



NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY
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Integrity, Innovation, Inspiration

1-2 Frecheville Court ◀ off Knowsley Street ◀ Barnet BL9 0UF
T 0161 764 7040 ◀ **F** 0161 764 7490 ◀ **E** mail@kcp.co.uk ◀ **www.kkp.co.uk**



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PART 1: INTRODUCTION

This is the Playing Pitch Strategy (PPS) for Newcastle under Lyme. Building upon the preceding Assessment Report it provides a clear, strategic framework for the maintenance and improvement of existing outdoor sports pitches and ancillary facilities between 2015 and 2020. The PPS covers the following playing pitches and outdoor pitch sports:

- ◀ Football pitches
- ◀ Cricket pitches
- ◀ Rugby pitches
- ◀ Hockey/ Artificial Grass Pitches (AGPs)
- ◀ Tennis courts
- ◀ Bowling greens
- ◀ Netball courts

The PPS is a key evidence base to inform a range of strategies and policies. A key driver is to inform the Newcastle under Lyme and Stoke on Trent Joint Local Plan and supporting infrastructure delivery plan, as well as potential subsidiary local plan documents.

Other key objectives include:

- ◀ Informing funding priorities for outdoor sports facilities.
- ◀ Providing adequate planning guidance to assess development proposals affecting playing fields;
- ◀ Informing land use decisions in respect of future use of existing outdoor sports areas and playing fields (capable of accommodating pitches) across the Borough;
- ◀ Providing a strategic framework for the provision and management of outdoor sports across the Borough;
- ◀ Providing the basis for on-going monitoring and review of the use, distribution, function, quality and accessibility of outdoor sport.

1.1: Structure

The Strategy has been developed from research and analysis of playing pitch provision and usage within Newcastle under Lyme to provide:

- ◀ A vision for the future improvement and prioritisation of playing pitches (including ancillary facilities).
- ◀ A series of strategic recommendations which provide a strategic framework for the improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch stock.
- ◀ A series of sport by sport recommendations which provide a strategic framework for sport led improvements to provision.
- ◀ A prioritised area-by-area action plan (where action is deemed necessary).

The Strategy and Action Plan recommends a number of priority projects for Newcastle, which should be implemented from 2015 to 2019. It is outlined to provide a framework for improvement and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding will be identified.

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There is a need to build key partnerships between the Borough Council, National Governing Bodies of Sport (NGBs), Sport England, schools, further education providers, community clubs and private landowners to maintain and improve playing pitch provision. In these instances, the potential for the Borough Council to take a strategic lead is more limited. This document will provide clarity about the way forward, and allow key organisations to focus on the key issues that they can directly influence and achieve.

1.2 Links to other strategies

The Council's outcome is to see the provision of a range of quality and accessible facilities, services and opportunities that:

- ◀ Reflect the unique nature of the Borough
- ◀ Build on our Football, Cricket and Rugby Heritage
- ◀ Maximise the strengths of the voluntary sports sector
- ◀ An increase in participation in sport and physical activity
- ◀ Contribute to an overall improvement in health and wellbeing.

There are a number of related strategies developed by the Council which have been adopted or are in the process of being developed, which are used to inform this study:

- ◀ Newcastle-under-Lyme Borough Council Plan
- ◀ North Staffordshire Green Space Strategy 2009 to be reviewed in 2015-16
- ◀ Newcastle Under Lyme Borough Council Asset Management Strategy 2015-18
- ◀ Staffordshire County Council Health and Wellbeing Strategy
- ◀ Emerging Newcastle-under-Lyme Sport & Active Lifestyles Strategy
- ◀ Sport Across Staffordshire: A Sports Facilities Framework Draft Report December 2014

Further to the above, consultation with NGBs and neighbouring authorities (through the countywide study Sport Across Staffordshire: A Sports Facilities Framework study) informed the development of recommendations in terms of cross boundary issues. In particular, facilities in Stoke were considered in terms of the potential capacity that they could offer in meeting shortfalls identified within Newcastle before recommendations made in relation to the need for new provision.

1.3 Vision

Therefore, this study has been developed on the basis of the above strategic drivers in order to ensure that it reflects the Council's wider ambitions. A vision has been set out to provide a clear focus with desired outcomes for the Newcastle under Lyme Playing Pitch Strategy:

"There will be a range of outdoor sports facilities to benefit all residents in Newcastle under Lyme, resulting in an increase in participation in sport and physical activity."

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PART 2: STRATEGIC KEY ISSUES

Using the overarching key issues identified in the Assessment Report, the following priorities are identified.

- ◀ Retention and improvement and prioritisation of some sites/facilities and disposal of others.
- ◀ Improvements to the quality and accessibility of existing facilities.
- ◀ Maximising access to education sites where local demand and/or strategic need exists.
- ◀ Meeting identified shortfalls of provision on an area by area basis.
- ◀ Ensuring the long term security of tenure of sites for suitable clubs and to allow for further site improvements to be made (or funding applied for).

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PART 3: AIMS

The following Strategy aims are based on the key issues emerging from the Assessment Report. It is recommended that the following are adopted by the Council and its partners to enable it to achieve the overall vision of the Strategy:

AIM 1

To protect the existing supply of sports facilities where it is needed for meeting current or future needs

AIM 2

To enhance outdoor sports facilities through improving quality and management of sites

AIM 3

To re-align the usage and enhance outdoor sports facilities where there is current or future demand.

PART 4: STRATEGIC RECOMMENDATIONS

Under each aim, the following strategic recommendations for the Strategy have been developed from either the key drivers or the key issues emerging from the Assessment Report. Implementation must be considered in the context of financial implications and the need for some proposals to also meet planning considerations.

AIM 1

To protect the existing supply of sports facilities where it is needed for meeting current or future needs

Recommendations:

- a. Protect sports facilities where there is a need to do so.
- b. Secure tenure and access to sites for high quality, development minded clubs.
- c. Maximise community use of education sites.

Recommendation a – Protect sports facilities where there is a need to do so

The majority of facilities from the assessment report justify protection. The scope to legally safeguard long term use of strategically important sites to the community, such as the strategic sites and key centres identified (see Recommendation e), should be considered. For example, through the Fields in Trust programme (www.fieldsintrust.org).

In order to maximise the use of resources it may be appropriate to dispose of some existing playing field sites (that are of low value to formal sport i.e. one/two pitch sites with no changing provision) to generate investment towards developing better quality sites (where appropriate to do so) in order to meet the recommendations of the Strategy and to develop the hierarchy of sites (see Recommendation e).

It will be necessary to obtain developer contributions towards improving strategic sites which will be explored.

The following sites are potential sites which could be mitigated (falling under two categories disused and lapsed).

A disused site is any site where the last known use was as a playing field less than five years ago. These sites fall within Sport England's statutory remit and as such require some element of mitigation:

- ◀ Black Bank
- ◀ Crackley Bank Recreation Ground (Crackley)
- ◀ Knutton Recreation Centre
- ◀ Arnold Grove
- ◀ Loomer Road, Chesterton

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A lapsed site is any site where the 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 74 of the National Planning Policy Framework). The disposal of these pitches should be considered as part of the Council's Green Spaces Strategy:

- ◀ Knype Way (unused for sport for 10 years)
- ◀ Park Road (unused for sport for 25 years)
- ◀ Sheldon Grove (unused for sport for 10 years)
- ◀ Gloucester Road (unused for sport for 10 years)

The following criteria should be used as the basis for negotiations to mitigate the loss of playing field provision:

- ◀ Ensure that these sites are not suitable to meet deficiencies identified in other outdoor sports i.e. cricket pitches.
- ◀ Ensure that where playing fields are lost through alternative development or closure, that the type of provision of the same or improved standard is provided to meet demand identified.
- ◀ Where pitches are lost due to redevelopment of the site, compensatory re-provision or an equivalent or better contribution for re-investment in improving existing strategic sites (which may include providing more pitches) will be sought.
- ◀ Where opportunities exist to additionally increase pitch quality (and therefore pitch capacity to accommodate more matches) this should be a priority (please refer to the action plan to identify quality deficiencies in the appropriate area).

For further information please refer to Sport England's Playing Fields Policy - 'A Sporting Future for the Playing Fields of England' Policy Exception E4 which can be found at:

<http://www.sportengland.org/media/123579/policy-exception-4.pdf>

In terms of mitigation it is important that it is informed by the action plan in order to avoid sporting deficiencies in the borough for where there is an identified need.

Recommendation b – Secure tenure and access to sites for high quality, development minded clubs

Local sports clubs should be supported by partners including the Council, NGBs or the County Sports Partnership (CSP) to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership working. For example, support club development and encourage clubs to develop evidence of business and sports development plans to generate an income through their facilities. All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)¹. Clubs should also be encouraged to work with partners locally whether volunteer support agencies or linking with local businesses.

As well as improving the quality of well-used, local authority sites, there are a number of sites which have poor quality (or no) ancillary facilities. It is recommended that security of tenure should be granted (where appropriate to do so) to the clubs playing on these sites (minimum 25 years as recommended by Sport England and NGBs) so the clubs are in a position to apply for external funding to improve the ancillary facilities.

¹ <http://www.cascinfo.co.uk/cascbenefits>

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There are a number of sites in Newcastle where security of tenure for the club/user needs to be secured (on private or industrial playing fields for example). This also often refers to education sites where formal community use agreements are not in place. NGBs can often help to negotiate and engage with schools, particularly academies where the local authority may not have direct influence.

Clubs should be required to meet service and/or strategic objectives. However, an additional set of criteria should be considered, which takes into account the quality of the club, aligned to its long term development objectives and sustainability.

In light of ongoing public sector spending cuts, it is increasingly important for the Council to work with voluntary sector organisations in order that they may be able to take greater levels of ownership and support the wider development and maintenance of facilities. To facilitate this, the Council should support and enable clubs to generate sufficient funds to allow this.

Recommended criteria for lease of sport sites to clubs/organisations

Club	Site
<p>Clubs should be members of their NGB and membership maintained on an annual basis.</p> <p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers.</p> <p>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</p> <p>Clubs have processes in place to ensure capacity to maintain sites to the existing, or better, standards.</p>	<p>Sites should be those identified as 'Club Sites' (recommendation d) for new clubs (i.e. not those with a District wide significance) but which offer development potential. For established clubs which have proven success in terms of self-management 'Key Centres' are also appropriate.</p> <p>As a priority, sites should acquire capital investment to improve (which can be attributed to the presence of a Clubmark/Charter Standard club).</p> <p>Sites should be leased with the intention that investment can be sourced to contribute towards improvement of the site.</p> <p>An NGB/Council representative should sit on a management committee for each site leased to a club.</p>

The Council can further recognise the value of Clubmark/Charter Standard by adopting a policy of prioritising the clubs that are to have access to these better quality facilities. This may be achieved by inviting clubs to apply for season long leases on a particular site as an initial trial.

Recommendation c - Maximise community use of education sites

To enable the initiation of effective activities and programmes in identified areas of communities and as part of the partnership work to develop key sports with NGBs there needs to be a plan for developing facilities in schools. This could help address the current pressures that current sports facility stocks face by looking at school and community facilities in order to meet identified current and future demand.

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The consultation with schools identified the following key school sites where community sport takes place or could take place. Prioritisation for the schools identified below should be given specific support to further examine the opportunities that exist for these schools to absorb more demand/usage in order to reduce the used capacity at Council playing fields:

- ◀ University Academy Kidsgrove
- ◀ Kings School
- ◀ Newcastle under Lyme School
- ◀ Newcastle-under-Lyme College
- ◀ Clayton Hall Business & Language College
- ◀ Sir Thomas Boughey High School & Co-Operative Business & Enterprise College
- ◀ University of Keele

Further to this list, the action plan recommends measures to secure Community Use Agreement (CUA) and/or ensure delivery of CUA or the requirement to make quality improvements.

In order to maximise community use of educational facilities it is recommended to establish a more coherent, structured relationship with schools. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. In Newcastle pricing policies at facilities can be barrier to access at some of the education sites but physical access and resistance from schools, especially academies, to open up 3G provision is also an issue.

A number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the school/college and the local clubs. The Council and other key partners must work with schools and colleges to develop an understanding of the issues that restrict or affect community access. Support should be provided, where appropriate, to address underlying problems. Consideration should be given to a centralised booking system for community use of schools and colleges to minimise administration and make access easier for the users.

It is not uncommon for school pitch stock not to be fully maximised for community use, especially in relation to 3G provision. Even on established community use sites, access to outdoor sports facilities to the community is limited. The Assessment Report identified several issues relating to the use of school facilities:

- ◀ Many sites are underutilised, especially for competitive play for football.
- ◀ Community use is limited and often based on informal agreements between individual schools and clubs.
- ◀ There is no strategic guidance as to which clubs are allocated the use of playing pitch facilities (i.e. in accordance with a strategic need).
- ◀ There are a number of school sites where a community use agreement is in place but it is not clear whether the agreement is being upheld.
- ◀ There are management issues inherent in developing, implementing and managing community use agreements. Advice and guidance can be obtained from Sport England's Schools toolkit and Sports organisations toolkit.
(www.sportengland.org/facilities-planning)

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Where appropriate, it will be important for schools to negotiate and sign formal and long-term agreements that secure community use. This need to be examined against these issues:

- ◀ The analysis provides a clear indication of the future pitch requirements and provides a basis for partners to negotiate.
- ◀ Community use should not impact on the needs of schools to deliver curricular and extracurricular activities

Sport England has also produced guidance, online resources and toolkits to help open up and retain school sites for community use and can be found at:

<http://www.sportengland.org/facilities-planning/accessing-schools/>

It is recommended that a working group, led by a partner from the education sector but supported by a range of other sectors including sport and leisure is established to implement the strategic direction in relation to the increased/better use of school facilities.

Broadly speaking, its role should be to:

- ◀ To better understand current community use, practices and issues by 'auditing' schools.
- ◀ Ensure community use agreements are upheld
- ◀ Identify and pilot one school/club formal community use agreement with a view to rolling out the model across the area.
- ◀ Ensure that funding to improve the quality of the facilities is identified and secured.
- ◀ As part of any agreement secure a management arrangement for community access, which does not rely on existing school staff structures.
- ◀ Ensure that pitch provision at schools is sufficient in quality and quantity to be able to deliver its curriculum. Once this has been achieved provision could contribute to overcoming deficiencies in the area.

