' being the requirements for Step 1 clubs.

There are no professional clubs that plays above the football pyramid with Newcastle-under-Lyme; however, there are a total of six clubs which play within the football pyramid, as seen in following table. This is a high number of teams when compared to local authorities of a similar size.

Table 2.8: Summary of teams playing within the football pyramid structure

Team	League	Level
Kidsgrove Athletic FC	Northern Premier League – South East Division	Step 4
Newcastle Town FC	Northern Premier League – South East Division	Step 4
Audley & District FC	Staffordshire County Senior League – Premier Division	Step 7
Redgate Clayton FC	Staffordshire County Senior League – Premier Division	Step 7
Silverdale Athletic FC	Staffordshire County Senior League – Premier Division	Step 7
Wolstanton United FC	Staffordshire County Senior League – Premier Division	Step 7

It should be noted that Chesterton AFC, Keele University (Saturdays) and City of Stoke FC are just one promotion from being within Step 7.

A common issue for clubs entering the pyramid is changing facilities. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18 square metres, exclusive of shower and toilet areas. This being said no clubs through consultation indicate their current facilities do not meet their requirements, however, Redgate Clayton FC and Wolstanton United FC all aspire to improve the quality of their ancillary provision. These ambitions are referenced earlier under Ancillary Provision.

The general principle for clubs in the football pyramid is that they must achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

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Women's National League System

There is also a Women's National League System similar to the adult men's football pyramid, providing structure to the women's game. As seen in the table overleaf, this ranges from Step 1 to Step 6 with each step requiring differing ground grading requirements. The system is also hierarchical format with promotion and relegation between the levels.

Table 2.9: Summary of ground grading for women's football

Level	League	Grading category
Step 3 and 4	Women's Super League 1	Grade A
Step 3 and 4	Women's Super League 2	Grade B
Step 5	Northern and Southern Women's Premier League	Grade A
Step 6	Women's Combination Leagues	Grade B
Step 7	Women's Regional Leagues – Premier Divisions	Grade C

Although women's clubs are still required to meet ground requirements set out by the FA, these differ from the men's National League System. Ratings range from grade A to C, each with differing minimum requirements. Step 1 and 2 in the Women's National League System is akin to Step 3 and 4 of the men's National League System, although not exactly the same.

In 2017, the FA announced plans to restructure the women's league for the highest performers in the football pyramid. The changes were implemented from the start of the 2018-19 season and saw the top league, FA WSL 1, expand from ten clubs to 14 and the creation of a new national league established at tier two for a maximum of 12 teams.

Kidsgrove Athletic Ladies FC and City of Stoke FC are the clubs that field teams within Newcastle-under-Lyme which play in the Women's National League System. The former club has a team currently playing at Step 6, whereas, the latter club has four teams playing at and Step 7 in the Staffordshire Girls and Ladies Football League.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Newcastle-under-Lyme study area due to a lack of available facilities in other local authorities where such team or club is based. There are two clubs which import demand into the Borough from neighbouring authority Stoke-on-Trent; Stoke City FC and City of Stoke FC.

Stoke City FC imports its youth academy and regional talent centre demand to its training ground at Clayton Wood, totalling four mini and ten youth teams. There is no issue with this arrangement as the training ground is near to Stoke-on-Trent, therefore, this demand is likely to remain imported for the foreseeable future.

City of Stoke FC is a newly formed club in 2019 and stemmed from a club called Norton Wanderers FC which was based at a Norton Miners Welfare facility in Smallthorne (Stoke-on-Trent). Due to issues with its landlord and in order to safeguard its longevity, the Club looked to move to a new site. It managed to secure a 15 year lease at North Staffs Sports Ground and now considers this site to be its home venue. Demand from this club is also likely to remain in Newcastle-under-Lyme.

Exported demand

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of Newcastle-under-Lyme, despite being registered to the Borough.

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There are five clubs which export demand outside of the Borough these are Betley Youth FC, Chesterton AFC Juniors, Butt Lane White Star FC, Audley Juniors FC and Kidsgrove Athletic FC.

Betley Youth FC considers it easier to access provision within the neighbouring authority of Cheshire East rather than find suitable provision within Newcastle-under-Lyme. The Club exports an U16s, U15s, two U12s, U11s and a U10s to various sites within Cheshire East. It is unlikely that this demand will be returned to the Borough.

Comparably, Chesterton AFC and Butt Land White Star export teams to Stoke-on-Trent. The former club exports a U10s to The Excel Academy whereas the latter exports an U8s, U9s and U12s to the Stanley Matthews Academy. Neither club expresses this to be problematic due to their proximity to the City.

Kidsgrove Athletic FC has a total of 24 teams, a combination of junior and mini, that export demand to Kidsgrove Athletic FC Development Centre (Packmoor Development Centre) This site is located in Stoke-on-Trent. The site is located approximately four miles (13 minutes) away from its main site and therefore has no issue with its current arrangement and has no immediate plans to return this demand back into the City.

Finally, Audley Juniors FC exports an U8s team into a central venue within Cheshire East (Alexandra Soccer). This is to remain the same due to the nature of the league structure and use of central venue, however, if this were to change the Club would find alternative provision within Newcastle-under-Lyme.

Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack pitches or appropriate facilities. Clubs that report latent demand and the reasons provided for this latent demand can be seen in the table below.

Table 2.10: Clubs that report latent demand and the reasons provided

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Butt Lane White Star FC	Yes	Yes	Yes
City of Stoke FC	Yes	Yes	Yes
Chesterton AFC	-	-	Yes
Dynamos U15s	-	-	Yes
Kidsgrove Athletic FC			Yes
Kidsgrove Saints FC	Yes	Yes	-
Knutton Community FC	-	-	Yes
Loggerheads FC	Yes	Yes	Yes
Madeley White Star FC	Yes	Yes	Yes
Newcastle Town FC	-	Yes	-
Newcastle Wanderers FC	-	Yes	Yes
Redgate Clayton FC	-	Yes	Yes
Shamblers FC	-	Yes	-
Silverdale Athletic	Yes	Yes	-
Wolstanton FC	-	-	Yes

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Most clubs which express latent demand indicate they would be able to increase the number of teams if they have access to more or better quality changing provision. This is closely followed by a perceived need more or better training provision including the use of floodlit 3G pitches.

Only six clubs across the Borough report they would be able to increase playing numbers through increasing the number of available pitches.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list due to a lack of pitch provision, which in turn is hindering the growth of the league. No unmet demand is expressed by responsive clubs in Newcastle-under-Lyme.

Future demand

Future demand can be defined in two ways, through participation increases and by using population forecasts.

Participation increases

Ten clubs' report aspirations to increase the number of teams they provide. Through the clubs that quantified *potential* increase, there is a predicted growth of 40 teams, as seen below.

Table 2.11: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions ³
Butt Lane White Star FC	Kidsgrove	2 x Youth Boys	9v9	1
Chesterton AFC	UNNS&C	2 x U7s	5v5	1
City of Stoke FC	Rural South	1 x Adult men's	Adult	0.5
		4 x Youth Boys	11v11	1
			9v9	1
		2 x Youth Girls	11v11	0.5
			9v9	0.5
2 x U7s	5v5	1		
	Dynamos U15s	UNNS&C	2 x Youth Boys	9v9
		2 x U7s	5v5	1
Kidsgrove Athletic FC	Kidsgrove	1 x Adult men's	Adult	0.5
Kidsgrove Saints FC	Kidsgrove	1 x Adult women's	Adult	0.5
Knutton Community FC	UNNS&C	2 x Youth Boys	11v11	0.5
			9v9	0.5
		1 x U7s	5v5	0.5
Madeley White Star Youth FC	Rural Central and Keele	1 x Adult men's	Adult	0.5
		4 x Youth Boys	11v11	1
			9v9	1
		2 x Youth Girls	11v11	0.5
			9v9	0.5
2 x U7s	5v5	1		

³ Two teams require one pitch to account for playing on a home and away basis; therefore, 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

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Club	Analysis area	Future demand	Pitch size	Match equivalent sessions ³
Newcastle Town FC	UNNS&C	2 x U7s	5v5	1
		2 x U8s	5v5	1
		1 x Adult women's	Adult	0.5
Newcastle Wanderers FC	UNNS&C	2 x U7s	5v5	1
Redgate Clayton FC	UNNS&C	2 x U7s	5v5	1
Total				20

The total future demand expressed by clubs amounts to 20 match equivalent sessions. This is demand that will remain within Newcastle-under-Lyme for the foreseeable future.

The UNNS&C Analysis Area contains the majority of this, equating to nine match equivalent sessions. This is broken down to 0.5 match equivalent sessions on adult pitches, 0.5 match equivalent sessions on youth 11v11 pitches, 1.5 match equivalent session on youth 9v9 pitches and 6.5 match equivalent sessions on mini pitches.

Population increases

Team generation rates (TGRs) are used to calculate the number of teams likely to be generated in the future (2037) based on population growth. Using this, it is predicted that there will be a possible increase of five senior men's, three youth 11v11 boys' teams and two youth 9v9 boys' teams across Newcastle-under-Lyme as a whole.

Table 2.12: Borough wide TGRs

Age group	Current population within age group	Current no. of teams ⁴	Team Generation Rate	Future population within age group	Predicted future number of teams (2037)	Additional teams that may be generated from the increased population
Senior Men (18-45)	23,938	49	1:489	26,425	54.1	5
Senior Women (18-45)	23,162	4	1:5,791	24,441	4.2	0
Youth Boys (12-17)	4,122	58	1:71	4,337	61.0	3
Youth Girls (12-17)	3,773	4	1:943	4,120	4.4	0
Youth Boys (10-11)	1,303	31	1:42	1,399	33.3	2
Youth Girls (10-11)	1,364	0	0	1,355	0.0	0
Mini-Soccer Mixed (8-9)	2,787	39	1:71	2,762	38.7	0
Mini-Soccer Mixed (6-7)	2,765	22	1:126	2,724	21.7	0

It is important to note that TGRs are based on population figures and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools.

⁴ Age group team numbers differ from Table 2.6 as forecasts are based on age rather than playing format. U17 and U18 teams affiliate to their respective County FA as juniors, however, are generally considered to play on and require adult pitches and are considered by age boundaries to be in the adult age group

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Table 2.13: Analysis area TGRs

Age group	Additional teams that may be generated from the increased population to 2037 (by analysis area)					
	Kidsgrove	Rural Central and Keele	Rural North	Rural South	UNNS&C	Total
Senior Men (18-45)	-	1	-	-	3	4
Senior Women (18-45)	-	-	-	-	-	-
Youth Boys (12-17)	-	-	-	-	1	1
Youth Girls (12-17)	-	-	-	-	-	-
Youth Boys (10-11)	-	-	-	-	1	1
Youth Girls (10-11)	-	-	-	-	-	-
Mini-Soccer Mixed (8-9)	-	-	-	-	-	-
Mini-Soccer Mixed (6-7)	-	-	-	-	-	-
Total	-	1	-	-	5	6

When this future growth is dissipated to individual analysis areas rather than as a whole Borough the potential future growth is anticipated to be four senior men's, one youth boys 11v11 and one youth boys 9v9 team. The reduction in teams is due to demand dissipating between each of the analysis areas.

It should be stated that each team equates to 0.5 match equivalent sessions as two teams require one pitch to account for playing on a home and away basis. Therefore, the total demand from population growth of six teams equates to three match equivalent sessions per week. This is 2.5 match equivalent sessions in the UNNS&C Analysis Area and 0.5 match equivalent sessions in the Rural Central and Keele Analysis Area.

When analysed by age group this equates to two match equivalent sessions per week of future growth for senior men's (18-45) and 0.5 match equivalent sessions per week each for youth boys (12-17) and youth boys (10-11).

SSE Wildcats centres

SSE Wildcats centres work with County FA qualified coaches to deliver local weekly sessions, which provide opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment. There are already 200 established centres which delivered the SSE Wildcats pilot in 2017, with a further 800 centres to be in place for 2018.

As part of the expansion process, organisations extending beyond affiliated clubs to include other providers or community groups were invited to apply in late 2017 to become one of the new centres. All organisations delivering Wildcats centres receive a £900 start-up grant and 30 branded footballs in their first year of running the programme to help develop and increase girl's participation.

In light of both FA aspirations to double female participation in football through its Game Changer strategy and the establishment and foreseen future effect of the SSE Wildcats programme, it is likely that the growth in affiliated women's and girl teams may exceed that shown through team generation rates; however, to what extent is not currently quantifiable. Future growth for women and girls' football across Newcastle-under-Lyme is factored in the supply and demand analysis below through the abovementioned club ambitions totalling two women's team and four junior girls' teams. There are Wildcats centres located at Roe Lane Playing Fields (Newcastle Town FC) and Keele University Sports Centre.

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2.4: Capacity analysis

The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affect the playing experience and people's enjoyment. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off peak times.

As a guide, The FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its quality. Taking into consideration the guidelines on capacity, the following ratings were used in the Newcastle-under-Lyme:

Adult pitches		Youth pitches		Mini pitches	
Pitch quality	Matches per week	Pitch quality	Matches per week	Pitch quality	Matches per week
Good	3	Good	4	Good	6
Standard	2	Standard	2	Standard	4
Poor	1	Poor	1	Poor	2

Table 2.14 overleaf applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

Match equivalent sessions

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. As the main usage of pitches is likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions and informal use.

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out, the number of pitches on site and whether there is access to an on-site AGP.

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking.

Table 2.14 shows community usage of available pitches. Where not overplayed as a result of community use, school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extracurricular activity.

For school sites which are available for community use but that currently do not have any external hirers. one match equivalent session per week, per pitch has been accredited to indicate use for curricular and extracurricular activity as opposed to them being completely unused.

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As mentioned earlier, all education sites are classified as having unsecure tenure as no schools through consultation report having a community use agreement in place.

Informal use

A number of football pitches in the area are on open access sites. As such, these pitches are subject to informal use in the form of dog walkers, unorganised games of football and exercise groups. It must be noted, however, that informal use of these sites is not recorded and it is therefore difficult to quantify on a site-by-site basis. Instead, it is recommended that open access sites be protected through an improved maintenance regime.

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Newcastle-under-Lyme, peak time is considered to be Sunday AM for all pitches, as the majority of teams across all age groups play at this time.

In the table overleaf, please note that, on occasions, spare capacity in the peak period is identified despite the pitch being played to capacity or overplayed or more spare capacity is identified in the peak period than what exists overall. This is because the majority of use on those particular pitches occurs outside of the peak period, therefore the identified spare capacity at peak time should not be utilised over and above overall capacity unless quality improvements are made that increases overall capacity.

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Table 2.14: Football pitch capacity analysis

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁵	Site capacity ⁶	Capacity balance ⁷	Spare capacity in peak period	Comments
10	Birchenwood Pavilion	Kidsgrove	Yes	Council / Sports club	Secure	Adult		3	Standard	2	6	4	-	No available capacity at peak period.
10	Birchenwood Pavilion	Kidsgrove	Yes	Council / Sports club	Secure	Mini	(5v5)	2	Standard	2.5	8	5.5	-	No available capacity at peak period.
10	Birchenwood Pavilion	Kidsgrove	Yes	Council / Sports club	Secure	Mini	(7v7)	2	Standard	2.5	8	5.5	-	No available capacity at peak period.
10	Birchenwood Pavilion	Kidsgrove	Yes	Council / Sports club	Secure	Youth	(11v11)	2	Standard	3	4	1	-	No available capacity at peak period.
10	Birchenwood Pavilion	Kidsgrove	Yes	Council / Sports club	Secure	Youth	(9v9)	1	Standard	3.5	2	1.5	-	Overplayed by 1.5 match equivalent sessions.
14	Chester Road Playing Fields - Kidsgrove	Kidsgrove	Yes	Council	Secure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.
26	Kidsgrove Athletic Football Club	Kidsgrove	Yes	Sports club	Secure	Adult		1	Standard	2	2		-	Pitch is played to capacity.
46	Salop Place - Kidsgrove	Kidsgrove	Yes-unused	Council	Secure	Adult		1	Poor	-	1	1	1	Spare capacity discounted due to poor pitch quality.
52	Springhead Primary School	Kidsgrove	Yes-unused	School	Unsecure	Mini	(5v5)	1	Poor	-	2	2	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
55	St Saviours CE Primary School	Kidsgrove	Yes-unused	School	Unsecure	Mini	(5v5)	1	Poor	-	2	2	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
55	St Saviours CE Primary School	Kidsgrove	Yes-unused	School	Unsecure	Mini	(7v7)	1	Poor	-	2	2	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
73	Dovebank Primary School	Kidsgrove	Yes-unused	School	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
97	St. Thomas' CE Primary School	Kidsgrove	No	School	Unsecure	Mini	(5v5)	1	Poor	1	2	1	1	Not available for community use.
1	Audley & District FC	Rural Central and Keele	Yes	Sports club	Secure	Adult		1	Good	1	3	2	1	Actual spare capacity at peak period.
1	Audley & District FC	Rural Central and Keele	Yes	Sports club	Secure	Adult		1	Standard	1	2	1	-	No available capacity at peak period.
1	Audley & District FC	Rural Central and Keele	Yes	Sports club	Secure	Mini	(7v7)	1	Standard	0.5	4	3.5	0.5	Actual spare capacity at peak period.
24	Keele University Sports Centre	Rural Central and Keele	Yes	University	Unsecure	Adult		1	Good	1	3	2	0.5	Spare capacity discounted due to unsecure tenure.
24	Keele University Sports Centre	Rural Central and Keele	Yes	University	Unsecure	Adult		4	Standard	2.5	8	5.5	4	Spare capacity discounted due to unsecure tenure.
24	Keele University Sports Centre	Rural Central and Keele	Yes	University	Unsecure	Youth	(9v9)	1	Standard	0.5	2	1.5	1	Spare capacity discounted due to unsecure tenure.
31	Madeley High School	Rural Central and Keele	Yes	School	Unsecure	Adult		2	Standard	0.5	4	3.5	2	Spare capacity discounted due to unsecure tenure.
32	Manor Road Playing Fields	Rural Central and Keele	Yes	Sports club	Secure	Adult		1	Standard	0.5	2	1.5	-	No available capacity at peak period.
32	Manor Road Playing Fields	Rural Central and Keele	Yes	Sports club	Secure	Mini	(5v5)	1	Standard	0.5	4	3.5	-	No available capacity at peak period.
32	Manor Road Playing Fields	Rural Central and Keele	Yes	Sports club	Secure	Mini	(7v7)	1	Standard	2	4	2	-	No available capacity at peak period.
32	Manor Road Playing Fields	Rural Central and Keele	Yes	Sports club	Secure	Youth	(11v11)	1	Standard	1.5	2	0.5	-	No available capacity at peak period.
32	Manor Road Playing Fields	Rural Central and Keele	Yes	Sports club	Secure	Youth	(9v9)	1	Standard	0.5	2	1.5	0.5	Actual spare capacity at peak period.

⁵ Match equivalent sessions

⁶ Match equivalent sessions; based on pitch quality - the FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

⁷ Red indicates overplay, green indicates potential spare capacity and amber indicates at capacity.

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Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁵	Site capacity ⁶	Capacity balance ⁷	Spare capacity in peak period	Comments
5	Alsagers Bank Sports Ground	Rural North	Yes	Community organisation	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Actual spare capacity at peak period.
5	Alsagers Bank Sports Ground	Rural North	Yes-unused	Community organisation	Secure	Youth	(11v11)	1	Standard	-	2	2	1	Actual spare capacity at peak period.
5	Alsagers Bank Sports Ground	Rural North	Yes	Community organisation	Secure	Youth	(9v9)	1	Standard	0.5	2	1.5	0.5	Actual spare capacity at peak period.
8	Betley Cricket Club	Rural North	Yes-unused	Sports club	Secure	Adult		1	Poor	-	2	2	1	Spare capacity discounted due to poor pitch quality.
51	Sir Thomas Boughhey High School	Rural North	No	School	Unsecure	Youth	(11v11)	2	Poor	2	4	2	2	Spare capacity discounted due to poor pitch quality and unsecure tenure.
68	Betley Youth F.C.	Rural North	Yes	Sports club	Secure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.
85	Halmerend Sports Ground	Rural North	Yes	Community organisation	Secure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.
3	The Burntwood	Rural South	Yes	Parish Council	Secure	Adult		1	Poor	1	1		-	Pitch played to capacity.
40	North Staffs Sports Club	Rural South	Yes	Sports club	Secure	Adult		1	Standard	1.5	2	0.5	1	Actual spare capacity at peak period.
40	North Staffs Sports Club	Rural South	Yes	Sports club	Secure	Mini	(5v5)	1	Standard	1	4	3	-	No available capacity at peak period.
40	North Staffs Sports Club	Rural South	Yes	Sports club	Secure	Mini	(7v7)	1	Standard	1	4	3	-	No available capacity at peak period.
40	North Staffs Sports Club	Rural South	Yes	Sports club	Secure	Youth	(11v11)	2	Standard	4.5	4	0.5	-	Overplayed by 0.5 match equivalent sessions.
40	North Staffs Sports Club	Rural South	Yes	Sports club	Secure	Youth	(9v9)	1	Standard	1	2	1	1	Actual spare capacity at peak period.
96	St Marys CE Primary School	Rural South	No	School	Unsecure	Mini	(5v5)	1	Poor	1	2	1	1	Not available for community use.
11	Blackbank	UNNS&C	Yes	Sports club	Secure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.
11	Blackbank	UNNS&C	Yes	Sports club	Secure	Mini	(7v7)	1	Poor	1	2	1	-	No available capacity at peak period.
11	Blackbank	UNNS&C	Yes	Sports club	Secure	Youth	(11v11)	1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.
11	Blackbank	UNNS&C	Yes	Sports club	Secure	Youth	(9v9)	1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.
12	Bradwell Community Centre	UNNS&C	Yes	Community organisation	Secure	Adult		1	Standard	0.5	2	1.5	1	Actual spare capacity at peak period.
15	Chesterton Community Sports College	UNNS&C	Yes	School	Unsecure	Youth	(11v11)	1	Standard	2	2		-	No available capacity at peak period.
15	Chesterton Community Sports College	UNNS&C	Yes-unused	School	Unsecure	Youth	(9v9)	1	Standard	1	2	1	1	Spare capacity discounted due to unsecure tenure.
16	Churchfields Primary School (Playing Fields)	UNNS&C	Yes	School	Unsecure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.
17	Clayton Hall Academy	UNNS&C	Yes	School	Unsecure	Mini	(7v7)	1	Poor	1.5	2	0.5	-	No available capacity at peak period.
17	Clayton Hall Academy	UNNS&C	Yes	School	Unsecure	Youth	(11v11)	1	Poor	1	1		-	No available capacity at peak period.
20	Friarswood Primary School	UNNS&C	Yes-unused	School	Unsecure	Mini	(7v7)	1	Poor	1	2	2	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
21	Holditch Miners Club	UNNS&C	Yes	Private	Unsecure	Adult		1	Standard	2.5	2	0.5	-	Overplayed by 0.5 match equivalent sessions.
22	Jollies Field (Silverdale Park)	UNNS&C	Yes	Sports club	Secure	Adult		1	Poor	1	1		-	Pitch is played to capacity.
25	Kents Lane Community Building	UNNS&C	Yes	Sports club	Secure	Adult		1	Standard	1	2	1	0.5	Actual spare capacity at peak period.
25	Kents Lane Community Building	UNNS&C	Yes	Sports club	Secure	Youth	(9v9)	1	Standard	1.5	2	0.5	-	No available capacity at peak period.
28	Knutton St Marys Primary School	UNNS&C	Yes-unused	School	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
29	Langdale Primary School	UNNS&C	Yes-unused	School	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
30	Lower Milehouse	UNNS&C	Yes	Council	Secure	Adult		1	Poor	0.5	1	0.5	0.5	Spare capacity discounted due to poor pitch quality.

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Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁵	Site capacity ⁶	Capacity balance ⁷	Spare capacity in peak period	Comments
34	Michelin Sports and Conference Centre	UNNS&C	Yes	Commercial	Unsecure	Adult		1	Standard	1	2	1	-	No available capacity at peak period.
35	Newcastle Academy Grass Pitches	UNNS&C	Yes	School	Unsecure	Adult		3	Standard	0.5	6	5.5	2.5	Spare capacity discounted due to unsecure tenure.
39	Newcastle-under-Lyme School	UNNS&C	No	School	Unsecure	Mini	(7v7)	1	Good	1	6	5	1	Not available for community use.
39	Newcastle-under-Lyme School	UNNS&C	No	School	Unsecure	Youth	(9v9)	2	Good	2	8	6	2	Not available for community use.
41	Pool Dam	UNNS&C	Yes	Sports club	Secure	Mini	(5v5)	1	Standard	2	4	2	-	No available capacity at peak period.
41	Pool Dam	UNNS&C	Yes	Sports club	Secure	Mini	(7v7)	1	Standard	2.5	4	1.5	-	No available capacity at peak period.
41	Pool Dam	UNNS&C	Yes	Sports club	Secure	Youth	(11v11)	1	Standard	1	2	1	-	No available capacity at peak period.
41	Pool Dam	UNNS&C	Yes	Sports club	Secure	Youth	(9v9)	1	Standard	1.5	2	0.5	-	No available capacity at peak period.
42	Red Industries Lyme Valley Stadium	UNNS&C	Yes	Sports club	Secure	Adult		1	Good	1.5	3	1.5	1	Spare capacity discounted to ensure Step pitch quality.
43	Red Street Community Centre	UNNS&C	Yes	Sports club	Secure	Adult		1	Good	0.5	3	2.5	1	Spare capacity discounted to ensure Step pitch quality.
43	Red Street Community Centre	UNNS&C	Yes	Sports club	Secure	Youth	(11v11)	1	Good	1	4	3	-	No available capacity at peak period.
44	Redgate Clayton Football Club	UNNS&C	Yes	Council	Secure	Adult		1	Poor	2.5	1	1.5	-	Overplayed by 1.5 match equivalent sessions.
45	Roe Lane Playing Fields	UNNS&C	Yes	Sports club	Secure	Adult		3	Good	1	9	8	2	Actual spare capacity at peak period.
45	Roe Lane Playing Fields	UNNS&C	Yes	Sports club	Secure	Mini	(5v5)	3	Good	3.5	18	14.5	2.5	Actual spare capacity at peak period.
45	Roe Lane Playing Fields	UNNS&C	Yes	Sports club	Secure	Mini	(7v7)	2	Good	5.5	12	6.5	-	No available capacity at peak period.
45	Roe Lane Playing Fields	UNNS&C	Yes	Sports club	Secure	Youth	(11v11)	1	Good	5	4	1	-	Overplayed by one match equivalent session.
45	Roe Lane Playing Fields	UNNS&C	Yes	Sports club	Secure	Youth	(9v9)	3	Good	5	12	7	0.5	Actual spare capacity at peak period.
48	Seabridge Primary School	UNNS&C	No	School	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Not available for community use.
53	St Giles And St George's C of E Academy	UNNS&C	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Not available for community use.
56	Stoke City FC Training Ground (Clayton Wood)	UNNS&C	No	Private (Sports Club)	Secure	Adult		6	Good		18		-	Used by Stoke City FC teams with no wider community use.
56	Stoke City FC Training Ground (Clayton Wood)	UNNS&C	No	Private (Sports Club)	Secure	Mini	(5v5)	2	Good		12		-	Used by Stoke City FC teams with no wider community use.
56	Stoke City FC Training Ground (Clayton Wood)	UNNS&C	No	Private (Sports Club)	Secure	Mini	(7v7)	3	Good	1	18		-	Used by Stoke City FC teams with no wider community use.
56	Stoke City FC Training Ground (Clayton Wood)	UNNS&C	No	Private (Sports Club)	Secure	Youth	(11v11)	1	Good	2.5	4		-	Used by Stoke City FC teams with no wider community use.
56	Stoke City FC Training Ground (Clayton Wood)	UNNS&C	No	Private (Sports Club)	Secure	Youth	(9v9)	1	Good	1	4		-	Used by Stoke City FC teams with no wider community use.
57	The Gordon Banks Sports Centre	UNNS&C	Yes	School	Unsecure	Adult		2	Standard	4.5	4	0.5	-	Overplayed by 0.5 match equivalent sessions.
57	The Gordon Banks Sports Centre	UNNS&C	Yes	School	Unsecure	Youth	(11v11)	1	Standard	3	2	1	-	Overplayed by 1 match equivalent session.
57	The Gordon Banks Sports Centre	UNNS&C	Yes	School	Unsecure	Youth	(9v9)	1	Standard	0.5	2	1.5	1	Spare capacity discounted due to unsecure tenure.
58	The Wammy	UNNS&C	Yes-unused	Council	Secure	Adult		2	Poor	-	2	2	2	Spare capacity discounted due to poor pitch quality.
63	Wolstanton High School	UNNS&C	Yes-unused	School	Unsecure	Youth	(11v11)	1	Poor	1	1		-	Pitch considered played to capacity through curricular / extracurricular demand.
63	Wolstanton High School	UNNS&C	Yes-unused	School	Unsecure	Youth	(9v9)	2	Poor	2	2		-	Pitch considered played to capacity through curricular / extracurricular demand.
86	Bradwell County Primary School	UNNS&C	Yes-unused	School	Unsecure	Youth	(9v9)	1	Poor	1	1		-	Pitch considered played to capacity through curricular / extracurricular demand.

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Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play ⁵	Site capacity ⁶	Capacity balance ⁷	Spare capacity in peak period	Comments
90	Chesterton Primary School	UNNS&C	Yes-unused	School	Unsecure	Mini	(7v7)	1	Poor	1	2	1	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
91	Edenhurst Prep School	UNNS&C	Yes-unused	School	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Spare capacity discounted due to poor pitch quality.
92	Hempstalls Primary School	UNNS&C	Yes-unused	School	Unsecure	Mini	(5v5)	2	Poor	1	4	3	2	Spare capacity discounted due to poor pitch quality and unsecure tenure.
94	St Chad Primary School	UNNS&C	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Not available for community use.
95	St Marys Catholic Primary School	UNNS&C	No	School	Unsecure	Mini	(5v5)	1	Poor	1	2	1	1	Not available for community use.
98	Westlands Primary School	UNNS&C	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	3	1	Not available for community use.
98	Westlands Primary School	UNNS&C	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Not available for community use.

