



# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH STRATEGY & ACTION PLAN

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QUALITY, INTEGRITY, PROFESSIONALISM

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# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

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## ABBREVIATIONS

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
BC	Bowls Club
CC	Cricket Club
CASC	Community Amateur Sports Clubs
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FIFA	Fédération Internationale de Football Association
FIT	Fields in Trust
FPM	Facilities Planning Model
GIS	Geographical Information Systems
HC	Hockey Club
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
LDF	Local Development Framework
LMS	Last Man Stands
NGB	National Governing Body
NPPF	National Planning Policy Framework
NTP	Non-turf Pitch
OAN	Objectively Assessed Need
ONS	Office for National Statistics
SMDC	Staffordshire Moorlands District Council
PPS	Playing Pitch Strategy
PQS	Performance Quality Standard
RFU	Rugby Football Union
RUFC	Rugby Union Football Club
S106	Section 106
SHMA	Strategic Housing Market Assessment
TC	Tennis Club
TGR	Team Generation Rate
U	Under
YFC	Youth Football Club

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## PART 1: INTRODUCTION

This is the Playing Pitch Strategy (PPS) for Staffordshire Moorlands. It has been developed in accordance with Sport England guidance and has been prepared by Knight, Kavanagh and Page (KKP) under the direction of a steering group led by the Council and including National Governing Bodies of Sport (NGBs).

The Strategy builds upon the preceding Assessment Report and is capable of:

- ◀ Providing adequate planning guidance to assess development proposals affecting outdoor sports facilities, as appropriate, directing open space contributions secured through development and informing and shaping local planning policy.
- ◀ Informing the protection, enhancement and requirement to provide new playing pitches.
- ◀ Informing land use decisions in respect of future use of existing playing pitch areas and playing fields (capable of accommodating pitches).
- ◀ Providing a strategic framework for the provision and management of playing pitches.
- ◀ Supporting external funding bids and maximising support for playing pitches.
- ◀ Providing the basis for ongoing monitoring and review of the use, distribution, function, quality and accessibility of playing pitches.

Whilst the project has been jointly commissioned with High Peak Borough Council, this document relates only to Staffordshire Moorlands, although cross boundary activity is included. A separate strategy has been produced specific to High Peak.

The project compiles one document as part of a wider inter-related strategy for sport and recreation that also includes an Open Spaces Strategy. The inter-relationship between the strategies must be noted as some sports covered by the PPS use open space areas for informal and casual use as well as formal use.

It is important that there is regular annual monitoring and review against the actions identified in the Strategy. This should be led by the Council and supported by 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, Sport England and NGBs will consider it to be out of date. If the PPS is used as a 'live' document and kept up to date, its lifespan can be extended.

The PPS should 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 was built up during its development. 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. To assist this, all information, databases and other tools used to inform the Strategy will be handed over to the Council and full training will be offered to assist in utilisation (see Part 8 for further details).

### 1.1: Context

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

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The production of the PPS will also support the following areas, identified as imperative to the project:

## *Contribution to the Council's Corporate Aims*

- ◀ Support the Staffordshire Moorlands District Council Corporate Plan 2015-2019: To help create a safer and healthier environment for our communities to live and work (key priority: the provision of sports facilities and leisure activities focused upon improving health).
- ◀ To ensure a strategic approach to outdoor sports provision.
- ◀ Provide direction and set priorities for included sports.

## *Contribution to Planning Policy*

- ◀ Provide a robust evidence base.
- ◀ Help inform the preparation of the emerging Staffordshire Moorlands Local Plan and other strategic development plans.
- ◀ Comply with the NPPF, in particular paragraph 73.
- ◀ Provide a basis for establishing new facility requirements arising from new housing developments or improvements to existing supply where demand can be satisfied and where existing deficits can be alleviated by increasing capacity.
- ◀ Inform land use decisions in respect of the future use of existing outdoor sports areas and playing pitches.
- ◀ Contribute to the evidence base used to inform assessment of development proposals affecting outdoor sports facilities (in line with national planning policy).