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

Consider the future role of school playing fields to fulfil a strategic need

School sites may offer potential for meeting community needs on a localised basis. Where there is no current local demand for community use of these facilities (and they are not being used to capacity for school needs/fixtures) these sites may provide future potential to open up for community use depending on strategic need. School pitches (mostly football pitches in Newcastle) would be an example of this.

In most instances in Newcastle this refers to primary school sites. However, one of the main inhibitors to achieving community use at these sites will be in relation to securing access to changing room provision, many of the schools do not have the appropriate facilities to support community use. Working with local youth leagues will further help to determine the need for access to changing room provision.

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AIM 2

To enhance outdoor sports facilities through improving the quality and management of sites

Recommendations:

- d. Improve quality where appropriate do so.
- e. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding
- g. Establish an approach to securing developer contributions.

Recommendation d – Improve pitch quality

There are a number of ways in which it is possible to increase pitch quality, including for example, addressing overplay and improving maintenance. These are explored in more detail below.

Address quality issues

Priority in the short term (given limited resources) should be directed to improving quality where demand or latent demand warrants the level of funding required.

This standard, based on an achievable target using existing quality scoring to provide a baseline, should be used to identify deficiencies and hence investment should be prioritised to those sites which fail to meet the proposed quality standard (using the site audit database, provided in electronic format).

For the purposes of the Quality Assessments, this Strategy will refer to pitches and ancillary facilities separately as Good, Standard or Poor quality. In Newcastle, for example, some good quality sites have poor quality elements i.e. changing rooms or a specific pitch.

Good quality refers to pitches that have, for example, good grass cover, an even surface, are free from vandalism, litter etc. In terms of ancillary facilities, good quality refers to access for disabled people, sufficient provision for referees, juniors/women/girls and appropriate provision of showers, toilets and car parking.

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

Poor quality refers to pitches that have, for example, inadequate grass cover, uneven surface and damage. In terms of ancillary facilities, poor quality refers to inappropriate size of changing rooms, no showers, no running water and old dated interior.

Please refer to the Sport England/NGB quality assessments. Sites played beyond capacity may require remedial action to help reduce this.

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For improvement/replacement of AGPs refer to Sport England and the NGBs 'Selecting the Right Artificial Surface for Hockey, Football, Rugby League and Rugby Union' document for a guide as to suitable AGP surfaces:

www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/

Address overplay

In order to improve the overall quality of the playing pitches stock; it is necessary to ensure that pitches are not overplayed beyond recommended weekly carrying capacity. This is determined by assessing pitch quality (via a non-technical site assessment) and allocating a weekly match limit to each. Each NGB recommends a number of matches that a good quality pitch should take:

Sport	Pitch type	No. of matches
Football	Adult pitches	3 per week
	Youth pitches	4 per week
	Mini pitches	6 per week
Rugby union*	Pipe and Slit Drained and a good level of maintenance (D3/M2)	3.5 per week
	Pipe drained and a good level of maintenance (D2/M2)	3.25 per week
	Natural (adequate) drainage and a good level of maintenance (D1/M2)	3 per week
Rugby league	Senior	3 per week
Cricket	One grass wicket	5 per season
	One synthetic wicket	60 per season

* Please note that the RFU believes that it is most appropriate to base the calculation of pitch capacity upon an assessment of the drainage system and maintenance programme afforded to a site.

There are also a number of sites that are poor quality but are not overplayed. These sites should not be overlooked as often poor quality sites have less demand than other sites but demand could increase if the quality was to increase. Improving pitch quality should not be considered in isolation from maintenance regimes.

Whilst it works both ways in so much as poor pitch condition is a symptom of pitches being over played, potential improvements may make sites more attractive and therefore more popular.

There is also a need to balance pitch improvements alongside the transfer of play to alternative pitch sites. Therefore, work with clubs to ensure that sites are not played beyond their capacity and encourage play, where possible, to be transferred to alternative venues which are not operating at capacity.

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Apply appropriate levels of maintenance to sustain/improve pitch quality

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

For example, the FA has recently introduced a Pitch Advisor Scheme and has been working in partnership with Institute of Groundsmanship (IOG) to develop a Grass Pitch Maintenance service that can be utilised by grassroots football clubs with the simple aim of improving the quality of grass pitches. The key principles behind the service are to provide football clubs with advice/practical solutions on a number of areas, with the simple aim of improving the club's playing surface.

In relation to cricket, 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 ECB recommends full technical assessments of wickets and pitches available through a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether the pitch meets the Performance Quality Standards that are benchmarked by the Institute of Groundsmanship. Please note that PQS assessments are also available for other sports.

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

To allow for facility developments to be programmed within a phased approach the Council should adopt a tiered approach to the management and improvement of playing pitch sites and associated facilities. Please refer to Part 7: Action Plan for the proposed hierarchy.

The development of the hierarchy of provision has been informed through consultation with users which generally identifies that clubs with large youth sections want to access bigger better quality sites for football. There is growing demand for the use of central venue/hub sites in Newcastle-under-Lyme for mini and youth football with two of the largest clubs Betley FC and Bradwell FC having several youth and mini teams each accessing central league venue hub sites outside of the area. It is also worthy of note that, more established football clubs are also keen to retain the use of club sites where they are the sole user and are able to have security of tenure in order to develop appropriate facilities.

Recommendation f – Work in partnership with stakeholders to secure funding

Partners, led by the Council, should ensure that appropriate funding secured for improved sports provision are directed to areas of need, underpinned by a robust strategy for improvement in playing pitch facilities.

In order to address the community's needs, to target priority areas and to reduce duplication of provision, there should be a coordinated approach to strategic investment. In delivering this recommendation the Council should maintain a regular dialogue with local partners and through the Playing Pitch Steering Group.

Some investment in new provision will not be made by the Council directly, it is important, however, that the Council therefore seeks to direct and lead a strategic and co-ordinated approach to facility development by education sites, NGBs, sports clubs and the commercial sector to address community needs whilst avoiding duplication of provision.

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External funding should be sought/secured to achieve maximum benefit from the investment into appropriate playing pitch facility enhancement and its subsequent maintenance.

Please refer to Appendix Two for further funding information which includes details of the current opportunities, likely funding requirements and indicative project costs.

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

Sport England research suggests the following:

Economic impact:

- ◀ In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total.
- ◀ The contribution to employment is even greater – sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.

Health impact:

- ◀ Physical activity, including sport, is linked to reduced risk of over 20 illnesses, including cardiovascular disease and some cancers.
- ◀ Taking part in regular sport can save between £1,750 and £6,900 in healthcare costs per person.

Social and cultural impact:

- ◀ Published studies show the positive effects of sport on education include improved attainment, lower absenteeism and drop-out, and increased progression to higher education. For instance, young people's participation in sport improves their numeracy scores by 8 per cent on average above non-participants.
- ◀ Other studies have found that sport programmes aimed at youths at risk of criminal behaviour can enhance self-esteem and reduce reoffending.

Recommendation g – Establish an approach to securing developer contributions

It is important that this strategy informs policies and emerging supplementary planning documents and should form the basis for negotiation with developers to secure contributions to include provision and/or enhancement of appropriate playing fields and its subsequent maintenance.

Section 106 (S106) contributions or CIL (Community Infrastructure Levy) could potentially be used to improve the condition and maintenance regimes of the pitches in order to increase pitch capacity to accommodate more matches.

Any new facility or improvements to existing facilities that are needed as a direct result of planned development need to be included in the Infrastructure Delivery Plan.

A number of planning policy recommendations should be considered to enable the above to be delivered:

- ◀ Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a Section 106 Agreement or equivalent must be completed specifying the amount which will be linked

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to Sport England's Building Cost Information Service from the date of the Planning Committee, and timing of the Contribution(s) to be paid.

- ◀ Some contributions may need to be ring fenced for use according to the particular terms of the Planning Obligation, where there is opportunity to improve the appropriate pitches within the local vicinity. However, for some sports such as for example cricket and rugby a "central pot" for developer contributions across the local authority area may be necessary for the particular sport.
- ◀ If the case for a new pitch arises contributions should also be secured towards the first ten years of maintenance. NGBs and Sport England can provide further and up to date information on the associated costs.
- ◀ Where new multiple pitches are provided, appropriate changing rooms and associated car parking should be located on site.
- ◀ All new or improved playing pitches on school sites should be subject to community use agreements. For further guidance please refer to Sport England:
<http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/community-use-agreements/>
- ◀ Establish a mechanism for collating developer contributions for playing pitches which is demand based.

AIM 3

To re-align the usage and enhance outdoor sports facilities where there is current or future demand

Recommendations:

- h. Explore opportunities to maximise usage of the current pitch stock whilst maintaining quality.
- i. Identify opportunities to add to the overall stock to accommodate both current and future demand.

Recommendation h - Explore opportunities to maximise of the current pitch stock whilst maintaining adequate quality

The Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the Assessment Report and the sport by sport specific recommendations (Part 2).

It is important that the current levels of grass pitch provision are maintained and enhanced to secure provision now and in the future. For most sports the future demand for provision identified in Newcastle can be overcome through maximising use of existing pitches through a combination of:

- ◀ Improving pitch quality in order to improve the capacity of pitches to accommodate more matches.
- ◀ The re-designation of pitches for which there is an oversupply.
- ◀ Securing long term community use at school sites.
- ◀ Working with commercial and private providers to increase usage.

While maximising the use of existing pitches offers scope to address the quantitative deficiencies for most sports, new or additional cricket squares on public or private fields, as well as improving existing wickets is required to meet the levels of demand identified for cricket both now and in the future.

There is a requirement to protect some senior football pitches as this provides the flexibility to provide senior, junior or mini pitches (through different line markings/coning areas of the pitch). Furthermore the re-designation of adult pitches that are not currently used may lead to a deficiency of adult pitches in the medium to longer term as younger players move up the ages. It is likely that for some sports, particularly football, that the provision of new pitches and facilities will be required in the future to support the predicted future demand.

Unmet demand, changes in sport participation and trends, and proposed housing growth should be recognised and factored into future facility planning. Assuming an increase in participation and housing growth occurs, it will impact on the future need for certain types of sports facilities. Sports development work also approximates unmet demand which cannot currently be quantified (i.e., it is not being suppressed by a lack of facilities) but is likely to occur.

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

The Council should use, and regularly update, the Action Plan within this Strategy for improvements to its own pitches whilst recognising the need to support partners. The Action Plan lists improvements to be made to each site focused upon both qualitative and quantitative improvements as appropriate for each area.

Furthermore any potential school sites which become redundant over the lifetime of the Strategy may offer potential for meeting community needs on a localised basis. Where schools are closed their playing fields may be converted to dedicated community use to help address any unmet community needs.

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PART 5: SPORT SPECIFIC ISSUES AND RECOMMENDATIONS

Football pitches

Key issues - grass

- ◀ Underused sites and high levels of actual spare capacity.
- ◀ Poor or standard quality pitches. Poor pitches are predominantly located at education sites apart from one adult pitch at Kidsgrove Athletic Football Club.
- ◀ Where pitches are poor or standard quality, this is usually the result of limited or basic pitch maintenance.
- ◀ Displaced demand reported by clubs in Newcastle-under-Lyme. Two of the biggest youth football clubs (Bradwell FC and Betley Youth FC) each have several youth and mini teams accessing central venues located outside of Newcastle-under-Lyme in Crewe. Teams also migrate into and away from Newcastle to play football at central venues in Stoke and Staffordshire Moorlands within junior football.
- ◀ Latent demand for 2 adult, 9.5 youth and 1.5 mini pitches.
- ◀ Future demand for 1.3 adult and 2.2 mini pitches.
- ◀ Growing demand for youth pitches and insufficient current and future supply in either the Rural Area or the Kidsgrove Analysis Area.

Key issues – 3G

- ◀ The FA model suggests that there is a need for 3.2 full size 3G pitches to service the number of football clubs in Newcastle under Lyme. This equates to a small current shortfall in provision.
- ◀ A shortfall in provision is further reiterated through consultation with clubs with just over half of football clubs reporting demand for access to 3G pitches.
- ◀ As a result of likely future demand to play competitively on 3G there is a future shortfall on provision, however, the extent of this needs to be determined through specific modelling of the programming on 3G pitches.
- ◀ Due to its size and location, there is no demand for competitive hockey to be played at Kings School and therefore any refurbishment should consider change to a 3G surface.

Scenarios

- ◀ Actual spare capacity can cater for current and future demand and there is no demand for provision of additional grass football pitches.
- ◀ Re-configuration of pitches to meet localised deficiencies in youth pitches will address shortfalls expressed.
- ◀ Improving pitch quality either through increased maintenance or drainage improvements will cater for overplay expressed.
- ◀ Given the cost of doing such work for all poor and standard quality pitches the continued maintenance required (and associated costs) alternatives need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of AGPs for competitive matches and this is something that the FA is supporting, particularly for mini football.

Football aim:

Maximise use of sites (both grass and 3G) and seek to focus future investment in multi-pitch and hub sites.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Recommendations - grass

- ◀ Where pitches are assessed as standard or poor quality, review maintenance regimes to ensure it is of an appropriate standard to sustain/improve pitch quality.
- ◀ Prioritise sites for the FA pitch advisory scheme.
- ◀ Transfer play on sites which are played to capacity or overplayed to alternative venues which are not operating at capacity or are not currently available for community use.
- ◀ Work to accommodate displaced, latent and future demand on sites which are not operating at capacity or are not currently available for community use.
- ◀ Consider reconfiguring pitches to youth pitches in order to meet current and future demand in Rural Area and Kidsgrove.
- ◀ Work with schools to maximise access to secondary schools and academies to address latent, displaced or future demand and to develop school-club links.
- ◀ Where appropriate, develop partnership and/or lease arrangements with large, sustainable, development-minded clubs to manage their own 'home' sites thus facilitating club development (as detailed in the recommendations).