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Spare capacity

To determine 'actual spare capacity', each site with 'potential capacity' identified in the table above has been reviewed. A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of the game. Any pitch not meeting this criterion has consequently been discounted.

There may also be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn will aid the improvement of pitch quality. Furthermore, any pitches with unsecured tenure are not considered to have actual spare capacity as no further play should be encouraged on such sites given that future access cannot be guaranteed.

Actual spare capacity totals 12.5 match equivalent sessions per week across 19 pitches. This has been aggregated up by area and by pitch type below.

Table 2.15: Summary of actual spare capacity

Analysis area	Actual spare capacity (match equivalent sessions per week)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Kidsgrove	-	-	-	-	-	-
Rural Central and Keele	1	-	0.5	0.5	-	2
Rural North	0.5	1	0.5	-	-	2
Rural South	1	-	1	-	-	2
UNNS&C	3.5	-	0.5	-	2.5	6.5
Total	6	1	2.5	0.5	2.5	12.5

Most actual spare capacity is identified on adult pitches, although some is also identified on the remaining pitch types. Most of this spare capacity is in UNNS&C Analysis Area which correlates with it also accommodated the most amount of community available pitches. In comparison spare capacity in Kidsgrove, Rural North and Rural South analysis areas is minimal with one match equivalent session per week in the former and two match equivalent sessions per week each in the remaining areas.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain, which can often be due to the low carrying capacity of pitches. In Newcastle-under-Lyme, nine pitches across six sites are overplayed by a combined total of 6.5 match equivalent sessions per week.

As can be seen overleaf, when broken down, 4.5 match equivalent sessions of overplay takes place in the UNNS&C Analysis Area, 1.5 match equivalent sessions in the Kidsgrove Analysis Area and 0.5 match equivalent sessions in the Rural South Analysis Area.

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Table 2.16: Summary of overplay

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
10	Birchenwood Pavilion	Kidsgrove	Youth 9v9	1	1.5
40	North Staffs Sports Club	Rural South	Youth 11v11	2	0.5
21	Holditch Miners Club	UNNS&C	Adult	1	0.5
44	Redgate Clayton Football Club	UNNS&C	Adult	1	1.5
45	Roe Lane Playing Fields	UNNS&C	Youth 11v11	1	1
57	The Gordon Banks Sports Centre	UNNS&C	Adult	2	0.5
57	The Gordon Banks Sports Centre	UNNS&C	Youth 11v11	1	1
Total					6.5

The majority of overplay on sites is generated from the substantial levels of demand accessing pitch stock. This being said, the overplay at Redgate Clayton Football Club is from teams accessing poor quality provision.

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify current demand (i.e. spare capacity taking away overplay and any exported demand) in each of the analysis areas for each pitch type, based on match equivalent sessions. Future demand is based on team generation rates, which are driven by population increases, in addition, to club aspirational future growth plans.

Adult pitch analysis

Table 2.17: Supply and demand balance of adult pitches

Analysis area	Actual spare capacity ⁸	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand ⁹	Total
Kidsgrove	-	-	1	1	1
Rural Central and Keele	1	-	1	1	1
Rural North	0.5	-	0.5	-	0.5
Rural South	1	-	1	0.5	0.5
UNNS&C	3.5	2.5	1	2	1
Total	6	2.5	3.5	4.5	1

There is currently an adequate supply of adult pitches to meet demand, with 3.5 match equivalent sessions of spare capacity and spare capacity existing in each analysis area. When considering future demand a marginal shortfall arises equating to one match equivalent sessions. There is a minimal future shortfall evident in the UNNS&C and Kidsgrove analysis areas.

⁸ In match equivalent sessions

⁹ Overall a total of two match equivalent sessions of future demand is from population growth with the remaining generated from club aspirational demand

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It must also be noted that several youth 11v11 teams are playing on adult pitches, meaning shortfalls on adult pitches would greatly decrease should these sides transfer to the correct pitch type.

Youth 11v11 pitch analysis

Table 2.18: Supply and demand balance of youth 11v11 pitches

Analysis area	Demand (match equivalent sessions per week)				
	Actual spare capacity	Overplay	Current total	Future demand ¹⁰	Total
Kidsgrove	-	-			
Rural Central and Keele	-	-		1.5	1.5
Rural North	1	-	1		1
Rural South	-	0.5	0.5	1.5	2
UNNS&C	-	2	2	1	3
Total	1	2.5	1.5	4	5.5

There is currently a marginal shortfall across the Borough on youth 11v11 pitches totalling 1.5 match equivalent session per week, with shortfalls evident in Rural South and UNNS&C analysis areas. When accounting for future demand, the shortfalls increases to 5.5 match equivalent sessions per week.

It must also be noted that several youth 11v11 teams are playing on adult pitches, meaning shortfalls would greatly increase should these sides transfer to the youth 11v11 pitch type.

Youth 9v9 pitch analysis

Table 2.19: Supply and demand balance of youth 9v9 pitches

Analysis area	Demand (match equivalent sessions per week)				
	Actual spare capacity	Overplay	Current total	Future demand ¹¹	Total
Kidsgrove	-	1.5	1.5	1	2.5
Rural Central and Keele	0.5	-	0.5	1.5	1
Rural North	0.5	-	0.5	-	0.5
Rural South	1	-	1	1.5	0.5
UNNS&C	0.5	-	0.5	2	1.5
Total	2.5	1.5	1	6	5

Overall, there is current minimal spare capacity on youth 9v9 pitches totalling one match equivalent session. When taking into consideration future demand a shortfall of five match equivalent sessions arises with all analysis areas showing a shortage excluding the Rural North.

¹⁰ A total of 0.5 match equivalent sessions of future demand is from population growth with the remaining generated from club aspirational demand

¹¹ A total of 0.5 match equivalent sessions of future demand is from population growth with the remaining generated from club aspirational demand

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Mini 7v7 pitch analysis

Table 2.20: Supply and demand balance of mini 7v7 pitches

Analysis area	Demand (match equivalent sessions per week)				
	Actual spare capacity	Overplay	Current total	Future demand	Total
Kidsgrove	-	-		-	
Rural Central and Keele	0.5	-	0.5	-	0.5
Rural North	-	-		-	
Rural South	-	-		-	
UNNS&C	-	-		-	
Total	0.5	-	0.5	-	0.5

Across Newcastle-under-Lyme there is currently minimal spare capacity of 0.5 match equivalent sessions on mini 7v7 pitches. As future demand from clubs is non-existent for mini 7v7 pitches, with clubs instead planning to add mini teams at the lowest age group each year (mini 5v5 teams), the level of spare capacity remains at two match equivalents session per week when factoring in future demand.

Mini 5v5 pitch analysis

Table 2.21: Supply and demand balance of mini 5v5 pitches

Analysis area	Demand (match equivalent sessions per week)				
	Actual spare capacity	Overplay	Current total	Future demand ¹²	Total
Kidsgrove	-	-			
Rural Central and Keele	-	-		1	1
Rural North	-	-			
Rural South	-	-		1	1
UNNS&C	2.5	-	2.5	6.5	4
Total	2.5	-	2.5	8.5	6

Currently, mini 5v5 pitches have minimal spare capacity of 2.5 match equivalent sessions; however, when accounting for future demand there is a predicted overall shortfall of six match equivalent sessions. This is due to high levels of future demand in the UNNS&C Analysis Area.

¹² All future demand for mini 5v5 football is based on club aspiration demand

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2.6: Conclusions

Using the supply and demand analysis tables, it is determined that there is current spare capacity across all pitch types, apart from Youth 9v9 in Newcastle-under-Lyme. After factoring in future demand, shortfalls become evident on Adult, youth 11v11 and mini 5v5 pitches.

Table 2.22: Summary of supply and demand

Pitch type	Demand (match equivalent sessions per week)				
	Actual spare capacity	Overplay	Current total	Future demand	Total
Adult	6	2.5	3.5	4.5	1
Youth 11v11	1	2.5	1.5	4	5.5
Youth 9v9	2.5	1.5	1	6	5
Mini 7v7	0.5	-	0.5	-	0.5
Mini 5v5	2.5	-	2.5	8.5	6

Most current overplay across the various pitch types is generated from high levels of demand access specific sites across the Borough. There is minimal amount of overplay as a result of poor quality pitches. This is worsened when accounting for the additional future demand.

Playing Pitch Strategy 2014

The 2014 Newcastle-under-Lyme Playing Pitch Strategy found that:

- ✦ Overall there was a current and future capacity in each analysis area for adult and mini football pitches. The only shortfalls were seen for youth pitches in the Kids Grove and Rural analysis areas.
- ✦ The audit identified a total of 147 football pitches in Newcastle-under-Lyme. Of these, 121 were available, at some level, for community use.
- ✦ The non-technical site assessments combined with user quality ratings show that the majority (64%) of pitches were rated as 'standard' quality. Nearly a third (31%) were rated as good quality and 5% rated as poor.
- ✦ One quarter of clubs (25%) leased their sites that they play at and the majority of leases are from the Council.
- ✦ Where changing facilities exist they were generally reported by clubs (48%) as being of good quality.
- ✦ There are 109 pitches across 46 sites that express potential spare capacity in Newcastle-under-Lyme.

In general, both supply and demand has slightly decreased. Pitch quality has generally stayed the same with most provision rated as standard quality. This being said there has been an overall increase of poor quality provision.

The trend of clubs leasing their sites has continued with most clubs having secure tenure at their home venue.

Since the previous study several clubs report aspirations to build new, or improve the quality, of their onsite ancillary provision. This is detailed later within this section.

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Football – grass pitch summary

- ◀ There is current spare capacity on adult pitches apart from the Kidsgrove Analysis Area which is at capacity. When accounting for future demand the Kidsgrove and UNNS&C become overplayed.
- ◀ There is current overplay on youth 11v11 pitches in the Rural South and UNNS&C areas with Rural North Analysis Area at capacity and the Rural North having spare capacity. When accounting for future demand the Rural Central and Keele, Rural South and UNNS&C become overplayed the Kidsgrove Analysis Area is at capacity and the Rural South has spare capacity.
- ◀ There is spare capacity on youth 9v9 pitches in all analysis areas apart from the Kidsgrove area which is overplayed. When accounting for future demand all areas become overplayed apart from the Rural North.
- ◀ There is spare capacity on mini 7v7 pitches in the Rural Central and Keele Analysis Area whereas the remaining areas are all at capacity. This remains the same when taking into consideration future demand.
- ◀ There is spare capacity on mini 5v5 pitches in the UNNS&C Analysis Area whereas the remaining areas are all at capacity. When accounting for future demand the Kidsgrove and Rural North areas are still at capacity with remaining areas becoming overplayed.
- ◀ The audit identifies a total of 128 grass football pitches within Newcastle-under-Lyme across 53 sites. Of these, 102 pitches are available, at some level, for community use across 43 sites.
- ◀ There are informal pitches located at College Field (Madeley), Talk Talk Park (Madeley Heath) and Whitmore Village Hall Recreation Field.
- ◀ Loggerhead Parish Council indicates plans to develop a multi pitch football site within its locality with accompanying ancillary facilities.
- ◀ City of Stoke FC reports it has plans to develop additional pitches at North Staffs sports Club.
- ◀ In total, 17 pitches are assessed as good quality, 53 as standard quality and 32 as poor quality.
- ◀ The majority of poor quality pitches (53%) are located at educational sites.
- ◀ Across the Borough 11 sites (33%) of sites actively used for football are not serviced by any sort of clubhouse or changing rooms. In addition, a further five sites are serviced by poor quality provision.
- ◀ Several stakeholders indicate aspirations to create or improve the quality on ancillary provision on the sites they use.
- ◀ Across the Borough there is a proactive approach of leasing/licencing sites to prominent clubs.
- ◀ Through the audit and assessment, 207 teams from within 59 clubs are identified as playing within Newcastle-under-Lyme.
- ◀ There are six men's teams that play in the football pyramid, whereas, there are four women's/girls' teams that play in the women's structure.
- ◀ There are four clubs which export demand outside of the Borough these are Betley Youth FC, Chesterton AFC Juniors, Butt Lane White Star FC and Audley Juniors FC.
- ◀ There are two clubs which import demand into the Borough from neighbouring authority Stoke-on-Trent, these are; Stoke City FC and City of Stoke FC.
- ◀ When this future growth from TGRs is dissipated to individual analysis areas rather than as a whole Borough the potential future growth is anticipated to be four senior men's, one youth boys 11v11 and one youth boys 9v9 team.
- ◀ The total future demand expressed by clubs amounts to 20 match equivalent sessions (40 teams).
- ◀ Actual spare capacity totals 12.5 match equivalent sessions across 19 pitches.
- ◀ When broken down, 4.5 match equivalent sessions of overplay takes place in the UNNS&C Analysis Area, 1.5 match equivalent sessions in the Kidsgrove Analysis Area and 0.5 match equivalent sessions in the Rural South Analysis Area.

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PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)

3.1: Introduction

There are several surface types that fall into the category of artificial grass pitch (AGP). The three main groups are rubber crumb (also known as third generation turf or 3G), sand based (filled or dressed) and water based.

Table 3.1: AGP type and sport suitability

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.
Sand	Sand Dressed	Preferred hockey surface and suitable for football training.
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

England Hockey's Artificial Grass Playing Surface Policy (June 2016) advises that 3G pitches should not be used for hockey matches or training and that they can only be used for lower level hockey (introductory level) when no sand-based or water-based AGPs are available.

Competitive football can take place on 3G surfaces that have been FA or FIFA certified and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. The recommended FA dimensions for a full sized 3G pitch are 100x64 metres with additional run off areas of three metres required on each side. Minimum playing area dimensions to meet performance standard criteria for competitive football are 90x45 metres (or 100x64 metres for FIFA sanctioned international matches), with additional run off areas of three metres required on each side. FIFA 3G pitch certification is required to host competitive adult match play at Step 3 and below, whilst for teams playing at Steps 1 or 2 pitches are required to have FIFA Pro standard certification, further information on which is included later in the section. Football training can take place on sand and water based surfaces but is not the preferred option.

World Rugby (WR) produced the 'Performance Specification for Artificial Grass Pitches for Rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling and lineouts can take place. All full size World Rugby compliant 3G pitches feature on the RFU register, including expiry dates of certification¹³. Upon registration, World Rugby compliancy is valid for two years before renewal and retesting is required.

¹³<http://www.englandrugby.com/governance/club-support/facilities-kit-and-equipment/artificial-surfaces/artificial-grass-pitches>

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Competitive rugby league play and contact practice is permitted to take place on 3G pitches which are deemed by the RFL to meet its Performance Standard for Synthetic Turf Pitches. Pitches fall under two categories; community club pitches which require retesting every two years and elite stadia pitches which require an annual retest. Much of the criteria within the RFL performance standard test also forms part of the World Rugby test, consequently World Rugby certified 3G pitches are considered by the RFL to be able to meet rugby league requirements and are deemed suitable for rugby league use subject to passing an additional exclusive RFL performance standard test.

Many test contractors are able to offer reduced rates through efficiency savings to carry out multiple performance tests in the same session, therefore providers seeking 3G pitch compliancy for a number of sports would be recommended to consider this opportunity.

Strategic partnership investment

Both The FA and RFU have current programmes to invest in the creation of additional 3G pitches in order to facilitate both training and match play, serving to provide better quality playing surfaces, reduce cancellation of weather affected fixtures throughout winter months and manage use of natural turf sites. Whilst both have exclusive investment programmes for 3G pitches, in some cases there may be opportunities for the development of new 3G pitches to specifications able to support use by both sports.

3G pitches for football

As stated earlier in Part 2: Football, The FA has commissioned the production of a Local Football Facility Plan for each of the local authority areas in England in order to guide future investment by itself and its partners into football facilities over the next decade. The plan focuses on four key investment priorities, one of which, is to double national full sized 3G pitch stock through development of an additional 1,000 full size 3G pitches.

3G pitches for rugby union

The RFU's Rugby 365 3G pitch programme is part of its Rugby World Cup 2015 legacy of delivering more than £57m investment over four years into the development of 100 3G pitches across England. The programme categorises the type of project investment into two distinct models:

- ◀ **'Rugby Turf'** pitches: 60 pitches on rugby club sites, operated by the RFU, to be used by the host club and other local clubs and education establishments, enabling games to be played and training to be maximised. This project is under suspension whilst current projects are being evaluated.
- ◀ **'Rugby Share'** pitches: 40 pitches on community sites with a guaranteed number of hours for use by rugby. Similar to the 'Rugby Turf' programme, the 'Rugby Share' scheme is on a hiatus until the summer of 2020 whilst projects are being assessed.

3.2: Current provision

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs); however, for the purposes of this report, all pitches measuring over 94 x 55 metres (exclusive of run offs) are considered to be full size due to the amount of demand they can accommodate. Nationally, many 3G pitches are slightly undersized due to being converted from sand-based provision (dimensions for hockey are smaller than for football).

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There are four full size 3G pitches in Newcastle-under-Lyme that fully comply with the above specification. The majority of which (75%) are located in the UNNS&C Analysis Area, whilst the remaining pitch is located in the Rural Central and Keele Analysis Area. No full size 3G pitches are provided in the Kidsgrove, Rural North or Rural South analysis areas.

The only pitch that is not available for community use is located in the UNNS&C Analysis Area at Stoke City FC Training Ground as it is accessed for elite football purposes.

Table 3.2: Full size 3G pitches in Newcastle-under-Lyme

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size ¹⁴	Certification
15	Chesterton Community Sports College	UNNS&C	Yes	Yes	94x55	-
24	Keele University Sports Centre	Rural Central and Keele	Yes	Yes	100x64	FA / WR
56	Stoke City FC Training Ground	UNNS&C	No	Yes	104x68	FIFA
57	The Gordon Banks Sports Centre	UNNS&C	Yes	Yes	100x65	-

In addition, there are also one smaller sized 3G pitches servicing Newcastle-under-Lyme at Keele University Sports Centre. The pitch is available for community use and floodlit. Such pitches are generally not suitable for adult match play but can be used to accommodate youth and mini matches provided they are FA approved, of an adequate size and with adequate run-off areas. More commonly, they are used to accommodate training demand, commercial football leagues and social play.

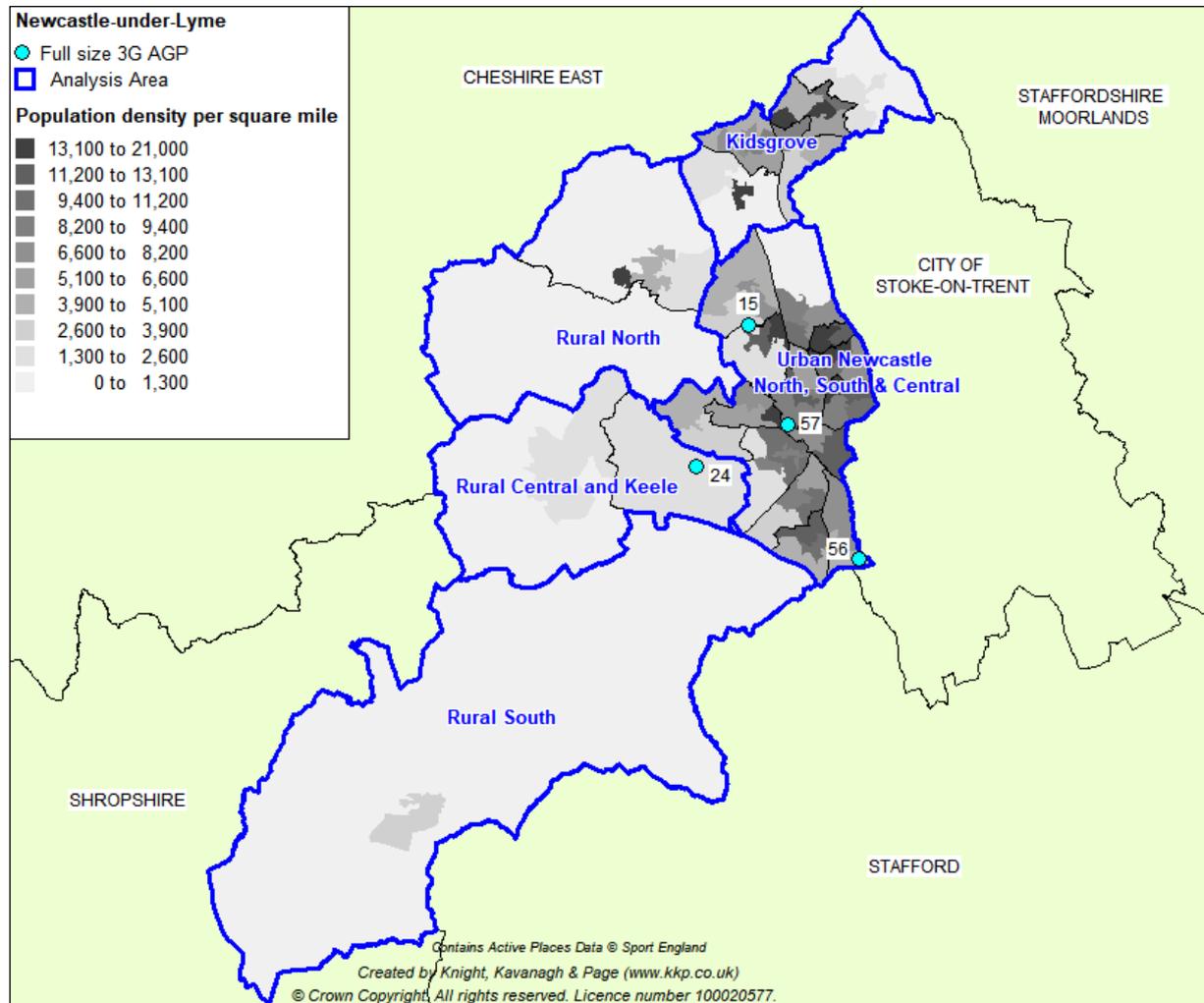
Table 3.3: Additional supply of 3G pitches

Site ID	Site name	Analysis area	No. of pitches	Community use?	Floodlit?	Size (metres)
24	Keele University Sports Centre	Rural Central and Keele	1	Yes	Yes	54x24

¹⁴ Size is in metres

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Figure 3.1: Location of full size 3G AGPs in Newcastle-under-Lyme



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Future provision

The 3G at The Gordon Banks Sports Centre is well used by the community but has not been tested, so cannot be added to the FA 3G Register. The pitch is identified as a priority for carpet replacement which would mean it would then meet the requirements for match play via FA testing.

Newcastle Town FC reports aspirations to create a new full size 3G pitch at Roe Lane Playing Fields to accommodate competitive and training demand.

The 2018 LFFP did identify a project at The King's Church of England School (Kidsgrove Analysis Area) involving the conversion of its current poor quality sand AGP to 3G, with a potential extension from a 9v9 size to full size. The Council report since this was identified in 2018 the feasibility of this project has reduced due to cost and associated issues. Therefore, this potential project is now more likely to be a 3G caged facility with there a requirement to update the LFFP when applicable.

It should be noted that any development of an artificial pitch in the Kidsgrove Analysis Area should take into consideration the recent creation of a 3G pitch at Alsager Sports Hub in the neighbouring authority of Cheshire East which is located approximately three miles away. Staffordshire FA is currently examining if this would be problematic for the development of 3G pitches within Kidsgrove. However, initial analysis suggests there to be enough demand within the area to sustain at least a small size 3G pitch.

Given that the LFFP is a live document informed by an up-to-date PPS, it is recommended that the project list is re-assessed following this update. Given that demand has increased since 2017/2018, it is likely that 3G pitch shortfalls have increased and is determined later in this section of the report.

Outside of the LFFP, newly formed club City of Stoke FC has taken over a long term lease of North Staffs Sports Club. The Club currently has 18 teams and has aspirations to further increase its demand to include multiple teams at various age groups. In order to accommodate both its competitive and training demand it aspires to establish floodlit 3G provision onsite.

Madeley High School reports it is in early dialogue with Madeley White Star FC in the development of a 3G pitch in its site.

Conversion to 3G surfaces

Since the introduction of 3G pitches and given their popularity for football, providers have seen this as a way to replace a worn sand or water based carpet and generate increased revenue from hiring out a 3G pitch to football and rugby clubs and commercial football providers. This has often come at the expense of hockey, with players now travelling further distances to gain access to a suitable pitch and many teams consequently displaced from their preferred local authority.

Due to its potential to impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained for the playing development of hockey. To that end, a change of surface may require planning permission and the applicants will need to show that there is sufficient provision available for hockey in the locality. Advice from Sport England and EH should also be sought prior to any planning application being submitted.

It should also be noted that, if the surface type is changed, it could require the existing floodlighting to be changed and in some instances noise attenuation measures may need to

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be put in place. Conversion to a 3G surface will likely require a size increase; along with floodlighting improvements, the addition of a shock pad, fencing and noise attenuation.

A 3G surface is limited in the range of sport that can be played or taught on it. Providers proposing a conversion should take advice from the appropriate sports' governing bodies or refer to Sport England guidance: <https://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/>

Hybrid Pitches

Sport England is in the process of piloting the utilisation of hybrid pitches with projects currently operating at Regents Park (City of Westminster) and Bisham Abbey (Royal Borough of Windsor and Maidenhead). Each site has one natural grass football pitch with hybrid matting buried under the natural turf allowing grass to grow whilst helping to maintain pitch quality.

The concept of a hybrid pitch is to create additional capacity whilst ensuring it is accessible in various conditions. Current grass pitches are designed for one to three matches per week based on quality, and at times become unusable such as throughout the winter or periods of wet weather. Comparatively a hybrid pitch should be able to support approximately 20 hours of usage whilst maintaining reasonable quality in various playing conditions.

The cost of installation and annual maintenance of such provision, compared to a full size 3G pitch, is minimal and if deemed successful could be a more cost effective way to alleviate shortfalls and improve the quality of pitch provision for a variety of sports.

FA pitch register

In order for competitive matches to be played on 3G pitches, the pitch should be FIFA or IMS tested and approved and added to the FA pitch register, which can be found at: <http://3g.thefa.me.uk/>.

Pitches undergo testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance in October 2015 following consultation with member associations and licenced laboratories. The changes are part of FIFA's continued ambition to drive up performance standard in the industry and the implications are that all 3G pitches built through the FA framework will be constructed to meet the new criteria.

The changes from FIFA One Star to FIFA Quality will have minimal impact on the current hours of use guidelines, which suggests that One Star pitches place more emphasis on the product's ability to sustain acceptable performance and can typically be used for 60-85 hours per week with a lifespan of 20,000 cycles. In contrast, pitches built to FIFA Quality Pro performance standards are unlikely to provide the hours of use that some FIFA Two Star products have guaranteed in the past (previously 30-40 hours per week with a lifespan of 5,000 cycles). Typically, a FIFA Quality Pro pitch will be able to accommodate only 20-30 hours per week with appropriate maintenance due to strict performance measurements.

In Newcastle-under-Lyme one of the three community available 3G pitches is FA certified, this being Keele University Sports Centre. In addition, the pitch at Stoke FC Training Ground is FIFA certified, however, as previously indicated the latter pitch is not available for community access.

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World Rugby compliant pitches

To enable 3G pitches to host competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability.

The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be tested every two years to retain compliance.

There is currently only one World Rugby Compliant 3G pitch within Newcastle-under-Lyme that is situated at Keele University Sports Centre. Although the pitch is WR compliant it does not meet the minimum size recommendations for competitive rugby union, therefore, it is only suitable to accommodate training demand.

Management

The 3G pitch at Chesterton Community Sports College, Keele University Sports Centre and The Gordon Banks Sports Centre are all managed through their respective educational providers. It should be noted that the pitch at Keele University Sports Centre has protected community access from when it was relocated from Knutton Recreation Centre

The pitch located at Stoke FC Training Ground is managed internally by Stoke FC.

Availability

As seen in the table below, all community available full size floodlit 3G pitches are marginally reduced in availability due to them all being located at education sites. However, each site is still considered widely accessible weekday evenings after 18:00 and all weekend.

Table 3.4: Summary of 3G pitch availability

Site ID	Site	Analysis area	Availability
15	Chesterton Community Sports College	UNNS&C	The pitch is available from 6pm-9pm Monday to Friday and from all day Saturday and Sunday.
24	Keele University Sports Centre	Rural Central and Keele	The pitch is available from 5pm-10pm Monday to Friday and all day Saturday and Sunday.
56	Stoke City FC Training Ground	UNNS&C	Unavailable.
57	The Gordon Banks Sports Centre	UNNS&C	The pitch is available from 7am-10pm Monday to Friday and from 9am-4pm Saturday and Sunday.

It should be known that during the day usage of the pitch at The Gordon Banks Sports Centre can be restricted due to it being used for educational purposes, however, the schools use the provision outside of peak time for community hires such as weekends and weekday evenings.

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Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, combined with maintenance levels, which most commonly affects quality. It is therefore recommended that sinking funds be put into place by providers to enable long-term sustainability, ongoing repairs and future refurbishment beyond this period.

In Newcastle-under-Lyme, the full size 3G pitch at Keele University Sports Centre is currently considered to be good quality, with no issues identified following user consultation. It is relatively new having been installed in 2016.

In comparison, the pitches at Chesterton Community Sports College, Stoke City FC Training Ground and The Gordon Banks Sports Centre are all standard quality due to some signs of wear and tear being apparent. The surface is approaching the end of its recommended lifespan, meaning the rate of deterioration should be monitored in the short-term with consideration given to resurfacing/refurbishment when required. This is particularly an issue at Chesterton Community Sports College and The Gordon Banks Sports Centre near of over their recommended life span.