## *Contribution to Operational Effectiveness*

- ◀ Help improve current asset management, resulting in more efficient use of resources.
- ◀ Highlight locations where quality of provision can be enhanced.

## *Sports development*

- ◀ Help identify where community use of school sports facilities is most needed.
- ◀ Provide better information to residents and others around sports facilities available for use.
- ◀ Promote sports development and help unlock latent demand by identifying where any lack of facilities might be suppressing the formation of teams/community activities.

## *Support for external funding bids*

- ◀ Provide a robust evidence of need for capital funding and support grant applications.
- ◀ Prove the need for developer contributions towards provision.

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The Strategy will be produced in accordance with national planning guidance and provide robust and objective justification for future use throughout the District. Concern at national government level over the loss of playing fields prompted the development of localised playing pitch assessments and strategies which identify current and future requirements for playing fields.

Developing a strategic approach to the analysis of playing pitch supply and demand is necessary to:

- ◀ Protect playing pitches against development pressures on land in, and around, urban areas.
- ◀ Identify pitch (natural grass and artificial) supply and demand issues in relation to predicated population changes.
- ◀ Address quality and access issues.
- ◀ Address 'demand' pressures created as a result of specific sports development pressures e.g. growth of mini soccer and wider use of artificial grass pitches.
- ◀ Address budget pressures and public-sector cuts.

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

One of the core planning principles of the NPPF is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs.

Section 8 of the NPPF deals specifically with the topic of healthy communities; Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraphs 73 and 74 discuss assessments and the protection of "existing open space, sports and recreational buildings and land, including playing fields". A PPS will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

Paragraph 76 and 77 promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

## **1.2: Structure**

The Strategy has been developed from research and analysis of outdoor sports provision and usage within Staffordshire Moorlands to provide:

- ◀ A vision for the future improvement and prioritisation of outdoor sport facilities.
- ◀ Evidence to help protect and enhance outdoor sport provision.
- ◀ The need to inform the development and implementation of planning policy.
- ◀ The need to inform the assessment of planning applications.
- ◀ The need to provide evidence to help secure internal and external funding.
- ◀ A series of strategic recommendation which provide a strategic framework for the improvement, maintenance, development and, if applicable, the rationalisation of playing pitches.

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- ◀ A series of sport-by-sport recommendations that provide a strategic framework for improvements to provision.
- ◀ A prioritised area-by-area action plan to address key issues.

The Strategy and Action Plan recommends numerous priority projects for Staffordshire Moorlands that should be implemented over the course of its lifespan. It is outlined to provide a framework for improvement, with potential partners and possible sources of external funding identified in light of limited council resources.

The recommendations made in this strategy must be translated into local plan policy so that there is a mechanism to support delivery and secure provision and investment into provision where the opportunity arises.

There is a need to sustain and build key partnerships between the Council, NGBs, Sport England, education providers, leisure contractors, maintenance contractors, community clubs and private landowners to maintain and improve outdoor sport provision. In these instances, the potential for the Council to take a strategic lead can be limited (except in terms of Section 106 agreements and developer contributions). This document will provide clarity with regard to the way forward and will allow organisations to focus on the key issues and objectives that they can directly influence and achieve.