Recommendations – 3G

- ◀ Existing levels of provision to be retained and opportunities explored for addition provision to meet future demand to accommodate competitive play on school or further/higher education sites.
- ◀ Ensure that existing 3G pitches are being fully utilised and available for community use at peak times, including weekends.
- ◀ Ensure that sinking funds are in place to maintain 3G pitch quality in the long term.
- ◀ Proposals for improvement/redevelopment of Kings School should consider a change of surface to 3G.
- ◀ Proposals for disposal of the 3G pitch at Knutton Recreation Ground should be mitigated in order to retain existing levels of provision due to shortfalls identified.
- ◀ Ensure 3G pitch testing is carried out on current and new pitches and that sizes are fit for purpose in line with FA recommendations.

Cricket pitches

Key issues

- ◀ Poor or standard quality pitches identified through the non technical site assessments.
- ◀ Responses within the National Cricket Playing Survey from those currently playing in leagues in the north of the county (which covers the majority of the local clubs listed in the strategy) pitch quality was rated as high by 97% of respondents (national average was 94%). In terms of satisfaction with pitch quality, 79% were satisfied against a national average of 75% and Staffordshire average of 74%).
- ◀ Even at 'lower' playing divisions pitch quality satisfaction didn't fall below 74% in the north of the county. The local league where the majority of listed clubs play has recently received ECB investment to support PQS and specifics like soil analysis etc.
- ◀ Minimal spare pitch capacity and eight sites are overplayed by a total of 220 match sessions per season
- ◀ Latent demand expressed for a combined total of 3.5 pitches.
- ◀ Overall there is a shortfall of eight cricket pitches in Newcastle under Lyme to accommodate both current and future demand expressed.

Scenarios

- ◀ Securing community use at Wolstanton High School will help to address shortfalls in the Newcastle Urban South & East Area by relocating junior play from a site(s) that is overplayed.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

- ◀ Securing community use at Madeley High School will help to address shortfalls in Rural Area by relocating junior play from a site(s) that is overplayed.
- ◀ Increasing the number of grass wickets at Onneley & Maer CC and Porthill Park CC will address overplay.
- ◀ Increasing pitch quality will allow increased usage for competitive fixtures.
- ◀ Installing natural turf wickets at St Margaret's Junior School will meet overplay identified.

Cricket aim:

Meet unmet demand for access to additional pitches and work to increase the quality of existing provision.

Recommendations

- ◀ Meet deficiencies in cricket and increase the number of cricket pitches.
- ◀ Protect current levels of provision and seek to provide new fine turf or artificial pitches to meet unmet demand.
- ◀ Where appropriate, develop partnership and/or lease arrangements with large, sustainable, development-minded clubs to manage their own 'home' sites thus facilitating club development (as detailed in the recommendations).
- ◀ Provide dedicated artificial wickets to service informal cricket in public sites.
- ◀ Ensure that any facilities developed support opportunities for women's and girl's competitive cricket.
- ◀ Support clubs to develop and improve 'off pitch' practice facilities.

Rugby union pitches

Key issues

- ◀ Standard quality pitches at Pavilion Ground (Newcastle RFC) and Bathpool Country Park (Linley & Kidsgrove RFC).
- ◀ Overplayed sites/pitches predominately due to training on match and/or floodlit pitches at Pavilion Ground (6.5 match sessions per week) and Bathpool Country Park (2 match sessions per week).
- ◀ A shortfall of rugby pitches. Although two pitches are available in the peak period, three pitches alone are required to meet the level of overplay expressed. In addition, there is not enough capacity on pitches which are available but unused.

Scenarios

- ◀ Bathpool Country Park is overplayed by 2 matches per week. Increasing the quality from standard M1/D1 to good M2/D2 would increase capacity by 1.5 matches per week which is still not quite enough to fully address overplay and/or build future capacity. However, given the pitch location (at the bottom of a valley) it is unlikely that further drainage works would be effective.
- ◀ Pavilion Ground main pitch (floodlit) is overplayed by 6.5 match sessions per week. Given that the pitch is assessed as good quality there is little which would improve quality to the extent needed. Therefore two additional pitches/training areas are required to meet current demand.

Rugby aim:

Work towards meeting identified current and future deficiencies and increase the quality of pitches and ancillary facilities as required.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Recommendations

- ◀ Improve the quality of pitches at Bathpool Country Park in order to help address overplay of pitches at club sites.
- ◀ Ensure all clubs have access to dedicated floodlit training areas in order to reduce overplay, with priority given to Bathpool Country Park (Linley & Kidsgrove RFC).
- ◀ Explore options for development of pitches (including ensuring security of tenure) at the Kings School (for Linley & Kidsgrove RFC) and at Michelin Athletic Club (for Newcastle RFC).

Hockey - AGPs

Key issues

- ◀ Poor quality AGP at Kings School. The AGP was installed in 1999 and has not been resurfaced since so is due for refurbishment. It is not sufficiently wide enough to allow senior hockey or adult football fixtures to take place.
- ◀ Previous issues with the flooding on the AGP at University of Keele Sports Centre have been resolved and maintenance works have extended the life of the carpet for another five years.
- ◀ Market Drayton HC (currently playing at University of Keele Sports Centre) submitted an unsuccessful application for funding for a proposed AGP at Grove Comprehensive School outside of the study area but will now continue to play at University of Keele Sports Centre.
- ◀ The pitches are now played to capacity every weekend at University of Keele Sports Centre as students are now participating in Staffordshire Womens and North West Mens Hockey leagues.
- ◀ Newcastle under Lyme School is operating at capacity for hockey and due to community use has to access 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.
- ◀ According to the Sport Across Staffordshire: A Sports Facilities Framework Draft Report December 2014, there is only one AGP suitable to play hockey on in Stoke (Excel Academy previously Holden lane High School) which is used by Leek HC and as such has limited capacity to accommodate additional matches. In terms of potential for new provision in Stoke, England Hockey reports that there is no strategic priority for this.

Scenarios

- ◀ Hockey suitable AGPs are played to capacity in the Borough and as such there is a need to increase provision.

Hockey aim:

Increase provision to meet identified demand and work towards sustaining the quality of existing provision.

Recommendations

- ◀ Work with England Hockey to ensure priority hockey sites are protected and their quality is improved/sustained.
- ◀ Ensure that sinking funds are in place to maintain AGP quality in the long term.
- ◀ As required, support Newcastle under Lyme School and North Staffs HC to identify and securing funding opportunities for provision of an additional AGP at the site.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Non pitch facilities²

Tennis courts - key issues

- ◀ Poor or standard quality courts. Priority for improvements should link to availability of courts for public/community use.
- ◀ Westlands Lawn Tennis Club hires courts at Westlands Sports Centre and has decreased in membership numbers due to deteriorating condition of the courts. It also reports demand for two of the courts to have floodlighting in order to increase their capacity.

Bowling greens – key issues

- ◀ Addressing spare capacity and maximising use of bowling greens, particularly for pay and play opportunities.
- ◀ Lack of junior participation to sustain future demand.

Netball courts – key issues

- ◀ Retaining current usage of outdoor netball courts and increasing the quality of key sites for netball to supplement indoor provision.

Non pitch aim:

Maximise access to existing provision and work towards improving the quality of provision.

Tennis courts - recommendations

- ◀ Where demand exists, ensuring that quantity is sustained and seek to increase court capacity through installation of floodlighting.
- ◀ Improve court quality and prioritise investment to sites which are available for public/community use, including at Westlands Sports Centre.
- ◀ Ensure clubs can access the appropriate standard of courts to allow LTA competitions to be played.

Bowling greens - recommendations

- ◀ Where demand exists, ensuring that quantity is sustained. However, there is no identified demand to suggest a need to retain disused bowling greens.
- ◀ Address spare capacity and maximise the availability of bowling greens for pay and play in order to raise the profile of the game, increase levels of membership and the revenue generated by sites.
- ◀ Support clubs which plan to attract younger people through hosting events such as family days as well as establishing links with local primary schools and girl guides.
- ◀ Where demand exists, ensuring that quality is sustained or improved.

Netball courts - recommendations

- ◀ Retain current usage of outdoor netball courts and increase the quality of key sites for netball to supplement indoor provision.

² Please note that there are no scenarios run for non pitch facilities as the methodology approach for these facilities does not require this. In addition there is no shortfall of facilities and as such actions primarily relate to quality improvements.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

PART 6: ACTION PLAN

Introduction

The site-by-site action plan list seeks to address key issues identified in the accompanying Assessment Report. It provides recommendations based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement.

It should be reviewed in the light of any unplanned change in demand and/or supply in order to prioritise support for strategically significant provision and provision that other providers are less likely to make.

Recommendation e below explains the hierarchy of priorities on the list. It is imperative that action plans for priority projects should be developed through the implementation of the strategy. The Council should make it a high priority to work with NGBs and other partners to further develop a priority list of actions based on local priorities, NGB priorities and available funding as part of the delivery process.

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

To allow for facility developments to be programmed within a phased approach the Council and delivery partners should adopt a tiered approach to the management and improvement of playing pitch sites and associated facilities.

As detailed earlier, the development of the hierarchy of provision has been informed through consultation with users which generally identifies that clubs with large youth sections want to access bigger better quality sites for football. There is growing demand for the use of central venue/hub sites in Newcastle-under-Lyme for mini and youth football with two of the largest clubs Betley FC and Bradwell FC having several youth and mini teams each accessing central league venue hub sites outside of the area. It is also worthy of note that, more established football clubs are also keen to retain the use of club sites where they are the sole user and are able to have security of tenure in order to develop appropriate facilities.

Newcastle has a number of 'key centres', which are sites that are considered to be the most popular and therefore need to be of a high standard in order that they can accommodate a sufficient number of matches per week. This applies mostly to football pitch hire. However, the Council and delivery partners should extend this provision model to recognise the supply and demand issues identified throughout the Assessment Report (i.e. current levels of overplay) and the investment necessary to improve sites based on current levels of usage. The identification of sites is based on their strategic importance in a Borough-wide context (i.e. they accommodate the majority of play). In addition to this, there are a number of sites which have been identified as accommodating both senior and junior matches, sometimes concurrently. Not only could such sites require a mixture of mini, youth and senior pitches, but they also require split-level ancillary facilities, in order to maximise their usage at all times.

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In the context of developing a tiered model approach to the management of sports facilities Newcastle has a large number of multi-team junior clubs which place a great demand on the pitch stock. There are therefore a number of sites which are still owned and maintained by the local authority, but are actually booked by the clubs for the entire season. The sites are then recognised as the 'home ground' of the club. Such sites are fundamentally different from those which can be hired on a regular basis because they are in effect, 'allocated' to a certain club and management responsibility, in terms of allocating teams to pitches, is transferred to the individual club.

Site criteria

Strategic sites	Key centres	Club or education sites	Reserve sites
Strategically located in the Borough. Priority sites for NGB.	Strategically located within the analysis area.	Serves the local community.	Serves the local community.
Accommodates three or more grass pitches. Including provision of an AGP.	Accommodates two or more grass pitches.	Accommodates more than one pitch.	Likely to be single-pitch site.
Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.	Supports informal demand and/ or training etc.
Management control remains within the local authority/other provider or with an appropriate lease arrangement through a committee or education owned.	Management control remains within the local authority or with an appropriate club on a lease arrangement.	Club either has long-term lease/hires the pitch for the entire season or owns the site. Management control remains within the local authority/other provider or with an appropriate lease arrangement through a committee or education owned.	Management control remains with the Council or existing management body.
Maintenance regime aligns with NGB guidelines.	Maintenance regime aligns with NGB guidelines.	Standard maintenance regime either by the club or in house maintenance contract.	Basic level of maintenance i.e. grass cutting and line marking as required.
Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Appropriate access changing to accommodate both senior and junior use concurrently (if required).	No requirement for access changing to accommodation.

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

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The financial, social and sporting benefits which can be achieved through development of strategic sites (also known as hub sites) are significant. Sport England provides further guidance on the development of community sports hubs at:

http://www.sportengland.org/facilities_planning/planning_tools_and_guidance/sports_hubs.aspx

Key centres

Although these sites are more community focused, some are still likely to service a wider analysis area (or slightly wider). However, there may be more of a focus on a specific sport i.e. a dedicated site.

From a football perspective, these sites already seek to accommodate the growing emphasis on football venues catering for youth football (especially mini-soccer) matches. The conditions recommended for mini and youth football are becoming more stringent. This should be reflected in the provision of a unique tier of pitches for mini and youth football solely that can ensure player safety, as well as being maintained more efficiently. It is anticipated that both youth and mini-football matches could be played on these sites. Initial investment could be required in the short term and identified in the Action Plan.

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

Club/Education sites refer to those sites which are hired to clubs for a season, or are sites which have been leased on a long-term basis. Primarily they are sites with more than one pitch. The level of priority attached to them for Council-generated investment may be relatively low and consideration should be given, on a site-by-site basis, to the feasibility of a club taking a long-term lease on the site (if not already present), in order that external funding can be sought.

It is possible that sites could be included in this tier which are not currently hired or leased to a club, but have the potential to be leased to a suitable club. Such sites will require some level of investment, either to the pitches or ancillary facilities, and it is anticipated that one of the conditions of offering a hire/lease is that the club would be in a position to source external funding to improve the facilities.

Reserve sites could be used as overspill for neighbouring sites and/or for summer matches/competitions, training or informal play. They are most likely to be single-pitch sites with no ancillary facilities.

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Management and development

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

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

Action plan columns

Key partners

The column indicating 'partners' refers to the main organisation that the appropriate body will liaise with in helping to deliver the actions.

Hierarchy and priority

Within the action plan, projects have been allocated according to their associated hierarchy together with a priority level (High, Medium and Low). The priorities have been identified on the basis of the cost and impact that the site will have on addressing the issues identified in the Assessment. For example, Birchenwood Pavilion (which is identified as a strategic priority and of borough wide importance, in Kidsgrove) would have a high impact on addressing youth football pitch deficiencies, therefore fulfilling a need at a strategic level in the sub-area and at a borough wide level.

High priorities have borough wide importance and have been identified on the basis of the impact that the site will have on addressing the key issues identified in the assessment.

Medium priorities have analysis area (i.e. Kidsgrove, Newcastle Urban Central, Urban South & East, Rural Area) importance and have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment.

Low priorities have local or club specific importance and have been identified on a site by site basis as issues appertaining to individual sites but that may also contribute to addressing the issues identified in the assessment.

In order to maximise the use of resources it may be appropriate to **dispose** of some existing playing field sites (that are of low value to formal sport i.e. one/two pitch sites with no changing provision) to generate investment towards developing better quality sites (where appropriate to do so) in order to meet the recommendations of the Strategy and to develop the hierarchy of sites (see Recommendation e).