Table 3.5: Age and quality of full size 3G pitches

Site ID	Site	Analysis area	Year installed/resurfaced	Quality
15	Chesterton Community Sports College	UNNS&C	2009	Standard
24	Keele University Sports Centre	Rural Central and Keele	2016	Good
56	Stoke City FC Training Ground	UNNS&C	2012	Standard
57	The Gordon Banks Sports Centre	UNNS&C	2010	Standard

Ancillary facilities

The ancillary facilities at both Chesterton Community Sports College and Keele University Sports Centre are considered to be relatively dated and tired with both sites accommodating both community, curricular and extracurricular demand. In contrast, good quality changing facilities are available at The Gordon Banks Sports Centre and no issues with these facilities have been highlighted through consultation.

Local demand

Football

There is some usage of the 3G pitch at Keele University Sports Centre by teams to play matches, however, the majority of this is from the University teams. No clubs are identified as accessing 3G pitches outside of Newcastle-under-Lyme for competitive demand.

Access to affordable floodlit training facilities is a key issue for most clubs in the Borough, particularly those with a large number of youth and mini teams. Access to affordable 3G provision is also a priority for the FA as many multi team junior clubs have various teams training across various venues. Sand based AGPs heavily used for football training also operate commercial small sided football leagues which limit availability for club training, whilst some teams export demand to neighbouring authorities to access full size 3G pitch provision, detailed later in this section. Of the 26 clubs that responded to consultation requests and state

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a demand for additional training facilities, all specifically stated a need for increased use of 3G pitches.

Rugby union

There is one WR compliant 3G pitch located at Keele University Sports Centre. Although the pitch is WR compliant it does not meet the minimum dimensions in order to play competitive rugby. Newcastle (Staffs) RUFC reports it has occasionally used the pitch for training demand.

Exported demand

Exported demand refers to Newcastle-under-Lyme registered teams that are currently accessing pitches outside of the local authority for home fixtures, normally because their pitch requirements cannot be met. This is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. There are no known clubs imported or exporting competitive demand onto 3G pitches, however, several clubs indicate that they train outside of the Borough to access suitable full size 3G pitches at the following sites:

- ◀ Northwood Stadium (Stoke-on-Trent)
- ◀ Dimensions Leisure Centre (Stoke-on-Trent)

Key trends and changes in demand for pitches

Football

Demand from football for 3G pitches has increased in recent years due to demand from clubs for training but also due to a growing acceptance by local leagues of use for competitive matches, where play on 3G pitches is now included within the FA Standard Code of Rule. This considered, the general condition of local authority pitches and increasingly limited budget for regular and adequate maintenance may lead more teams to consider AGPs as a possible alternative should it be financially viable.

A number of leagues around the country now use 3G pitches as central venues where all play takes place. Mini soccer leagues especially are increasingly adopting this approach either for whole seasons or a number of months throughout the winter because they can continually offer a high quality playing experience, in many cases beyond that of grass pitches which are generally of comparatively poorer quality. It also allows leagues to continue to run throughout the winter, largely unaffected by poor weather which has disrupted the football season over recent years, causing it to run into summer and clash more often with summer sports. This trend is likely to increase in the future and more mini soccer, flexi and vets' leagues could be played exclusively on 3G pitches.

Rugby union

Given the inclement weather often experienced throughout the winter months of the rugby union season, more clubs are becoming increasingly receptive towards training on artificial pitches. Clubs traditionally train on match pitches where floodlights are in place or one pitch designated for all training in particular, unless there is a separate floodlight grass training area. It often results in deterioration in pitch quality coupled with decreasing maintenance budgets.

The recent RFU strategy on investment in 3G pitches both at club and community based sites is indicative of the growing acceptance of 3G pitches amongst clubs nationally. Nationally clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take

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place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost.

3.3: Supply and demand analysis

FA training scenario

The FA considers high quality third generation artificial grass pitches as an essential tool in promoting coach and player development. The FA can support intensive use and as such are great assets for both playing and training. Primarily such facilities have been installed for community use and training, however, are increasingly used for competition which The FA wholly supports.

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch at peak times. It is estimated that one full size AGP can service 38 teams.

The table below considers the number of full size 3G pitches required if every team was to remain training within the analysis area in which they play. The 3G requirement is rounded to the nearest whole number.

The model assumes that all pitches are fully available for club use at peak time when in practice a number of pitches operate commercial small sided leagues which reduce capacity available. It also projects all football teams as training on full size 3G pitches when in practice a proportion of football training demand should be retained on sand based AGPs in order to maintain financial and commercial sustainability of these pitches.

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Analysis

When applying the above methodology on an analysis area level there is a need for a further three full size 3G pitches, one each in the Kidsgrove, Rural South and UNNS&C analysis areas to accommodate training demand. This is in addition to the three pitches which currently service the Borough.

Table 3.6: Current demand for 3G pitches in Newcastle-under-Lyme for affiliated football team training (38 teams per pitch)

Analysis area	Current number of teams	Current requirement	Current number of full size 3G pitches	Current shortfall	Future number of teams ¹⁵	Future requirement	Future shortfall
Kidsgrove	32	0.84 - 1	-	1	36	0.94 - 1	1
Rural Central and Keele	27	0.71 - 1	1	-	37	0.97 - 1	-
Rural North	4	0.10 - 0	-	-	4	0.10 - 0	-
Rural South	20	0.52 - 1	-	1	29	0.76 - 1	1
UNNS&C	124	3.26 - 3	2	1	144	3.78 - 4	2

This being said, demand in the Rural South Analysis Area has been rounded up from 0.52, therefore, a smaller sized floodlit 3G pitch rather than a full size pitch may better suit this training need. If this approach is taken there would be a need for two full size and one smaller sized pitch within the Borough.

As seen in the table above, when factoring in future demand the overall shortfall increases to a need for four full size pitches. One each in the Kidsgrove and Rural South analysis areas and two in the UNNS&C Analysis Area.

3.4: Supply and demand analysis

In conclusion, there is an insufficient supply of full size 3G pitches to meet current and anticipated future training demand based on the FA training model in Newcastle-under-Lyme. As such, it is determined that an increase in provision is required, with future provision best placed in the Kidsgrove, Rural South and UNNS&C analysis areas.

In addition, to ensure that current supply and any future supply are maintained to a good enough standard to accommodate demand, providers are encouraged to put sinking funds in place to ensure long-term sustainability. This will allow for re-surfacing to take place when required and will ensure that FA certification remains in place.

To maximise and sustain current levels of match play on 3G pitches, FA testing is required as soon as possible at The Gordon Banks Sports Centre and every three years for all existing pitches. Any new 3G pitches should also undergo such certification when installed.

¹⁵ Based on increased demand forecasted from team generation rates and club aspirational demand, both re-applied to the Area where the club is based for training purposes

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3G summary

- ◀ **There is an insufficient supply of full size 3G pitches to meet current and anticipated future demand for football in Newcastle-under-Lyme.**
- ◀ There are four full size 3G pitches in Newcastle-under-Lyme that fully comply with the above specification. The majority of which (75%) are located in the UNNS&C Analysis Area, whilst the remaining pitch is located in the Rural Central and Keele Analysis Area.
- ◀ The only 3G pitch not available for community use is at Stoke City FC Training Ground.
- ◀ In addition, there are also one smaller sized 3G pitches servicing Newcastle-under-Lyme at Keele University Sports Centre.
- ◀ There are ambitions to create or enhance current 3G provision in the Kidsgrove area, The Gordon Banks Sports Centre, Roe Lane Playing Fields, North Staffs Sports Centre and Madeley High School.
- ◀ In Newcastle-under-Lyme one of the three community available 3G pitches is FA certified, this being Keele University Sports Centre. In addition, the pitch at Stoke FC Training Ground is FIFA certified, however, as previously indicated the latter pitch is not available for community access.
- ◀ The 3G pitch at Chesterton Community Sports College, Keele University Sports Centre and The Gordon Banks Sports Centre are all managed through their respective educational providers.
- ◀ All community available full size floodlit 3G pitches are marginally reduced in availability due to them all being located at education sites.
- ◀ The full size 3G pitches at Chesterton Community Sports College and The Gordon Banks Sports Centre are standard quality, whereas, the pitch at Keele University Sports Centre is good quality.
- ◀ When applying the above methodology on an analysis area level there is a need for a further two full size 3G pitches, one each in the Kidsgrove, Rural South and UNNS&C analysis areas to accommodate training demand and one small size pitch in the Rural South Analysis Area.
- ◀ When factoring in future demand the overall shortfall increases to a need for four full size pitches. One each in the Kidsgrove and Rural South analysis areas and two in the UNNS&C Analysis Area.

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PART 4: CRICKET

4.1: Introduction

Staffordshire Cricket serves as the main governing and representative body for cricket across Newcastle-under-Lyme. Its aim is to promote the game at all levels through partnerships with professional and recreational cricketing clubs, and other appropriate agencies.

The ECB's refreshed strategy called "Inspiring Generations" was announced in January 2019 and is further detailed within Appendix One: Sporting Context.

Consultation

There are 12 cricket clubs playing in Newcastle-under-Lyme, all of which, responded to an online survey request or were consulted with through telephone resulting in an 100% response rate.

It should be noted since the previous Playing Pitch Strategy, Scot Hay CC folded in 2016 with its last known competitive fixture being played in the Stone & District Cricket League. The Club previously used Scot Hay Cricket Club in the Rural Central and Keele Analysis Area, however, this site is now used as a second ground for Porthill Park CC.

4.2: Supply

There are 15 grass wicket squares in Newcastle-under-Lyme located across 14 sites. All of which, are available for community use, with most located in Urban Newcastle North, South & Central Analysis Area (UNNS&C) and the least in Kidsgrove Analysis Area.

Table 4.1: Summary of grass wicket squares

Analysis area	No. of grass squares
Kidsgrove	1
Rural Central and Keele	3
Rural North	4
Rural South	2
UNNS&C	5
Total	15

Lapsed/disused provision

Playing fields which have previously accommodated formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not 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'.

As mentioned, a lapsed site was as a playing field more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

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Onneley Cricket Club relocated in 2014 to a new cricket square adjacent to its previous site. The Club rented the former ground from a private landowner; however, a new owner raised the level of rent which the Club was unable to sustain. As a result, it decided to purchase the land adjacent where it currently resides. It is unknown what the future of its former site is nonetheless it has not been used for just over five years, meaning it is categorised as lapsed.

There has previously been a grass cricket square maintained at Keele University Sports Centre, however, in order to reduce levels of expenditure this was not provided for the 2019 season. As a result, two University teams have played their home fixtures at Leycett Cricket Club. The University reports it will reinstate this for the 2020 season if there are significant levels of demand.

Since the previous PPS (2014) the cricket square at North Staffs Sports Club has stopped being maintained. However, as the site is still actively used for football and rugby union it cannot be categorised as either lapsed or disused.

Non-turf pitches (NTPs)

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered able to take 60 matches per season, although this may include training sessions via the use of mobile nets.

In Newcastle-under-Lyme, there are four NTPs that accompany grass wicket squares in addition to five standalone NTPs. The location of these can be seen in the table below.

Table 4.2: Summary of NTPs in Newcastle-under-Lyme

Site ID	Site	Analysis area	Number of NTPs	Position
27	Kidsgrove Cricket Club	Kidsgrove	1	Square
31	Madeley High School	Rural Central and Keele	1	Standalone
37	Newcastle and Hartshill Cricket Club	UNNS&C	1	Square
39	Newcastle-under-Lyme School	UNNS&C	1	Standalone
39	Newcastle-under-Lyme School	UNNS&C	1	Square
51	Sir Thomas Boughey High School	Rural North	1	Standalone
49	Silverdale Cricket Club	UNNS&C	1	Square
63	Wolstanton High School	UNNS&C	1	Standalone
88	St Margaret's Junior School	UNNS&C	1	Standalone

ECB Ball Strike

Where there is either new cricket provision being put in place, or more commonly a development which may prejudice the use of the cricket facility, there is a requirement for a full ball strike risk assessment to be undertaken and appropriate mitigation put in place as part of the development. As such, the ECB recommends that the clubs and organisations seek to have a ball strike risk assessment undertaken; further information can be provided by the ECB.

Table 4.3: Key to map of cricket pitches

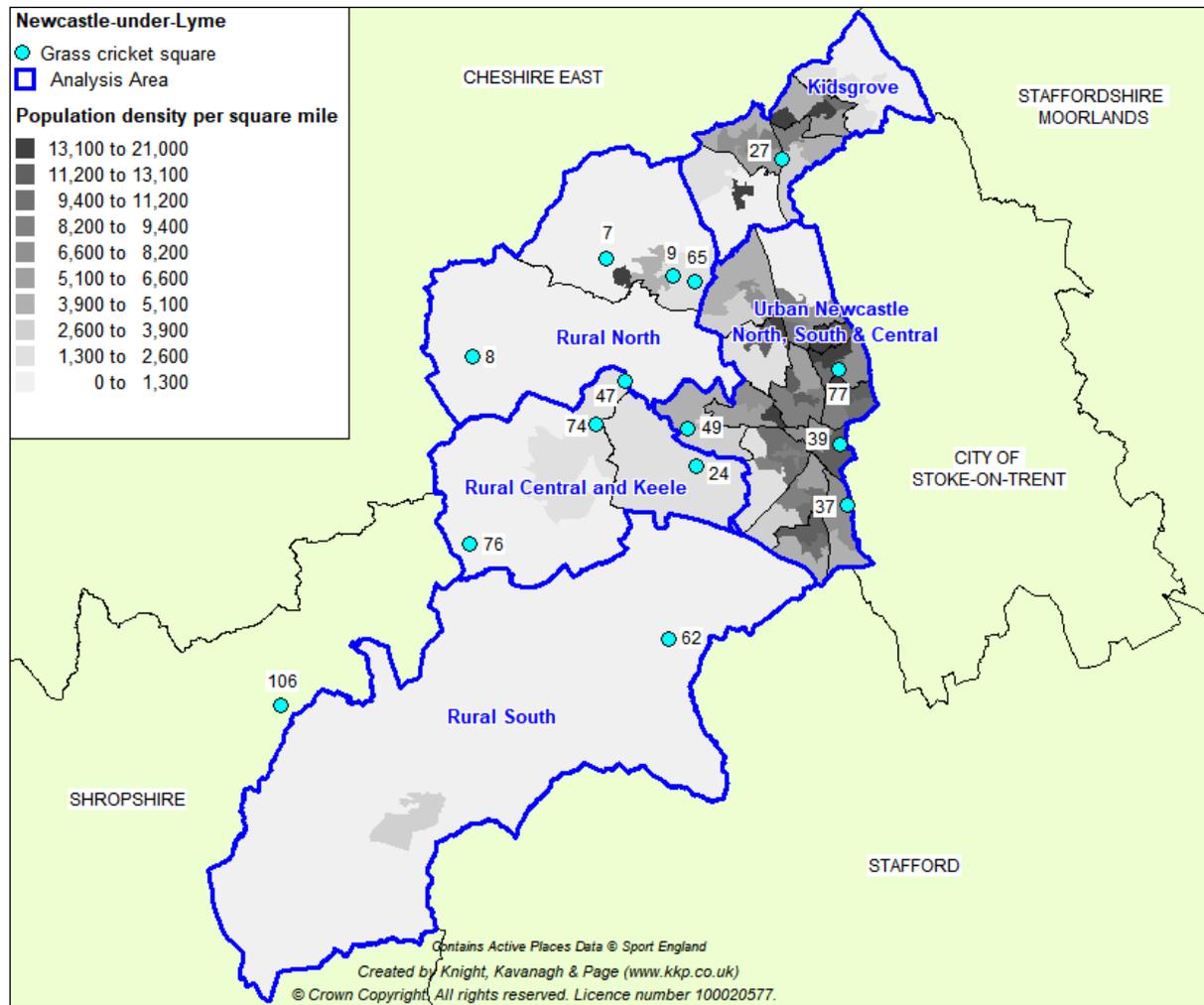
Site ID	Site	Analysis area	Community use?	No. of squares	No. of wickets grass	non-turf
7	Audley Cricket Club	Rural North	Yes	1	15	-
8	Betley Cricket Club	Rural North	Yes	1	12	-
9	Bignall End Cricket Club	Rural North	Yes	1	12	-

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Site ID	Site	Analysis area	Community use?	No. of squares	No. of wickets	
					grass	non-turf
27	Kidsgrove Cricket Club	Kidsgrove	Yes	1	10	1
31	Madeley High School	Rural Central and Keele	No	1	-	1
37	Newcastle and Hartshill Cricket Club	UNNS&C	Yes	1	13	1
39	Newcastle-under-Lyme School	UNNS&C	Yes	3	-	1
					8	-
					5	1
47	Scot Hay Cricket Club	Rural Central and Keele	Yes	1	8	-
49	Silverdale Cricket Club	UNNS&C	Yes	1	10	1
51	Sir Thomas Boughey High School	Rural North	No	1	-	1
62	Whitmore Cricket Club	Rural South	Yes	1	14	-
63	Wolstanton High School	UNNS&C	No	1	-	1
65	Wood Lane Cricket Club	Rural North	Yes	1	10	-
74	Leycett Cricket Club	Rural Central and Keele	Yes	1	14	-
76	Onneley Cricket Club	Rural Central and Keele	Yes	1	8	-
77	Porthill Park CC	UNNS&C	Yes	1	12	-
88	St Margaret's Junior School	UNNS&C	No	1	-	1
106	Hales Cricket Club	Rural South	Yes	1	5	-

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Figure 4.1: Location of cricket pitches in Newcastle-under-Lyme



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Security of tenure

All clubs apart from Keele University CC have secure tenure at their designated home site. In total, eight clubs across the Borough have secure tenure through a freehold with the remaining four clubs having a long term lease. Keele University CC annually rents the use of Leycett Cricket Club and therefore has unsecure tenure; however, it does not indicate this to be an issue as it could potentially return to provision at Keele University Sports Centre (if re-provided).

Since the previous PPS (2014), Newcastle & Hartshill CC now has a 39 year lease from the Borough Council on its site as opposed to previously renting it.

Table 4.4: Security of tenure for Newcastle-under-Lyme cricket clubs at their home site

Club	Site	Tenure
Audley CC	Audley Cricket Club	Freehold
Betley CC	Betley Cricket Club	Long term lease
Bignall End CC	Bignall End Cricket Club	Freehold
Kidsgrove CC	Kidsgrove Cricket Club	Freehold
Leycett CC	Leycett Cricket Club	Freehold
Keele University CC		Rent
Newcastle & Hartshill CC	Newcastle & Hartshill Cricket Club	39 year lease from NUL Borough Council
Onneley CC	Onneley Cricket Club	Freehold
Porthill Park CC	Porthill Park Cricket Club	Freehold
Silverdale CC	Silverdale Cricket Club	15 year lease from CISWO ¹⁶
Whitmore CC	Whitmore Cricket Club	25 year lease from The Mainwaring Estate
Wood Lane CC	Wood Lane Cricket Club	Freehold

As seen above, Silverdale CC has 15 years remaining on its lease from CISWO, however, the Club indicate this will soon be replaced with a 99 year lease.

Due to their size, both Audley CC and Porthill Park CC access secondary sites in order to meet current levels of demand. The former club uses Hales Cricket Club whereas the latter uses Scot Hay Cricket Club. Both clubs rent the second sites and as such have aspirations to formalise tenure.

Pitch quality

As part of the PPS guidance, there are three levels to assessing the quality of cricket pitches: good, standard and poor. Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous.

The non-technical assessment of grass wicket squares in the Borough found the majority (12 or 75%) to be good quality with the remaining three being standard quality. There are no poor quality community available squares.

¹⁶ Coal Industry Social Welfare Organisation

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Table 4.5: Quality ratings for grass wicket squares (site by site)

Site ID	Site	Analysis area	No. of squares	Square quality
7	Audley Cricket Club	Rural North	1	Good
8	Betley Cricket Club	Rural North	1	Good
9	Bignall End Cricket Club	Rural North	1	Good
27	Kidsgrove Cricket Club	Kidsgrove	1	Good
37	Newcastle and Hartshill Cricket Club	UNNS&C	1	Good
39	Newcastle-under-Lyme School	UNNS&C	2	Good
47	Scot Hay Cricket Club	Rural Central and Keele	1	Standard
49	Silverdale Cricket Club	UNNS&C	1	Good
62	Whitmore Cricket Club	Rural South	1	Standard
65	Wood Lane Cricket Club	Rural North	1	Good
74	Leycett Cricket Club	Rural Central and Keele	1	Good
76	Onneley Cricket Club	Rural Central and Keele	1	Good
77	Porthill Park Cricket Club	UNNS&C	1	Good
106	Hales Cricket Club	Rural South	1	Standard

Betley, Kidsgrove, Leycett, Newcastle & Hartshill, Porthill Park and Silverdale cricket clubs all report the quality of their home grass square has slightly improved since last season. All clubs indicate this is due to more time and money being spent on it in addition to the hard work of a volunteer grounds person.

The squares at Whitmore Cricket Club, Scot Hay Cricket Club and Hales Cricket Club are assessed as standard quality due to issues with limited amounts of dedicated maintenance. This is particularly the case for the latter two sites with Porthill Park CC and Audley CC, respectively, having to bring the squares back to a reasonable playing quality after lengthy periods of them not being used.

No clubs report quality issues regarding NTPs located on their squares, however, Madeley High School, Sir Thomas Boughy High School, Wolstanton High School and St Margaret's Junior School all report their standalone NTPs to be poor quality due to age and a lack of suitable maintenance. The poor quality has in turn led to each school indicating that the provision is now disused for both community and curricular access.

To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards, which are benchmarked by the Institute of Groundsman.

Table 4.6: Performance Quality Standard ratings

Quality rating	Details
Premier (High)	Where the surface is intended for Premier League play, with those within the top quartile capable of holding minor county and 1st class one day matches. May include some of the better schools and university pitches
Club (Standard)	A Club pitch suitable for league, school and junior cricket
Basic	An acceptable level suitable for recreational cricket and where the surface is designed and maintained within tight financial limitations such as local authorities
Unsuitable	This is where the surface is deemed unfit or unsafe for play

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Clubs can contact the ECB to arrange for a pitch advisor to complete three different reports (comprehensive/mini/verbal) that vary in cost. A fully comprehensive report includes soil testing and guidance on machinery and corrective procedures, a mini report includes guidance on machinery and corrective procedures and a verbal report is a spoken version of a mini report.

Ancillary facilities

The audit of ancillary facilities determines that all but two sites currently accessed for affiliated cricket in Newcastle-under-Lyme are accompanied by either good or standard quality changing rooms.

Table 4.7: Changing room quality (grass wicket squares, site by site)

Site ID	Site	Analysis area	No. of squares	Changing room quality
7	Audley Cricket Club	Rural North	1	Good
8	Betley Cricket Club	Rural North	1	Standard
9	Bignall End Cricket Club	Rural North	1	Good
27	Kidsgrove Cricket Club	Kidsgrove	1	Good
37	Newcastle and Hartshill Cricket Club	UNNS&C	1	Good
39	Newcastle-under-Lyme School	UNNS&C	3	Good
47	Scot Hay Cricket Club	Rural Central and Keele	1	Poor
49	Silverdale Cricket Club	UNNS&C	1	Good
62	Whitmore Cricket Club	Rural South	1	Standard
65	Wood Lane Cricket Club	Rural North	1	Good
74	Leycett Cricket Club	Rural Central and Keele	1	Good
76	Onneley Cricket Club	Rural Central and Keele	1	Good
77	Porthill Park Cricket Club	UNNS&C	1	Good
106	Hales Cricket Club	Rural South	1	Poor

Of the squares accompanied by standard quality changing facilities, no major issues were noted; however, it is recognised that most need some level of refurbishment given the age of the buildings.

Ancillary facilities at Scot Hay Cricket Club and Hales Cricket Club are rated as poor quality as they are limited and dated. Audley CC report ancillary provision at the latter site to be basic with the building having no connection to electricity. In comparison Porthill CC, which uses Scot Hay Cricket Club, aspires to invest in the site, however, it indicates it is not currently financially viable at this stage.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. Only two sites used by affiliated cricket clubs in Newcastle-under-Lyme are not serviced by practice nets, these being:

- ◀ Hales Cricket Club
- ◀ Scot Hay Cricket Club

It should be noted that the above sites are secondary venues for Audley CC and Porthill Park CC, respectively, therefore the creation of practice nets would not be recommended as each club uses relevant provision at their home sites.

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Although all the clubs are serviced by practice facilities at their home site, three clubs indicate through aspirations for additional training facilities through consultation. These are summarised in table below.

Table 4.8: Summary of demand for additional training facilities

Site ID	Site	Club	Comments
8	Betley Cricket Club	Betley CC	Mobile cage
9	Bignall End Cricket Club	Bignall End CC	NTP on the main square
62	Whitmore Cricket Club	Whitmore CC	Improved nets and kids training equipment

4.3: Demand

There are 12 cricket clubs competing in Newcastle-under-Lyme generating 101 teams. As a breakdown, this equates to 40 senior men's, one senior women's and 58 junior boys' and two junior girls' teams. The distribution of these teams across the clubs can be seen in the table below.

Table 4.9: Summary of teams

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Audley CC	Rural North	4	-	8	-
Betley CC	Rural North	3	-	1	-
Bignall End CC	Rural North	3	-	5	-
Keele University CC	Rural Central and Keele	2	-	-	-
Kidsgrove CC	Kidsgrove	2	-	5	-
Leycett CC	Rural Central and Keele	4	-	5	-
Newcastle & Hartshill CC	UNNS&C	4	-	9	-
Onneley CC	Rural Central and Keele	3	-	-	-
Porthill Park CC	UNNS&C	7	1	12	2
Silverdale CC	UNNS&C	3	-	2	-
Whitmore CC	Rural South	3	-	8	-
Wood Lane CC	Rural North	2	-	3	-
Total		40	1	58	2

The largest club in Newcastle-under-Lyme is Porthill Park CC which has a total of 22 teams. Due to its substantial size the Club operates out of three sites: Porthill Park Cricket Club, Scot Hay Cricket Club and Betley Cricket Club. The Club has a partnership arrangement with Betley CC which includes using the site for girls' and women's cricket demand.

Table 4.10: Summary of teams by analysis area

Analysis area	Number of teams				Total
	Senior men's	Senior women's	Junior boys'	Junior girls'	
Kidsgrove	2	-	5	-	7
Rural Central and Keele	9	-	5	-	14
Rural North	12	-	17	-	29
Rural South	3	-	8	-	11
Urban Newcastle North, South & Central	14	1	23	2	40
Total	40	1	58	2	101

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Cricket participation levels across Newcastle-under-Lyme are strong with most clubs fielding several senior and junior teams.

Most senior teams play in the North Staffs and South Cheshire Cricket League, whilst the remainder play in the Stone & District Cricket League. In addition, Newcastle & Hartshill CC and Porthill Park CC field a single team each in the short format midweek Phoenix 15 Competition.

Junior teams play in South Moorlands Junior Cricket League or the Kidsgrove & District Junior Cricket League with junior teams also playing in friendly competitions.

The greatest amount of demand plays in the Urban Newcastle North, South & Central Analysis Area (40%) with the least amount in Kidsgrove Analysis Area (7%).

Exported demand

Displaced or exported demand refers to Newcastle-under-Lyme based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities.

Newcastle & Hartshill CC currently exports its third and fourth Saturday teams into the neighbouring authority of Stafford, with the Club utilising the second square at Little Stoke Cricket Club for both team's fixtures. The Club does not indicate any aspirations to return this demand into Newcastle-under-Lyme.

Although not technically classified as exported demand, Audley CC reports issues accessing its secondary venue Hales Cricket Club. The Club currently travels across the Borough approximately 30 minutes (16 miles) to access Hales Cricket Club from Audley Cricket Club. It indicates the ground was the closest it could find with spare capacity on a Saturday having examined surrounding provision including education sites. It would prefer to use a site closer to its home venue, however, if this is not possible it would like to gain secure tenure at Hales Cricket Club in order to develop the clubhouse provision.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Newcastle-under-Lyme due to a lack of available facilities in other local authorities where such team or club is based. There is no known imported demand into the Borough.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

Participation increases

The ECB has recently announced new five-year media rights deals, from 2020-2024. The new deals include a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement. The new deals also include a return to free to air television for live cricket, with the BBC to show coverage of some international and domestic matches.

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Together, significant investment in participation and increased free to air media coverage could see future demand increase to levels in excess of those anticipated through the PPS and the impact should therefore be reviewed over coming years.

Table 4.11: Summary of future demand (club aspirations)

Club	Analysis area	Future demand			
		Senior men	Senior women	Junior	Total
Betley CC	Rural North	1	-	1	2
Bignall End CC	Rural North	-	-	1	1
Kidsgrove CC	Kidsgrove	1	1	1	3
Leycett CC	Rural Central and Keele	-	-	1	1
Onneley CC	Rural Central and Keele	-	-	2	2
Porthill Park CC	UNNS&C	1	1	2	4
Silverdale CC	UNNS&C	-	-	2	2
Whitmore CC	Rural South	-	-	2	2
Wood Lane CC	Rural North	-	-	1	1
Total		3	2	13	18

Total future growth totals three senior men's, two senior women's and 13 junior teams.

Population forecasts

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2037) based on population growth. Across Newcastle-under-Lyme, expected growth includes one adult and two junior boys' teams. However, this growth is dispersed across the all areas and therefore cannot be accredited to just one analysis area.

Table 4.12: Boroughwide TGRs

Age group	Current population within age group	Current no. of teams	Team Generation Rate ¹⁷	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (18-55)	32,936	40	1:823	34,749	42.2	2
Senior Women's (18-55)	32,191	1	1:32,191	32,711	1.0	0
Junior Boys (7-18)	8,318	58	1:143	8,631	60.2	2
Junior Girls (7-18)	7,872	2	1:3,936	8,271	2.1	0

Although no women and girls' teams are predicted to be created via population growth alone, consultation with the ECB suggests that further development of female cricket in Newcastle-under-Lyme is likely as it is currently a national priority to increase women and girls participation.