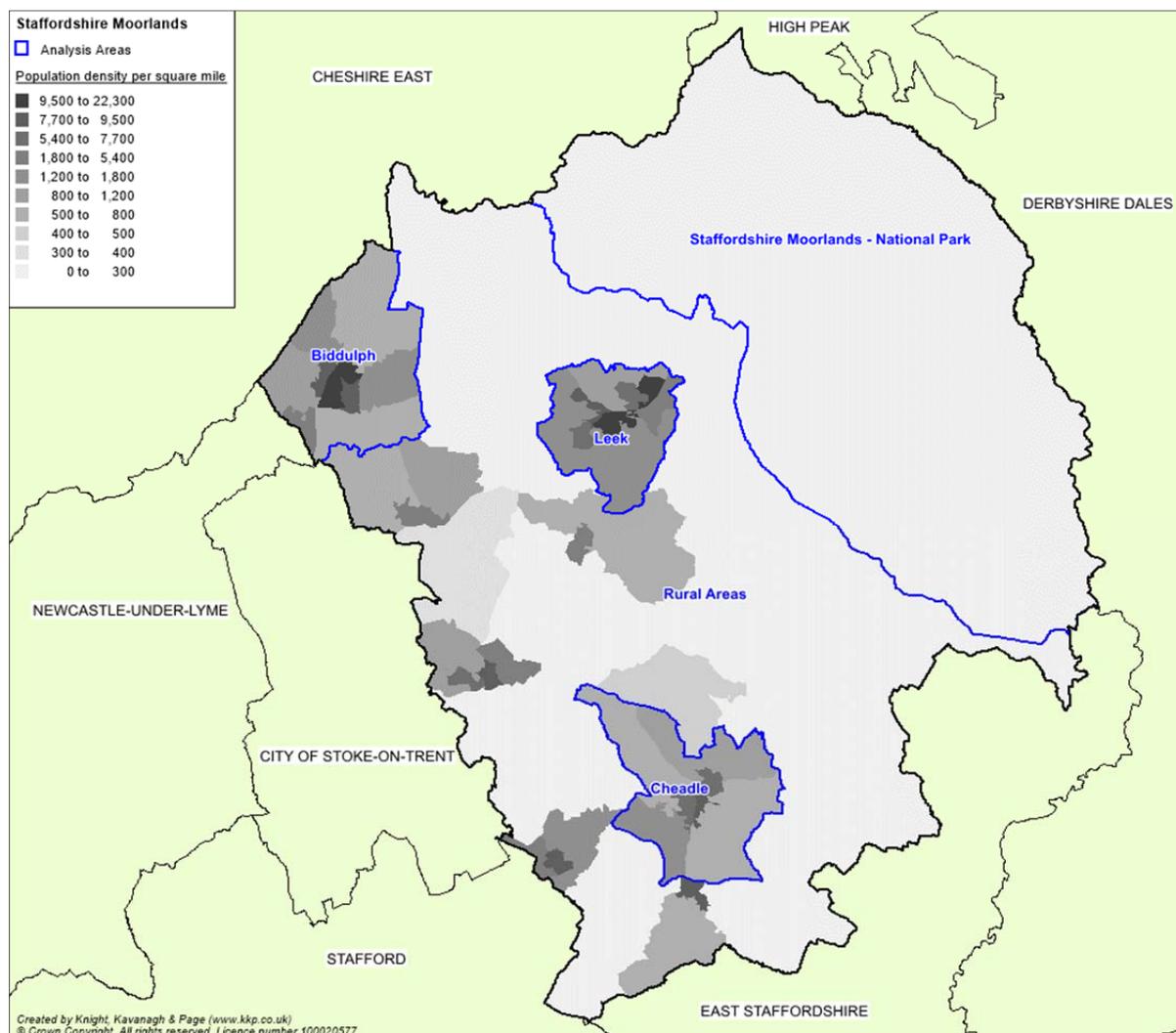
## **Study area**

The study area is the Staffordshire Moorlands District Council administrative area. Further to this, analysis areas have been created to allow a more localised assessment of provision and examination of playing pitch supply and demand at a local level. Use of analysis areas also allows local circumstances and issues to be taken into account. For this reason, Staffordshire Moorlands is divided into the following five analysis areas (as seen in figure 1.1 overleaf):

- ◀ National Park
- ◀ Rural Areas
- ◀ Leek
- ◀ Biddulph
- ◀ Cheadle

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Figure 1.1: Analysis area map



## Scope

The PPS covers the following outdoor sports facilities:

- ◀ Football pitches
- ◀ Third Generation Artificial Grass Pitches (3G AGPs)
- ◀ Cricket pitches
- ◀ Rugby union pitches
- ◀ Hockey pitches (sand/water-based AGPs)
- ◀ Tennis courts
- ◀ Bowling greens
- ◀ Athletics tracks

In addition, rugby league was also in the initial scope; however, no rugby league activity or provision has been identified and it has therefore not been included.

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Playing pitch sports (i.e. football, cricket, rugby union and hockey) were assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. For non-pitch sports (i.e. tennis, bowls and athletics), the supply and demand principles of Sport England methodology: Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (ANOG) were followed to ensure the process is compliant with the National Planning Policy Framework (NPPF).