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

It will be necessary to obtain developer contributions towards improving strategic sites which will be considered on a site by site basis through any future planning applications/ the action plan for development on these sites.

Delivery timescales

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

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

Aim

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

Cost

The actions have also been ranked as low, medium or high based on cost. The brackets in which these sit are:

(L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above. These are based on Sport England's estimated facility costs which can be found at www.sportengland.org/media/198443/facility-costs-4q13.pdf

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

KIDSGROVE

The following action plan seeks to address the key issues identified within the Assessment Report which are summarised below on an area by area basis.

Football

Summary of pitches required to meet current and future demand

	Actual spare capacity (match sessions)	Demand (match sessions per week) ³				
		Overplay	Latent demand	Total (current)	Future demand ⁴	Total (future)
Adult pitches	6	-	-	6	0	6
Youth pitches	-	-	2.5	2.5	0	2.5
Mini pitches	5	-	-	5	0.5	4.5

- ◀ No demand for additional football pitches.
- ◀ Shortfall on youth pitches can be accommodated on adult pitch spare capacity.
- ◀ Remaining spare capacity should be retained in order to protect quality and accommodate future demand.
- ◀ Small shortfall of 3G pitches to meet current demand for football training.
- ◀ Please note the requirements for stadia facilities for Kidsgrove Athletic Football Club which is a Step 4 club within the football pyramid.
- ◀ Shortfall of 3G pitches to meet future demand across the Borough for competitive play, which should be addressed as part of the refurbishment of the all-weather pitch at Kings School.

Cricket

- ◀ As the only pitch in the Area, Kidsgrove Cricket Club is played to capacity and as such there is no capacity to accommodate potential future demand resulting in a shortfall to meet future demand.
- ◀ Increasing the number of wickets on the square will accommodate future shortfall.

Rugby union

- ◀ Current shortfall to accommodate two match sessions per week as a result of overplay from mid week training at Bathpool Country Park (Linley & Kidsgrove RFC). However, most training takes place at Kings School AGP (sand based). In addition there is no capacity to accommodate potential future demand.
- ◀ Support the Club to ensure pitch quality is high and install floodlights. This would alleviate some capacity issues while providing the Club with a secure place to play and train during the winter periods.
- ◀ Securing access to rugby pitches at Kings School Detached Playing Fields (Barnet's Field) will accommodate future demand expressed by Linley & Kidsgrove RFC. As an alternative the pitch could be located on the Kidsgrove Sports Centre site in conjunction with a community use agreement for the new pitch on the Kings School site.

³ Red identifies a shortfall and green identifies spare capacity

⁴ ONS 2012-based projections 2012-2037

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Hockey

- ◀ No strategic current and future need for AGP provision in Kidsgrove to accommodate competitive hockey.

Tennis

- ◀ There are enough courts that are available for community use to accommodate both the current and future demand.

Bowls

- ◀ Adequate provision to service current and future demand. Most bowling greens express spare capacity.

Netball

- ◀ There are enough courts that are available for community use to accommodate both the current and future demand. However, improving quality and floodlighting will help to increase capacity on existing courts.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Kidsgrove

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ⁵	Aim	Cost ⁶
13	Birchenwood Pavilion, Mount Road, ST7 4GL	Football	Council	Four adult (3.5 available in peak), two youth (at capacity) and five mini (1 available in peak) pitches. All standard quality. Poor quality changing. Users report need for additional storage facility as equipment and posts stored in changing rooms. Latent demand for 2.5 youth pitches expressed by AFC Kidsgrove.	Maximise use of the site and investigate potential for pitch rotation, additional youth pitches and remarking of this as a central venue site. Also improve the quality of pitches to accommodate more play/latent demand. Explore opportunities for funding to improve changing accommodation to meet user needs.	Council FA	Strategic (High)	S-M	Enhance	L M
		Tennis		Two standard quality courts, free to use. No floodlighting.	Continue to provide and maintain to an adequate standard for public use.	Council		L	Protect	L
21	Chester Road Playing Fields ST7 1SN	Football	Council	One standard quality adult pitch which unsustainable - isolated pitch and poor/detached changing no facilities.	To consider relocating the club to an appropriate and sustainable site.	Council	Disposal	S-M	-	L
27	Clough Hall Bowls Club, Clough Hall Road, ST7 1AW	Bowls	Private	One good quality bowling green with minimal spare capacity.	Ensure that quality is sustained and retain spare capacity.	Club	Club (Low)	L	Protect	L
28	Clough Hall Park, Grove Avenue, ST7 1DW	Football	Council	One adult pitch, standard quality (0.5 available in peak). Users report an improvement in pitch quality since drainage works took place. Poor quality changing.	Apply appropriate levels of maintenance to sustain quality/investment made in the pitches. Investigate options to improve changing accommodation if appropriate to site usage.	Council FA	Key Centre (Medium)	M-L	Enhance	L M
		Tennis		Two good quality courts available to hire for pay and play. No floodlighting.	Continue to provide and maintain tennis courts to an adequate standard for public use.	Council		L	Protect	L
		Bowls		One bowling green with no team playing here.	Due to location within Key Centre maximise use for pay and play opportunities if financially viable.	Council				
34	Kidsgrove Athletic Football Club, Hollinwood Road, ST7 1DQ	Football	Council	One poor quality adult pitch played to capacity. Leased to Kidsgrove Athletic FC (Step 4 Club). Floodlit pitch (not high quality) with seating all around. The Club report that drainage is the main issue affecting quality. Club own changing rooms which are standard quality.	Ensure quality and level of pitch and facilities are appropriate for a Step 4 Club (please refer to The FA's National Ground Grading documents). Consider as future option to accommodate a 3G pitch, potential site for Football Stadia Improvement Fund.	Club FA	Key Centre (Medium)	M-L	Enhance	L-H
35	Kidsgrove Cricket Club, Clough Hall Road, ST7 1AU	Cricket	Private	One standard quality pitch with 10 wickets played to capacity and as such cannot accommodate any more fixtures.	Apply appropriate levels of maintenance to improve pitch quality and look to increase the number of wickets of the square to accommodate potential future demand.	Club ECB	Club (Low)	L	Protect	L
37	Dovebank Primary School, Rutland Road, ST7 4AP	Football	County Council	One standard quality mini pitch currently available but unused.	No current local demand for community use. Consider future potential community use depending on strategic need.	County Council	Education (Low)	M	Provide	L

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

⁶ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ⁷	Aim	Cost ⁸
44	University Academy Kidsgrove, Gloucester Road, ST7 4DL	Football	University	Two adult football pitches that are assessed as standard quality which are available for community use but unused and one youth (11v11) football pitch that is assessed as poor and not available for community use due to access issues.	Identified need to secure community use on this site to address shortfalls. Remark one adult pitch to accommodate youth latent demand.	University FA	Key Centre (Medium)	S	Protect	L
		AGP		One half size sand filled AGP that was installed in 2013. The AGP is not floodlit and therefore not accessed for community use and limited to school curriculum use only.	Local demand identified for opening up the AGP for community use for training, subject to options for installing floodlighting.			M		M
		Netball/ tennis		Three standard quality courts with no floodlighting. No community use.	Sustain/improve quality for school use.			L		L
58	Salop Place ST7 4BZ	Football	Borough Council	One football pitch is subject to a long lease from the Council to the County Council and is used by the adjacent school.	Review site usage to determine current capacity levels and consider for future disposal.	Borough Council	Disposal	S-M	-	L
79	Kings School, First Avenue, ST7 1DP	AGP	County Council	On site there is one full size, sand filled AGP assessed as poor quality. The AGP was installed in 1999 and has not been resurfaced since so is due for refurbishment. It is not sufficiently wide enough to allow senior hockey or adult football fixtures to take place. However, it is used for football training and for rugby training by Linley & Kidsgrove RFC.	Due to its location and size, there does not appear to be enough demand for competitive hockey to be played at Clough Hall Technology School. Therefore, proposals for redevelopment should consider a change of surface to 3G/World Rugby compliant. Ensure no displacement as a mid-week training venue for rugby. Provision of a new grass pitch proposed on the site should also be secured for community use.	FA School County Council	Education (Medium)	M	Provide	M-H
80	Bathpool Country Park (Linley & Kidsgrove RFC), Boathorse Road, ST7 4EF	Rugby union	Borough Council	Home ground to Linley & Kidsgrove RFC. One adult pitch overplayed and one mini pitch with no peak time capacity. Both standard quality pitches. Club use a set of changing rooms on site and shares ancillary facilities with the cricket club.	Ensure security of tenure of the site and support the Club to ensure pitch quality is high and install floodlights. This would alleviate some capacity issues while providing the Club with a secure place to play and train during the winter periods. Ensure appropriate access to ancillary facilities is secured at the site. Relocate some play to Kings School Detached Playing Fields to meet future demand if security of tenure can be resolved/secured.	Club RFU	Club (Medium)	S-M	Protect	L

⁷ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

⁸ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ⁹	Aim	Cost ¹⁰
85	Kings School Detached Playing Fields (Barnet's Field), Beech Drive, ST7 1BE	Rugby union	County Council	Two standard quality rugby pitches (only one currently marked out) with peak time capacity. Linley & Kidsgrove RFC rents on a weekly basis for some of its fixtures/training due to capacity issues at its home ground. Some concern around long term security of tenure for this site. Site also contains one unmaintained adult football pitch.	No demand for retention of football on the site as new football pitch proposed on main school site. Explore option to convert to rugby union pitch so that both rugby pitches are located next to each other in one area of the site. This may allow for partial disposal of the site with reinvestment in changing rooms and pitch quality. Work to secure tenure of two rugby pitches in order to protect the continued use of the site by L&K RFC. Capacity for further use to help alleviate overplay at the home ground and meet future demand. And or complete disposal of the site subject to facilities being accommodated on the Kings school site and or Kidsgrove Sports Centre. Consider full or partial relocation of mini junior and senior sections of L&K RFC and future investment. Ancillary facilities and parking would need to be addressed.	School Club RFU	Club (Medium)	L	Enhance	M
98	Springhead Primary School, Kingsley Road, ST7 1RA	Football	County Council	One standard quality mini pitch available but currently unused for community use.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	School	Education (Low)	M	Provide	L
103	St. Saviour's CE Primary School, Congleton Road, ST7 1LW	Football	County Council	Two good quality mini pitches available but currently unused for community use.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	School	Education (Low)	M	Provide	L
104	St. Thomas' CE Primary School, Poplar Drive, ST7 4HT	Football	County Council	One good quality mini pitch with no community use but potential spare capacity.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	School	Education (Low)	M	Provide	L
N/A	Gloucester Road, ST7 1EL	N/A	Borough Council	Site is disused, no current pitches. Site would not be able to accommodate a senior rugby pitch nor a senior cricket pitch due to the size of the site.	No local demand for reinstatement as pitches. Disposal should be considered as part of the Green Spaces Strategy.	Borough Council	Disposal	S-M	-	L

⁹ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

¹⁰ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

NEWCASTLE URBAN CENTRAL

The following action plan seeks to address the key issues identified within the Assessment Report which are summarised below on an area by area basis.

Football

Summary of pitches required to meet current and future demand

	Actual spare capacity (match sessions)	Demand (match sessions per week) ¹¹				
		Overplay	Latent demand	Total (current)	Future demand ¹²	Total (future)
Adult pitches	6.5	-	0.5	6	0.4	5.6
Youth pitches	10	-	3.5	6.5	0	6.5
Mini pitches	8.5	-	1.5	7	0.9	6.1

- ◀ No demand for additional football pitches.
- ◀ Latent demand expressed can be accommodated on spare capacity.
- ◀ Remaining spare capacity should be retained in order to protect quality and accommodate future demand.
- ◀ Shortfall of 3G pitches to meet future demand across the Borough for competitive play consideration should be given to locating additional pitches on school and higher/further education sites.

Cricket

- ◀ One club in the Area, Silverdale Cricket Club. Current demand is accommodated, however, no peak time capacity to accommodate future demand.
- ◀ Newcastle under Lyme School (non turf wicket) available but unused and can be used to meet potential future demand from Silverdale Cricket Club.

Rugby union

- ◀ No clubs based in the Area and no identified demand from RFU.

Hockey

- ◀ Newcastle under Lyme School is a key site for hockey with North Staffs HC being a focus Club. The pitch is operating at capacity (used for football and hockey) and there is displaced and future demand expressed by the Club.
- ◀ An additional sand based AGP here would further satisfy all demand for this type of provision.

¹¹ Red identifies a shortfall and green identifies spare capacity

¹² ONS June 2012 mid-year figures

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Tennis

- ◀ There are enough courts that are available for community use to accommodate both the current and future demand. However, improving quality and floodlighting will help to increase capacity on existing courts.

Bowls

- ◀ Adequate provision to service current and future demand. Most bowling greens express spare capacity and there is some opportunity for rationalisation.