It is important to acknowledge that whilst team generation rates project team growth as a factor of population and existing teams, there are plans and strategies to increase the number of teams at some formats beyond what current trends suggest, due to a desire to change such trends.

¹⁷ Please note TGR figures are rounded to the lowest whole number.

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For example, female growth at women's and girls' age groups is relatively small, however, there are planned increases in activity around female participation through both All Stars Cricket and a programme of softball cricket in 2018 which are likely to reflect in growth above levels shown through team generation rates.

All Stars Cricket

In partnership with the ECB and Chance to Shine cricket clubs in Newcastle-under-Lyme can register to become an ECB All Stars Cricket Centre. Once registered, a club can deliver the programme which aims to introduce cricket to children aged from five to eight. Subsequently, this may lead to increased interest and demand for junior cricket at clubs. The programme seeks to achieve the following aims:

- ◀ Increase cricket activity for five to eight year olds in the school and club environment
- ◀ Develop consistency of message in both settings to aid transition
- ◀ Improve generic movement skills for children, using cricket as the vehicle
- ◀ Make it easier for new volunteers to support and deliver in the club environment
- ◀ Use fun small sided games to enthuse new children and volunteers to follow and play the game

Audley, Betley, Kidsgrove, Leycett, and Silverdale cricket clubs all ran All Stars Cricket centres in 2019 and are subsequently likely to experience significant interest and growth in junior participation in the 2020 season.

Softball cricket

Softball cricket is an ECB initiative aimed at women and girls to increase participation in cricket as a sport. The aim of softball cricket sections are enjoyment and participation; without pads, a hardball, a heavy bat and limited rules. Sessions follow a festival format with each session running for a maximum of two and half hours, shorter than traditional formats. Playing equipment is supplied by festival organisers, with all participants provided with a t-shirt for taking part.

Audley, Newcastle & Hartshill and Whitmore cricket clubs all plan to enter teams into the Women's Softball Cricket next season.

Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays, with the majority of teams playing within this time period. The remaining senior teams either play on Sundays or midweek.

For junior cricket, peak time demand varies between Sundays and midweek, with the clubs generally arranging the fixtures to best suit their needs. As a result, squares have greater capacity to carry junior demand as play can be spread across numerous days (providing the squares are not overplayed).

4.4: Capacity analysis

Capacity analysis for cricket is measured on a seasonal rather than a weekly basis. This is due to playability (as only one match is generally played per pitch per day at weekends or weekday evening) and because wickets are rotated throughout the season to reduce wear and tear and to allow for repair.

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The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section of the report presents the current pitch stock available for cricket and illustrates the number of competitive matches per season per square. For good quality squares, capacity is considered to be five matches per wicket per season, whilst for a standard quality square, capacity is four matches per wicket per season. For poor quality squares, no capacity is considered to exist as such provision is not safe for play.

The number of matches played by each team has been derived from consultation with the clubs. Where consultation was not possible, the assumption has been made that all senior teams play between ten and 12 home matches per year and all junior teams play between four and eight matches per year depending on their age and level of competition. The above is used to allocate capacity ratings as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

Please note that non-turf wickets have been discounted from the table overleaf. No non-turf wicket squares are recorded as accommodating more than 60 matches per season, therefore, all non-turf wickets are considered to have spare capacity. This translates to actual spare capacity for junior cricket as peak time is midweek, whereby non-turf wickets are more commonly used and matches can be played on a variety of days.

The capacity analysis assumes that all clubs rotate their wickets evenly. However, this may not be the case at all sites, with central wickets potentially used more commonly than outer wickets that are closer to a boundary, especially for senior matches. The idea is to showcase what the capacity is or could be if best practice is followed for the whole square, rather than doing it on a wicket-by-wicket basis.

It should be noted that any potential spare capacity for senior and junior cricket has been discounted if the site is not available for community use, has unsecure tenure or is currently overplayed / played to capacity.

For reference a site is considered to have unsecure tenure if the cricket provision on the site is not guaranteed to be retained over the next three years. Unless known otherwise, Town and Parish council managed squares are considered to generally be secure, as part of the Council's maintained sports and leisure provision offering.

In contrast, schools and academies often state their own policies and are more likely to restrict levels of community use. Therefore, they are considered to have unsecure tenure.

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Table 4.13: Capacity of cricket squares

Site ID	Site name	Analysis area	Community use?	Security of tenure	No. of squares	Pitch quality	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)	Potential spare capacity for senior cricket?	Potential spare capacity for junior cricket?
7	Audley Cricket Club	Rural North	Yes	Secure	1	Good	15	75	59	16	No	Yes
8	Betley Cricket Club	Rural North	Yes	Secure	1	Good	12	60	59	1	No	No
9	Bignall End Cricket Club	Rural North	Yes	Secure	1	Good	12	60	47	13	No	Yes
24	Keele University Sports Centre	Rural Central and Keele	Yes	Unsecure	1	Standard	6	24	5	19	No	No
27	Kidsgrove Cricket Club	Kidsgrove	Yes	Secure	1	Good	10	50	42	8	No	Yes
37	Newcastle and Hartshill Cricket Club	UNNS&C	Yes	Secure	1	Good	13	65	69	4	No	No
39	Newcastle-under-Lyme School	UNNS&C	Yes	Unsecure	2	Good	8	40	-	40	No	No
39	Newcastle-under-Lyme School	UNNS&C	Yes	Unsecure		Good	5	25	-	25	No	No
47	Scot Hay Cricket Club	Rural Central and Keele	Yes	Unsecure	1	Standard	8	32	46	14	No	No
49	Silverdale Cricket Club	UNNS&C	Yes	Secure	1	Good	10	50	31	19	No	Yes
62	Whitmore Cricket Club	Rural South	Yes	Secure	1	Standard	14	56	52	4	No	No
65	Wood Lane Cricket Club	Rural North	Yes	Secure	1	Good	10	50	31	19	No	Yes
74	Leycett Cricket Club	Rural Central and Keele	Yes	Secure	1	Good	14	70	60	10	No	Yes
76	Onneley Cricket Club	Rural Central and Keele	Yes	Secure	1	Good	8	40	30	10	No	Yes
77	Porthill Park Cricket Club	UNNS&C	Yes	Secure	1	Good	12	60	62	2	No	No
106	Hales Cricket Club	Rural South	Yes	Unsecure	1	Standard	5	20	17	3	No	No

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Senior cricket spare capacity

A square is only considered to have actual spare capacity if it is available for further usage at peak time. For senior cricket, peak time is Saturday as this is when most demand exists. As only one match can be played on each square per day, only two Saturday teams can be assigned to play home matches on one square (based on matches being played on an alternate home and away basis). As such, if a square has two Saturday teams already playing home fixtures on it, no actual spare capacity is perceived to exist for additional senior usage. If one or no teams are playing on a square on a Saturday, and it has overall capacity, actual spare capacity for senior demand is generally identified.

Notwithstanding the above, there may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as actual spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site. As such, no sites that are over, at, or close to capacity are considered to have actual spare capacity (at least 12 match equivalent sessions of spare capacity are required for an additional senior team to be accommodated) and neither are sites with unsecure tenure as future usage cannot be guaranteed.

Although there are several sites that have the potential for spare capacity at senior peak period there are no actual squares within the Borough that have actual spare capacity. This is due to sites either having spare capacity discounted due to unsecure tenure, being overplayed or already having two senior men's teams using the square on a Saturday.

It is worth noting that more squares have spare capacity on a Sunday, meaning additional senior demand could be accommodated outside of the peak period whilst still playing within a competitive league format, if necessary. This also provides additional capacity for senior women's cricket, which is more likely to be played on a Sunday.

Junior cricket spare capacity

For junior cricket, most squares with spare capacity have actual spare capacity for an increase in demand. This is because junior matches are generally played during midweek, where matches can be spread across numerous days, meaning capacity is not limited to two teams. Moreover, the presence of junior wickets at certain sites, as well as NTPs, provide further capacity that is generally not available to senior demand.

For a square to have actual spare capacity for junior cricket, it must not be poor quality, have secure tenure, not be overplayed or have more than four match equivalent sessions of spare capacity as this is the average number of matches an additional junior team would play. Furthermore, a square is not considered to have capacity for an increase in demand if it is already used by six midweek teams or more as availability is then assumed to be limited (on average, clubs are able to play junior fixtures on three nights per week, with other nights reserved for other activity such as All Stars).

Table 4.14: Summary of actual spare capacity for junior cricket

Site ID	Site name	Analysis area	Actual spare capacity (MES)	Number of additional teams that could be accommodated
7	Audley Cricket Club	Rural North	16	1 x team
9	Bignall End Cricket Club	Rural North	13	2 x teams

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Site ID	Site name	Analysis area	Actual spare capacity (MES)	Number of additional teams that could be accommodated
27	Kidsgrove Cricket Club	Kidsgrove	8	2 x teams
49	Silverdale Cricket Club	UNNS&C	19	4 x teams
62	Whitmore Cricket Club	Rural South	4	No additional capacity
65	Wood Lane Cricket Club	Rural North	19	4 x teams
74	Leycett Cricket Club	Rural Central and Keele	10	2 x teams
76	Onneley Cricket Club	Rural Central and Keele	10	2 x teams

As shown in the table above there are a total of seven squares that can accommodate at least one additional junior team during the week. Although there is overall capacity at Whitmore Cricket Club for additional junior demand, realistically, there are already six midweek teams accessing the site leaving no spare capacity.

As such, despite large amounts of actual spare capacity being identified for an increase in junior demand, capacity may still be an issue for clubs with large junior sections that may not be able to play all their matches on one square.

Overlay

There are three sites in Newcastle-under-Lyme considered to be overplayed by a total of 20 match equivalent sessions per season. Although it is possible to sustain certain, minimal levels of overplay providing that a regular, sufficient maintenance regime is in place, a resolution is recommended to ensure that there is no detrimental effect on quality over time.

Table 4.15: Summary of overplay

Site ID	Site name	Analysis area	Number of squares	Overplay (matches per season)
37	Newcastle and Hartshill Cricket Club	UNNS&C	1	4
47	Scot Hay Cricket Club	Rural Central and Keele	1	14
77	Porthill Park Cricket Club	UNNS&C	1	2
Total			3	20

Most overplay on grass cricket squares derives from the Rural Central and Keele Analysis Area, totalling 14 match sessions per season at Scot Hay Cricket Club. This overplay is through substantial amount of demand access the three sites.

As a percentage of usage from clubs comes from junior cricket, installation of an NTP in situ on the squares would allow junior matches to be transferred from the grass cricket squares, thus alleviating the majority of overplay. Of the three overplayed sites, only one (Newcastle and Hartshill is currently serviced by an NTP).

The inclusion of an NTP for the management of fixtures would alleviate overplay issues; however, this would be subject to league rules and minimum pitch specifications (see ECB S9 pitch layout). Where possible, the addition of an NTP could be considered for junior cricket (up to U15s) and potentially lower league senior cricket which will take the burden off grass wickets due to intensification of use. This will be explored further within the Strategy and Action Plan.

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Given the preference for use of grass cricket squares provision as opposed to NTPs for senior cricket, alternative solutions to alleviate overplay will also be explored, including the use of a secondary site with spare capacity, or increasing natural turf capacity at the main home site through creation of additional grass wickets if the site is feasibly able to accommodate expansion of the square.

4.5: Supply and demand analysis

Consideration must be given to the extent in which provision can accommodate current and future demand.

Senior cricket capacity balance

The below looks at actual spare capacity during the peak period (Saturday) for senior cricket against overplay and identified future demand. Future demand is based on club aspirations; with population growth predicting relatively little growth, it is considered that such demand will be absorbed via club-driven increases in participation.

For this, please note that actual spare capacity is converted from number of squares to match equivalent sessions. This is calculated by using the average number of matches played per season by senior teams (12) multiplied by the number of additional teams that can be fielded at peak time (one team per 0.5 squares that are available). The entirety of spare capacity available at each site is not used as this number of matches may not be able to be accommodated at peak time (the maximum amount of spare capacity that can be accommodated on one square at peak time is 24 match equivalent sessions per season). Any remaining spare capacity could be used outside of this (midweek or Sunday).

Similarly, match equivalent sessions for future demand are based on the average number of matches played per season by the respective team type (12 matches for senior men's matches and eight matches for senior women's).

Table 4.16: Capacity balance of grass cricket squares for senior cricket

Analysis area	Actual spare capacity (match sessions per season)	Demand (match sessions per season)			
		Overplay	Current total	Future demand	Total
Kidsgrove	-	-	-	20	20
Rural Central and Keele	-	14	14	-	14
Rural North	-	-	-	12	12
Rural South	-	-	-	-	-
UNNS&C	-	6	6	20	26
Total	-	20	20	52	72

Analysis suggests that there is currently an overall shortfall across Newcastle-under-Lyme with both Rural Central and Keele and UNNS&C analysis areas overplayed by a total of 20 match equivalent sessions per season.

When accounting for significant levels of future demand, in addition to the Rural Central and Keele and UNNS&C analysis areas, the Kidsgrove and Rural South areas become overplayed resulting in an overall shortfall across Shropshire of 72 match equivalent sessions per season.

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Junior cricket capacity balance

The table below looks at actual spare capacity during the peak period (midweek) for junior cricket.

For this, actual spare capacity equates to the total spare capacity at each available site or, if it is lower, the total number of additional junior teams that could be fielded on each available square (on the assumption that one square can accommodate six midweek teams playing home and away) multiplied by four (the average number of matches a junior team plays). This is because additional demand at peak time is not limited to one day.

Overplay is also greater than that identified in the senior cricket capacity balance as it also accounts for overplay of junior wickets. However, NTPs are not taken into consideration as all existing provision is deemed to have spare capacity for further usage.

Future demand is quantified by multiplying the predicted future number of junior teams and multiplying is by the average number of matches played during a season (four).

Table 4.17: Capacity balance of grass cricket squares for junior cricket

Analysis area	Actual spare capacity (match sessions per season)	Demand (match sessions per season)			
		Overplay	Current total	Future demand	Total
Kidsgrove	8	-	8	4	4
Rural Central and Keele	16	14	2	12	10
Rural North	28	-	28	16	12
Rural South	4	-	4	8	4
UNNS&C	-	6	6	16	22
Total	54	20	36	56	20

Analysis of cricket provision for junior demand suggests that there is currently spare capacity in four out of the five analysis areas, with a minor shortfall in the UNNS&C Analysis Area.

When factoring in future demand, the shortfalls worsen in the UNNS&C Analysis Area with shortfalls also appearing in the Rural Central and Keele and Rural South analysis areas resulting in an overall future shortfall of 20 match equivalent sessions across Newcastle-under-Lyme.

Overall, there is currently not enough supply of cricket squares in Newcastle-under-Lyme to cater for current senior demand, whereas, there is sufficient capacity for junior cricket. After factoring in future demand there is an insufficient supply of cricket squares for both senior and junior cricket.

As a result, it is imperative that good quality provision is protected and sustained, whilst standard and poor quality provision should be improved to better cater for demand and to help negate what issues exist.

To further alleviate what shortfalls are present, multiple aspects could be explored. This includes improving security of tenure across a greater number of sites, gaining access to more provision (e.g. via schools), installing more NTPs and better utilising existing NTPs, ensuring ancillary and practice provision is adequate for all forms of play and exploring the creation of new squares. These will be further explored within the Strategy document.

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Playing Pitch Strategy 2014

The 2014 Newcastle-under-Lyme Playing Pitch Strategy found that:

- ◀ There were 14 cricket pitches available for community use in Newcastle-under-Lyme accommodating 95 teams (including senior and junior).
- ◀ The grass square audit found that most of the pitches (62%) were assessed as good quality, 29% as standard and 9% as poor quality.
- ◀ The majority of clubs had secured tenure at their home sites through freehold or lease with only Newcastle & Hartshill CC renting a pitch from the Council.
- ◀ There were shortfalls highlighted evident in each of the analysis areas leading to an overall shortfall for the Borough.

In general, the cricket landscape has remained the same in Newcastle-under-Lyme with an increase of two in community available cricket squares; both of which are located at Newcastle-under-Lyme School. It should be noted that since the previous PPS Scot Hay CC has folded.

In addition, security of tenure has been secured at Newcastle and Hartshill Cricket Club which now has a long term lease from the Borough Council.

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Cricket summary

- ◀ **In summary, there is insufficient supply of cricket provision to cater for current senior demand across Newcastle-under-Lyme, 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 15 grass wicket squares in Newcastle-under-Lyme located across 14 sites. All of the squares are available for community use.
- ◀ There are previously unused cricket squares located at Keele University Sports Centre and North Staffs Sports Club. There is also a lapsed square at the previous home of Onneley Cricket Club.
- ◀ In Newcastle-under-Lyme, there are four NTPs that accompany grass wicket squares in addition to five standalone NTPs.
- ◀ All clubs apart from Keele University CC have secure tenure at their designated home site.
- ◀ Audley CC and Porthill Park CC both aspire to formalise tenure at their secondary grounds, which are Hales Cricket Club and Scot Hay Cricket Club respectively.
- ◀ The non-technical assessment of grass wicket squares in the Borough found the majority (12 or 75%) to be good quality with the remaining three being standard quality.
- ◀ The audit of ancillary facilities determines that all but two sites currently accessed for affiliated cricket in Newcastle-under-Lyme are accompanied by either good or standard quality changing rooms. Poor quality facilities are at Hales Cricket Club and Scot Hay Cricket Club.
- ◀ There are 12 clubs competing in Newcastle-under-Lyme generating 101 teams. As a breakdown, this equates to 40 senior men's, one senior women's and 58 junior boys' and two junior girls' teams.
- ◀ Newcastle & Hartshill CC currently exports its third and fourth Saturday teams into the neighbouring authority of Stafford.
- ◀ Although not technically classified as exported demand, Audley CC reports issues accessing its secondary venue Hales Cricket Club.
- ◀ Of clubs that responded to consultation, total future growth totals three senior men's, two senior women's and 13 junior teams.
- ◀ In the Study Area, Audley, Betley, Kidsgrove, Leycett, and Silverdale cricket clubs all run All Stars Cricket centres in 2019.
- ◀ There are a total of seven squares that can accommodate at least one additional junior team during the week. There is no spare capacity to accommodate additional senior demand at senior peak time.
- ◀ There are three sites in Newcastle-under-Lyme considered to be overplayed by a total of 20 match equivalent sessions per season.

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PART 5: RUGBY UNION

5.1: Introduction

The Rugby Football Union (RFU) is split into six areas across the country with a workforce team that covers development, coaching, governance and competitions. Newcastle-under-Lyme falls within Area Five, with a Rugby Development Officer (RDO) and a team of Community Rugby Coaches (CRC) that deliver core programmes in schools and clubs.

Its variety of programmes, which include 15 aside, 10 aside, 7 aside, Tag and the O2 Touch programme, all aim to increase and retain participation within the game. In order to sustain and increase participation in the game facilities need to be appropriate, affordable and accessible.

Consultation

There are three clubs currently playing within Newcastle-under-Lyme: Newcastle (Staffs) RUFC, Linley & Kidsgrove RUFC and Keele University RFC. The former two clubs were met with face to face, whereas the latter completed an online survey. This result in 100% response rate.

5.2: Supply

Within Newcastle-under-Lyme there are 11 senior pitches, two junior pitches and two mini pitches provided, with all but four pitches being available for community use. The unavailable pitches are located at two educational sites. Clayton Hall Academy has one mini pitch whereas Newcastle-under-Lyme School has three senior pitches.

As seen in the table overleaf, rugby union provision across the Borough is isolated to three analysis areas, these being Kidsgrove, Rural Central and Keele and Urban Newcastle North, South and Central.

Table 5.1: Supply of all rugby union pitches across Newcastle-under-Lyme

Analysis area	No. of senior pitches	No. of junior pitches	No. of mini pitches
Kidsgrove	2	-	1
Rural Central and Keele	3	-	-
Rural North	-	-	-
Rural South	-	-	-
UNNS&C	6	2	1
Total	11	2	2

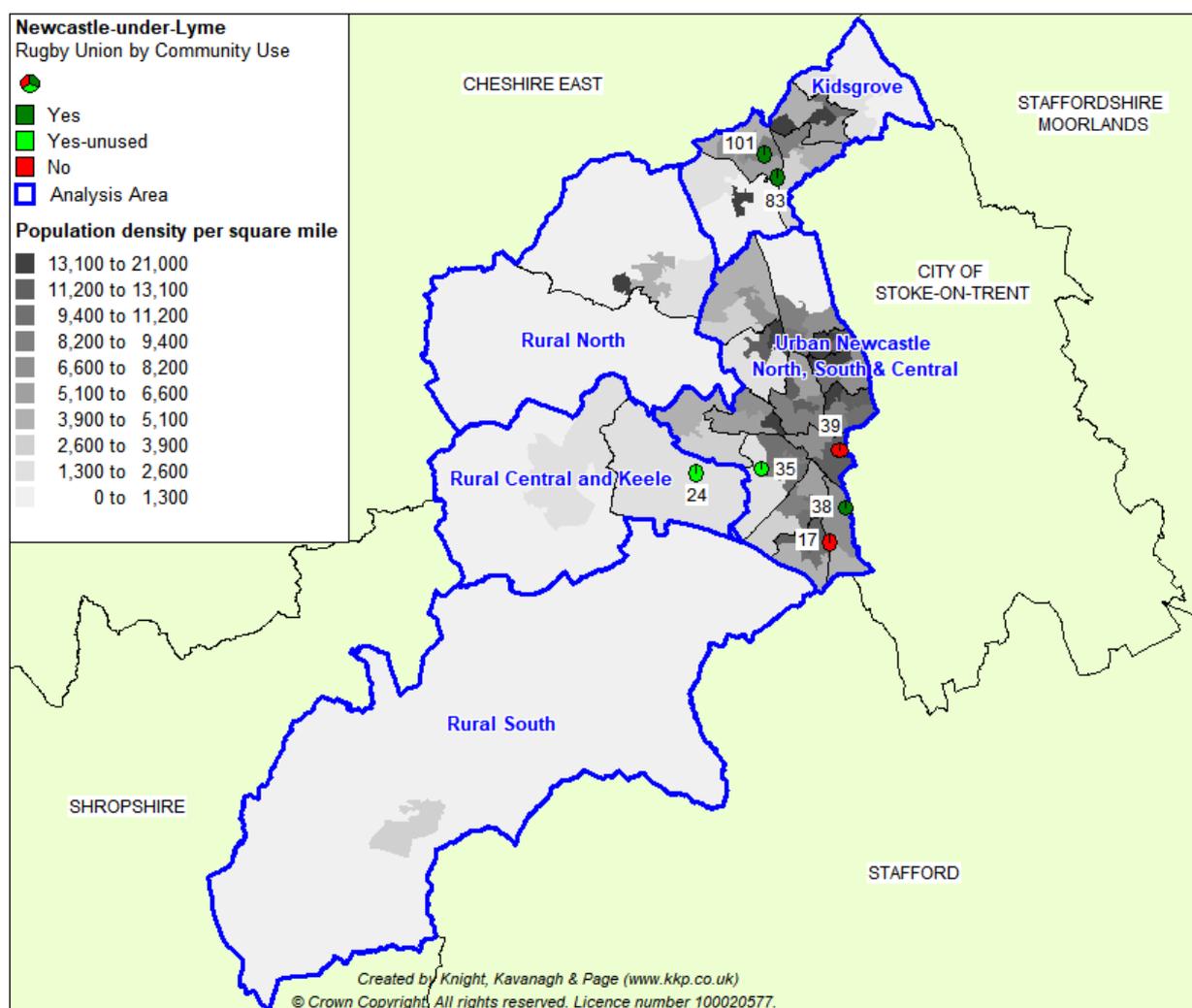
The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please see the table below.

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Table 5.2: Pitch dimensions

Age	Pitch type	Maximum pitch dimensions (metres) ¹⁸
U7	Mini	20 x 12
U8	Mini	45 x 22
U9	Mini	60 x 30
U10	Mini	60 x 35
U11	Mini	60 x 43
U12	Mini	60 x 43
U13	Junior	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70 ¹⁹

Figure 5.1: Location of rugby union pitches within Newcastle-under-Lyme



¹⁸ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

¹⁹ Minimum dimensions of 94 x 68 metres are accepted.

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Lapsed/disused provision

Playing fields which have previously accommodated formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not 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'.

As mentioned, a lapsed site was as a playing field more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraphs 97 and 98 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

The King's Church of England School has a lease from the Council of unattached playing fields located off Springfield Drive (ST7 1RW) known locally as Clough Hall Playing Fields. The site has historically been used for both football and rugby union, however, as of 2019 there were no formal pitches marked out. According to satellite imagery the last time pitches were marked out was in 2011 (Two senior rugby union pitches) with the site now considered lapsed.

Since the previous PPS in 2014 there are two sites which have stopped maintaining rugby union pitches, however, the sites cannot be classified as lapsed or disused as there are still actively used for other sports such as football.

North Staffs Sports Club used to accommodate one senior rugby union pitch. This pitch is no longer actively marked or maintained since the Club which used it, Hanford RFC, folded. The site is still actively used for football.

The previous study reported Madeley High School accommodated one senior rugby union pitch. Through recent consultation with the School this pitch is no longer marked out with only football pitches used for curricular activities.

Security of tenure

Newcastle (Staffs) RUFC has a mixed arrangement at Newcastle RUFC. Its main floodlit pitch is on a 32 year lease, whereas, remaining provision is rented on an annual basis, both from the Council. The Club does not indicate any issues with this current arrangement.

This being said the Club is aware that if it were to receive any future investment on the provision it rents from the Council it would require a long term tenure to be granted.

Linley & Kidsgrove RUFC rent the use of Bathpool Country Park from the Council on a weekly agreement. The Club will also rent provision at Clough Hall Park from the Council when there is fixture congestion at Bathpool Country Park. The Club is considered to have secure tenure due to the Council commitment to maintain sporting provision over the next five years.

Pitch quality

The assessment of rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. An overall quality based on both drainage and maintenance can then be generated.

The agreed rating for each pitch type also represents actions required to improve pitch quality.

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A breakdown of actions required based on the ratings can be seen below:

Table 5.3: Definition of maintenance categories

Category	Definition
M0	Action is significant improvements to maintenance programme
M1	Action is minor improvements to maintenance programme
M2	Action is no improvements to maintenance programme

Table 5.4: Definition of drainage categories

Category	Definition
D0	Action is pipe drainage system is needed on pitch
D1	Action is pipe drainage is needed on pitch
D2	Action is slit drainage is needed on pitch
D3	No action is needed on pitch drainage

Table 5.5: Quality ratings based on maintenance and drainage scores

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	Poor	Poor	Standard
	Natural Adequate (D1)	Poor	Standard	Good
	Pipe Drained (D2)	Standard	Standard	Good
	Pipe and Slit Drained (D3)	Standard	Good	Good

The figures are based upon a pipe drained system at 5m centres that has been installed in the last eight years and a slit drained system at 1m centres that has been installed in the last five years.

Of the community available pitches in Newcastle-under-Lyme, four are assessed as good quality and seven as poor quality. No pitches, whether they are community accessible or not, are assessed as standard quality.

The main floodlit pitch at Newcastle RUFC is maintained to a high level by the Club including carrying out regular aeration, weed killing and fertilising. In comparison, the remaining pitches used by the Club are maintained by the Council, which provides only basic levels of maintenance, resulting in their poor quality.

The Club aspires to fence off its main pitch in order to protect its quality. It reports the pitch is near a publicly accessible walkway which leads to issues with litter, dog fouling and unauthorised access.

Similarly pitches used by Linley & Kidsgrove RUFC are Council pitches and receive limited maintenance. In addition, the pitches at Bathpool Country Park and Clough Hall Park are also open access which results in issues with dog fouling and litter.

All school pitches vary from poor to good quality, with the pitches at Newcastle-under-Lyme School, receiving a better quality level due to higher levels of dedicated maintenance carried out on its pitches. A detailed breakdown of such provision can be seen in the table overleaf.

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Table 5.6: Site quality ratings

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Floodlit?	Non-technical assessment score	Quality rating
17	Clayton Hall Academy	UNNS&C	No	1	Mini	No	M0/D0	Poor
24	Keele University Sports Centre	Rural Central and Keele	Yes-unused	2	Senior	No	M2/D2	Good
24	Keele University Sports Centre	Rural Central and Keele	Yes-unused			No	M2/D2	Good
24	Keele University Sports Centre	Rural Central and Keele	Yes-unused	1	Senior	No	M2/D1	Good
35	Newcastle Academy Grass Pitches	UNNS&C	Yes-unused	1	Senior	No	M0/D1	Poor
38	Newcastle RUFC	UNNS&C	Yes	1	Senior	Yes	M2/D1	Good
38	Newcastle RUFC	UNNS&C	Yes	1	Senior	No	M0/D1	Poor
38	Newcastle RUFC	UNNS&C	Yes	2	Junior	No	M0/D1	Poor
39	Newcastle-under-Lyme School	UNNS&C	No	1	Senior	Yes	M2/D1	Good
39	Newcastle-under-Lyme School	UNNS&C	No	1	Senior	Yes	M2/D1	Good
39	Newcastle-under-Lyme School	UNNS&C	No	1	Senior	Yes	M2/D1	Good
83	Bathpool Country Park	Kidsgrove	Yes	1	Mini	No	M0/D1	Poor
83	Bathpool Country Park	Kidsgrove	Yes	1	Senior	No	M0/D1	Poor
101	Clough Hall Park	Kidsgrove	Yes	1	Senior	No	M0/D1	Poor

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Ancillary facilities

The quality of ancillary facilities at Newcastle RUFC is good with Newcastle (Staffs) RUFC frequently investing in provision in order to sustain its condition. The main issue is the access to the site is through a tight single lane road, however, due to its location there is minimal opportunity to improve this.

In comparison Linley & Kidsgrove RUFC has access to poor quality changing rooms at Bathpool Country Park. This is not an immediate issue for the Club as it also uses the good quality clubhouse at Kidsgrove Cricket Club. Both Bathpool Country Park and Clough Hall Park are within walking distance from these ancillary facilities.