## Definitions

### Capacity

The capacity for facilities to regularly provide for competitive play, training and other activity is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch or non-pitch affects the playing experience and people's enjoyment of playing. In extreme circumstances, it can result in the inability to cater for all or certain types of play during peak and off-peak times. Quality is often influenced by weather conditions and drainage but can also be impacted upon by maintenance levels and unofficial use, amongst other factors.

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

Table 1.1: Capacity of playing pitches

Sport	Pitch type	No. of match equivalent sessions		
		Good	Standard	Poor
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union*	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	N/A	N/A
	One synthetic wicket	60 per season	N/A	N/A

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

For tennis, the capacity of courts is determined by membership levels rather than through matches. The LTA suggests that a floodlit hard court can accommodate a membership of up to 60 members, whereas a non-floodlit hard court can accommodate a membership of up to 40 members. This varies for other court types (e.g. grass) but is not applicable to any courts within Staffordshire Moorlands.

For athletics, there is no maximum capacity set out by UK Athletics. Instead a minimum membership of 200 is required to ensure that tracks remain sustainable.

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For bowls, there is no nationally recognised capacity recommendation set out by the NGB. Instead, potential capacity is evaluated on a site-by-site basis following consultation and site assessments.

## *Match equivalent sessions*

Most playing pitch sports (football, rugby union and cricket) have a limit in respect of how much play they can accommodate over a certain period of time before their quality and in turn their use is adversely affected.

As the main usage of pitches is likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions and informal play. Based on how they tend to be played, this unit for football and rugby union pitches relates to a typical week within the season. For cricket pitches, it is appropriate to look at the number of match equivalent sessions over the course of a season given how the wickets are rotated.

## *Shortfalls*

Shortfalls are expressed in match equivalent sessions. To convert match equivalents into pitches, the number of sessions should generally be halved (to take account of teams playing on a home and away basis) when considering actual match play.

For a full glossary of terms, please refer to Appendix Three.

### **1.3: Headline findings**

The table below highlights the quantitative headline findings identified for all sports included in the preceding Assessment Report. Please note that this shows the picture on a local authority wide basis and does not include the findings for each specific analysis area or for each specific site (see Part 6).

*Table 1.2: Quantitative headline findings*

<b>Sport</b>	<b>Current picture</b>	<b>Future picture (2031)<sup>1</sup></b>
Football (grass pitches)	<ul style="list-style-type: none"> <li>◀ Spare capacity of 3 adult match equivalent sessions.</li> <li>◀ Shortfall of 2 youth 11v11 pitches.</li> <li>◀ Spare capacity of 0.5 youth 9v9 match equivalent sessions.</li> <li>◀ Mini 7v7 pitches at capacity.</li> <li>◀ Shortfall of 1.5 mini 5v5 pitches.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Spare capacity of 2.5 adult match equivalent sessions.</li> <li>◀ Shortfall of 4 youth 11v11 pitches.</li> <li>◀ Spare capacity of 0.5 youth 9v9 match equivalent sessions.</li> <li>◀ Shortfall of 2 match sessions on mini 7v7 pitches.</li> <li>◀ Shortfall of 2.5 mini 5v5 pitches.</li> </ul>
Football (3G pitches)	<ul style="list-style-type: none"> <li>◀ Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).</li> </ul>	<ul style="list-style-type: none"> <li>◀ Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).</li> </ul>

<sup>1</sup> Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

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Sport	Current picture	Future picture (2031) <sup>1</sup>
Cricket	<ul style="list-style-type: none"> <li>◀ Currently at operating at capacity.</li> <li>◀ Shortfalls are however identified at Ashcome Park CC, Bagnall Norton CC, Checkley CC and Endon CC.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Shortfall of 35 match equivalent sessions.</li> </ul>
Rugby union	<ul style="list-style-type: none"> <li>◀ Shortfall of one match session per week at Leek RFC.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Shortfall of 3 match sessions per week at Leek RFC.</li> </ul>
Hockey	<ul style="list-style-type: none"> <li>◀ Current demand is being met.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Future demand can be met.</li> </ul>
Bowls	<ul style="list-style-type: none"> <li>◀ Current demand is being met.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Future demand can be met.</li> </ul>
Tennis	<ul style="list-style-type: none"> <li>◀ All club sites are within recommended capacity.</li> <li>◀ All remaining courts have spare capacity.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Future demand can be met.</li> </ul>
Athletics	<ul style="list-style-type: none"> <li>◀ Current demand is being met.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Future demand can be met.</li> </ul>