Netball

- ◀ There are enough courts that are available for community use to accommodate both the current and future demand.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Newcastle urban central

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery Timescales ¹³	Aim	Cost ¹⁴
14	Black Bank, Blackbank Road, Knutton, ST5 6DG	Football	County Council	Two standard quality youth pitches. Currently available for community use but unused.	No local demand for reinstatement as pitches. Mitigate loss and reinvest in Strategic Site in accordance with Sport England's Playing Fields Policy - A Sporting Future for the Playing Fields of England.	County Council	Disposal (Low)	M	-	L
22	Red Street Community Centre, Talke Road, ST5 7AH	Football	Club	One adult and one mini pitch. Site leased from the Council to Chesterton AFC. Although pitches rated as standard, drainage is poor. Standard quality changing rooms. Club report latent demand for 1 x adult team and 1 x youth team.	Improve pitch quality in order to increase capacity to accommodate latent demand. Currently liaising with Staffs FA, Sport England, Football Foundation and the Council regarding drainage of the field to allow more pitches to be developed plus the addition of changing facilities.	FA	Club (Medium)	M	Enhance	L
23	Chesterton Park, Victoria Street, Chesterton, ST5 7EN	Tennis	Borough Council	Three poor quality tennis courts.	Increase quality to provide adequate standard facilities for public use and maximise use for pay and play opportunities.	Borough Council	Key Centre (Low)	M	Protect	L
		Bowls		One good quality bowling green with significant spare capacity.	Maximise opportunities for pay and play and support club to increase membership.			S		L
24	Chesterton Community Sports College, Castle Street, Chesterton, ST5 7LP	Football	College	One youth (11v11) football pitch assessed as good quality which is available but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	College FA	Education (Low)	M	Protect	L
		AGP		Full size, 3G AGP that is assessed as good quality. The AGP was installed in 2011, is floodlit and is accessed for community use midweek in the evening and at the weekend.	Ensure sinking funding is in place for the continued maintenance and future carpet refurbishment/replacement. Put forward AGP for FA testing to ensure pitch is suitable for affiliated football.			S-M		L
30	Crackley Bank, Recreation Ground, Crackley, ST5 7HW	-	Borough Council	No current pitches.	No local demand for reinstatement as pitches. Mitigate loss and reinvest in Strategic Site in accordance with Sport England's Playing Fields Policy - A Sporting Future for the Playing Fields of England.	Borough Council	Disposal (Low)	S-M	-	L

¹³ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

¹⁴ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery Timescales ¹⁵	Aim	Cost ¹⁶
31	Holditch Working Mens Club, London Road, Chesterton, ST5 7PT	Football	Private	One good quality adult pitch. Improved pitch quality since Newcastle Ladies FC took over maintenance of the site. Poor quality changing rooms.	Investigate the requirement to upgrade changing rooms.	FA	Club (Medium)	M	Enhance	M
36	Knutton Recreation Centre, High Street, Knutton, ST5 6BX	AGP	Borough Council	Three quarter size (75x45) 3G pitch good quality.	Proposals for disposal of the pitch should mitigate the loss in order to retain existing levels of provision due to shortfalls. Please also note funding implications from Football Foundation (FF) if disposal as this was a FF funded site. Explore link to possible partnership development in consultation with Keele University and or Kings School.	Borough Council	Disposal	S	-	-
		Bowls		One bowling green with significant spare capacity.	Given that the rest of the site is unsustainable relocate existing usage to Silverdale Park.					
		Tennis		Four disused tennis courts.	No identified demand to retain.					
40	London Road ST5 1LZ	Bowls	Private	One good quality bowling green with minimal spare capacity.	Ensure that quality is sustained and retain spare capacity.	Club	Club (Low)	L	Protect	L
46	Nchs The Science College, Gallowstree Lane, ST5 2QS	Football	College	The School has grass pitches located adjacent to the main school site. There is one adult football pitch and one youth (11v11) football pitch assessed as good quality and one youth (9v9) football pitch and one mini (7v7) football pitch assessed as standard quality. All available for community use but currently unused and with spare capacity.	No current demand for community use. Consider future potential to open up for community use depending on strategic need.	FA	Education (Medium)	M	Provide	L
		Rugby union		One standard quality adult pitch used to capacity due to quality and school fixtures.	Apply appropriate levels of maintenance to sustain/improve pitch quality.	RFU		S		L
		AGP		On the main school site there is also a half size, sand filled AGP assessed as good quality. The AGP was installed in 2013 and is limited to curriculum use only as it is not floodlit.	No current demand for local community use to be developed. Retain for school use.	College		S-M		L

¹⁵ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

¹⁶ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery Timescales ¹⁷	Aim	Cost ¹⁸
51	Newcastle under Lyme School, Mount Pleasant, ST5 1DB	Football	School	Four youth (11v11) football pitches, all good quality, available for community use but currently unused.	Potential site to accommodate demand from Newcastle Town FC at least in the short term.	FA	Key Centre (High)	S	Provide	L
		Rugby union		Two senior rugby pitches, two mini/midi rugby pitches all good quality but unavailable for community use as played to capacity for school use/fixtures.	Protect from overuse.	RFU		M		
		Cricket		One standalone artificial turf cricket wicket, good quality, available but unused.	If required in the future, could be used by Silverdale Cricket Club.	ECB		S		
		AGP (Hockey)		One full size sand filled AGP all assessed as good quality. The AGP which was installed in 2002 is floodlit and available for community use both midweek (evenings) and at weekends. The main user is North Staffs Hockey Club which accesses the AGP for training and for fixtures. EHB sees this as a key site for hockey with North Staffs HC, a focus Club. The pitch is operating at capacity with the Club having to play some fixtures elsewhere and the School reporting that it plays less school fixtures. School has aspirations to increase its provision by an additional sandbased AGP.	Ensure secured community use is put in place through formal community use agreement. Ensure sinking fund is in place to replace/upgrade pitch in three to four years' time. Support the School/Club in seeking funding options for development of a second pitch to service unmet demand.	EHB		M		
		Netball/tennis		Three tennis/two netball good quality courts with no floodlighting.	Sustain/improve quality for school use.	School		L		
69	Pool Dam Playing Fields, Silverdale Road, ST5 2TB	Football	County Council	Two youth and one mini pitch, all standard quality with no peak capacity. There are no changing rooms servicing the site. Blurton Dynamos report latent demand for more pitches at this site (2 x youth and 1 x mini teams).	Blurton Dynamos waiting on a response for a grant to build a clubhouse as there is no facility for a shower, toilet and a changing room. Potential site for asset transfer.	FA County Council	Key Centre (Medium)	M-L	Enhance	M-H
54	Queen Elizabeth Park, Silverdale Road, ST5 2TB	Bowls	Borough Council	One good quality bowling green with significant spare capacity.	Maximise opportunities for pay and play and support club to increase membership.	Borough Council	Club (Low)	S	Protect	L
61	Silverdale Cricket Club, Underwood Road, Silverdale, ST5 6QF	Cricket	Private	One good quality cricket pitch with spare capacity but none at peak times (midweek or Saturday).	Spare capacity to be retained to protect quality.	ECB	Club (Low)	L	Protect	L
62	Jollies Field, Church St, Silverdale, ST5 6JQ	Football	Private	Used by Silverdale Athletic FC first team. One adult pitch, standard quality with some peak time capacity.	Apply appropriate levels of maintenance to sustain/improve pitch quality.	FA	Club (Low)	L	Protect	L
63	Silverdale Park, Brook Street, Silverdale, ST5 6JQ	Bowls	Borough Council	One bowling green with no teams playing there.	Accommodate teams from Knutton Recreation Centre and maximise opportunities for pay and play.	Borough Council	Disposal (Medium)	M	-	L
65	St John Fisher Catholic College, Ashfields New Road, ST5 2SJ	Football	College	One poor quality adult pitch unavailable for community use and used to capacity.	Apply appropriate levels of maintenance to improve pitch quality. No current demand for community use. Consider future potential to open up for community use depending on strategic need.	College	Education (Low)	L	Provide	L

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery Timescales ¹⁹	Aim	Cost ²⁰
68	Westlands Sports Centre, Wedgewood Avenue, ST5 2HZ	Tennis	Borough Council	10 good quality tennis courts available for pay and play. No floodlighting. Westlands Lawn Tennis Club reports a decrease in membership due to deteriorating condition of the courts.	Club reports demand for two of the courts to have floodlighting in order to increase their capacity. Improve maintenance.	LTA Borough Council	Strategic (Medium)	M	Protect	M
		Bowls		Two good quality bowling greens. Both well used with some spare capacity on each but not enough spare capacity to reduce to one green.	Retain both greens. Ensure that quality is sustained and retain spare capacity to help protect quality.	Borough Council		L		
81	Newcastle-under-Lyme College, Knutton Lane, ST5 2GB	Football	College	On site there is one adult football pitch, two mini (7v7) football pitches, one youth (9v9) football pitch, all good quality and used for community use. Used to capacity and minimal spare capacity on mini pitch. Leagues/users suggest some of the best quality pitches in the area. However, more cancellations made to protect pitch quality. Key user, Newcastle Town FC report latent demand for 2 x youth and 1 x mini team.	Retain current usage levels in order to sustain quality. If Bradwell FC secures access to site at Wolstanton High School this would free up capacity here to accommodate Newcastle Town FC demand. In the short term, explore options at Newcastle under Lyme School to accommodate demand from Newcastle Town FC.	FA College	Strategic (Medium)	S-M	Protect	L
		AGP		One full size, 3G AGP assessed as good quality. The AGP which was installed in 2010 is floodlit and available for community use. The main community clubs accessing the site is Bradwell FC and Newcastle Town Juniors.	Ensure sinking funding is in place for the continued maintenance and future carpet refurbishment/replacement. Explore options to develop use of the AGP for competitive fixtures in the future. Put forward AGP for FA testing to ensure pitch is suitable for affiliated football.			M		L
82	Loomer Road, Chesterton, ST5 7JT	Football	County Council	One standard quality adult pitch with some peak time capacity. Chesterton YC FC report latent demand at the site for 1 x youth team (currently only using this site).	Improve pitch quality in order to accommodate latent demand or explore opportunity to relocate and dispose of this site.	County Council	Club (Medium)	S	Enhance	L
90	Knutton St Mary's Primary School, Church Lane, ST5 6EB	Football	County Council	One standard quality mini pitch available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	County Council	Education (Low)	M	Provide	L
91	Chesterton Primary School, Brittain Avenue, ST5 7NT	Football	County Council	One standard quality mini pitch available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	County Council	Education (Low)	M	Provide	L
92	Edenhurst Prep School Westlands Avenue, ST5 2PU	Football	County Council	One standard quality mini pitch available for community use but unused.	School intends to convert the current tarmac multi use sports area to an AGP surface complete with floodlighting, subject to planning.	County Council	Education (Low)	M	Provide	H
94	Hempstalls Primary School, Collard Avenue, ST5 9LH	Football	County Council	Two standard quality mini pitch available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	County Council	Education (Low)	M	Provide	L

¹⁹ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

²⁰ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery Timescales ²¹	Aim	Cost ²²
99	St Chad Primary School, Red Street, ST5 7AB	Football	County Council	One standard quality mini pitch available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	County Council	Education (Low)	M	Provide	L
100	St Giles' and St George's Primary School, Orme Road, ST5 2NB	Football	County Council	One good quality mini pitch available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	County Council	Education (Low)	M	Provide	L
101	St Marys Catholic Primary School, Stanier Street, ST5 2SU	Football	County Council	One standard quality mini pitch available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	County Council	Education (Low)	M	Provide	L
105	Westlands Primary School, Ostend Place, ST5 2QY	Football/cricket	County Council	One good quality mini football pitch and one cricket pitch which are unavailable for community use due to school policy.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	County Council	Education (Low)	M	Provide	L
108	Kent's Lane Community Building, Sutton Avenue, Silverdale, ST5 6TA	Football	Borough Council	One adult and one youth pitch both good quality used to capacity. Leased to Silverdale Athletic FC. New Community Building, containing 4 changing rooms, 2 disabled changing, 2 officials changing, kitchen, bar and community room (100 person capacity).	Ensure that quality is sustained and no further play in order to help protect quality.	Borough Council FA	Club (Low)	L	Protect	L
109	Whitmore Village Hall Recreation Field	Football	Parish Council	One standard quality adult pitch currently unused and therefore spare capacity.	Review site usage and consider to retain as an informal pitch to service the village.	Parish Council	Club (Low)	L	Protect	L
N/A	Sheldon Grove, ST5 7PW	N/A	Borough Council	Site has been disused for 10 years and is now considered lapsed.	Disposal should be considered as part of the Green Spaces Strategy.	Borough Council	Disposal	M	-	L
N/A	Park Road, Silverdale, ST5 6LP	N/A	Borough Council	Site has been disused for 10 years and is now considered lapsed. It is not currently used due to drainage issues.	Disposal should be considered as part of the Green Spaces Strategy.	Borough Council	Disposal	S-M	-	L
N/A	Conservative Club Bowling Green, Kinsey Street, Silverdale, ST5 6JL	Bowls	Private	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.	No identified demand to retain unused bowling greens as spare capacity expressed on all currently used greens.	Borough Council	Disposal	M	-	L

²¹ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

²² Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

NEWCASTLE URBAN SOUTH & EAST

The following action plan seeks to address the key issues identified within the Assessment Report which are summarised below on an area by area basis.

Football

Summary of pitches required to meet current and future demand

	Actual spare capacity (match sessions)	Demand (match sessions per week) ²³				
		Overplay	Latent demand	Total (current)	Future demand ²⁴	Total (future)
Adult pitches	12	-	0.5	11.5	0.5	11
Youth pitches	7.5	-	1	6.5	0	6.5
Mini pitches	12	-	-	12	0.2	11.8

- ⚡ No demand for additional football pitches.
- ⚡ Latent demand expressed can be accommodated on spare capacity.
- ⚡ Remaining spare capacity should be retained in order to protect quality and accommodate future demand.
- ⚡ Growing demand for the use of central venues in the Area for mini and youth football.
- ⚡ Please note the specific stadia requirements for facilities for Newcastle Town Football Club which is a Step 4 club within the football pyramid.
- ⚡ Shortfall of 3G pitches to meet future demand across the Borough for competitive play, consideration should be given to locating additional pitches on school and higher/further education sites.

Cricket

- ⚡ Shortfall of 1.5 pitches due to overplay (0.5), latent (0.5) and future (0.5) demand to be met by new wickets (not pitches) on existing school sites/opening up school sites.
- ⚡ Newcastle & Hartshill CC also report displaced demand.

Rugby union

- ⚡ Shortfall to accommodate 6.5 match sessions per week as a result of overplay from training from Newcastle RFC. Given existing quality of pitch is good, new provision is required to meet demand identified.

Hockey

- ⚡ No strategic need for AGP provision to accommodate competitive hockey.

²³ Red identifies a shortfall and green identifies spare capacity

²⁴ ONS June 2012 mid-year figures

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Tennis

- ◀ There are enough courts that are available for community use to accommodate both the current and future demand.

Bowls

- ◀ Adequate provision to service current and future demand. Most bowling greens express spare capacity and there is some opportunity for rationalisation.