Keele University RFC accesses standard quality ancillary provision at Keele University Sports Centre. The University aspires to modernise the building as it is tired and dated, however, has limited finances available to make any enhancements.

Facilities at school sites vary, although with none of them currently in use for rugby this is presently a non-factor.

5.3: Demand

Competitive play

There are two community rugby union clubs based in Newcastle-under-Lyme, in addition to demand generated from Keele University, providing a total of 20 teams. This is divided into eight senior men's, one senior women's, five junior boys' and six mini teams. The largest club in the Borough is Newcastle (Staffs) RUFC which fields 15 teams, 75% of the authority's demand.

Table 5.7: Summary of club demand

Club	Analysis area	No. of rugby union teams		
		Senior (19+)	Junior (13-18)	Mini (6-12)
Keele University RFC	Rural Central and Centre	3	-	-
Linley & Kidsgrove RUFC	Kidsgrove	2	-	-
Newcastle (Staffs) RUFC	UNNS&C	4	5	6
Total		9	5	6

There are no dedicated women's teams provided by Newcastle (Staffs) RUFC or Linley & Kidsgrove RUFC. The only women's team playing in Newcastle-under-Lyme is a British Universities & Colleges Sport (BUCS) team from Keele University RFC.

Training

Throughout the Country, many rugby teams train at their home ground on match pitches. As a result, usage is concentrated which reduces the capacity for match play on these pitches and means they are more likely to be overplayed. A key factor in determining the extent of training on match pitches is the presence of floodlighting.

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Newcastle (Staffs) RUFC uses the floodlit grass pitch at Newcastle RUFC for all its training demand. The Club utilises the pitch Tuesday to Friday for two hours each night equating to six match equivalent session a week. As the main pitch is heavily used for both competitive and training demand it aspires to install floodlights on an unused patch of grass located adjacent to its first team pitch. If achievable, it would be able to transfer training demand off its main pitch to the new area in order to alleviate demand off its main pitch.

Similarly, Linley & Kidsgrove RUFC trains on the mini pitch at Bathpool Country Park using portable floodlights. The Club trains Tuesdays and Thursdays for one hour each night. This equates to 1.5 match equivalent sessions per week.

Keele University RFC has access to the World Rugby Compliant 3G pitch at Keele University Sports Centre for its midweek training demand.

Use of artificial pitches

Nationally, clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost. Further detail on use of 3G pitches can be found in Part 3: Third Generation Turf (3G) Artificial Grass Pitches (AGPS).

In December 2015, the RFU announced plans to increase the supply of available World Rugby certified pitches across the country as part of its investment strategy. This is to be made up of 60 pitches on rugby club sites, with a further 40 pitches on other community based sites with usage agreements securing capacity for use by local rugby clubs and groups. The RFU believes increased investment into 3G pitches will allow it to sustain and grow participation in the game given increasing pressure on grass pitches, changing player expectations, competition from other sports investing in artificial pitches and changing weather conditions.

However, as mentioned in Part 3: Third Generation Turf (3G) Artificial Grass Pitches (AGPS), the RFU's investment into 3G provision is currently on hiatus whilst projects are being assessed.

Exported demand

Displaced or exported demand refers to Newcastle-under-Lyme based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. There is no known exported demand outside of the Borough.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Newcastle-under-Lyme study area due to a lack of available facilities in other local authorities where such team or club is based. There is no known imported demand into the Borough.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

Participation increases

Newcastle (Staffs) RUFC is the only Club, through consultation, to indicate aspirations to increase the number of teams it fields. It reports wanting to create a colts team and senior women's team which would amount to one additional match equivalent session per week usage.

Linley & Kidsgrove RUFC reports no immediate plans to increase the number of teams it fields.

Population increases

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (2037).

Table 5.8: Boroughwide TGRs

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2037)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (19-45)	23,181	8	1:2,898	25,631	9	1
Senior Women's (19-45)	22,395	1	1:22,395	23,656	1	0
Junior Boys (13-18)	4,161	5	1:832	4,420	5	0
Junior Girls (13-18)	3,858	0	0	4,230	0	0
Mini rugby mixed (7-12)	8,171	6	1:1,362	8,253	6	0

As seen in the table above, there is enough expected growth across the Borough to generate one additional senior men's team. However, this demand dissipates when trying to allocate it to one analysis area.

Please note that as there is only one dedicated women's team currently playing in Newcastle-under-Lyme with population growth not predicting any further demand will be created. However, consultation with the RFU suggests that the development of female rugby in the Borough is likely as it is currently a focus area for the NGB. This will be quantified through future demand in the supply and demand analysis of one women's team and one girls team. The women's team is encapsulated by the abovementioned demand from Newcastle (Staffs) RUFC. The girls team will also be accredited to UNNS&C Analysis Area as this is where all the junior and mini demand is situated and therefore be the most likely area to see this growth.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established for all types of rugby. For senior teams, it is considered to be Saturday PM as all senior men's teams play at this time. Peak time for mini and junior rugby is Sunday AM.

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5.4: Capacity analysis

The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing rugby. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off-peak times.

To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ In order to account for curricular and extra curricular activity on school pitches by schools a total of one match equivalent session has been added to each pitch.
- ◀ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ◀ From U13 upwards, teams play 15 v15 and use a full pitch.
- ◀ Mini teams (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.
- ◀ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ◀ For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.
- ◀ Senior men's rugby generally takes place on Saturday afternoons.
- ◀ Senior women's rugby generally takes place on Sunday afternoons.
- ◀ Junior rugby generally takes place on Sunday mornings.
- ◀ Mini rugby generally takes place on Sunday mornings.
- ◀ Training that takes place on club pitches is reflected by the addition of match equivalent sessions to current usage levels.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate, set out below.

Table 5.9: Pitch capacity (matches per week) based on quality assessments

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate or Pipe Drained (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and consultation. This guide, however, is only a very general measure of potential pitch capacity. It does not account for specific circumstances at time of use and it assumes average rainfall and an appropriate end of season rest and renovation programme.

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Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out.

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking.

Table 5.10 shows community usage of available pitches. Where not overlaid as a result of community use, school sites are considered to have no spare capacity through unsecure tenure, unless it is known a community use agreement is in situ.

For school sites which are available for community use but that currently do not have any external hirers. one match equivalent session per week, per pitch has been accredited to indicate use for curricular and extracurricular activity as opposed to them being completely unused.

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Table 5.10: Capacity table for rugby pitches in Newcastle-under-Lyme

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Floodlit?	Non-tech score	Competitive demand (Match equivalent sessions per week)	Training demand (Match equivalent sessions per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
17	Clayton Hall Academy	UNNS&C	No	1	Mini	Poor	No	M0/D0	0.5	-	0.5		One poor quality mini pitch which is considered played to capacity through curricular / extra curricular usage.
24	Keele University Sports Centre	Rural Central and Keele	Yes-unused	2 1	Senior	Good	No	M2/D2 M2/D1	1.5	-	9.5	8	Three good quality senior pitches that have potential spare capacity.
35	Newcastle Academy Grass Pitches	UNNS&C	Yes-unused	1	Senior	Poor	No	M0/D1	1	-	1.5	0.5	One poor quality senior pitch that has potential spare capacity.
38	Newcastle RUFC	UNNS&C	Yes	1	Senior	Good	Yes	M2/D1	1	6	3	4	One good quality floodlit senior pitch that is overplayed by four match equivalent sessions through competitive and training demand.
38	Newcastle RUFC	UNNS&C	Yes	1	Senior	Poor	No	M0/D1	2	-	1.5	0.5	One poor quality senior pitch that is overplayed by 0.5 match equivalent sessions
38	Newcastle RUFC	UNNS&C	Yes	2	Junior	Poor	No	M0/D1	3	-	3		Two poor quality junior pitches that are played to capacity.
39	Newcastle-under-Lyme School	UNNS&C	No	1	Senior	Good	Yes	M2/D1	1	-	3	2	One good quality senior pitch that has potential spare capacity.
39	Newcastle-under-Lyme School	UNNS&C	No	1	Senior	Good	Yes	M2/D1	1	-	3	2	One good quality senior pitch that has potential spare capacity.
39	Newcastle-under-Lyme School	UNNS&C	No	1	Senior	Good	Yes	M2/D1	1	-	3	2	One good quality senior pitch that has potential spare capacity.
83	Bathpool Country Park	Kidsgrove	Yes	1	Mini	Poor	No	M0/D1	-	1.5	1.5		One poor quality mini pitch that is played to capacity from training demand.
83	Bathpool Country Park	Kidsgrove	Yes	1	Senior	Poor	No	M0/D1	0.5	-	1.5	1	One poor quality senior pitch that has potential spare capacity.
101	Clough Hall Park	Kidsgrove	Yes	1	Senior	Poor	No	M0/D1	0.5	-	1.5	1	One poor quality senior pitch that has potential spare capacity.

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Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Table 5.11: Summary of actual spare capacity

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Pitch quality	Potential capacity	Actual spare capacity	Comments
24	Keele University Sports Centre	Rural Central and Keele	Senior	3	Good	8	-	Actual spare capacity discounted due to unsecure tenure.
35	Newcastle Academy Grass Pitches	UNNS&C	Senior	1	Poor	0.5	-	Actual spare capacity discounted due poor quality and unsecure tenure
39	Newcastle-under-Lyme School	UNNS&C	Senior	3	Good	6	-	Actual spare capacity discounted due to pitches not being available for community use.
83	Bathpool Country Park	Kidsgrove	Senior	1	Poor	1	-	Actual spare capacity discounted due poor quality.
101	Clough Hall Park	Kidsgrove	Senior	1	Poor	1	-	Actual spare capacity discounted due poor quality.

There are five sites which display potential spare capacity to accommodate additional play in Newcastle-under-Lyme totalling 16.5 match equivalent sessions; however, in practice, there is no actual spare capacity for an increase in senior demand. This is due to sites either not having secure tenure, not being community available or having poor quality pitches.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

The programming of mini/junior rugby matches can be unclear with regards to ascertaining spare capacity, especially at peak time as it varies from week to week. Junior rugby sections tend to play regular matches as part of a league format, whereas, minis play organised friendly fixtures. Clubs organise a number of their mini age groups to play those from another club at once either at home or away. Teams will generally hold training sessions instead on the weeks that mini / junior sections do not have a fixture event arranged. This means that mini / junior sections require use of all home pitches for two or three mornings a month but may play an away fixture one week meaning none of the pitches are used that particular morning.

Mini/junior pitches are consequently considered to have no actual spare capacity as they are used most weeks, but it is acknowledged there are some when the pitches are not in use.

Overplay

There are two pitches on one site in Newcastle-under-Lyme which are overplayed by a total of 4.5 match equivalent sessions per week.

Table 5.12: Summary of supply and demand balance on senior rugby union pitches

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Overplay (match equivalent sessions per week)
38	Newcastle RUFC	UNNS&C	Senior	1	4
38	Newcastle RUFC	UNNS&C	Senior	1	0.5
Total				2	4.5

All overplay is in the UNNS&C Analysis Area at just one site; Newcastle RUFC.

5.5: Supply and demand analysis

Having considered supply and demand, the table overleaf identifies the overall spare capacity in each of the analysis areas for senior rugby union pitches based on match equivalent sessions per week. Future demand is based on both team generation rates which are driven by population increases as well as reported club development plans.

Table 5.13: Summary of supply and demand balance on senior rugby union pitches

Analysis area	Actual spare capacity ²⁰	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand ²¹	Future total
Kidsgrove	-	-		-	
Rural Central and Keele	-	-		-	
Rural North	-	-		-	
Rural South	-	-		-	
UNNS&C	-	4.5	4.5	1.5 ²²	6
Total	-	4.5	4.5	1.5	6

²⁰ In match equivalent sessions per week

²¹ Anticipated future junior demand is represented as 0.5 MES on a senior pitch whereas anticipated mini future demand is represented as 0.25 MES on a senior pitch.

²² This includes the anticipated future growth of one girls team, aforementioned, in future demand.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Overall, there is a current shortfall of 4.5 match equivalent sessions per week on senior rugby union pitches to meet current demand. This is further exacerbated when considering future demand, resulting in a future shortfall of six match equivalent sessions.

Given the above mentioned shortfalls, priority should be placed first and foremost on alleviating overplay. Given that the majority of overplay is a result of training demand on grass pitches, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to World Rugby compliant 3G pitches. These will be further explored within the Strategy document.

Playing Pitch Strategy 2014

The 2014 Newcastle-under-Lyme Playing Pitch Strategy found that:

- ◀ Overall, in Newcastle-under-Lyme there is a shortfall of rugby pitches.
- ◀ Generally, pitches are assessed as standard quality.
- ◀ There were three clubs operating in the Borough; Newcastle (Staffs) RUFC, Linley & Kidsgrove RUFC and Hanford RFC. There were also teams generated from Keele University.
- ◀ In total there were 18 rugby union pitches are located across 10 sites in Newcastle-under-Lyme.
- ◀ There are 24 teams in Newcastle-under-Lyme. Newcastle RFC is the largest with 15 teams, Linley & Kidsgrove RFC has five teams, Hanford RFC has one senior men's teams and Keele University has two senior men's teams and one senior women's team.

Since the previous PPS, Hanford RFC has folded leaving only Newcastle (Staffs) RUFC, Linley & Kidsgrove RUFC. However, an overall shortfall of rugby union provision still remains. The quality of pitches has altered with no standard pitches with them either being good or poor quality.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Rugby union summary

- ◀ **Overall, there is a current shortfall of 4.5 match equivalent sessions per week on senior rugby union pitches to meet current demand. This is further exacerbated when considering future demand, resulting in a shortfall of six match equivalent sessions.**
- ◀ Within Newcastle-under-Lyme there are 11 senior pitches, two junior pitches and two mini pitches provided, with all but four pitches being available for community use.
- ◀ Since the previous PPS in 2014 there are two sites which has stopped maintaining rugby union provision. These are North Staffs Sports Club and Madeley High School.
- ◀ Both Newcastle (Staffs) RUFC and Linley & Kidsgrove RUFC either rent or lease from the Council are each considered to have secure tenure.
- ◀ Of the community available pitches in Newcastle-under-Lyme, four are assessed as good quality and seven as poor quality.
- ◀ The quality of ancillary facilities at Newcastle RUFC is good with Newcastle (Staffs) RUFC frequently investing into the provision in order to sustain its condition. In comparison Linley & Kidsgrove RUFC has access to poor quality changing rooms at Bathpool Country Park.
- ◀ There are two community rugby union clubs based in Newcastle-under-Lyme, in addition to demand generated from Keele University, providing a total of 20 teams.
- ◀ Newcastle (Staffs) RUFC aspires to install floodlights on an unused grassed area to utilise for training in order to alleviate demand off its main pitch.
- ◀ Newcastle (Staffs) RUFC is the only Club through consultation to indicate aspirations to increase the number of teams it fields.
- ◀ There are five sites which display potential spare capacity to accommodate additional play in Newcastle-under-Lyme totalling 16.5 match equivalent sessions; however, in practice, there is no actual spare capacity for an increase in senior demand.
- ◀ All 4.5 match equivalent sessions of overplay is located in the UNNS&C Analysis Area at just one site which is Newcastle RUFC.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

PART 6: HOCKEY

6.1: Introduction

Hockey in England is governed by England Hockey (EH) and is administered locally by the Staffordshire Hockey Association.

Competitive league hockey matches and training can only be played on sand filled, sand dressed or water based artificial grass pitches (AGPs). Although competitive, adult and junior club training cannot take place on third generation turf pitches (3G), 40mm pitches may be suitable at introductory level, such as school curriculum low level hockey. EH's Artificial Grass Playing Surface Policy details suitability of surface type for varying levels of hockey, as shown below.

Table 6.1: England Hockey guidelines on artificial surface types suitable for hockey

Category	Surface	Playing Level	Playing Level
England Hockey Category 1	Water surface approved within the FIH Global/National Parameters	Essential International Hockey - Training and matches	Desirable Domestic National Premier competition Higher levels of EH Player Pathway Performance Centres and upwards England
England Hockey Category 2	Sand dressed surfaces within the FIH National Parameter	Essential Domestic National Premier competition Higher levels of player pathway: Academy Centres and Upwards	Desirable All adult and junior League Hockey Intermediate or advanced School Hockey EH competitions for clubs and schools (excluding domestic national league)
England Hockey Category 3	Sand based surfaces within the FIH National Parameter	Essential All adult and junior club training and league Hockey EH competitions for clubs and schools Intermediate or advanced schools hockey	Desirable
England Hockey Category 4	All 3G surfaces	Essential None	Desirable Lower level hockey (Introductory level) when no category 1-3 surface is available.

For senior teams, a full sized pitch for competitive matches must measure at least 91.4 x 55 metres excluding surrounding run off areas which must be a minimum of two metres at the sides & three metres at the ends. England Hockey preference is for four metre side and five metre end run offs, with a preferred overall area of 101.4 x 63 metres though a minimum overall area of 97.4 x 59 metres is accepted.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

It is considered that a hockey pitch can accommodate a maximum of four matches on one day (peak time) provided that the pitch has floodlighting. Training is generally midweek and requires access to a pitch and floodlights.

Consultation

There are two hockey clubs playing within Newcastle-under-Lyme: Keele University HC and North Stafford HC. Both clubs were met with face to face resulting in a 100% response rate.

6.2: Supply

There are three full size hockey suitable AGPs in Newcastle-under-Lyme, all of which, are available for community use to some extent. Most of the provision (66%) is located in the UNNS&C Analysis Area, whereas the remaining pitch at Keele University Sports Centre is located in the Rural Centre and Keele Analysis Area.

Table 6.2: Full size hockey suitable pitches in Newcastle-under-Lyme

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
17	Clayton Hall Academy	UNNS&C	Yes	Yes	98x62
24	Keele University Sports Centre	Rural Central and Keele	Yes	Yes	98x60
39	Newcastle-under-Lyme School	UNNS&C	Yes	Yes	95x58

In addition, there are two smaller size sand-based AGPs provided in Kidsgrove Analysis Area (see table overleaf). Whilst not large enough to accommodate senior hockey matches, these can be used for training activity as well as for some junior matches (if large enough).

Table 6.3: Small size hockey suitable pitches in Newcastle-under-Lyme

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
60	Kidsgrove Secondary	Kidsgrove	No	No	68x26
105	The King's Church of England School	Kidsgrove	No	Yes	100x40

Future provision

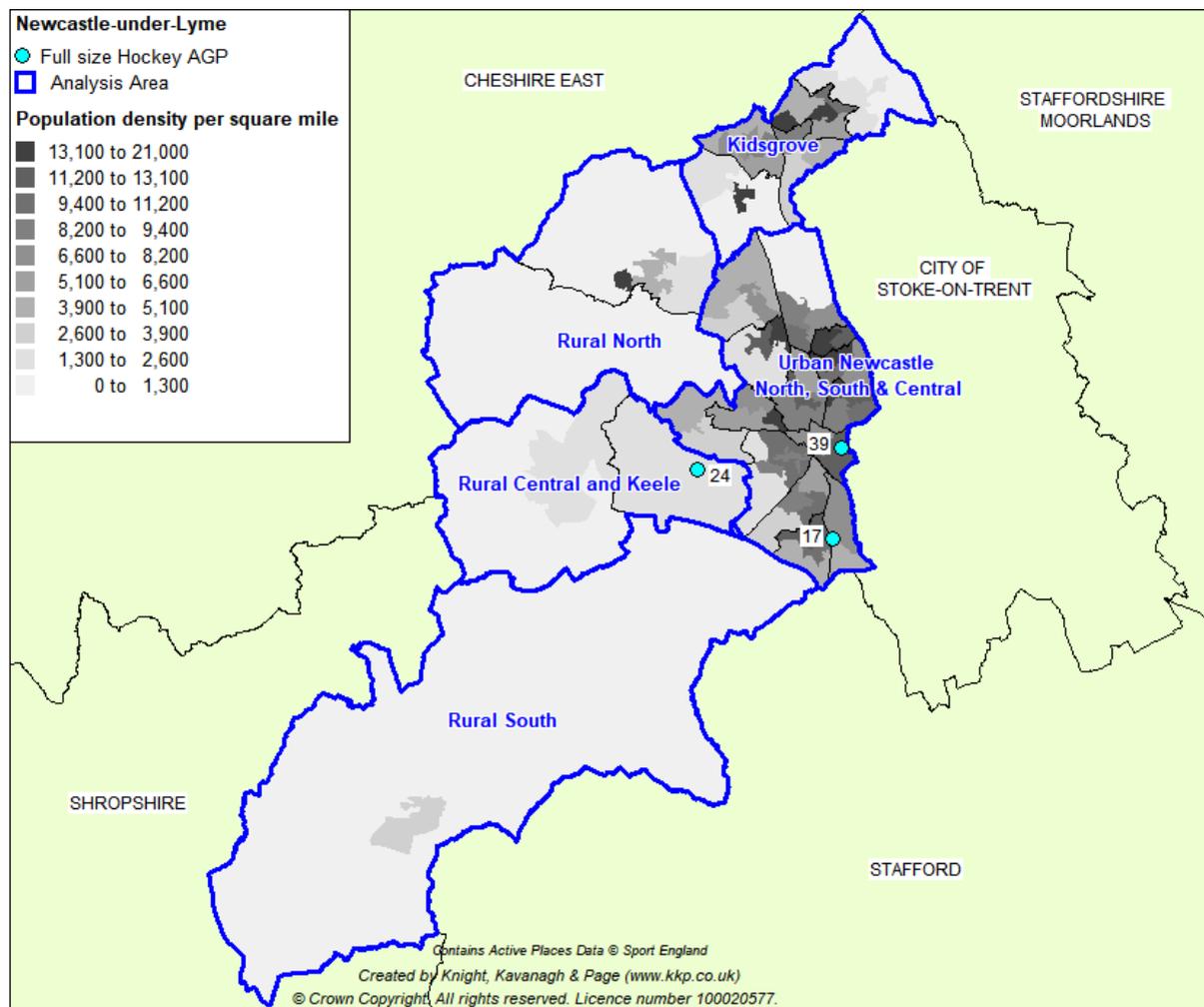
North Stafford HC and Newcastle-under-Lyme School have ambitions to create a second full size hockey suitable AGP at the School. The main reason for this is to enable future growth and return of exported demand as the current pitch is operating at capacity. Exported demand will be detailed later in the section.

In addition, a second pitch would allow the Club to train more, run EH initiatives such as Hockey Heroes as well as provide additional capacity at senior peak time (Saturday). It would also allow the School to run more programmes and coaching sessions in addition to host higher levels of competitions.

The School has an excellent relationship with the Club and has assisted in its growth with students progressing from curricular/extracurricular into club demand. If required, the School reports it will be able to give the Club security of tenure on the site in order for it to access potential grant funding.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Figure 6.1: Location of full size hockey suitable AGPs in Newcastle-under-Lyme



NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

PLAYING PITCH STRATEGY

Management and security of tenure

All hockey suitable AGPs in Newcastle-under-Lyme are managed within the education sector with one pitch each at Keele University, Newcastle-under-Lyme School and Clayton Hall Academy.

North Stafford HC rent the use of the pitch at Newcastle-under-Lyme School on an annual basis. The School and the Club have a good working relationship, and both indicate that if required they could formalise its usage through a lease or licence agreement.

In comparison, Keele University HC has security of tenure at the University.

Quality

The hockey suitable pitch at Newcastle-under-Lyme School is good quality having been resurfaced in 2018. In contrast, the AGPs at Keele University Sports Centre and Clayton Hall Academy are both poor quality.

The AGP at Keele University Sports Centre has not been resurfaced since 2007 and is poor quality, with significant problems identified. The pitch holds water and does not drain effectively causing moss and mildew on the playing surface. Consultation with Keele University HC and North Stafford HC, which access the pitch, collaborate these findings reporting the pitch is often unusable in periods of bad weather. Keele University HC also has to export its demand to Stone Hockey Club (Stafford) when the pitch cannot be used.

The pitch at Clayton Hall Academy is still rated as poor quality as it has not been refurbished since 2009 and is in need of remedial work. The pitch is not currently used for hockey with any externally usage coming from football teams.

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, together with maintenance levels, that most commonly affects quality. An issue for hockey nationally is that many providers did not financially plan to replace the carpet when first installed, which may be the case regarding Keele University Sports Centre and Clayton Hall Academy.

It is worth noting that the small size AGP at The King's Church of England School is of particular poor quality and in need of refurbishment to better sustain levels of curricular and extra curricular demand.

Ancillary provision

North Stafford HC utilises a private clubhouse adjacent to Newcastle-under-Lyme School for post match refreshments and accesses changing provision at the School for when it uses the pitch. The Club reports no issues with the quality of the provision; however, it indicates aspirations for a purpose built onsite clubhouse in conjunction with any future potential development of a second hockey suitable AGP at the School.

Keele University HC accesses standard quality ancillary provision at Keele University Sports Centre. The University aspires to modernise the building as it is tired and dated, however, has limited finances available to make any enhancements.

6.3: Demand

There are two clubs currently based in Newcastle-under-Lyme: North Stafford HC and Keele University HC.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

North Stafford HC

The Club fields five senior men's, three senior women's, two badger sections and 11 dedicated junior teams that play in tournaments. It has a total of eight senior teams which play competitive fixtures on a Saturday whereas the remaining demand plays or trains on Sundays, often in infrequent tournaments.

The Club reports, if fixtures are managed appropriately, four senior teams can play at the School on a Saturday with the remaining four teams playing away, meaning there is no requirement to access additional provision.

If there is any need to use a secondary venue, due to fixture congestion, it primarily exports demand into Stoke-on-Trent to the pitch The Excel Academy. The Club also accesses the pitch at Keele University Sports Centre on an ad hoc basis. This is not its preferred option due to the quality of the pitch and the fact it has tertiary priority after Keele University HC and Market Drayton HC.

The Club access Newcastle-under-Lyme School for a total of five hours for midweek training and six hours (12:00 until 18:00) on Saturdays. It also accesses the pitch on Sundays for its junior demand.

Keele University HC

Keele University HC has a total of three senior men's teams; two that play within the BUCS leagues (Midweek) and one that plays competitively at the weekend. It should be noted that players which play within the BUCS teams also form the Saturday team.

All training and competitive demand generally takes place on the hockey suitable AGP at Keele University Sports Centre. However, as mentioned above when the pitch is unusable the Club exports its demand to Crewe Vagrants Sports Club in Cheshire East.

Participation trends

North Stafford HC reports that membership has increased in the last three years at both a senior and junior level. Comparatively, Keele University HC membership has slightly decreased. Anecdotal evidence suggests this is due to the poor pitch quality at Keele University Sports Centre with students joining North Stafford HC instead.

Future demand

Growing participation is a key aim within England Hockey's Strategic Plan and key drivers include working with clubs, universities and schools, working with regional and local leagues, developing opportunities for over 40s and delivering a quality programme of competition. Overall, it has an aim to double participation over the next ten years.

Latent demand

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision.

North Stafford HC reports demand to develop a sixth senior men's team, however, as it is currently struggling to access adequate provision to meet its current demand it indicates any further growth could cause further issues.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

PLAYING PITCH STRATEGY

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within Newcastle-under-Lyme due to a lack of available facilities in other local authorities where such team or club is based.

Market Drayton HC currently imports three men's teams from neighbouring authority Shropshire to use the hockey suitable AGP at Keele University Sports Centre. The Club aspires to return this demand back to Shropshire, however, struggles to access suitable provision within its locality.

Exported demand

Exported demand refers to teams that are currently accessing provision for home fixtures outside of Newcastle-under-Lyme, despite being from to the Borough.

As mentioned, North Stafford HC exports partial senior competitive demand to The Excel Academy (Stoke-on-Trent) when there is fixture congestion on Saturdays. It reports wanting to return all demand back into Newcastle-under-Lyme.

In addition, Keele University HC also exports its demand to Crewe Vagrants Sports Club in the neighbouring authority of Cheshire East when the pitch at Keele University Sports Centre is unusable.

Hockey Heroes

Hockey Heroes is a six-week hockey programme aimed at beginners (children aged five to eight) that not only focuses on helping children develop some physical hockey skills such as dribbling, passing and goal scoring, but also places as much emphasis on character development including teamwork, communication, perseverance and respect.

There are currently no Hockey Heroes courses operating in Newcastle-under-Lyme, with the closest course running at Crewe Vagrants HC (Cheshire East) or Abbotsholme HC (Derbyshire Dales). However, North Stafford HC reports it would be able to run more England Hockey initiatives if it had access to additional pitch space midweek.

Back to Hockey

Back to Hockey sessions are fun, social and informal and are aimed at people who either have not played for a number of years or that are looking to play for the first time. They are generally hosted by clubs, with EH providing guidance on how to deliver the programme. Benefits of clubs being involved include:

- ◀ More members
- ◀ More casual players
- ◀ Additional income
- ◀ Extra publicity
- ◀ New volunteers

Back to Hockey sessions are currently available in Newcastle-under-Lyme, with North Stafford HC running such activity at Newcastle-under-Lyme School.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Availability

The following table summarises the availability of full sized AGPs for community use in Newcastle-under-Lyme. In addition, it records the availability of provision within the peak period. Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Table 6.4: Usage of hockey suitable AGPs (available for community use)

Site ID	Site	Analysis area	Quality	Floodlit	Community use hours in the peak period (per AGP)	Hockey clubs using the pitch	Midweek/training capacity	Match capacity	Comments
17	Clayton Hall Academy	UNNS&C	Poor	Yes	Weekdays: 14 hours Weekend: 16 hours Total: 30 hours	No community hockey	-	-	Pitch is primarily used for curricular and extra curricular demand in addition to external community football teams for training. The pitch has spare capacity midweek and at the weekend, however, due to its poor quality it is not recommended this capacity is utilised.
24	Keele University Sports Centre	Rural Central and Keele	Poor	Yes	Weekdays: 14 hours Weekend: 16 hours Total: 30 hours	Keele University HC Market Drayton HC (Imported) North Stafford HC (Ad hoc)	Used by Keele University HC for training demand and to host BUCs matches.	Accommodates three senior teams from Market Drayton HC (imported) and one team from Keele University HC. There is ad hoc usage from North Stafford HC when the Club has fixture congestion.	Pitch accommodate training demand from community football teams. The pitch has spare capacity midweek and at the weekend, however, due to its poor quality it is not recommended this capacity is utilised.
39	Newcastle-under-Lyme School	UNNS&C	Good	Yes	Weekdays: 13 hours Weekend: 14 hours Total: 27 hours	North Stafford HC Newcastle-under-Lyme School	North Stafford HC train Mondays 18:00 to 20:30 and Tuesdays 18:30 to 21:00 totalling five hours. The remaining eight hours are used by the school for curricular / extracurricular activities or by football teams for midweek training.	On Saturdays the pitch is used from 09:00 till 12:00 by Newcastle-under-Lyme School and from 12:00 till 18:00 by North Stafford HC for competitive fixtures. The pitch can be used for all eight hours, if required, by the Club to accommodate junior training and fixtures.	There is no capacity midweek or at the weekend to accommodate any further demand from the School or North Stafford HC.