The existing position for all sports is either that demand is being met or that there is a shortfall, whereas the future position shows the exacerbation of current shortfalls and the creation of shortfalls for some facilities and for some areas where demand is currently being met. As such, there is a need to protect all existing outdoor sports provision until demand is met; or, there is a requirement to replace provision to an equal or better quantity and quality before it is lost.

The only exception to the above is in the case of sports provision being replaced by a different form of sports provision (e.g. a sand-based AGP being replaced by a 3G pitch) on the assumption that no clubs are left without alternative provision and providing that this is agreed upon by Sport England and the appropriate NGBs.

In the main, surpluses and shortfalls expressed can be met by improving quality to increase capacity. In some instances, however, there may also be a requirement for access to existing unused provision, such as pitches located at currently unavailable school sites, or pitch re-configuration.

The above does not apply to the shortfall of 3G pitches, which can only be met through increased provision. With resources to improve the quality of grass pitches being limited, an increase in 3G provision could also help reduce grass pitch shortfalls through the transfer of play, thus reducing overplay, which in turn can aid pitch quality improvements, although it should be recognised that this will not be instantaneous and require time to implement.

For cricket, new provision in the form of non turf pitches (NTPs) that can be incorporated onto existing sites will help reduce grass wicket shortfalls without the requirement for entirely new squares. Although it is recognised that a new square would substantially be beneficial for Checkley CC which currently exports demand to East Staffordshire.

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## PART 2: VISION

### 2.1: Vision

Below is Staffordshire Moorlands vision for its sport and leisure provision in the area. It builds on the conclusions identified in the PPS Assessment Report and sets out the vision and objectives for the period 2017-2031.

*'To maintain and improve the Districts' network of sport and leisure facilities, ensuring that they offer inclusive, better coordinated services for all residents, play their part in enabling the inactive to become active, support the talented and provide more residents with opportunity to regularly participate in sport and physical activity, thus improving their long-term health and well-being.'*

To achieve this strategic vision, the strategy has the following aims:

- ◀ Ensure that all valuable facilities are protected for the long-term benefit of sport.
- ◀ Promote a sustainable approach to the provision of playing pitches and management of sports clubs.
- ◀ Ensure that there are sufficient facilities in the right place to meet current and projected future demand.
- ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and longer-term aspirations.
- ◀ Ensure that the facility stock enables residents of Staffordshire Moorlands to live a healthy, active lifestyle.

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## PART 3: AIMS

The following overarching aims are based on the three Sport England themes (see Figure 1 below). It is recommended that they are adopted by the Council and its partners to enable it to achieve the overall vision of the PPS and Sport England planning objectives. Strategy delivery is the responsibility of, and relies upon, all stakeholders.

### AIM 1

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

### AIM 2

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

### AIM 3

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

Figure 1: Sport England themes



Source: Sport England 2015

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## PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