Netball

- ◀ There are enough courts that are available for community use to accommodate both the current and future demand.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Newcastle urban south & east

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ²⁵	Aim	Cost ²⁶
4	Arnold Grove, Bradwell ST5 8JX	Football	Borough Council	One youth pitch standard quality, currently available but unused.	No local demand for reinstatement as pitches. Mitigate loss and reinvest in Roe Lane Playing Fields (Strategic Site) in accordance with Sport England's Playing Fields Policy - A Sporting Future for the Playing Fields of England.	Borough Council	Disposal (Medium)	S-M	-	L-M
5	Aspire Stadium - Newcastle Town Football Club, Lilleshall Road, ST5 3BX	Football	Club	One good quality adult pitch. Leased to Newcastle Town Football Club (Step 4 club) from the Council. Floodlit pitch with dugouts and 2 stands. Standard quality changing rooms which are dated and in need of refurbishment.	Retain spare pitch capacity to protect quality. Ensure quality and level of facilities are appropriate for a Step 4 Club (please refer to The FA's National Ground Grading documents).	FA	Key Centre (Medium)	S	Protect	L
				Club is looking for a training base for all 13 junior teams. It is keen to redevelop pitches at disused site, Lyme Valley Park over the brook about 50m behind the Aspire Stadium. The site has not been used as pitches over past few years due to their poor condition. The Club is keen to take on a lease of the site but would want to erect a 3m surrounding fence to prevent unofficial use. This would give access to two senior pitches and a grassed area for training.	Carry out a feasibility study at Lyme Valley Park to ensure that the site is appropriate for the level of development required and to further identify constraints associated with this being public open space. Based on outcomes, support the Club as necessary to develop the site including a long term lease for the site.	Council FA		M	Provide	L
16	Bradwell Community Centre, Riceyman Road, ST5 8LF	Football	County Council	One standard quality adult pitch with peak time capacity. Poor quality changing rooms. Wolstanton United FC recently signed a lease for use of the pitch. Club now identifies a need for a clubhouse and drainage work carrying out on the pitch. Club expresses latent demand for 1 x adult team and 2 x youth teams. Bradwell Belles FC also accesses the site for girls youth football.	Support the Club to identify funding options for development of changing rooms and improve pitch quality and use spare capacity to accommodate latent demand. Consider the requirements of girls youth football with any future facility development.	FA County Council	Club (Medium)	M	Enhance	M
20	Bradwell Lodge, Bradwell Lane, ST5 8PS	Tennis	Borough Council	One standard quality tennis court with no floodlighting. Free to use.	Continue to provide and maintain to an adequate standard for public use.	Borough Council	Key Centre (Low)	S	Enhance	L
		Bowls		One bowling green with no teams playing there.	No identified demand to retain unused bowling greens as spare capacity expressed on all currently used greens.		Dispose (Medium)	M	-	L

²⁵ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

²⁶ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ²⁷	Aim	Cost ²⁸
26	Clayton Hall Business & Language College, Clayton Lane, ST5 3DN	Football	College	One youth (11v11) football pitch assessed as good quality and one mini (7v7) football pitch assessed as standard quality. Available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	FA	Education (Low)	M	Enhance	L
		AGP		Sand filled AGP that is assessed as good quality. It was resurfaced in 2013 and is floodlit. The surface remained as sand based, however, the School report that the specification of the new surface was deemed unsuitable by North Staffs HC which has subsequently moved.	No current local demand for competitive hockey use but should still be promoted as a venue for training for both hockey and football. Consider for 3G surface in the long term to meet future demand for competitive football fixtures.	EHB FA	Education (Low)	S-L	Enhance	L M
29	Coppice School, Abbots Way, ST5 2EY	Football	County Council	One mini pitch standard quality, no community use.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	FA	Education (Low)	M	Enhance	L
45	Michelin Athletic Club, Rose Tree Avenue, ST4 6NL	Football	Private	One standard quality adult pitch. Poor quality changing rooms. Available but currently unused.	No demand to be retained as football pitches. However, opportunity to convert to rugby union to meet demand from Newcastle RFC. Further investigate availability/current usage of the site.	RUFC Borough Council	Club (Medium)	S	Provide	L-M
47	Newcastle & Hartshill Cricket Club, Stafford Avenue, Clayton, ST5 3BN	Cricket	Borough Council (Club)	One standard quality cricket pitch with no peak time capacity. Site owned by the Council and the lease on the site has now expired and the Club is in talks over a new agreement. Club report that it is at the early stages of planning for new changing provision at its site. However, it is awaiting the new lease agreement to be finalised with the Council. Also displaced demand and regularly accesses Stone Cricket Club for its home fixtures, which is located about eight miles away from its home ground.	Ensure new lease agreement is secured and support the Club as required with development of the site. Minimal spare capacity at the site to be retained to help increase/protect quality. Explore options for installing a non turf wicket or increasing the number of grass wickets on the square to accommodate displaced demand. Alternatively explore options for establishing access to Wolstanton High School.	RFU SCB Borough Council	Club (High)	S	Protect	L
49	Pavilion Ground (Newcastle RFC), Lilleshall Road, ST5 3BX	Rugby union	Borough Council (Club)	Two adult (one floodlit), one mini/midi pitch (one adult and one mini owned by the Council). Main pitch (floodlit) was re-laid in the recent past but is overplayed by 6.5 sessions per week. The 2nd pitch is located on parkland and is being played to capacity. The Club report that it is in need of additional pitch space and a better training area just in order to meet current demand. Training currently all takes place on the pitches.	Relocate training to reduce overplay and support the Club to seek additional local provision e.g. Michelin Athletic Club (KKP 45) Develop dedicated floodlit training area, grass or artificial as appropriate.	RFU Borough Council	Club (High)	S-M	Protect / Provide	L-M

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ²⁹	Aim	Cost ³⁰
53a	Porthill Park Cricket Club, Old County Ground, Knutton Road, ST5 0HU	Cricket	Private	One good quality cricket pitch with is overplayed by 15 sessions per season. As the only club in Newcastle providing a womens team, the Club expresses latent demand for a girls' team. Porthill Park CC also travels outside the area to access cricket nets at a school site.	In the short term seek to accommodate overplay and latent demand at St Margaret's Junior School.	SCB Club	Club (Medium)	S	Provide	L
53b	Wolstanton Bowls Club, Knutton Road, ST5 0HU	Bowls	Private	One bowling green with minimal spare capacity.	Ensure that quality is sustained or improved.	Club	Club (Low)	S	Protect	L
56	Redgate Clayton Football Club, Northwood Lane, ST5 4BW	Football	Borough Council	Managed on a lease from the Council. One standard quality adult pitch with spare capacity. Standard quality changing rooms. Club has aspirations to improve pitch drainage and clubhouse including new showers toilets etc.	Minimal spare capacity at the site to be retained to help increase/protect quality.	Borough Council	Club (Low)	S	Enhance / Protect	L
57	Roe Lane Playing Fields, ST5 3PL	Football	Borough Council	Six adult, one youth and six mini pitches. All good quality and with spare peak time capacity. There has been a reduction in the number of adult teams playing at Roe Lane Playing Fields this season (from 10 to four). Users suggest pitches are small and expensive to hire which affects usage. However, in terms of quality, it is much improved and now one of the best sites. Teams from Stoke travelling to use the site. Good quality changing rooms and warden on site.	Carry out a strategic review of the site with consideration to maximise use of the site with priority given to teams from Newcastle and to have flexible marking on the pitches. Explore option to develop as a central venue for mini football. Consider a partnership approach with a suitable Club or League from the Area.	FA Borough Council	Strategic (High)	S-M	Enhance / Provide	L-H
72	Wolstanton High School, Milehouse Lane, ST5 9JU	Football	County Council	Five youth (11v11) football pitches assessed as standard quality. Two youth (11v11) pitches are accessed for community use and the other three are limited to school curriculum use only.	Apply appropriate levels of maintenance to improve pitch quality.	FA School	Club (Low)	S	Enhance	L
		Football		Bradwell FC is looking for a site big enough to accommodate all its teams. Also reports latent demand for 1 x youth and 1 x mini team. Now in early negotiations with Wolstanton High School to acquire a long term lease on Baldy's Field (adjacent to the school). The site is large enough to accommodate two senior and one junior pitch.	Support Bradwell FC to acquire long term lease on Baldy's Field and to develop the site accordingly to meet the Club's needs.		School (High)	S	Protect	L
		Cricket		One standalone artificial cricket wicket assessed as poor quality. The cricket pitch is available for community use but currently unused.	Potential site to establish access for Newcastle & Hartshill CC demand. However, investment would be required to bring the pitch up to a usable standard.	SCB	School (Low)	S-M	Enhance	L-M
		Netball/tennis		Two netball/three tennis courts overmarked, standard quality courts with no floodlighting.	Sustain/improve quality for school use.	School County Council		L		L

²⁹ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

³⁰ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ³¹	Aim	Cost ³²
73	Wolstanton Marsh, Alexandra Road, ST5 9PL	Football	Borough Council	Two good quality adult pitches with one available at peak time. Users report an improvement in pitch quality since drainage works took place.	Spare capacity at the site to be retained to help increase/protect quality.	FA Borough Council	Club (Low)	S	Protect	L
74	Wolstanton Park, Moreton Parade, ST5 0ED	Bowls	Borough Council	Two bowling greens with some spare capacity on each but not enough spare capacity to reduce to one green.	Retain both greens. Ensure that quality is sustained or improved and maximise use for pay and play opportunities.	Borough Council	Key Centre (Low)	S	Enhance	L
76	Wolstanton WMC, High St, ST5 0EP	Bowls	Private	One bowling green.	Ensure that quality is sustained or improved.	Club	Club (Low)	S	Protect	L
78	Wye Road, ST5 4AZ	Football	Borough Council	One standard quality youth pitch with peak time capacity.	Apply appropriate levels of maintenance to improve pitch quality.	Borough Council	Club (Low)	S	Enhance	L
107	Stoke City FC Training & Academy, Rosetree Avenue, ST4 6NL	Football	Private	Eight adult (good quality) and two youth pitches (standard quality). Poor quality changing rooms. No community use as retained for own training/academy use.	Review planning requirement to make the facilities available for community use and ensure community use as part of planning condition for the site. Opening these pitches up for community use will reduce the required supply elsewhere. FA to support club in seeking funding options to improve changing room quality.	SE FA	Key Centre (Medium)	M	Enhance	L
		AGP		Full size 3G pitch, good quality but not available for community use as retained for own training/academy use.	Investigate potential for community use through existing community use agreement in order to meet potential future 3G demand to accommodate competitive fixtures.				Enhance	L
84	Bradwell County Primary School, Caudon Avenue, ST5 8JN	Football	County Council	One youth and one mini pitch, poor quality. Unsecured community use (used by Porthill Rangers) and no changing rooms.	Improve pitch quality and seek opportunities to secure access to changing room provision and secure use of the site. Alternatively relocate club to site with spare capacity	FA	Education (Low)	S-M	Enhance	L
86	St Margaret's Junior School, Knutton Rd, ST5 0HU	Football/	County Council	Two standard quality mini football pitches which are currently unused for community use.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	FA	Education (Low)	S	Enhance	L
		Cricket		One standard quality non turf wicket cricket pitch used by Porthill Park CC as an overspill.	Improve quality and seek to establish secured use for Porthill Park CC. Investigate the feasibility of installing natural turf wickets on pitch to increase capacity of the site and help meet overplay.	SCB	Education (Medium)	S M	Enhance Provide	L

³¹ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

³² Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ³³	Aim	Cost ³⁴
88	The Wammy, Milehouse Lane, ST5 9JS	Football	Borough Council	Two adult and one youth pitch, all standard quality. All with peak time capacity. No changing rooms.	Link to adjacent site (Lower Milehouse) and seek to provide changing rooms to service both sites.	FA Borough Council	Strategic (High)	M	Provide	L-M
41	Lower Milehouse, Cotswold Avenue, ST5 6HP	Football	Borough Council	Two adult and one mini pitch. All standard quality with peak time capacity.	Investigate transfer of play to Roe Lane Playing Fields and explore the feasibility of remarking the pitches to rugby union to meet local demand.	FA RFU Borough Council		S	Provide	L
89	Basford LTC, West Avenue, ST5 0NB	Tennis	Club	Four good quality floodlit courts.	Protect site and apply appropriate levels of maintenance to sustain court quality.	Club	Club (Low)	S	Protect	L
93	Friarswood Primary School, Abbots Way, ST5 2ES	Football	County Council	One mini pitch, standard quality. Currently available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	FA	Education (Low)	M	Enhance	L
95	Langdale Primary School, Langdale Road, Clayton, ST5 3QE	Football	County Council	One youth and two mini pitches all standard quality. Currently available for community use but unused.	No current local demand for community use. Consider future potential to open up for community use depending on strategic need.	FA	Education (Low)	M	Enhance	L
97	Seabridge Primary School, Roe Lane, ST5 3PJ	Football/rugby	County Council	Two mini football and one mini rugby, good quality pitches. Unavailable for community use.	No current local demand for community use. Consider future potential to open up football pitches for community use depending on strategic need.	FA RFU	Education (Low)	M	Enhance	L
N/A	Knype Way, ST5 8JL	N/A	Borough Council	Site has been disused for 10 years and is now considered lapsed. Site has drainage issues which have led to its disuse.	Other site constraints such access to the site which could prove to be problematic in developing this site. Consider disposal as part of the Councils Green Spaces Strategy.	RFU SCB Borough Council	Club (Medium)	S-M	Enhance	M

³³ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

³⁴ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

RURAL AREA

The following action plan seeks to address the key issues identified within the Assessment Report which are summarised below on an area by area basis.

Football

Summary of pitches required to meet current and future demand

	Actual spare capacity (match sessions)	Demand (match sessions per week) ³⁵				
		Overplay	Latent demand	Total (current)	Future demand ³⁶	Total (future)
Adult pitches	7.5	-	1	6.5	0.5	6
Youth pitches	3	-	2.5	0.5	0	0.5
Mini pitches	1.5	-	-	1.5	0.5	1

- ◀ No demand for additional football pitches.
- ◀ Some spare capacity should be retained in order to protect quality and accommodate latent and future demand.
- ◀ Growing demand for the use of central venues in the Area for mini and youth football.
- ◀ Shortfall of 3G pitches to meet future demand across the Borough for competitive play, consideration should be given to locating additional pitches on school and higher/further education sites.

Cricket

	Actual spare capacity (pitches)	Demand (pitches) ³⁷			
		Overplay	Latent demand	Future demand	Total
Pitches	1.5	3.5	3	1	-6

- ◀ High demand area for cricket in the Area resulting in a shortfall of six pitches, predominately due to overplay and latent demand to be met by new wickets (not pitches) on existing club sites and opening up school sites.