Peak time demand

For matches, the majority (83%) of senior hockey activity in Newcastle-under-Lyme takes place on a Saturday, whereas most junior activity occurs on a Sunday. The remainder of senior demand is midweek for Keele University HC's BUCS teams. For training, peak time is midweek evenings, although preference is generally given for Tuesdays, Wednesdays and Thursdays.

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6.4: Supply and demand analysis

Match play

The PPS Guidance suggests that a floodlit pitch is able to accommodate four match equivalent sessions (MES) on a Saturday with teams playing in a home and away format, as such this equates to one AGP being able to cater for eight 'home' teams. Teams play matches on a home and away basis and therefore one team requires 0.5 match sessions per week on its 'home' AGP.

Based on the above information North Stafford HC fields eight senior teams, Keele University HC fields one and Market Drayton HC fields three teams. In total, this is 12 senior teams playing at peak time (Saturday) across the Borough. Therefore, there is a need for two full size hockey suitable AGPs to accommodate this demand.

When accounting for the latent demand of one additional senior team, and if there is no fixture congestion at Newcastle-under-Lyme School, this is a total of 13 teams therefore the requirement remains the same.

If there was an issue with fixture congestion meaning there was a maximum of five teams at Newcastle-under-Lyme School, there would be a requirement to accommodate eight teams at another venue. This scenario would maximise the peak time capacity of two pitches in the Borough resulting in any further growth from either North Stafford HC, Keele University HC, Newcastle-under-Lyme School, or even an increase of imported teams from Market Drayton HC, requiring access to a third hockey suitable AGP.

As there are three full size hockey suitable AGPs within the Borough, there is considered enough supply to meet current levels of demand. However, as two of the pitches (Keele University Sports Centre and Clayton Hall Academy) are poor quality it is recommended that improvements are made to ensure that they can continue to be used for competitive fixtures. As such in order to adequately meet demand there is a need to improve one of these pitches. If neither of these pitches can be improved there be a need for an additional full size pitch.

For junior hockey, the provision of two full size AGPs is also considered sufficient to accommodate match play demand. This is because there are fewer junior teams and because there is no conflict with senior demand with matches mostly being played on a Sunday. Furthermore, some of the younger aged participants only require half of a pitch, meaning multiple matches can be played at the same time should demand increase to a point where that becomes necessary.

Converting sand-based AGPs to 3G

Since the introduction of 3G pitches and given their popularity for football, providers have seen this as a way of replacing their tired sand-based carpet and generating money from hiring out a 3G pitch to football clubs and commercial football providers. This has come at the expense of hockey, with players now travelling further distances to gain access to a suitable pitch and many teams being displaced from their preferred geographical area.

Due to its impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained or developed if existing provision is under threat due to the lack of security of access or, for the playing development of hockey. To that end, a change of surface will require a planning application and the applicants will need to show that there is sufficient provision available for hockey in the locality. Advice from Sport England and EH should therefore be sought prior to any planning application being submitted.

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It should also be noted that, if a surface is changed, it could require the existing floodlighting and drainage to be changed and, in some instances, noise attenuation measures may need to be put in place.

Playing Pitch Strategy 2014

The 2014 Newcastle-under-Lyme Playing Pitch Strategy found that:

- ◀ There were four full size floodlit hockey suitable AGPs available for community use in Newcastle-under-Lyme these were; Clayton Hall Academy, Keele University Sports Centre, Newcastle-under-Lyme School and Clough Hall Technology School.
- ◀ The only poor quality pitch was Clough Hall Technology School with the pitch at Keele University Sports Centre was standard and the remaining two pitches being good quality.
- ◀ There were three hockey clubs operating within the Authority these being North Stafford HC, Keele University HC and imported demand from Market Drayton HC (Shropshire).
- ◀ Newcastle-under-Lyme School was operating at capacity for competitive hockey matches and due to community use accessed pitches outside of the study area for school fixtures. North Staffs HC also reports latent demand for more pitches at the site. As a result, the School is keen to access funding for a new AGP.

The main difference since the 2014 PPS is that Clough Hall Technology School has been demolished and replaced by new build school called The King's Church of England School. In addition, the hockey suitable AGP, in accordance to the information listed above, is now not classified as being full size as it does not meet the minimum width dimensions for competitive hockey.

Hockey summary

- ◀ **There is a need for two full size hockey suitable AGPs to accommodate all current demand. When accounting for the future demand of one additional senior team, the requirement remains the same.**
- ◀ **In order to adequately meet demand, there is a need to improve one of the two poor quality pitches as a priority to ensure continued use for competitive hockey.**
- ◀ There are three full size hockey suitable AGPs in Newcastle-under-Lyme. The majority of provision (66%) is located in the UNNS&C Analysis Area, whereas the remaining pitch is in the Rural Centre and Keele Analysis Area.
- ◀ In addition, there are two smaller sized sand-based AGPs at Kidsgrove Secondary and The King's Church of England School.
- ◀ All hockey suitable AGPs in Newcastle-under-Lyme are managed within the education sector with one pitch each at Keele University, Newcastle-under-Lyme School and Clayton Hall Academy.
- ◀ The hockey suitable pitch at Newcastle-under-Lyme School is good quality having been resurfaced in 2018. In contrast, the AGPs at Keele University Sports Centre and Clayton Hall Academy are both poor quality.
- ◀ All three full size hockey suitable AGPs are located at educational sites and as a result suffer from reduced hours of community access.
- ◀ North Stafford HC and Newcastle-under-Lyme School have ambitions to create a second full size hockey suitable AGP at the School.
- ◀ Market Drayton HC currently imports three men's teams from neighbouring authority Shropshire to the hockey suitable AGP at Keele University Sports Centre.
- ◀ North Stafford HC exports partial senior competitive demand to The Excel Academy (Stoke-on-Trent) when there is fixture congestion on Saturdays.

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PLAYING PITCH ASSESSMENT

PART 7: GOLF

7.1: Introduction

Golf is the fifth largest participation sport in England, with around 640,000 members belonging to one of 1850 affiliated clubs and a further two million people playing independently outside of club membership. Nationally, it is governed by England Golf. The role of the NGB includes providing competitions for all ages and abilities, identifying and developing the most talented golfers, maintaining a uniform system of handicapping, administering and applying the rules and introducing new golfers via its initiative 'get into golf'.

As of March 2017, England Golf solely oversees the Whole Sport Plan and receive golf's National Lottery grant under Sport England's strategy. England Golf's Whole Sport Plan identifies how England will achieve its vision of becoming 'the leading golf nation in the world by 2020' from grass roots through to elite level.

England Golf has seen a decline in affiliated golf club members in recent years, but this reflects the wider range of golfing options available, even to people who enjoy playing full-length courses.

More than four million people have played golf on a full-length course in the last 12 months – this is an increase on previous years and highlights a growing golf participation market. Other notable figures regarding golf club participation in the last 12 months suggest a large and growing market of new and existing golfers:

- ◀ 2.6 million have used driving ranges
- ◀ 2.1 million played a short course
- ◀ 3.7 million played pitch & putt
- ◀ 6.8 million have been to Adventure Golf facility

Consultation

There are three golf clubs in Newcastle-under-Lyme. Of these three, only Onneley Golf Club responded to consultation requests; Newcastle-under-Lyme and Wolstanton golf clubs did not. For the unresponsive clubs, all information was gathered via England Golf and through site assessments as well as online research.

7.2: Supply

There are three golf courses situated within Newcastle-under-Lyme, as follows:

- ◀ Newcastle-under-Lyme Golf Club
- ◀ Onneley Golf Club
- ◀ Wolstanton Golf Club

In addition, there is a dedicated driving range located at Keele Driving Range. None of the three golf courses mentioned above have a driving range located at their facility. The driving range services people from Staffordshire, Cheshire and Shropshire and is the only one in the Borough. There are two other driving ranges with 20 minutes drive these being Trentham Golf Club and Wychwood Park, however, they are located in the neighbouring authorities of Stoke-on-Trent and Cheshire East, respectively.

For the location of the courses and driving range currently servicing the Borough, please see the figures overleaf.

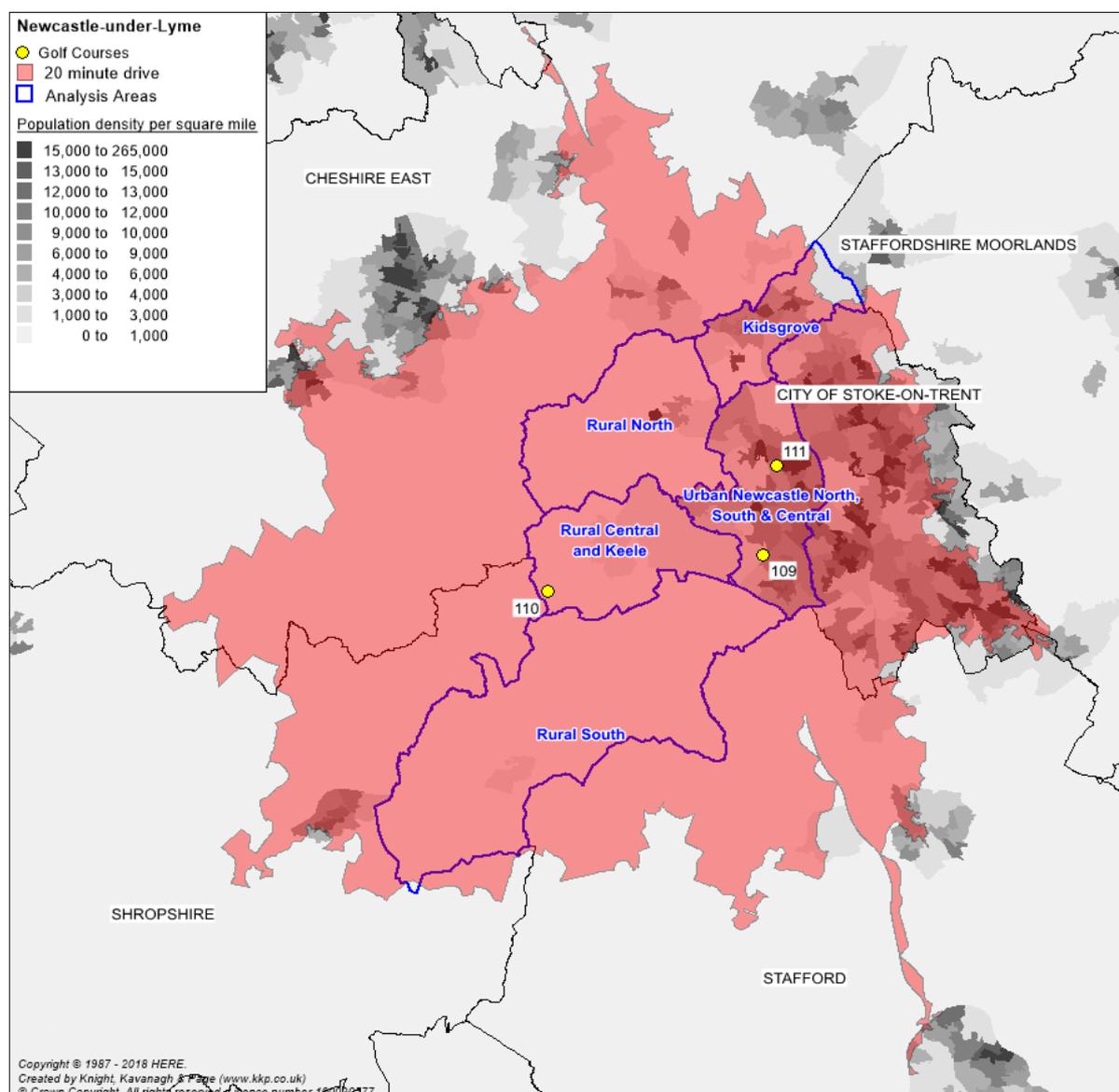
NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Keele Golf Course closed to public in 2014 and has since been accessed as open space by surrounding residents. The site has been identified for potential housing development by the Borough Council, however, as it sits within green belt land it requires the land to be released through the development of the new local plan. This needs to be completed before any planning application is submitted and approved.

Future developments

In addition to aforementioned plans for Keele Golf Course, the Council indicates it has potential plans to develop housing on Keele Driving Range. The Council owns the site and currently leases the site to private ownership. Once this lease expires it will examine the future of the site in conjunction with the development of Keele Golf Course. Similarly, no planning application has been submitted and the driving range will continue to operate until a decision has been reached.

Figure 7.1: Other golf courses within 20 minutes of facilities within Newcastle-under-Lyme



NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 7.1: Location of Golf courses in Newcastle-under-Lyme

Site ID	Site name	Analysis area
109	Newcastle-under-Lyme Golf Club	Urban Newcastle North, South and Central
110	Onneley Golf Club	Rural Central and Keele
111	Wolstanton Golf Club	Urban Newcastle North, South and Central

Figure 7.2: Other driving ranges within 20 minutes of Keele Driving Range

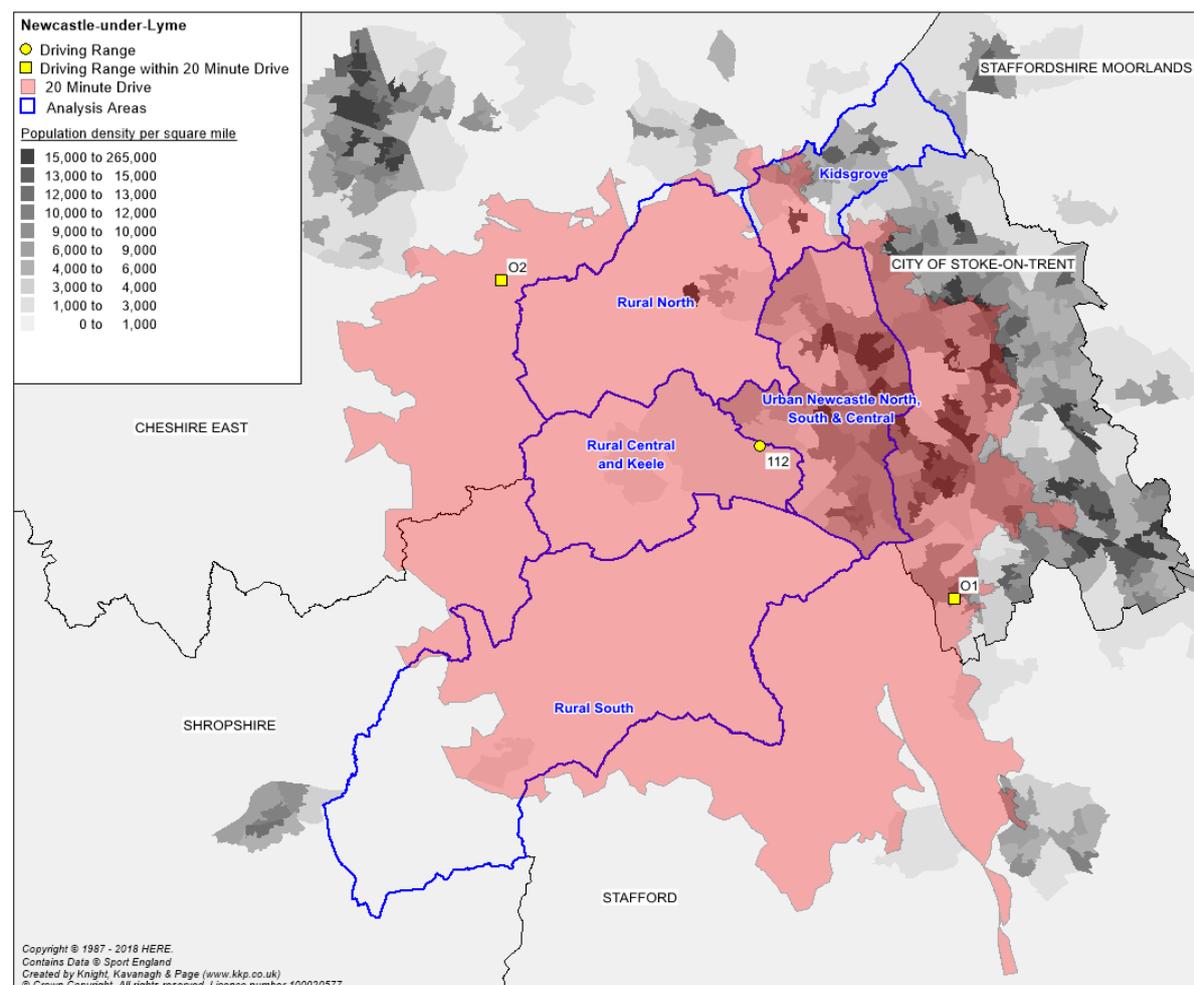


Table 7.2: Location of Golf courses in Newcastle-under-Lyme

Map ref	Site name	Local authority	No. of bays
112	Keele Driving Range	Newcastle-under-Lyme	26
O1	Trentham Golf Club	Stoke-on-Trent	12
O2	Wychwood Park	Cheshire East	15

Management

All three of the golf courses located within Newcastle-under-Lyme are privately owned and operated and each provides 18 holes. In comparison Keele Driving Range is currently on a short term lease to a private owner.

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Course facilities

Newcastle-under-Lyme Golf Course has a dedicated practice area, putting green and good quality clubhouse. It should be noted, as a result of not having any driving range facilities on its site, the Club has developed a strong relationship with Keele Driving Range. This sees many of its members using the driving range.

Onneley Golf Club reports it is in the process of redesigning holes two, three, four and five in order to improve the overall provision on site as well as attract new members.

Wolstanton Golf Club is an 18 hole course with practice facilities which includes a chipping green, putting green and short game practice area.

Table 7.3: Summary of Golf courses in Newcastle-under-Lyme

Course name	Analysis area	Holes	Par ²³	Yardage ²⁴		
Newcastle-under-Lyme Golf Club	UNNS&C	18	72	6,395	6,276	5,473
Onneley Golf Club	Rural Central and Keele	18	72	5,740	5,592	5,466
Wolstanton Golf Club	UNNS&C	18	68	5,761	5,533	5,194

There are two courses located in the UNNS&C Analysis Area with one situated in the Rural Central and Keel Analysis Area There are no courses situated in the remaining analysis areas.

In addition to the above, Keele Driving Range provides 26 floodlit covered bays over a 250 yard outfield. The site has fully carpeted bays with a variety of targets for users. It is open Monday to Fridays 09:00 to 21:30 and Weekends 09:00 to 18:00.

Quality

All of these courses and the driving range are considered to be good quality, with a dedicated maintenance regimes carried out at each facility.

Membership and costs

Nationally, many clubs have begun to alter their pricing structure to allow for discounted rates following a decline in golf participation, with England Golf determining that clubs are more likely to experience growth with flexible membership packages. For instance, some now offer a five day membership (whereby members can access the course on specific days but not during a weekend), whilst others provide discounts that are no longer limited to junior players (e.g. discounts for those aged 18-21). Previously, many clubs throughout the country had a waiting list for membership but that is rarely the case in the present day.

In Newcastle-under-Lyme, all courses offer memberships and pay and play green fees. That being said, most clubs in the area are primarily membership clubs.

²³ The Par for the course is based upon the white and yellow tees. The red tees Par may be slightly higher.

²⁴ White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

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Table 7.4: Summary of costs in Newcastle-under-Lyme

Club name	Cost summary										
Newcastle-under-Lyme Golf Club	<p>A full membership at Newcastle-under-Lyme Golf Club is £978. There are also differing costs for members below 30, these are as:</p> <table> <tr> <td>◀ 29-30: £789</td> <td>◀ 19-20: £250</td> </tr> <tr> <td>◀ 27-28: £689</td> <td>◀ 16-18: £90</td> </tr> <tr> <td>◀ 25-26: £589</td> <td>◀ 13-15: £60</td> </tr> <tr> <td>◀ 23-24: £450</td> <td>◀ Under 12: free</td> </tr> <tr> <td>◀ 21-22: £350</td> <td></td> </tr> </table> <p>Reduced rates can also be applied from 19-24 if an individual is in education. A social membership is £73.20 whereas a Country membership is £341.</p>	◀ 29-30: £789	◀ 19-20: £250	◀ 27-28: £689	◀ 16-18: £90	◀ 25-26: £589	◀ 13-15: £60	◀ 23-24: £450	◀ Under 12: free	◀ 21-22: £350	
◀ 29-30: £789	◀ 19-20: £250										
◀ 27-28: £689	◀ 16-18: £90										
◀ 25-26: £589	◀ 13-15: £60										
◀ 23-24: £450	◀ Under 12: free										
◀ 21-22: £350											
Onneley Golf Club	<p>Onneley Golf Club offers annual subscriptions with the first year at a cheaper cost. Any subsequent year someone is a member the cost may increase or at a minimum remain the same. This is a way of enticing new members. For example, a first year men's full membership is £487, however, the subsequent year it is £650. Likewise, a five day membership starts at £397 and increases to £530 the year after.</p> <p>The Club is also offering special rates for full ladies memberships for £300 until 30.09.20 to encourage more female participation.</p>										
Wolstanton Golf Club	<p>Currently the membership fees for Wolstanton Golf Club are for 10 months whilst it alters its subscription year. For a full membership it is £679.17, juniors aged 22 to 25 £240.09, juniors aged 18 to 21 £141.67, juniors aged 13 to 17 £50 and those aged under 12 fees are £5.50. These fees are subject to change once the Clubs subscription year has been reset.</p>										
Keele Driving Range	<p>The driving range currently offers 25 balls for £3.00, 50 balls for £4.50 or 100 balls for £7.00. This costs reduce to £2.00, £3.50 and £5.00 respectively if a user has a loyalty card.</p>										

Staffordshire Union of Golf Clubs County Card Scheme

The Staffordshire Union of Golf Clubs (S.U.G.C) currently run a County Card scheme of which there are 33 member clubs across Staffordshire. The County Card scheme allows members of the associated golf club to purchase a county card from their club. In return for this card, players will gain access to approximately 1,300 courses in many English counties at reduced rates. Rates are generally reduced by 25-50%.

All of the golf clubs within Stafford are members of the County Card scheme and therefore can be accessed at a reduced rate by holders.

7.3: Demand

England Golf's Club Membership Questionnaire (2018) highlights that the average number of members per golf course nationally is 484. As a breakdown, this consists of 381 adult males, 70 adult females, 27 junior boys and six junior girls.

In Newcastle-under-Lyme, membership across the clubs varies. As seen in the table below membership levels are sufficient.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 7.5: Summary of demand

Club name	2018 membership
Newcastle-under-Lyme Golf Club	433
Onneley Golf Club	324
Wolstanton Golf Club	466

In addition to the above, Keele Driving Range (Rural Central and Keele) has been a development centre for over 30 years and is home to two qualified PGA professionals which are helping to grow the game through various classes; juniors, women and girls and adult group participation. The facility also has strong links with both universities in the County, with Staffordshire and Keele universities golf teams both practicing at the venue.

Furthermore, the facility is used to get new people into the game from both universities with over 100 students attending a taster session and 80% of these went onto further coaching opportunities in 2017. The driving range services people from Staffordshire, Cheshire and Shropshire with the nearest practice facility (Lightwood Driving Range) being 13 miles away, approximately 30 minute drive.

All clubs actively engage with England Golf and offer commitment to national initiatives to grow the game in both junior and women and girls markets. All three are currently Golfmark accredited clubs (which incorporates Sports England's Clubmark accreditation), a sign that they have achieved distinct operating standards in four areas; Recruitment & Retention, Management & Sustainability, Coaching & Competitions and Safeguarding.

Despite the varying levels of membership, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees. This means that further exploration is required before determining that clubs/facilities with a low membership base are unsustainable.

Participation trends

Nationally, the average number of members per golf club has increased slightly from 460 in 2016 compared to 484 in 2018. A total of 38% of clubs saw an increase in membership over this time period. Clubs showing growth are increasingly offering more tailored packages, which provide flexibility and cater for less traditional golfers. These include flexible, points-based memberships for those who are time poor, corporate packages which provide opportunities to network, academy/trial memberships for those getting into the game and student/intermediate offers to enable younger people to manage the cost of a significant outlay.

In Newcastle-under-Lyme, membership at Onneley Golf Club has increased since 2015, whilst the both of the remaining clubs have experienced a decline.

Table 7.6: Summary of participation trends

Course name	2015 membership	2016 membership	2018 membership
Newcastle-under-Lyme Golf Club	463	430	433
Onneley Golf Club	293	312	324
Wolstanton Golf Club	512	537	466

Declining membership at Newcastle-under-Lyme and Wolstanton golf clubs is not currently a cause for concern as each club is still operates near the national average.

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Although Onneley Golf Club is operating below the national average it is the only club within the Borough that has grown in participation since 2015. In addition, the Club indicates plans to increase membership further.

Future demand

England Golf published the 'Raising Our Game' strategy in 2014, which defines its strategic direction up to 2017. The document highlights the need for a strategy to enhance market understanding of current Golf facilities, which is identified as one of the key considerations to increasing participation. To enable this, market segmentation has been created that is specific to Golf, identifying that 24% of adults in England are potential players. This is made up of 9% current players, 8% lapsed players and 7% latent players and amounts to around 9.6 million people in total.

The research also provides nine defined profiles and clearly identified behaviours, motivations and barriers within each one. The nine segments are:

- ◀ Relaxed members
- ◀ Older traditionalists
- ◀ Younger traditionalists
- ◀ Younger fanatics
- ◀ Late enthusiasts
- ◀ Occasional/time-pressed
- ◀ Social couples
- ◀ Casual fun

To align with this, a facility mapping tool has been created to provide a statistical data engine that identifies Golfing demand within a 20-minute drive time of each facility within England using the segments above. The tool highlights the dominant profiles within each catchment area and also within access to each course. This can then be used to predict likely demand for each type of facility and can support informed marketing, development and investment decisions whilst allowing providers to adapt their offer to cater for a range of different needs.

The demand for golf within Newcastle-under-Lyme by segment type is seen in the table below. The figures represent the number of people within each profile that are within a 20-minute drive time of each course. It is then averaged across the available courses to ensure no double counting.

Table 7.7: Summary of demand in Newcastle-under-Lyme by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
1	Relaxed members	7,179
2	Older traditionalists	5,914
3	Younger Traditionalists	7,407
4	Younger fanatics	6,234
5	Younger actives	6,835
6	Late enthusiasts	6,103
7	Occasional time pressed	7,091
8	Social couples	6,352
9	Casual fun	5,895

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In total, an average of 59,013 people are identified as current or potential users of golf courses within Newcastle-under-Lyme. This demand is relatively evenly spread across the profiles, with “Younger Traditionalists” generating the most demand and “casual fun” generating the least. Each profile is applied on a facility by facility basis below.

Table 7.8: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Keele Range (PT Golf)	6,605	5,369	6,899	5,688	6,288	5,556	6,561	5,792	5,313
Newcastle-under-Lyme Golf Club	9,612	7,764	10,025	8,129	9,121	7,991	9,515	8,424	7,537
Onneley Golf Club	2,494	2,294	2,406	2,496	2,423	2,394	2,430	2,336	2,588
Wolstanton Golf Club	10,005	8,203	10,296	8,624	9,510	8,467	9,856	8,857	8,144

The table above summarises that demand is likely to be highest for Wolstanton Golf Club, with 81,962 potential users, followed by Newcastle-under-Lyme Golf Club, which has 78,118 potential users. Demand is lowest for Onneley Golf Club, which has 21,861 potential users.

It should be noted that demand for Keele Driving Range is actually higher than that for Onneley Golf Club with 54,071 potential users.

Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways where appropriate. This way, all golfing profiles can be collectively catered for.

In order to increase membership and to target the golfing profiles detailed above, England Golf sets out the following key themes:

- ◀ Creating a welcoming environment
- ◀ Catering for a range of different needs
- ◀ Communicating regularly with members and visitors
- ◀ Developing facilities to broaden income streams
- ◀ Becoming part of the local community

7.4: Supply and demand analysis

There is significant demand for golf within Newcastle-under-Lyme and the demand cuts across all nine golfing profiles as set out by England Golf. This is currently met with a good range of facilities that includes traditional 18-hole courses, putting greens, practice ground and a driving range that can be accessed on a casual basis.

Given the above, it is considered that the current supply of facilities can meet current and future demand. Emphasis should therefore be placed on ensuring sites are able to retain and improve membership as well as capitalising on any untapped demand.

Each club/facility will have a different financial model in terms of income generation. This means that further exploration is required before determining that clubs/facilities with a low membership base are unsustainable.

This is particularly evident for Keele Driving Range which is the only Driving Range provision within the Borough. If this provision were to be lost there would be a loss of associated participation within Newcastle-under-Lyme. As mentioned, the nearest accessible provision is located within 20 minutes drive away in the neighbouring authorities of Stoke-on-Trent and Cheshire East.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Currently, given that each club is primarily a membership club, most of the provision would appear to cater for segments such as “older traditionalists” which is actually the segment offering the least amount of demand in Newcastle-under-Lyme.