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

### Football – grass pitches

#### **Summary**

- ◀ The audit identifies a current total of 90 grass football pitches in Staffordshire Moorlands across 43 sites. Of these, 76 pitches are available for community use across 33 sites.
- ◀ There are no disused sites in Staffordshire Moorlands.
- ◀ In total, 40 community available pitches are assessed as standard quality, 33 are assessed as poor quality and three are assessed as good quality.
- ◀ Hall Road Playing Fields, Biddulph, Harrison Park, Leek and Ball Haye Green Football Club, Leek are all identified as having poor quality ancillary provision.
- ◀ There are 28 youth teams identified as playing on adult pitches, suggesting provision does not adequately meet the requirements of teams in Staffordshire Moorlands.
- ◀ Ball Haye Green FC has unsecure tenure as its lease agreement has come to an end
- ◀ There are three clubs in Staffordshire Moorlands which play in the football pyramid, Leek Town FC, Ball Haye Green FC and Leek CSOB FC.
- ◀ A total of 137 teams were identified as playing within Staffordshire Moorlands. This consists of 37 men's, one women's, 46 youth boys', seven youth girls' and 46 mini soccer teams.
- ◀ There is latent demand equating to 0.5 youth 11v11 match sessions and one mini 7v7 match session equivalents.
- ◀ Team generation rates (2031) do not predict the creation of any additional teams. Future demand expressed by clubs, however, equates to four match sessions.
- ◀ There is a total of nine match equivalent sessions of actual spare capacity across Staffordshire Moorlands with most identified on adult pitches and in the Leek Analysis Area.
- ◀ There are nine pitches overplayed across three sites by a total of nine match equivalent sessions.
- ◀ There is a current shortfall of youth 11v11 and mini 5v5 pitches, with mini 7v7 pitches played to capacity and spare capacity existing on adult and youth 9v9 pitches.
- ◀ Taking into account future demand, shortfalls worse on youth 11v11 and mini 5v5 pitches and are created on mini 7v7 pitches.

#### **Scenarios**

##### *Improving pitch quality*

In total, there are 33 community available pitches rated as poor quality in Staffordshire Moorlands. Improving pitch quality on such provision (i.e. through increased maintenance or improved drainage) to either standard or good quality will increase capacity and therefore reduce current and future shortfalls.

To illustrate the above, the table overleaf highlights that all current levels of overplay would be alleviated if quality improved to good.

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Table 4.1: Levels of overplay if quality improved to good

Site ID	Site name	Pitch type	No. of pitches	Current quality	Current Capacity rating <sup>2</sup>	Good quality capacity rating <sup>3</sup>
72	Birchall Playing Fields	Youth 11v11	2	Standard	2	2
		Youth 9v9	2	Standard	0.5	3.5
93	Halls Road Playing Fields	Adult	1	Standard	1	-
		Mini 5v5	1	Poor	2	2
117	South Moorlands Leisure Centre	Adult	1	Poor	1.5	0.5
		Mini 7v7	1	Poor	2	2

In addition, six match equivalent sessions of spare capacity are currently discounted (aggregated from all pitch types) due to poor quality. Improving pitch quality on these pitches will provide and increase overall levels of actual spare capacity, which can be used to accommodate latent and future demand. This applies to pitches at:

- ◀ Longton Harriers FC (Malthouse Playing Fields)
- ◀ Mill Hayes Playing Field
- ◀ Oakamoor Cricket Club
- ◀ Waterhouses Playing Field

### Quality deterioration

There is a total of 28 pitches in Staffordshire Moorlands which fall within Local Authority or parish council management. Given nationwide budget cuts it is recognised that pitch maintenance regimes are, in some instances, likely to suffer cut backs in both staffing and technical equipment to cater for the maintenance of grass pitches. The table overleaf highlights the detrimental effect on pitch quality across all local authority and parish council sites assuming that quality of pitches with a good or standard quality score deteriorate in quality to a poor standard. Sites are only included in the table overleaf if they have identified demand in the 2016-2017 football season. Both Ipstones Memorial Ground and Stansfields Playing Field are discounted from the table overleaf for this reason.

<sup>2</sup> Match equivalent sessions

<sup>3</sup> Match equivalent sessions

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Table 4.2: Quality deterioration effects