Rugby union

- ◀ 0.5 pitches available in the peak period at North Stafford Sport Ground which is to be retained to protect quality.
- ◀ Some availability at education sites.

³⁵ Red identifies a shortfall and green identifies spare capacity

³⁶ ONS June 2012 mid-year figures

³⁷ Converted into pitches based on 5 matches per grass wicket and/or four pitches based on an average of 10 wickets per square

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Hockey

- ◀ No demand for additional pitches to service hockey in the Area. However, University of Keele Sports Centre AGP is used to capacity at peak times and is heavily used for football training. Potential demand for additional access to the pitch for hockey (from North Staffs HC).

Tennis

- ◀ Only one site providing provision in this Area with no current use. Improving quality and allowing casual use is likely to increase demand.

Bowls

- ◀ One private bowling green servicing the Area which has some spare capacity to increase usage.

Netball

- ◀ There are enough courts that are available for community use to accommodate both the current and future demand. However, floodlighting will help to increase capacity on existing courts.

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Rural area

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ³⁸	Aim	Cost ³⁹
3	Alsagers Bank FC, The Drive, ST7 8BB	Football	Private	Two adult (standard quality) and one youth pitch (good quality) with peak time capacity. Poor quality changing rooms. Audley FC report latent demand for 5 x youth teams.	Retain spare pitch capacity to protect quality. Seek funding options to improve changing rooms. Explore options at nearby sites with peak time capacity to accommodate latent demand i.e. Halmerend Sports Ground and Sir Thomas Boughey High School.	FA	Club (Medium)	S	Protect	L
7	Audley & District FC, Old Road, Bignall End, ST7 8QH	Football	Borough Council (Club)	Two good quality adult pitches with peak time capacity. Leased from the Council. Poor quality changing rooms.	Retain spare pitch capacity to protect quality. Seek funding options to improve changing rooms.	FA	Club (Medium)	M	Enhance	L-M
8	Audley Cricket Club, Kent Hills Ground, Nantwich Road, ST7 8DL	Cricket	Club	One good quality cricket pitch, overplayed by 35 sessions per season. The Club expresses potential capacity issues and is having to look elsewhere for availability. Also latent demand for 1 x junior team.	Support club to seek access to additional provision in the Area.	SCB	Club (Medium)	S	Enhance	L
9	Betley Cricket Club, Marl Pit, Church Lane, CW3 9AX	Cricket	Private (Club)	One good quality cricket pitch, overplayed by 37 sessions per season. Club reports that its pitch has got slightly poorer which is due to the Club spending less on it in the 2012/13 season, however, it plans to increase spending this year. Club notes that its changing rooms are quite small and the showers are poor quality and that it would like to develop a garage into changing rooms. It has one average quality net facility but would like to increase this further.	Club currently applying for funding through the ECB, Newcastle Sports Council and Biffa to improve changing rooms. Consider option to install more grass wickets or a non turf wicket on the square in order to address overplay. Increasing pitch quality may also help to sustain overplay.	SCB	Club (Medium)	S	Enhance Provide	M L
10	Betley Youth FC, Marl Pit, Church Lane, CW3 9AX	Football	Private	One good quality adult pitch with no peak time capacity. Club has several youth and mini teams each accessing central league venues outside of the area.	Apply appropriate levels of maintenance to sustain pitch quality. Explore options in the Area for future development of a central venue site.	FA	Club (Low)	S M	Protect Enhance	L
12	Bignall End, Boon Hill Road, ST7 8LA	Cricket	Private	One standard quality cricket pitch overplayed by 25 sessions per season. Latent demand for 1 x junior team. Club expresses the need for a new nets facility for summer training.	Explore options to increase pitch quality in order to sustain overplay and accommodate latent demand.	SCB	Club (Low)	S	Protect	L
38	Leycett Cricket Club, Park Terrace, ST5 6AE	Cricket	Club	One good quality cricket pitch overplayed by 32 sessions per season. Club notes that it has demand for female changing facilities as none currently exist on site.	Support club to seek access to additional provision in the Area. Investigate options to improve changing accommodation to accommodate females.	SCB	Club (Medium)	S M	Enhance	L

³⁸ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

³⁹ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ⁴⁰	Aim	Cost ⁴¹
42	Madeley High School, Newcastle Road, CW3 9JJ	Football	County Council	One youth (11v11) football pitch assessed as poor quality. Pitches are available for community use but currently unused due to lack of demand in the Area coupled with poor quality.	Apply appropriate levels of maintenance to improve pitch quality. No current local demand for community use.	FA	Education (Low)	S	Enhance	L
		Rugby union		There is also one senior rugby pitch assessed as poor quality due to drainage issues.	Apply appropriate levels of maintenance to improve pitch quality. No current local demand for community use.	RFU		S	Enhance	L
		Cricket		One standalone artificial cricket pitch assessed as poor quality.	Investigate options to establish community use to accommodate demand for local cricket clubs. Poor quality will also need to be addressed.	SCB		S	Enhance	L
		Tennis		Two poor quality courts with no floodlighting.	Seek options for improving quality in order to establish casual community during the summer season with the potential opportunity to develop a club if demand exists.	Borough Council County Council		S-M	Enhance	L-M
43	Manor Road Playing Fields, Manor Road, Madeley CW3 9PS	Football	Club	Two adult, two youth and one mini pitch. All good quality. Leased to Madeley White Star Juniors. Club has lost an U18 and a ladies team this season hence spare capacity on the adult pitches.	Support the Club to reintroduce U18 next season in order to use up spare capacity.	FA	Key Centre (Low)	S	Enhance	L
52	Onneley & Maer Cricket Club, Barhill Road, CW3 9QF	Cricket	Club	One good quality cricket pitch (8 wickets) overplayed by 16 sessions per season. Club reports latent demand at all age groups. Relatively new club which has only recently obtained its site and has aspirations to develop the ground including plans to build a changing pavilion and nets.	Support the Club to identify funding for ground development with the priority being changing rooms/pavilion. Also look to install more grass wickets or a non turf wicket on the square in order to address overplay and latent demand.	SCB	Club (Low)	S-M	Provide	M
59	Scot Hay Cricket Club, Leycett Road, ST5 6AU	Cricket	Club	One standard quality cricket pitch. Pitch has most spare capacity (53 sessions per week) with one pitch being available midweek (as it is currently used at this time) and one pitch which could accommodate one team every other Saturday (i.e. playing on a home and away basis). However, it should be noted that other clubs have tried to use the site before but arrangements have proved difficult.	Spare capacity could significantly help to address overplay in the Area. Work towards maximising use of the site and continue to engage with the Club and to fully establish issues with gaining access to the site.	SCB	Club (Medium)	S	Enhance	L

⁴⁰ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

⁴¹ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ⁴²	Aim	Cost ⁴³
60	North Stafford Sport Ground, Whisper Lane, Butterton, ST5 4EB	Football	Private	Used by Shambles FC. Four standard quality adult pitches overmarked with three youth pitches to accommodate different age groups and used to capacity for this reason. Drainage is poor and 40 matches cancelled last season. Poor quality changing rooms with no disabled access.	Feasibility study completed and consultation ongoing with Staffs FA with regards to developing land onsite (5.5 acres of land). Additional pitches and a training area would help to alleviate capacity issues. Club has received an inspired facilities grant for £80k to improve the changing provision.	FA	Strategic (High)	S-M	Provide	M
		Rugby union		One good quality senior pitch with minimal spare capacity. Used by Hanford RFC which is a one team club operating a team at senior level only. Leased from Shambles FC.	Spare capacity at the site retained to help protect quality. Ensure long term security of tenure is maintained	RFU		S	Protect	L
		Cricket		One good quality cricket pitch with spare capacity of one pitch midweek as all of its usage takes place on Saturdays.	Maximise use and seek to accommodate overplay demand from Whitmore CC.	SCB		S	Enhance	L
63	Sir Thomas Boughey High School & Co-Operative Business & Enterprise College, ST7 8AP	Football /Rugby union	College	One youth (11v11) football pitch, one mini (7v7) football pitch and one senior rugby union pitch all assessed as poor quality. Poor quality of the pitches is mainly accredited to poor drainage. The School notes that approximately four home fixtures a season per age group will be played away from home. As a result of poor quality use of pitches is limited to school curriculum and fixtures only. No community use.	Explore options to improve pitch quality and increase community use – potential link to Audley FC as a local club expressing latent demand which cannot be accommodated at its home ground, Alsagers Bank FC.	FA	Education (Medium)	S	Enhance	L-M
		Netball/tennis		Three standard quality courts with no floodlighting.	Sustain/improve quality for school use.	College		L		L

⁴² Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

⁴³ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ⁴⁴	Aim	Cost ⁴⁵
67	University of Keele Sports Centre, ST5 5BG	Football	University	Eight standard quality adult pitches. No community use as retained for University teams.	Spare capacity should be retained to help protect/improve quality.	FA	Strategic (Medium)	S	Enhance/Protect	L
		Rugby union		Two standard quality senior pitches. No community use as retained for University teams.	Apply appropriate levels of maintenance to improve pitch quality. No current local demand for community use.	RFU		S		L
		Cricket		Two poor quality pitches, which are currently unavailable for community use and retained for University teams.	Improve pitch quality and establish community use to help alleviate overplay in the Area. Leycett CC being one of the closest clubs.	ECB		M		L-M
		AGP		Full size sand filled AGP which is used to capacity at weekends for hockey. Current users Market Drayton HC has recently submitted a failed bid for funding for an alternative site and so are unlikely to relocate and will need to retain its current use at the University. The University has aspirations to develop a 3G pitch and a 3G training area both with shock pads suitable for the addition of rugby.	Recently refurbished with clean sand and there is no longer a drainage problem. As such the surface does not currently need resurfacing. This has extended the carpet life for an additional five years.	EH		L		M
		Netball/tennis		Five netball and eight tennis courts overmarked some of which are good/standard quality. No floodlighting.	Sustain/improve quality for use.	University		L		L
70	Whitmore Cricket Club, Bent Lane, ST5 5JE	Cricket	Club	One standard quality cricket pitch overplayed by 50 sessions per season. Club reports demand for access to additional training hours of indoor nets facilities for winter training.	Investigate midweek use at North Stafford Sport Ground to help alleviate overplay.	ECB	Club (Low)	S	Protect	L
77	Wood Lane Cricket Club, Megacre Cricket Ground, Megacre, Wood Lane, ST7 8PA	Cricket	Club	One good quality cricket pitch with minimal spare capacity (4 sessions per season).	It is unlikely that this level of off peak spare capacity could help alleviate overplay at other sites. Therefore, spare capacity to be retained to help protect quality.	ECB	Club (Low)	S	Protect	L
83	Halmerend Sports Ground, Wesley Place, High Street, ST7 8AQ	Football	Private	One standard quality adult pitch with some peak time capacity. Poor quality changing rooms.	Potential site to accommodate demand from Audley FC currently using Alsagers Bank FC. Explore funding options to improve changing rooms.	FA	Club (Low)	M	Enhance	M-H

⁴⁴ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

⁴⁵ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

Site ID	Site	Sport	Ownership (Management)	Current status	Recommended actions	Key partners	Hierarchy (priority level)	Delivery timescales ⁴⁶	Aim	Cost ⁴⁷
87	Burnt Wood Playing Fields (Loggerheads FC), Pheasant Walk, TF9 2QZ	Football	Parish Council	One standard quality adult pitch with minimal spare capacity. Pitch is minimum size and is not serviced by changing rooms. Drainage works have increased pitch quality. Owned by the Council and leased to the Parish Council. It is used by Loggerheads FC for one of its teams on a gentleman's agreement for a peppercorn rent. One of its teams has to travel outside of the study area (to Eccleshall) to access a suitable pitch for the league it plays in. Granted planning permission to build a changing facility.	Spare capacity should be retained to help protect/improve quality. Support the Club in its aspirations to develop the site and ensure long term security is agreed and put into place.	FA	Key Centre (Medium)	M	Enhance	M-H
90	Slater's Country Inn	Bowls	Private	One bowling green good quality with some spare capacity and is the only green in the Rural Area.	Ensure that quality is sustained and maximise use for pay and play opportunities.	Club	Club (Medium)	L	Protect	L
96	Ravensmead Primary School, Chapel Lane, Bignall End, ST7 8PY	Football	County Council	One good quality mini pitch. No community use.	No current local demand for community use.	FA	Education (Low)	M	Enhance	L
102	St Marys CE Primary School, Mucklestone Market, TF9 4DN	Football	County Council	One standard quality mini pitch. No community use.	No current local demand for community use.	FA	Education (Low)	M	Enhance	L
106	Wood Lane Primary School, Apedale Road, Bignall End, ST7 8PH	Football	County Council	Two standard quality mini pitches. Available for community use but unused.	No current local demand for community use.	FA	Education (Low)	M	Enhance	L

⁴⁶ Timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

⁴⁷ Costs: (L) - Low - less than £50k; (M) - Medium - £50k-£250k; (H) - High £250k and above

PART 7: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE

Delivery

The Playing Pitch Strategy seeks to provide guidance for maintenance/management decisions and investment made across Newcastle in the seven years up to 2021. By addressing the issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of Newcastle can be satisfied. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

It is important that this document is used in a practical manner, is engaged with partners and encourages partnerships to be developed, to ensure that outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.

The production of this Strategy should be regarded as the beginning of the planning process. The success of this Strategy and the benefits that are gained are dependent upon regular engagement between all partners involved and the adoption of a strategic approach.

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

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

The process of developing the PPS will hopefully have already resulted in a number of benefits that will help with its application and delivery. These may include enhanced partnership working across different agendas and organisations, pooling of resources along with strengthening relationships and understanding between different stakeholders and between members of the steering group and the sporting community. The drivers behind the PPS and the work to develop the recommendations and action plan will have also highlighted, and helped the steering group to understand, the key areas to which it can be applied and how it can be delivered.