Whilst driving ranges do exist for non-traditionist segments, the lack of an easily accessible pay and play facility such as pitch & putt, FootGolf or a dedicated Par 3 course may impact on the number of people playing golf within the Borough.

Playing Pitch Strategy 2014

The 2014 Newcastle-under-Lyme Playing Pitch Strategy did not include a supply and demand analysis of golf; therefore, there is no comparison. All the information below is gathered for an analysis of provision in 2019.

Golf summary

- ◀ **It is considered that the current supply of facilities in Newcastle-under-Lyme 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.**
- ◀ **If provision at Keele Driving Range were to be lost there would be a loss of associated participation within Newcastle-under-Lyme.**
- ◀ There are three golf courses situated in the Borough, these are; Newcastle-under-Lyme Golf Club, Onneley Golf Club and Wolstanton Golf Club.
- ◀ All three of the golf courses located within Newcastle-under-Lyme are privately owned and operated and each provides 18 holes. In comparison Keele Driving Range is currently on a short term lease to a private owner.
- ◀ All of these courses and the driving range are considered to be good quality, with a dedicated maintenance regimes carried out at each facility.
- ◀ Onneley Golf Club reports it is in the process of redesigning holes two, three, four and five in order to improve the overall provision on site as well as attract new members.
- ◀ In Newcastle-under-Lyme, all courses offer memberships and pay and play green fees. That being said, most clubs in the area are primarily membership clubs.
- ◀ Demand is likely to be highest for Wolstanton Golf Club, with 81,962 potential users, followed by Newcastle-under-Lyme Golf Club, which has 78,118 potential users. Demand is lowest for Onneley Golf Club, which has 21,861 potential users.
- ◀ It should be noted that demand for Keele Driving Range is actually higher than that for Onneley Golf Club with 54,071 potential users.

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PART 8: BOWLS

8.1: Introduction

Outdoor bowls in Newcastle-under-Lyme is played on crown greens. The British Crown Green Bowling Association (BCGBA) is the NGB with overall responsibility for ensuring effective governance of the sport. The sport is managed on a local level by Staffordshire County Bowls Association.

Consultation

There are 11 bowling clubs within Newcastle-under-Lyme:

- ◀ Chesterton BC
- ◀ Clough Hall BC
- ◀ Halmerend BC
- ◀ London Road BC
- ◀ Queen Elizabeth BC
- ◀ Slaters BC
- ◀ Westerlands BC
- ◀ Wolstanton High Street BC
- ◀ Wolstanton Marsh BC
- ◀ Wolstanton Park BC
- ◀ Wolstanton Private BC

Although the above clubs were invited to complete an electronic survey, which was followed up by a telephone call, only Wolstanton High Street BC and Wolstanton Park BC responded. The remaining information was gathered through consultation with Staffordshire County Bowls Association, relevant Council officers, online research and non-technical assessments.

8.2: Supply

There are 12 bowling greens in Newcastle-under-Lyme located across ten sites. This includes two double greens sites at Westlands Sports Centre and Wolstanton Park with the remaining eight sites accommodating one green each.

Table 8.1: Summary of community available greens by analysis area

Analysis area	Number of greens
Kidsgrove	1
Rural Central and Keele	-
Rural North	1
Rural South	1
UNNS&C	9
Total	12

The UNNS&C Analysis Area accommodates the greatest number of greens with nine, whilst no greens are in the Rural Central and Keele Analysis Area.

Figure 8.1 overleaf highlights the location of all outdoor bowling greens in Newcastle-under-Lyme.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 8.1: Crown greens in Newcastle-under-Lyme

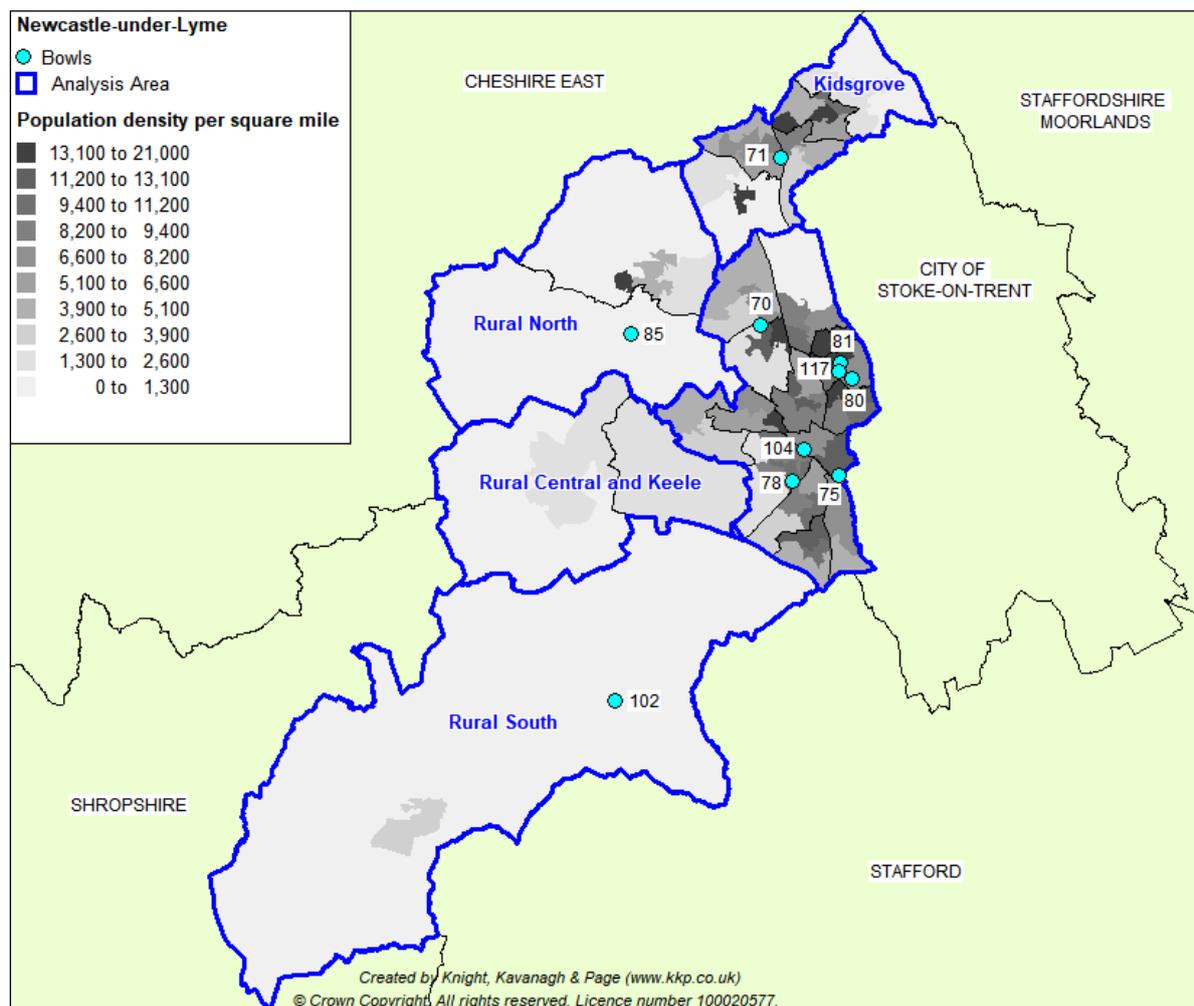


Table 8.2: Key to map

Site ID	Site name	Analysis area	Management	Club using the green/s	Number of greens
70	Chesterton Park	UNNS&C	Council	Chesterton BC	1
71	Clough Hall Bowls Club	Kidsgrove	Sports club	Clough Hall BC	1
75	London Road Bowling Club	UNNS&C	Sports club	London Road BC	1
78	Westlands Sports Centre	UNNS&C	Council	Westerlands BC	2
80	Wolstanton Park	UNNS&C	Council	Wolstanton Park BC	2
81	Wolstanton High Street Club	UNNS&C	Sports club	Wolstanton High Street BC	1
85	Halmerend Sports Ground	Rural North	Community organisation	Halmerend BC	1
102	Slaters Country Inn	Rural South	Private	Slaters BC	1
104	Queen Elizabeth Park	UNNS&C	Council	Queen Elizabeth BC	1
117	Wolstanton Bowls Club	UNNS&C	Sports club	Wolstanton BC	1

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Disused greens

Across the Borough there are five sites which have previously accommodated one bowling green (unless stated otherwise), these are:

- ◀ Birchenwood Pavilion
- ◀ Bradwell Lodge
- ◀ Clough Hall Park (two bowling greens)
- ◀ Knutton Recreation Centre
- ◀ Silverdale Park

All these greens are under Council management and upon non-technical assessments were overgrown and unable to currently be used for bowls. They are therefore classified as disused. Anecdotal evidence suggests that these greens have stopped being maintained due to reduced levels of pay and play participation.

Ownership/management

Exactly half of the 12 bowling greens in Newcastle-under-Lyme are owned and managed by the Council. The remaining greens are either managed by their respective sports clubs, privately or through a community organisation with no issue with access.

The clubs which use Council greens (Chesterton BC, Westerlands BC, Wolstanton Park BC and Queen Elizabeth BC) all rent their respective greens on an annual basis.

Quality

Following a non-technical assessment of greens and in Newcastle-under-Lyme, and cross referencing them against club consultation, the majority of greens (Nine or 75%) are assessed as good quality with three greens assessed as standard quality. No greens are assessed as poor quality.

It should be noted that even though the majority of greens across Newcastle-under-Lyme are good quality, they still require substantial levels of dedicated maintenance in order to sustain their quality. Therefore, clubs need to be given support, where necessary.

A green is considered good quality if it has a high percentage of grass coverage (70% +) on an even playing surface, limited signs of wear and tear on surrounding ditches/boarding and hard standing areas. In addition, there has to be little to no evidence of litter, dog fouling, leaves and inappropriate usage of the green.

The only greens which are considered standard quality are located at Wolstanton High Street Club and Wolstanton Park. The Club which uses the former site, Wolstanton High Street BC, reports it does not have access to the relevant equipment in order to sustain its green to a good quality.

In comparison, the Club that uses the latter site, Wolstanton Park BC, reports the greens to be standard quality due to the satisfactory length of the grass in conjunction with some evidence of glass, stones and litter with minor damage to the playing surfaces.

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Ancillary facilities

Most clubs have access to some form of clubhouse/pavilion on site or through an adjoining public house. The quality of these range from purpose built brick pavilions to basic wooden huts and shelters.

It is important to recognise the importance of ancillary provision to bowling clubs. If the facilities onsite are of suitable quantity/quality and meet the players needs this can sustain membership levels. This is acknowledged by BCGBA as it offers potential grants for clubs looking to making ancillary improvements.

BCGBA grants

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. Grants available to clubs include the following:

- ◀ New bowling green
- ◀ New floodlights
- ◀ New Pavilion
- ◀ Irrigation for the bowling green
- ◀ Toilets
- ◀ New Shelter
- ◀ Fencing and paths
- ◀ Extending a bowling green
- ◀ Legal fees to fight a green closure

Floodlighting

Most (75%) greens in Newcastle-under-Lyme are not serviced by floodlighting. This means that opportunities for access for training and matches during evenings outside of the summer months is limited. Floodlit bowling greens are relatively rare across the country and this should therefore not be considered as a significant issue.

The three greens which are floodlit are located at Wolstanton High Street Club, London Road Bowling Club and Clough Hall Bowling Club.

8.3: Demand

Current demand

There are 11 bowling clubs playing in Newcastle-under-Lyme. The table overleaf identifies membership numbers from these clubs where known. Membership details for Wolstanton High Street BC and Wolstanton Park BC have been identified from consultation whereas remaining information has been provided by BCGBA and Staffordshire County Bowls Association.

Table 8.3: Membership for bowls clubs across Newcastle-under-Lyme

Site ID	Site name	Analysis area	Management	Club using the green/s	Membership where known
70	Chesterton Park	UNNS&C	Council	Chesterton BC	60
71	Clough Hall Bowls Club	Kidsgrove	Sports club	Clough Hall BC	<i>Unknown</i>
75	London Road Bowling Club	UNNS&C	Sports club	London Road BC	27
78	Westlands Sports Centre	UNNS&C	Council	Westerlands BC	30
80	Wolstanton Park	UNNS&C	Council	Wolstanton Park BC	39

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Site ID	Site name	Analysis area	Management	Club using the green/s	Membership where known
81	Wolstanton High Street Club	UNNS&C	Sports club	Wolstanton High Street BC	35
85	Halmerend Sports Ground	Rural North	Community organisation	Halmerend BC	<i>Unknown</i>
102	Slaters Country Inn	Rural South	Private	Slaters BC	<i>Unknown</i>
104	Queen Elizabeth Park	UNNS&C	Council	Queen Elizabeth BC	20
117	Wolstanton Bowls Club	UNNS&C	Sports club	Wolstanton BC	17

Using this information, across Newcastle-under-Lyme there are 228 participants playing bowls with membership details for Clough Hall BC, Halmerend BC and Slaters BC unknown. As seen in the table the largest club is Chesterton BC with 60 members with the smallest club being Wolstanton BC with 17 members.

Officially, according to BCGBA and Staffordshire County Bowling Association, London Road BC and Westlands BC have 27 and 30 registered playing members, respectively. However, there could be up to 100 members at the former club and 50 members at the latter. These additional players use existing provision, however, are not formally registered.

Most of the clubs have teams that play in one of the following leagues: Congleton and District Bowling Association, Newcastle Borough Mid-week Bowling League, North Staffordshire Parks League, Oakhill Jubilee League and Stoke-on-Trent and District Bowling League. These leagues are played throughout the week on various days.

Future demand

The BCGBA is actively working to negate the stereotype that Bowls as a sport is for the older generation. They are taking active steps at a County and National level to encourage younger players. The future growth for the sport is therefore in a state of flux due to the growing professionalism of the national governing body.

Wolstanton High Street BC reports future aspiration to increase its demand by eight senior members and four junior members. In comparison Wolstanton Marsh BC aspires to increase by three senior members and one junior member. This is an overall total future demand of 11 senior and five junior members.

Latent demand

Sport England's Market Segmentation Tool²⁵ enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 232 people who would like to participate in the sport within Newcastle-under-Lyme, with the most dominant segment being 'Elsie & Arnold – Retirement Home Singles with 50 people.

Notwithstanding the above, none of the bowling clubs in Newcastle-under-Lyme are reported as operating at capacity, with all clubs willing to accept new members. As such, it is considered that anyone within Newcastle-under-Lyme that would like to start participating, could do so at the clubs and greens already in existence.

²⁵ See Appendix 2

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8.4: Supply and demand analysis

Capacity is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon or evening when a popular league operates.

All other time periods that are not used for league matches can be available for social bowling or, more often than not, used for practice by club members throughout the week. This demand is unquantifiable as participants can use the greens as often or as little as they deem necessary.

Bowling clubs are generally considered viable as long as they have the appropriate level of membership to sustain their bowling green and accompanying ancillary facilities. Therefore, clubs that have lower levels of participation in comparison to the remaining clubs, such as Wolstanton BC and Queen Elizabeth BC, within the Authority may have issues maintaining their provision. It should be noted there may be additional demand generated at these sites through pay and play participation which could make them more viable, but this is difficult to quantify.

All clubs are willing to accept new members. As such, it is considered that anyone within Newcastle-under-Lyme that would like to start participating could do so at the clubs and greens already in existence. This means there is enough supply of greens within the Authority.

As there is no evidence to suggest a need for new bowling greens in Newcastle-under-Lyme, the priority should be based on supporting existing clubs improve their facilities.

Any club aspiration to improve their ancillary offering as achieving this will likely be the most beneficial action to bowls. Further to this, improving the quality of existing bowling greens, which are not good quality, will likely improve the capacity for provision to accommodate increase levels of demand.

Playing Pitch Strategy 2014

The 2014 Newcastle-under-Lyme Playing Pitch Strategy found that:

- ◀ There were 12 clubs using bowling greens in Newcastle-under-Lyme.
- ◀ There were 15 bowling greens provided across 13 sites.
- ◀ The majority of greens were provided by the Council (ten greens on eight sites).
- ◀ All greens in Newcastle-under-Lyme were assessed as good quality.
- ◀ All sites in Newcastle-under-Lyme had some spare capacity.

Since the previous PPS in 2014 Knutton Recreation BC has folded. Furthermore, greens at Bradwell Lodge, Clough Hall Park, Knutton Recreation Centre and Silverdale Park are now classified as disused after non-technical assessments. This sees an overall reduction in provision across the Borough of three greens.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Bowls summary

- ◀ **All clubs are willing to accept new members. As such, it is considered that anyone within Newcastle-under-Lyme that would like to start participating could do so at the clubs and greens already in existence. This means there is enough supply of greens within the Authority.**
- ◀ **Any club aspiration to improve their ancillary offering as achieving this will likely be the most beneficial action to bowls. Further to this, improving the quality of existing bowling greens, which are not good quality, will likely improve the capacity for provision to accommodate increase levels of demand.**
- ◀ There are 12 bowling greens in Newcastle-under-Lyme located across ten sites. This includes two double greens sites at Westlands Sports Centre and Wolstanton Park with the remaining eight sites accommodating one green each.
- ◀ Across the Borough there are five sites which have previously accommodate at least one bowling green these are Bichenwood Pavilion, Bradwell Lodge, Clough Hall Park, Knutton Recreation Centre and Silverdale Park.
- ◀ Exactly half of the 12 bowling greens in Newcastle-under-Lyme are owned and managed by the Council. The remaining greens are either managed by their respective sports clubs, privately or through a community organisation with no issue with access.
- ◀ The majority of greens (Nine or 75%) are assessed as good quality with three greens assessed as standard quality.
- ◀ Most (75%) greens in Newcastle-under-Lyme are not serviced by floodlighting.
- ◀ Across Newcastle-under-Lyme there are 228 participants playing bowls where known through consultation.
- ◀ This is an overall total future demand of 11 senior and five junior members.

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PART 9: TENNIS

9.1: Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally across Newcastle-under-Lyme. The LTA has recently restructured its strategic approach to target a number of national focus areas, with a priority on developing the sport at park sites.

Consultation

There is one tennis club identified in Newcastle-under-Lyme; Basford LTC, which responded to an online survey, resulting in a 100% response rate.

9.2: Supply

There are 64 tennis courts identified in Newcastle-under-Lyme across 15 sites, with 54 courts available for community use. The courts unavailable for community use are all located at education sites; St John Fisher Catholic College, Kidsgrove Secondary and Edenhurst Prep School.

Table 9.1: Summary of tennis courts across Newcastle-under-Lyme

Analysis area	Number of courts available for community use	Number of courts unavailable for community use	Total
Kidsgrove	4	3	7
Rural Central and Keele	5	-	5
Rural North	4	-	4
Rural South	-	-	-
UNNS&C	41	7	48
Total	54	10	64

As seen in the table above, the highest number of courts are found in the UNNS&C Analysis Area, whilst no courts found in the Rural South Analysis Area.

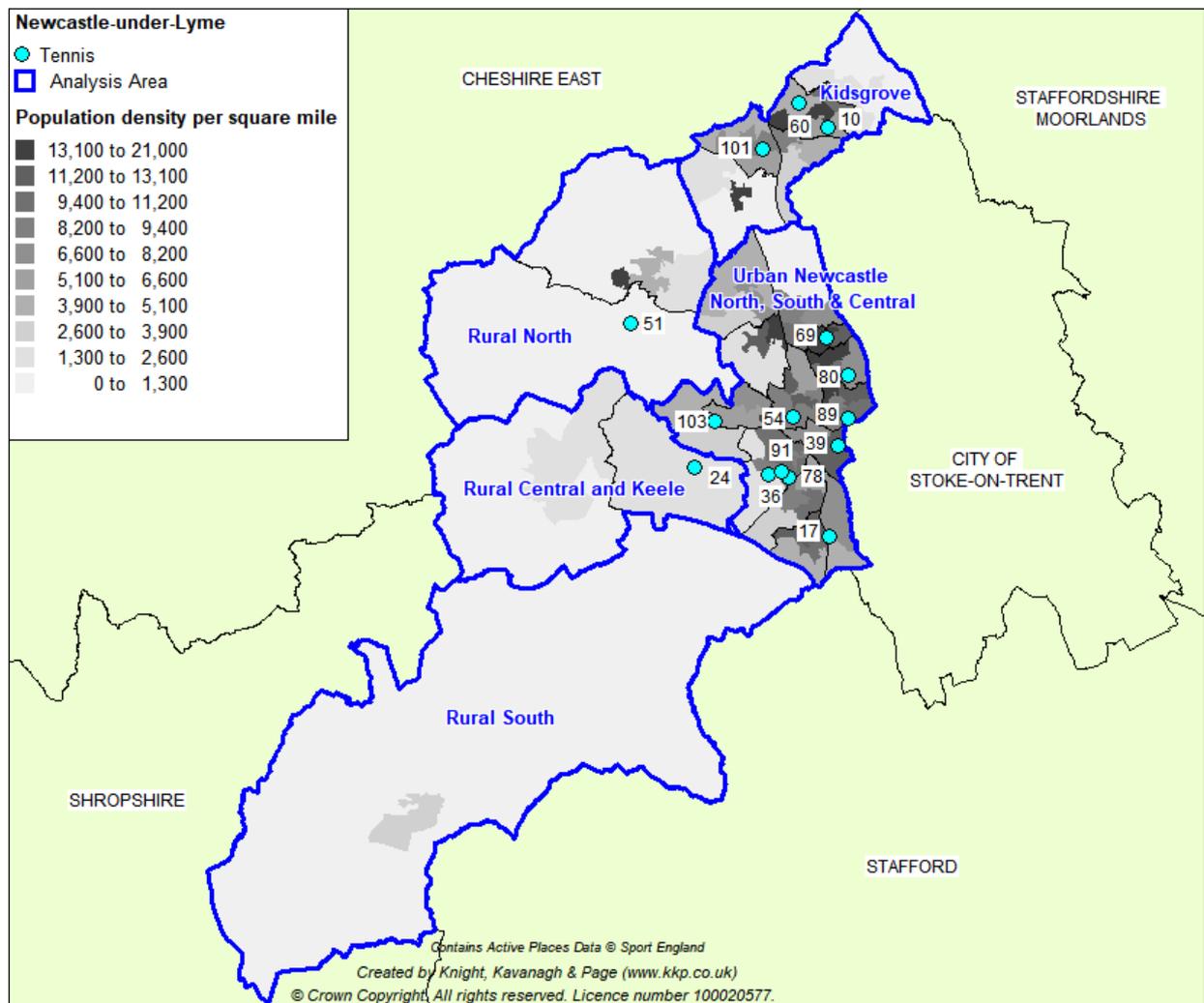
For the purposes of this report, availability for community use refers to courts in public, voluntary, private or commercial ownership or management recorded as being available for hire by individuals, teams or clubs. This also includes availability for social use and pay and play.

Indoor provision

Both the LTA and Basford TC report aspirations to develop dedicated indoor tennis provision in Newcastle-under-Lyme. The Club suggests anecdotally that the lack of an indoor facility has contributed in a decrease in its, and the overall Borough's, tennis participation.

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Figure 9.1: Location of tennis courts in Newcastle-under-Lyme



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Table 9.2: Summary of provision site by site

Site ID	Site name	Analysis area	Management	Available for community use?	No. of courts	Floodlit?	Court type
10	Birchenwood Pavilion	Kidsgrove	Council	Yes	2	No	Macadam
17	Clayton Hall Academy	UNNS&C	Education	Yes	5	No	Macadam
24	Keele University Sports Centre	Rural Central and Keele	University	Yes	5	Yes	Macadam
36	Newcastle Academy	UNNS&C	Education	Yes	2	No	Macadam
39	Newcastle-under-Lyme School	UNNS&C	Education	Yes	3	No	Macadam
39	Newcastle-under-Lyme School	UNNS&C	Education	Yes	3	No	Macadam
39	Newcastle-under-Lyme School	UNNS&C	Education	Yes	8	Yes	Artificial ²⁶
51	Sir Thomas Boughey High School	Rural North	Education	Yes	1	No	Macadam
51	Sir Thomas Boughey High School	Rural North	Education	Yes	3	No	Macadam
54	St John Fisher Catholic College	UNNS&C	Education	No	4	No	Macadam
60	Kidsgrove Secondary	Kidsgrove	Education	No	3	No	Macadam
69	Bradwell Lodge	UNNS&C	Council	Yes	1	No	Macadam
78	Westlands Sports Centre	UNNS&C	Council	Yes	10	No	Macadam
80	Wolstanton Park	UNNS&C	Council	Yes	4	No	Macadam
89	Basford Lawn Tennis Club	UNNS&C	Sports club	Yes	4	Yes	Artificial
91	Edenhurst Prep School	UNNS&C	Education	No	3	No	Artificial ²⁷
101	Clough Hall Park	Kidsgrove	Council	Yes	2	No	Macadam
103	Silverdale Park	UNNS&C	Council	Yes	1	No	Macadam

²⁶ Tennis courts are overmarked onto a full size floodlit hockey suitable AGP.

²⁷ Tennis courts are overmarked onto a full size floodlit hockey suitable AGP.

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Changes in provision

Newcastle-under-Lyme School reports it is currently applying for planning permission to create a new sports hall connected to its current provision. The proposed design would create three permanent indoor netball courts, however, would result in the loss of the three macadam tennis courts. Initial designs are being reviewed by the School meaning with the timeframe of the application is unknown.

It should be noted that Onneley CC had planning permission granted (11/477/FUL) to build three tennis courts as part of its relocation in 2015, however, as of 2019 the courts have still not been created. It should be noted that planning permission generally expires three years after it is granted, unless stated otherwise. If this is the case planning permission would have expired for the construction of the courts.

There are several sites across Newcastle-under-Lyme that accommodate disused tennis courts or have seen a reduction in provision since the previous PPS (2014). For example, Chesterton Community Sports College has stopped maintaining the four macadam courts as usable provision and instead is utilising the area for additional car parking.

Madeley High School also reports it has stopped maintaining its two macadam courts which are now only used for recreational purposes. The macadam surface is poor quality with issues with trees roots cracking the tarmac. It aspires to improve the quality of the courts, however, has limited funds available to carry out any resurfacing works at this time.

Similarly, the two macadam courts which were present at Wolstanton High School are no longer being marked for tennis, instead these are now formally marked for netball.

In the previous PPS (2014), Keele University Sports Centre had eight floodlit macadam tennis courts. However, four of the courts have now been replaced by two macadam basketball courts (overmarked by one tennis court) and three sand volleyball court. As of 2019, there are five floodlit tennis courts on the site.

There are two disused artificial courts located at Westlands Sports Centre which are overgrown with moss and lichen. The courts were last formally marked *circa* 2006 based on satellite imagery.

The three courts at Chesterton Park, which were identified in the previous PPS, are now not marked for tennis and are utilised for recreational community access.

Knutton Recreation Centre still has four disused macadam tennis courts which were identified in the previous PPS. The site has been identified for potential housing development.

Ownership and management

The Council owns and operates a total of 20 courts across the Borough at the following six sites:

- ◀ Birchenwood Pavilion (two courts)
- ◀ Bradwell Lodge (one court)
- ◀ Clough Hall Park (two courts)
- ◀ Silverdale Park (one court)
- ◀ Westlands Sports Centre (ten courts)
- ◀ Wolstanton Park (four courts)

In addition, Basford LTC holds the freehold for its four artificial courts.

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To summarise, most community available provision (56%) is on educational/university sites, 37% is on Council sites with the remaining 7% located at Basford Lawn Tennis Club.

Floodlighting

Floodlit courts enable use throughout the year and are identified by the LTA as being particularly key priority for growing participation nationally. The LTA reports that floodlights allow for a 35% increase in available courts time on an annual basis.

All the courts at Basford Lawn Tennis Club are serviced by floodlights. In contrast, floodlit provision at community accessible non-club courts is extremely limited. The LTA is currently working to strategically assess its stock of courts and implement different ways in which they can be developed which includes the installation of floodlighting.

It should be noted none of the Council managed provision is floodlit with the only other floodlit courts in the Borough being located at Keele University Sports Centre (five courts) or Newcastle-under-Lyme School (eight courts).

Court type

Most courts in Newcastle-under-Lyme have a macadam surface (78%). The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment. The LTA reports that this should cost £1,200 a year per macadam court (which includes on-going maintenance costs). In comparison it indicates an approximate sinking fund of £1,800 needed to refurbish an artificial court surface or one floodlit macadam court.

The remaining courts have an artificial turf surface (sand-based). Such provision generally allows for greater levels of access, especially during inclement weather spells, as well as requiring less frequent maintenance. Nevertheless, the cost of resurfacing the courts is more expensive despite the lifespan being similar.

Table 9.3: Summary of court type at community available sites

Analysis area	Macadam	Artificial	Total
Kidsgrove	4	-	4
Rural Central and Keele	5	-	5
Rural North	4	-	4
Rural South	-	-	-
UNNS&C	29	12	41
Total	42	12	54

Quality

Following a non-technical assessment of the 54 community available courts, 18 were assessed as good quality, 27 as standard quality and nine as poor quality.

Table 9.4: Summary of community available court quality

Good	Standard	Poor
18	27	9

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Poor quality courts are located at the following sites:

- ◀ Birchenwood Pavilion
- ◀ Sir Thomas Boughey High School
- ◀ Bradwell Lodge
- ◀ Clough Hall Park
- ◀ Silverdale Park

Additionally, most of the courts unavailable for community use are also poor quality, with schools reporting they are often unsafe and only used as recreational spaces for curricular and extracurricular purposes. The quality of the courts in turn gives schools a perceived notion they will have no external demand and therefore any potential community access is limited. This is further compounded as the majority of educational stakeholders indicate they cannot improve court quality and explore growing community accessibility due to financial constraints.

Generally, the LTA indicates that the need to refurbish a court is based typically on its current quality. Good quality courts will need resurfacing in eight years (or more), standard quality courts between four and seven years and poor quality courts within the next three years. In Newcastle-under-Lyme, the poor quality courts suffer from a build-up of moss and lichen and receive limited maintenance, whilst the ageing macadam surfaces have begun to break up in areas.

Basford Lawn Tennis Club contains two good quality and two standard quality artificial courts. The Club indicates development plans to refurbish the two standard quality courts within two to three years, however, no funding has yet been secured for these improvements.

Table 9.5: Site by site quality ratings of community available courts

Site ID	Site name	Analysis area	No. of courts	Court type	Floodlit?	Court quality
10	Birchenwood Pavilion	Kidsgrove	2	Macadam	No	Poor
17	Clayton Hall Academy	UNNS&C	5	Macadam	No	Standard
24	Keele University Sports Centre	Rural Central and Keele	5	Macadam	Yes	Good
36	Newcastle Academy	UNNS&C	2	Macadam	No	Good
39	Newcastle-under-Lyme School	UNNS&C	3	Macadam	No	Standard
39	Newcastle-under-Lyme School	UNNS&C	3	Macadam	No	Good
39	Newcastle-under-Lyme School	UNNS&C	8	Artificial	Yes	Good
51	Sir Thomas Boughey High School	Rural North	1	Macadam	No	Poor
51	Sir Thomas Boughey High School	Rural North	3	Macadam	No	Standard
69	Bradwell Lodge	UNNS&C	1	Macadam	No	Poor
78	Westlands Sports Centre	UNNS&C	10	Macadam	No	Standard
80	Wolstanton Park	UNNS&C	4	Macadam	No	Standard
89	Basford Lawn Tennis Club	UNNS&C	2	Artificial	Yes	Good
89	Basford Lawn Tennis Club	UNNS&C	2	Artificial	Yes	Standard
101	Clough Hall Park	Kidsgrove	2	Macadam	No	Poor
103	Silverdale Park	UNNS&C	1	Macadam	No	Poor

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Basford TC anecdotally suggests that the poor quality of Council provision at sites such as Birchenwood Pavilion, Bradwell Lodge, Clough Hall Park and Silverdale Park has resulted in an overall decrease in participation of tennis across Newcastle-under-Lyme. It suggests that people are less likely to play tennis on poorly maintained courts which can be considered dangerous especially in poor weather conditions.

A potential solution for alleviating quality issues, particularly at open access local authority sites, is to explore using technology such as gate accessing system accompanied with online booking systems. Installation of these technologies would create a seamless customer experience whilst enabling the promotion of the courts. In addition, this would allow for usage to be tracked whilst generating revenue to contribute to a sinking fund for refurbishments. Such an approach is known as Clubspark, which is further explored later on within this section of the report.

Ancillary provision

Basford LTC reports ancillary provision servicing the courts at Basford Lawn Tennis Club is standard quality. Although the clubhouse is in reasonable condition it suggests onsite car parking is poor and extremely restricted. There are limitations to increase the amount of car parking as the site is surrounded by residential dwellings.

For non-club courts, the ancillary provision is generally considered to be problematic. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to tennis court users. Insight from the LTA indicates good quality ancillary facilities such as toilets, changing rooms and cafes, encourage players to visit community available provision and stay for extended periods of time. Therefore, a potential way to increase usage of such provision would be to invest and sustain suitable ancillary amenities.

9.3: Demand

Basford LTC is the only tennis club currently operating within Newcastle-under-Lyme. The Club reports it has 103 senior and 58 junior members. Overall, over the previous five years it indicates that senior membership has remained the same, whereas, junior membership has decreased.

It states several potential reasons for this reduction in junior membership including; loss of school sports partnership funding, loss of LTA club vision grants and the lack of suitable indoor, community and school provision.

Correspondingly the LTA reports there is a need for purpose built indoor provision within Newcastle-under-Lyme as there is no such provision servicing the area.

Since the previous PPS (2014) Westlands TC (based at Westlands Sports Centre), has folded. Based on the previous report the Club had 20 senior and 10 junior members and had several years of declining membership figures before it eventually folded. The LTA reports it is in contact with the Council to discuss potential ways to re-establish participation at Westlands Sports Centre.

Future demand

Basford LTC indicates plans to increase membership by a total of 50 people, equating to an additional 20 junior and 30 senior members.

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Latent demand

Sport England's Market Segmentation Tool enables an analysis of 'the percentage of adults that would like to participate in tennis within Newcastle-under-Lyme but are not currently doing so'. The tool identifies latent demand of 2,213 people, 207 (9%) of which are within the segment 'Tim – settling down males'.

Latent demand across the Borough is higher than current levels of active participation. This suggests that there is a large body of players that would like to play if barriers were addressed. LTA insight suggests that 18% of the five million players that pick up a racket nationally each year would play more often if key barriers such as poor promotion of opportunities to get on court, unclear booking journeys (especially those that are 'off line') and low quality facilities were addressed. Therefore, there is a potential opportunity to work with the Council to address these barriers at council operated sites, whilst also bettering understanding of court usage at these sites.

In addition to the above, the LTA reports it is in dialogue with the Council in order to generate tennis demand at Westlands Sports Centre formally used by Westlands TC. It indicates once the Club folded the demand for tennis dispersed to Basford TC or into surrounding local authorities. It is believed demand for tennis in the still exists, however, there is need to activate it.

Parks tennis

Parks tennis leagues are less formal in comparison to established club play, offering greater flexibility and an opportunity for all abilities to engage in competition at local venues. The leagues are run by Local Tennis Leagues which affiliates to the LTA and are available to all aged 18 years and above, with administration and support based online. Players are organised into mixed sex leagues of eight based on similar ability levels, with matches arranged between the two players at whatever time and court is agreed. The flexibility of play is conducive to the use of park sites which are typically more easily accessible.

The LTA reports that it has capacity to explore the opportunity of launching park tennis leagues with each individual local authority. Whilst not essential, park tennis leagues has been found to work well alongside an online booking system, enabling players to reserve their courts to ensure fixtures can regularly occur.

There is no parks tennis league set-up in Newcastle-under-Lyme with the nearest located in neighbouring authority of Stoke-on-Trent.

Tennis for Kids²⁸

Tennis for Kids is a six week coaching offer for children that have never played tennis before and is identified as a priority by the LTA. For £25, kids get six weeks coaching by an LTA Accredited coach, along with a free racket, pack of balls and personalised t-shirt so that they can continue playing. To date nearly 25,000 kids have participated in the Tennis for Kids programme this year.

There are currently no Tennis for Kids programmes operating in Newcastle-under-Lyme, with the nearest programmes running from Florence Tennis and Bowling Club (Stoke-on-Trent) and Congleton Lawn Tennis Club (Cheshire East).

²⁸ <https://clubspark.lta.org.uk/tennisforkids>

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Tennis for Free²⁹

Tennis for Free is a community sports charity that work in partnership with the LTA. The charity delivers free, fully inclusive weekly coaching sessions for all ages and abilities in local communities across the UK, especially those in low income areas. Tennis For Free offer a package for local authorities and court operators that includes financial support for local LTA Accredited coaches to deliver the sessions, tennis equipment for attendees and coaches and promotional support. Sessions are typically delivered across three courts, although the charity have recently launched 'Tennis for Free Lite', to unlock the large number of two court community venues that could benefit from the offer. Through its offer it aims to:

- ◀ Reinvigorate under-used public facilities
- ◀ Make tennis a sport for all
- ◀ Make tennis more financially accessible in the UK
- ◀ Improve the physical and mental wellbeing of local communities through tennis.

There are currently no Tennis for Free sessions operating in Newcastle-under-Lyme.

Great British Tennis Weekend³⁰

The Great British Tennis Weekend is an LTA initiative which all registered venues can access. Clubs have the ability to sign up to host open days, which are free of charge, and create a relaxed and welcoming environment for those new to tennis to participate. This in turn can potentially lead to the clubs attracting new members.

The LTA hosts two dedicated weekends a year which are the UK's biggest public tennis events. Furthermore, venues are able to run additional events outside these dates and will benefit from their events being promoted on the national LTA campaign website. All clubs running an open day are asked to promote a follow on offer to all attendees, such as a reduced rate introductory membership or a number of free coaching sessions, to encourage people to continue playing after the event.

There are currently no open days operating in or around Newcastle-under-Lyme.

Informal tennis

It is considered that all community available courts in Newcastle-under-Lyme that are not accessed by clubs have spare capacity for a growth in demand, although this is difficult to quantify as use is not recorded at every site due to many being open access. It is generally considered that courts are at their busiest during summer months, with little activity taking place outside of this. The LTA have 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.

ClubSpark

ClubSpark is a flexible and simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. ClubSpark is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions of their venue(s) including:

²⁹ <https://www.tennisforfree.com/index.php>

³⁰ www.lta.org.uk/gbtw.

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- ◀ Managed Website - create and manage a mobile friendly website tailored to LA/club requirements to promote events and activities.
- ◀ Managed Coaching – set up coaching lessons and courses online.
- ◀ Membership Management - improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch. Take online payments, manage direct debits and monitor revenue streams with ease. Membership modules can also be used to take 'Season Ticket' payments for venues operating a non-traditional annual facility fee. 'Season Tickets' can be configured to allow court bookings to be made for free or at a reduced rate by players who hold one, whilst still allowing non-holders to book.
- ◀ Organise Payments - Set the way you want payments to be taken, whether it's immediate pay and play, or bookable as part of a membership package
- ◀ Court Bookings – Reduced admin for managing bookings. Give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.
- ◀ Scheduling - Set unique booking and price rules to suit your venue. Enable lights to switch on/off automatically when linked to the LTA Premium Gate Access system.
- ◀ Book and Pay remotely - Customers can make bookings and payments for a venue anytime, anywhere via the real-time booking app.
- ◀ Reporting - ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders. This allows for identification of trends and patterns and evidence to demonstrate participation levels and impact.

RALLY

Rally is an aggregator that collects all booking and coaching information via partner venues ClubSpark pages and displays it for participants in one easy to view page. Rally allows players to search for venues close to them, and provides booking options, removing the barriers of not knowing where courts are or how to book. Rally provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. Courts can be set to book for free of charge or at a fee agreed by the LA.

Gate Access

The LTA have developed two Gate Access systems that work in association with ClubSpark, to secure your courts and to allow access to booked customers only. Members of the public can book a court online (making payment if required) and will receive a four digit access code via email, to enter using the courtside keypad. The system will allow entry for the time booked if a correct code is entered.

Nationally the LTA have reported that in the last three years sites with gate access installed have attracted 64,841 unique players to make bookings, leading to 609,671 courts being booked, and has generated £1.1m of income.

There are two gate options available Smart Access Premium & Smart Access Lite. The demands and needs of users plus the setup of the venue will determined the most appropriate system for each site.

Following a detailed demographic analysis of all park tennis locations across the UK, the LTA has identified locations where they believe they can support the growth of participation through the implementation of gate access technology. The six park sites in Newcastle-under-Lyme have been identified with a high penetration rate for tennis players and therefore are eligible to apply for a grant to pay for the installation of a Smart Access gate (one gate per site).

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Pay and play

All clubs are asked to provide information in regard to whether their courts are available for pay and play when they register with the LTA. Using this the only Club in Newcastle-under-Lyme, Basford TC, do not offer pay and play. This is featured on the LTA's Find a Court Tool, typically used by non-club members to identify local opportunities to play. The LTA strongly encourage tennis clubs to ensure that this information is kept up to date.

It should be noted that clubs which offer pay and play tennis can generate additional income and usage of courts, as well as helping them attract potential future members.

9.4: Supply and demand analysis

The LTA suggests that a non-floodlit hard court can accommodate 40 members whereas a floodlit hard court can accommodate 60 members. For air domed courts, membership of 100 is considered applicable and permanent indoor courts can accommodate 200 members. It should be noted that the abovementioned figures relate to LTA viability guidelines for clubs and are not the maximum capacity. The figure relates to what most clubs, based on the level of provision, would find sustainable.

Using these figures, the table below analyses whether or not courts currently in use by Basford TC are sufficient to meet its current and future demand.

Table 9.6: Summary of supply and demand

Site ID	Site name	Analysis area	Current demand	Future demand	Site capacity	Capacity rating
89	Basford Lawn Tennis Club	UNNS&C	161	50	240	29

As seen in the table above, there is a sufficient supply of courts at all club sites across Newcastle-under-Lyme, based on both current and future demand.

All remaining publicly available non-club courts are deemed to have spare capacity. When this is accompanied by the substantial amount of expressed latent demand there is a clear need to actualise further usage of these courts. As such, the focus should be on improving quality, both in terms of the courts and the accompanying ancillary facilities, as well as providing a smoother booking system for potential users. Initiatives such Tennis for Kids, Tennis for Free and the Great British Tennis Weekend can also be used at such sites to encourage the increase of tennis participation particularly at Westlands Sports Centre. There is also a need to examine the feasibility of creating dedicated indoor provision within the Authority.

Playing Pitch Strategy 2014

The 2014 Newcastle-under-Lyme Playing Pitch Strategy found that:

- ◀ There were 59 tennis courts identified in the audit.
- ◀ Of the 16 sites identified, six have courts that are of a good quality; five sites are standard quality; and five sites have courts that are of poor quality.
- ◀ All of the courts located on education sites are either unavailable for community use or available but unused. The majority (74%) of poor or standard quality courts in the Borough are located on education sites.
- ◀ There were two clubs operating within the Authority; Basford LTC and Westlands TC.

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Since the previous PPS, there generally appears to have been a decrease in affiliated participation with Westlands TC folding. In addition, several sites have now become disused or not maintained for tennis since the previous study.

Tennis summary

- ◀ **There is a sufficient supply of courts to accommodate club based 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 64 tennis courts identified in Newcastle-under-Lyme across 15 sites, with 54 courts available for community use.
- ◀ Both the LTA and Basford TC report aspirations to develop dedicated indoor tennis provision in Newcastle-under-Lyme. There is potential to establish indoor tennis provision at Newcastle-under-Lyme School through a potential development of a sports hall through Newcastle Town NC.
- ◀ Since the 2014 PPS there has been a reduction in courts at Chesterton Community College, Madeley High School, Wolstanton High School, Keele University Sports Centre and Chesterton Park.
- ◀ There are disused courts at Knutton Recreation Centre and Westlands Sports Centre.
- ◀ Basford LTC reports holding the freehold on its four artificial courts. Comparatively the Council owns and operates a total of 20 courts.
- ◀ The majority of courts in Newcastle-under-Lyme have a macadam surface (78%).
- ◀ Following a non-technical assessment, of the 54 community available courts, 18 were assessed as good quality, 27 as standard quality and nine as poor quality.
- ◀ Basford LTC is the only tennis club currently operating within Newcastle-under-Lyme. The Club reports it has 103 senior and 58 junior members.
- ◀ Since the previous PPS in 2014 Westlands TC, that were based at Westlands Sports Centre, has folded. The LTA reports it is in contact with the Council to discuss potential ways to re-establish demand on the site.
- ◀ Latent demand across the Authority is actually higher than current levels of active participation.

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PART 10: NETBALL

10.1: Introduction

England Netball governs netball in England. Levels of participation are quickly increasing, with over 100,000 affiliated members and at least one million women and girls playing during a typical week. The NGBs aim is to provide its members and partners with the best possible service and experience in sport.

Nationally, netball activity takes place both indoors and outdoors. England Netball is currently working on delivering its new five-year plan, Your Game Your Way. Its mission is for netball to be played in a diverse range of ideal environments that inspire and enable participation, growth and world class performance. It is to achieve this mission through directing tailored programmes to each of its segments of participation, which are:

- ◀ Minis, returners, adult casual, youth social and recreational
- ◀ I Heart Netballers, Hooked on Netball
- ◀ Hooked on netball, Aspiring to perform, Talented youth and developing excellence
- ◀ Elite and high performance, aspiring to perform, Talented youth and developing excellence

Consultation

There is one club playing netball outdoors in the Borough, Newcastle Town NC, which was consulted with by telephone in order to inform this section of the report.

10.2: Supply

In total, there are 28 outdoor macadam netball courts located across eight sites in Newcastle-under-Lyme. Of which, 19 or 68% are available for community use. Of the total number of courts, seven or 25% are assessed as good quality, 16 (57%) are assessed as standard quality and the remaining five courts (18%) are assessed as poor quality.

Table 10.1: Netball courts in Newcastle-under-Lyme

Site ID	Site	Analysis area	Available for community use?	Floodlit?	Number of courts	Quality
17	Clayton Hall Academy	UNNS&C	Yes	No	4	Standard
24	Keele University Sports Centre	Rural Central and Keele	Yes	Yes	4	Good
36	Newcastle Academy	UNNS&C	Yes	No	2	Poor
39	Newcastle-under-Lyme School	UNNS&C	Yes	No	3	Standard
39	Newcastle-under-Lyme School	UNNS&C	Yes	No	3	Good
51	Sir Thomas Boughey High School	Rural North	Yes	No	1	Poor
51	Sir Thomas Boughey High School	Rural North	Yes	No	2	Standard
54	St John Fisher Catholic College	UNNS&C	No	No	3	Standard
60	Kidsgrove Secondary	Kidsgrove	No	No	4	Standard
63	Wolstanton High School	UNNS&C	No	No	2	Poor

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Through consultation, schools which do not allow their courts to be available for community use, state it is due to their quality, lack of floodlighting and lack of demand.

Over marking

Whilst it does help with usage levels and sustainability, an issue for netball nationally is that most of its courts are dual use tennis courts. This limits accessibility (especially during the summer when tennis nets are often permanently in place) and also impacts on quality due to higher levels of wear and tear. In Newcastle-under-Lyme all sites, apart from Kidsgrove Secondary and Wolstanton High School, are overmarked for tennis.

Court type

All outdoor netball courts in Newcastle-under-Lyme have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

10.3: Demand

In Newcastle-under-Lyme, there is one netball club which generates some outdoor demand for courts. As indicated below, most of the netball across the Borough takes place indoors.

Newcastle Town Netball Club

The Club has approximately 250 to 300 members with strong levels of participation from all age groups including beginners through to those playing at elite levels of competition. The Club reports it is presently having to turn people away from becoming members as it is limited by the accessibility of suitable venues.

In order to grow, and to better facilitate its current levels of demand, it plans to create a purpose built indoor netball facility at Newcastle-under-Lyme School. In partnership with the School, it intends to submit a planning application to establish an indoor sports hall on top of what is presently two standard quality macadam netball courts (overmarked for tennis). It should be noted that an initial bid was put in and refused with the Club planning to appeal the decision.

Plans are to establish one premier league netball court with accompanying tiered seating. The Club indicates this will assist its elite teams to progress within their league structure. Furthermore, there will be two standard netball courts to allow multiple teams to play and train at once instead of using several sites across the Borough. Initial designs also include the creation of carparking to meet the expected increase levels of demand accessing the site.

The project is being led by the Club from funds secured through one of its members. As part of the abovementioned proposal it will have secured access to the facility for training and competitive fixtures. Outside of the agreement the facility will be accessed by the School and other potential community clubs. The Club indicates no activities using a hard ball will take place in the hall, such as cricket, in order to protect surface quality. However, it is open to sports such as tennis to utilise the provision.

Although most of its demand is indoors, the Club runs an outdoor netball league in the summer. It reports this is based in Stoke-on-Trent as the quality of outdoor courts within Newcastle-under-Lyme are too poor. If the quality and accessibility of court provision with the Borough was improved it would consider returning the demand back into the Authority.

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Back 2 Netball, Walking Netball and Netball Now

Back 2 Netball sessions are running across England and provides women of all ages a welcoming re-introduction to the sport. Sessions cover the basics of the game including passing, footwork and shooting and finish with a friendly game. Since its creation in 2010, over 60,000 women have taken part. Newcastle Town NC runs Back 2 Netball sessions at Newcastle-under-Lyme Scholl on Tuesdays 8pm to 9pm.

Walking netball has evolved from a growing demand of walking sports e.g. walking football. Walking netball is a slower version of the game. It has been designed so that anyone can play regardless of age and fitness level and therefore offers opportunities for older adults to participate and enjoy. Walking netball sessions are Wednesday and Fridays indoor at the Michelin Sports Centre.

Netball Now is a simple, straight forward way to play netball as it is not coached, led by competition rules, regulations with scores not being recorded. It is a way for people to be able to socially play the sport for a nominal fee. There are Netball Now sessions held at Keele University Sports Centre Wednesday evenings.

10.4: Supply and demand analysis

In summary, there is enough outdoor netball provision in Newcastle-under-Lyme to meet current demand therefore a priority should be placed on improving court quality and ensuring courts remain. Improving court quality could result in additional usage outdoor from Newcastle Town NC, however, this would require further consultation.

As the use of outdoor provision across the Borough is limited there is a need to assist Newcastle Town NC in its aspirations to development a purpose built indoor facility at Newcastle-under-Lyme School. This would allow the Club to grow and bring potential exported netball demand back into the Authority. In addition, if such a facility were to be established, it could provide a potential option for develop indoor tennis facilities, however, this would require in depth discussion between EN the LTA and relevant stakeholders (Newcastle Town NC and Newcastle-under-Lyme School).

Consideration should also be given to increasing the amount of England Netball initiatives such as Back 2 Netball, Walking Netball and Netball Now.

Netball summary

- ◀ **In summary, there is enough outdoor netball provision in Newcastle-under-Lyme to meet current demand therefore a priority should be placed on improving court quality and ensuring courts remain.**
- ◀ **There is a need to assist Newcastle Town NC in its aspirations to development a purpose built indoor facility at Newcastle-under-Lyme School.**
- ◀ In total, there are 28 outdoor macadam netball courts located across eight sites in Newcastle-under-Lyme.
- ◀ All outdoor netball courts in Newcastle-under-Lyme have a macadam surface.
- ◀ In Newcastle-under-Lyme all sites, apart from Kidsgrove Secondary and Wolstanton High School, are overmarked for tennis.
- ◀ In Newcastle-under-Lyme, there is one netball club (Newcastle Town NC) which generates some outdoor demand for courts.
- ◀ In order to grow, and to better facilitate its current levels of demand, Newcastle Town TC plans to create a purpose built indoor netball facility at Newcastle-under-Lyme School.
- ◀ There are Back 2 Netball, Walking Netball and Netball Now sessions held at Newcastle-under-Lyme School, Michelin Sports Centre and Keele University Sports Centre, respectively.

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PART 11: OTHER SPORTS

11.1: Ultimate Frisbee

UK Ultimate is the national governing body of Ultimate Frisbee, better known as Ultimate. Its role is to assist and encourage both players and teams at all levels of the sport.

The rules of Ultimate are a homogenisation of two sports: American football and basketball. Two teams of seven compete to score points in the opponents 'end zone' located at either side of the pitch. Players cannot run with the disk or allow it to hit the ground and must throw it to a teammate located in the opposing end zone to score. This non-contact sport is played on a pitch 100x37 metres in size. Competitive outdoor matches occur between the months of April and August with matches lasting approximately one hour.

The sport is increasingly popular within the University of Keele student population and is principally managed by the Student Union, which coordinates and supports the development of the sport. There is currently a single men's team representing the University in the men's BUCS League. The Club prides itself on being one of the most cost-effective university sports offered at the University.

Home matches take place at the University of Keele grass pitches site, with the pitch deemed standard quality; however, it is also considered to be at capacity due to being overmarked with both football and rugby. Alternatively, the team play on the floodlit 3G pitch when there is availability.

The Club train three times a week, on Monday evenings in the University Sports Centre, on Thursday evening on the MUGA and at the weekends on the University Sports Centre. Nationally a floodlit 3G surface is preferred for winter training, as opposed to sand-based, macadam or indoor surfaces, due to heavy potential impact from players diving for the disk.

There is no known hosts of the Nation UK Frisbee Championships in the Newcastle-under-Lyme area. This was confirmed after searching on the UK Ultimate website. Only Keele Koogaz are listed, which is another name for the university team.

11.2: Lacrosse

Lacrosse is a contact sport played using a small rubber ball and long-handled stick to catch and hold the lacrosse ball. It is governed nationally by English Lacrosse. Despite there being no community clubs recorded as playing within Newcastle-under-Lyme, it is played by the University of Keele.

The University fields one men's and two women's team; with matches taking place at the Keele University Sports Centre, which has a lacrosse pitch marked out. The pitch is deemed to be standard quality but is at capacity due to overmarking and use for both football and Ultimate Frisbee. This University demand represents the only lacrosse demand in the Borough with the nearest community clubs based in Stoke-on-Trent, Nottingham or Loughborough.

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11.3: American football

The British American Football Association is responsible for the governance of the sport which is continuing to grow in popularity and there are now hundreds of clubs and thousands of players competing regularly across the country. Keele Crusaders American Football Club plays within Newcastle-under-Lyme representing the University of Keele. The type of American football offered by the University is both contact and flag, with flag American football being the equivalent of tag/touch rugby.

Keele Crusaders AFC consists of one mixed (male and female) team which competes in the BUCS 2A Midlands (Mixed) League. The sport is growing rapidly at the University with interest peaking at an all time high since its introduction in 2014. Fixtures for the team take place on the grass rugby pitches at the Keele University Sports Centre on Sunday afternoons.

Training for the team is either twice or three times per week depending whether there is a fixture. Tuesdays are dedicated classroom/fitness sessions; Thursdays are technical sessions; with potentially a third session taking place on Sunday afternoon if the team does not have a competitive fixture.

American Football is not played at club level in the Newcastle-under-Lyme. However, in neighbouring authority Stoke-on-Trent there is a club called Staffordshire Surge American Football Club.

Other Sports Summary

- ◀ **Current supply and levels of access for Ultimate Frisbee, Lacrosse, American Football and are considered to be sufficient to service the need in the Borough.**
- ◀ *Ultimate Frisbee:* There is currently a single men's team in representing the University in the men's BUCS League. Home matches take place at the University of Keele grass pitches site, with the pitch deemed standard quality; however, it is also considered to be at capacity due to being over marked with both football and rugby.
- ◀ *Lacrosse:* The University of Keele fields one men's and two women's team; with matches taking place at the University of Keele Grass pitches site, which has a lacrosse pitch marked out. The pitch is deemed to be good quality but is at capacity due to over marking and use for both football and Ultimate Frisbee.
- ◀ *American Football:* Keele Crusaders AFC consists of one senior mixed team which competes in the BUCS 2A Midlands (Mixed) League. Fixtures for the team take place on the grass rugby pitches at University of Keele on Sunday afternoons.
- ◀ Changing facilities at the site are also considered standard quality, they are located fairly close to the pitches.

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APPENDIX 1: 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

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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.

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.

England and Wales Cricket Board (ECB) Inspiring Generations (2020-2024)

The England and Wales Cricket Board unveiled a new strategic plan in 2019. The strategic plan aims to connect communities and improve lives by inspiring people to discover and share their passion for cricket

The plan sets out six important priorities and activities, these are:

- ◀ ***Grow and nurture the core***
 - ◀ Create an infrastructure investment fund for First Class County Clubs (FCCs)
 - ◀ Introduce a new Community Investment Funding for FCCs and County Cricket Boards (CCBs)
 - ◀ Invest in club facilities
 - ◀ Develop the role of National Counties Cricket
 - ◀ Further invest in County Competitions
- ◀ ***Inspire through elite teams***
 - ◀ Increase investment in the county talent pathway
 - ◀ Incentivise the counties to develop England Players
 - ◀ Drive the performance system through technology and innovation
 - ◀ Create heroes and connect them with a new generation of fans
- ◀ ***Make cricket accessible***
 - ◀ Broaden crickets appeal through the New Competition
 - ◀ Create a new digital community for cricket
 - ◀ Install non-traditional playing facilities in urban areas
 - ◀ Continue to deliver South Asian Action Plans
 - ◀ Launch a new participation product, linked to the New Competition

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- ◀ **Engage children and young people**
 - ◀ Double cricket participation in primary schools
 - ◀ Deliver a compelling and coordinated recreational playing offer from age five upwards
 - ◀ Develop our safeguarding to promote safe spaces for children and young people

- ◀ **Transform women's and girls' cricket**
 - ◀ Grow the base through participation and facilities investment
 - ◀ Launch centres of excellence and a new elite domestic structure
 - ◀ Invest in girls' county age group cricket
 - ◀ Deliver a girls' secondary school programme

- ◀ **Support our communities**
 - ◀ Double the number of volunteers in the game
 - ◀ Create a game-wide approach to Trust and Foundations through the cricket network
 - ◀ Develop a new wave of officials and community coaches
 - ◀ Increase participation in disability cricket

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.

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 (EH) - A Nation Where Hockey Matters 2013

The vision is for England to be a 'Nation Where Hockey Matters'.

We know that delivering success on the international stage stimulates the nation's pride in their hockey team and, with the right events in place, we will attract interest from spectators, sponsors and broadcasters alike. The visibility that comes from our success and our occasions will inspire young people and adults to follow in the footsteps of their heroes and, if the right opportunities are there to meet their needs, they will play hockey and enjoy wonderful experiences.

Underpinning all this is the infrastructure which makes our sport function. We know the importance of our volunteers, coaches, officials, clubs and facilities. The more inspirational our people can be, the more progressive we can be and the more befitting our facilities can be, the more we will achieve for our sport. England Hockey will enable this to happen and we are passionate about our role within the sport. We will lead, support, counsel, focus and motivate the Hockey Nation and work tirelessly towards our vision.

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As a governing body, we want to have a recognisable presence to participants of the game, be that through club or association website or their communications, or through the work of the many outstanding coaches in our game, so that players understand that their club is part of a wider team working together to a common goal.

The core objectives are as follows:

1. Grow our Participation
2. Deliver International Success
3. Increase our Visibility
4. Enhance our Infrastructure
5. For England Hockey to be proud and respected custodians of the sport

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 only 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.

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.

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)

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- 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.

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.

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.

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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>

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 golfers

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APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
				13%					
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
				20%					
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
				12%					
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
				8%					
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
				9%					
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
				6%					
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).