Monitoring and updating

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

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

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

Ideally the PPS could be reviewed on an annual basis from the date it is formally signed off by the steering group. This will help to maintain the momentum and commitment that would have been built up when developing the PPS. Taking into account the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

An annual review should not be regarded as a particularly resource intensive task. However, it should highlight:

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

Once the PPS is complete the role of the steering group should evolve so that it:

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

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Alongside the regular steering group meetings a good way to keep the strategy up to date and maintain relationships may be to hold annual sport specific meetings with the pitch sport NGBs and other relevant parties. These meetings could look to update the key supply and demand information, if necessary amend the assessment work, track progress with implementing the recommendations and action plan and highlight any new issues and opportunities.

These meetings could be timed to fit with the annual affiliation process undertaken by the NGBs which would help to capture any changes in the number and nature of sports clubs in the area. Other information that is already collected on a regular basis such as pitch booking records for local authority and other sites could be fed into these meetings. The NGBs will also be able to indicate any further performance quality assessments that have been undertaken within the study area. Discussion with the league secretaries may also indicate annual league meetings which it may be useful to attend to pick up any specific issues and/or enable a review of the relevant club details to be undertaken.

The steering group should regularly review and refresh area by area plans taking account of any improvements in pitch quality (and hence increases in pitch capacity) and also any new negotiations for community use of education sites in the future.


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

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Checklist

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

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

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

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APPENDIX ONE: STRATEGIC CONTEXT

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.

Sport England: A Sporting Habit for Life (2012-2017)

In 2017, five years after the Olympic Games, Sport England aspires to transforming sport in England so that it is a habit for life for more people and a regular choice for the majority. Launched in January 2012 the strategy sets out how Sport England will invest over one billion pounds of National Lottery and Exchequer funding during the five year plan period. The investment will be used to create a lasting community sport legacy by growing sports participation at the grassroots level following the 2012 London Olympics. The strategy will:

- ◀ See more people starting and keeping a sporting habit for life
- ◀ Create more opportunities for young people
- ◀ Nurture and develop talent
- ◀ Provide the right facilities in the right places
- ◀ Support local authorities and unlock local funding
- ◀ Ensure real opportunities for communities

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- ◀ Maximise value from current NGB investment
- ◀ Places, People, Play
- ◀ Strategic direction and market intelligence
- ◀ Set criteria and support system for NGB 2013-17 investment
- ◀ Market development

The aim by 2017 is to ensure that playing sport is a lifelong habit for more people and a regular choice for the majority. A specific target is to increase the number of 14 to 25 year olds playing sport. To accomplish these aims the strategy sets out a number of outcomes:

- ◀ 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in a school's area.
- ◀ County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- ◀ All secondary schools that wish to do so, will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- ◀ At least 150 further educational colleagues will benefit from a full time sports professional who will act as a College Sport Maker.
- ◀ Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- ◀ A thousand of our most disadvantaged local communities will get a Door Step Club.
- ◀ Two thousand young people on the margins of society will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.

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- ◀ Building on the success of the Places People Play, a further £100 million will be invested in facilities for the most popular sports.
- ◀ A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfil their potential.

National Planning Policy Framework

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 Game Strategy (2011 – 2015)

The Football Association's (FA) National Game Strategy provides a strategic framework that sets out key priorities, expenditure proposals and targets for the national game (i.e., football) over a four year period. The main issues facing grassroots football are identified as:

- ◀ Growth and retention (young and adult players)
- ◀ Raising standards and behaviour
- ◀ Better players
- ◀ Running the game
- ◀ Workforce
- ◀ Facilities

'The National Game Strategy' reinforces the urgent need to provide affordable, new and improved facilities in schools, clubs and on local authority sites. Over 75% of football is

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played on public sector facilities. The leisure budgets of most local authorities have been reduced over recent years, resulting in decaying facilities that do not serve the community and act as a disincentive to play football. The loss of playing fields has also been well documented and adds to the pressure on the remaining facilities to cope with the demand, especially in inner city and urban areas.

The growth of the commercial sector in developing custom built five-a-side facilities has changed the overall environment. High quality, modern facilities provided by Powerleague, Goals and playfootball.net for example, have added new opportunities to participate and prompted a significant growth in the number of five-a-side teams in recent years.

The FA National Facilities Strategy (2013 – 2015)

The recently launched National Facilities Strategy sets out the FA's long term vision for development of facilities to support the National Game. It aims to address and reflect the facility needs of football within the National Game. The National Game is defined as all non-professional football from Steps 1-7 of the National League System down to recreational football played on open public space. The role of facilities will be crucial in developing the game in England. One of the biggest issues raised from 'the Big Grassroots Football Survey' by that of 84% respondents, was 'poor facilities'.

The FA's vision for the future of facilities in England is to build, protect and enhance sustainable football facilities to improve the experience of the nation's favourite game. It aims to do this by:

- ◀ Building - Provide new facilities and pitches in key locations to FA standards in order to sustain existing participation and support new participation.
- ◀ Protecting - Ensure that playing pitches and facilities are protected for the benefit of current and future participants.
- ◀ Enhancing - Invest in existing facilities and pitches, ensuring that participation in the game is sustained as well as expanded.

The Strategy commits to delivering in excess of £150m (through Football Foundation) into facility improvements across the National Game in line with identified priorities:

- ◀ Natural grass pitches improved – target: 100
- ◀ A network of new AGPs built – target 100
- ◀ A network of refurbished AGPs – target 150
- ◀ On selected sites, new and improved changing facilities and toilets
- ◀ Continue a small grants programme designed to address modest facility needs of clubs
- ◀ Ongoing support with the purchase and replacement of goalposts

It also commits to:

- ◀ Direct other sources of investment into FA facility priorities
- ◀ Communicate priorities for investment across the grassroots game on a regular basis
- ◀ Work closely with Sport England, the Premier League and other partners to ensure that investment is co-ordinated and targeted

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Grounds to Play – England and Wales Cricket Board (ECB) Strategic Plan (2010 – 2013)

'Grounds to Play' continues to focus on the four pillars, as identified in the ECB's previous strategy: Building Partnerships. The pillars are:

- ◀ Energising people and partnerships to deliver national goals at local level:
 - ◀ Having streamlined the management of ECB and established County Cricket Boards, where feasible, services currently provided from the centre will be transferred to County Boards;
 - ◀ Enhance asset growth through continuing interest free loans to community clubs, expanding NatWest Cricket Force, seeking to support corporate or public sector cricket grounds under threat of closure through the England and Wales Cricket Trust, and seeking to expand partnerships for Indoor Cricket.
- ◀ Vibrant domestic game.
- ◀ Enhancing facilities, environments and participation:
 - ◀ The focus of this plan is on providing facilities to sustain participation levels rather than increasing participation;
 - ◀ The Cricket Foundation's 'Chance to Shine' programme has been an outstanding success in reintroducing cricket into state schools. ECB will prioritise investment in the programme;
 - ◀ To further expand club/ school links and position a cricket club at the heart of a community, ECB will provide £1.5 million per annum capital improvement grants to local clubs that make their club facilities available to its local community and to local schools.
- ◀ Successful England teams.

The following actions executed during the duration of Building Partnerships provide a strong base for this plan. Actions include:

- ◀ Streamlining ECB governance
- ◀ Building participation by more than 20% per annum (as measured through ECB focus clubs and County Cricket Boards)
- ◀ Developing women's cricket
- ◀ Attracting volunteers
- ◀ Expanding cricket's spectator base
- ◀ Introducing grants and loans to clubs
- ◀ Developing disabilities cricket

This plan therefore influences 'Grounds to Play' in the areas of facilities and coaches, which is where ECB investment will be focussed. Partnership funding and support will play a key role in the delivery of actions and maintaining the strength of the pillars.

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The Rugby Football Union National Facilities Strategy (2013-2017)

The recently launched RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners. It identifies that with 470 grass root clubs and 1500 players there is a continuing need to invest in community club facilities in order to:

- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

In summary the priorities for investment which have met the needs of the game for the Previous period remain valid:

- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs
- ◀ Improve the quality and quantity of natural turf pitches and floodlighting
- ◀ Increase the provision of artificial grass pitches that deliver wider game development

It is also a high priority for the RFU to target investment in the following:

- ◀ Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment

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The Rugby Football League Facility Strategy

The RFL's Facilities Strategy was published in 2011. The following themes have been prioritised:

- ◀ Clean, Dry, Safe & Playable
- ◀ Sustainable clubs
- ◀ Environmental Sustainability
- ◀ Geographical Spread
- ◀ Non-club Facilities

The RFL Facilities Trust website www.rflfacilitiestrust.co.uk provides further information on:

- ◀ The RFL Community Facility Strategy
- ◀ Clean, Dry, Safe and Playable Programme
- ◀ Pitch Size Guidance
- ◀ The RFL Performance Standard for Artificial Grass Pitches
- ◀ Club guidance on the Annual Preparation and Maintenance of the Rugby League Pitch

Further to the 2011 Strategy detail on the following specific programmes of particular relevance to pitches and facility planning are listed below and can be found via the trust link (see above):

- ◀ The RFL Pitch Improvement Programme 2013 – 2017
- ◀ Clean, Dry and Safe programmes 2013 - 2017

England Hockey (EH)

'The right pitches in the right places'⁴⁸

In 2012, EH released its facility guidance which is intended to assist organisations wishing to build or protect hockey pitches for hockey. It identifies that many existing hockey AGPs are nearing the end of their useful life as a result of the installation boom of the 90's. Significant investment is needed to update the playing stock and protect the sport against inappropriate surfaces for hockey as a result of the rising popularity of AGPs for a number of sports. EH is seeking to invest in, and endorse clubs and hockey providers which have a sound understanding of the following:

- ◀ Single System – clubs and providers which have a good understanding of the Single System and its principles and are appropriately places to support the delivery.
- ◀ ClubsFirst accreditation – clubs with the accreditation are recognised as producing a safe effective and child friendly hockey environment
- ◀ Sustainability – hockey providers and clubs will have an approved development plan in place showing their commitment to developing hockey, retaining members and providing an insight into longer term goals. They will also need to have secured appropriate tenure.

⁴⁸

<http://englandhockey.co.uk/page.asp?section=1143§ionTitle=The+Right+Pitches+in+the+Right+Places>

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APPENDIX TWO: FUNDING PLAN

Funding opportunities

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

Awarding body	Description
Big Lottery Fund http://www.biglotteryfund.org.uk/	Big invests in community groups and to projects that improve health, education and the environment
Sport England : <ul style="list-style-type: none"> • Sustainable Facilities Fund • Sportsmatch • Small Grants • Protecting Playing Fields • Inspired Facilities • Strategic Facilities Fund http://www.sportengland.org/funding.aspx http://www.sportengland.org/funding/our-different-funds/strategic-facilities/	Sport England is keen to marry funding with other organisations that provide financial support to create and strengthen the best sports projects. Applicants are encouraged to maximise the levels of other sources of funding, and projects that secure higher levels of partnership funding are more likely to be successful.
Football Foundation http://www.footballfoundation.org.uk/	This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.
Rugby Football Foundation - The Loans Scheme http://www.rfu.com/microsites/rff/index.cfm?fuseaction=loans.home	The Loans Scheme helps finance projects that contribute to the retention and recruitment of rugby players. Projects eligible for loans include: 1. Club House Facilities: General structural improvements, general refurbishment, storerooms and offices, kitchen facilities, training areas. 2. Grounds (other than pitches): Car parking facilities, ground access improvements, fencing, security measures.
Rugby Football Foundation - The Grant Match Scheme http://www.rfu.com/microsites/rff/index.cfm?fuseaction=groundmatch.home	The Grant Match Scheme provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a 'match funding' 50:50 basis to support a proposed project. Projects eligible for funding include: 1. Pitch Facilities – Playing surface improvement, pitch improvement, rugby posts, floodlights. 2. Club House Facilities – Changing rooms, shower facilities, washroom/lavatory, and measures to facilitate segregation (e.g. women, juniors). 3. Equipment – Large capital equipment, pitch maintenance capital equipment (e.g. mowers).

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Awarding body	Description
EU Life Fund http://ec.europa.eu/environment/funding/intro_en.htm	LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU.
EH Capital Investment Programme (CIP)	The CIP fund is for the provision of new pitches and re-surfacing of old AGPs. It forms part of EH's 4 year Whole Sport's Plan.
National Hockey Foundation http://www.thenationalhockeyfoundation.com/	The Foundation primarily makes grants to a wide range of organisations that meet one of our chosen areas of focus: Young people and hockey. Young people and sport in Milton Keynes. Enabling the development of hockey at youth or community level. Smaller Charities.

Protecting Playing Fields

SE launched a funding programme; Protecting Playing Fields (PPF) as part of its Places People Play Olympic legacy mass participation programme and is investing £10 million of National Lottery funding in community sports projects over the next three years (2011-2014).

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

Sport England's 'Inspired Facilities' funding programme will be delivered via five funding rounds and is due to launch in Summer 2011 where clubs, community and voluntary sector groups and local authorities can apply for grants of between £25k and £150k where there is a proven local need for a facility to be modernised, extended or modified to open up new sporting opportunities.

The programmes three priorities are:

- ◀ Organisations that haven't previously received a Sport England Lottery grant of over £10k.
- ◀ Projects that are the only public sports facility in the local community.
- ◀ Projects that offer local opportunities to people who do not currently play sport.

Besides this scheme providing an important source of funding for potential voluntary and community sector sites, it may also providing opportunities for Council to access this funding particularly in relation to resurfacing the artificial sports surfaces

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Strategic Facilities Fund

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

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

Key features which applications must demonstrate are:

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

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

The Strategic Facilities Fund will prioritise projects that:

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

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

Funder's requirements

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

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

Indicative costs

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

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

These costs are broken down into two areas:

- ◀ Facility capital costs
- ◀ Lifecycle costs

Facility capital costs

Facility capital costs are calculated using estimates of what it typically costs to build modern sports facilities, including fees and external works. Naturally, varying conditions, inflation and regional adjustments.

Costs are updated regularly in conjunction with information provided by the BCIS (Building Cost Information Service) and other Quantity Surveyors.

The document is often referred to as the Planning Kitbag costs as the figures are often used by Planners and Developers when reviewing potential Planning Contributions to site developments.

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Facility life cycle costs

Life cycle costs are how much it costs to keep a facility open and fit-for-purpose during its lifetime. It includes costs for major replacement and planned preventative maintenance (day to day repairs).

The costs are expressed as a percentage of the capital cost. You should not underestimate the importance of regular maintenance and the expense in maintaining a facility throughout its life.