Site ID	Site name	Management	Pitch type	No. of pitches	Current quality <sup>4</sup>	Current Capacity rating <sup>5</sup>	Poor quality capacity rating <sup>6</sup>
67	Alton Village Hall	Parish Council	Adult	1	Poor	0.5	0.5
72	Birchall Playing Fields	Local Authority	Adult	4	Standard	4	-
			11v11	2	Standard	2	4
			9v9	2	Standard	0.5	2.5
			7v7	4	Standard	9.5	1.5
			5v5	1	Standard	4	0.5
74	Blythe Bridge Recreation Ground	Parish Council	Adult	1	Standard	1.5	0.5
78	Caverswall Parish Council Playing Fields	Parish Council	Adult	1	Standard	1.5	0.5
81	Cheadle Recreation Ground	Local Authority	Adult	1	Standard	1.5	0.5
83	Cheddleton Playing Fields	Parish Council	Adult	1	Standard	0.5	0.5
84	Church Road Recreation Ground	Parish Council	Adult	1	Standard	1.5	0.5
93	Halls Road Playing Field	Local Authority	Adult	1	Standard	1	2
			9v9	1	Poor	-	-
			5v5	1	Poor	2	2
112	Mill Hayes Playing Fields	Local Authority	Adult	3	Poor	0.5	0.5
			7v7	1	Poor	1	1

## Loss of Local Authority/parish council pitches

There is a total of 78 teams (39 match equivalent sessions per week) identified as playing on grass football pitches which fall under management of either the Local Authority or parish councils. The scenario overleaf outlines the effect the loss of these football pitches would have on the remaining pitch infrastructure within Staffordshire Moorlands.

<sup>4</sup> Includes sites which are already identified as being poor quality. Any spare capacity at these sites has been discounted from supply/demand tables.

<sup>5</sup> Match equivalent sessions

<sup>6</sup> Match equivalent sessions

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Table 4.3: Loss of Local Authority/parish council pitches

Pitch type	Current picture (match equivalent sessions)	Potential pitch loss <sup>7</sup>	Pitch type	Potential picture (match equivalent sessions)
Adult	3	14 pitches	Adult	8
Youth 11v11	2	2 pitches	Youth 11v11	7
Youth 9v9	0.5	4 pitches	Youth 9v9	5.5
Mini 7v7	-	6 pitches	Mini 7v7	7.5
Mini 5v5	1.5	2 pitches	Mini 5v5	7
<b>Staffordshire Moorlands</b>	-	28 pitches	<b>Staffordshire Moorlands</b>	35

## Accommodating youth 11v11 demand

Currently, 32 youth 11v11 teams play at peak time. To accommodate such demand on the correct pitch type, 16 youth 11v11 pitches are required, resulting in a current shortfall of 12 pitches (as four already exist).

To achieve this growth, it is clear that new pitches would be required, which needs to be achieved through the creation of additional provision and/or through converting surplus adult pitches. There are currently nine adult pitches used solely for youth 11v11 football. Converting each of these will reduce the youth 11v11 pitch shortfall to three.

Alternatively, the 3G pitch stock could be utilised, especially in the short term whilst additional pitches are being created/re-configured. In addition, if improvements in quality were made at sites with adult pitches (used solely youth 11v11 football) capacity would increase and therefore alleviate all shortfalls for youth 11v11 pitches.

## Recommendations

- ◀ Protect existing quantity of pitches, particularly multi pitch sites such as Birchall Playing Fields which play a key strategic role in football pitch provision across the District (unless replacement provision is agreed upon and provided).
- ◀ Where pitches are overplayed and assessed as poor or standard quality, prioritise investment and review maintenance regimes to ensure it is of an appropriate standard to sustain use and improve quality. Both Staffordshire Moorlands District Council and privately managed football clubs should be encouraged to work closely with the FA and IOG to undertake Pitch Improvement Programmes as an opportunity to improve pitch quality at key sites across the District.
- ◀ Look to eradicate drainage issues at Longton Harriers FC (Malthouse Field) and utilise pitches and accompanying ancillary provision.
- ◀ Work to accommodate future demand at sites which are not operating at capacity to ensure that overplay can be eradicated.
- ◀ Explore reconfiguration of adult pitches to better accommodate youth 11v11 teams where possible to ensure that teams are playing on the correct pitch sizes.
- ◀ Explore further options to increase the youth 11v11 pitch stock such as the creation of additional pitches or through the utilisation of 3G.
- ◀ Provide security of tenure for clubs using unsecure sites through community use agreements.

<sup>7</sup> Includes unused pitches at Ipstones Memorial Ground and Stansfield Playing Fields.

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- ◀ Ensure clubs in the football pyramid; Leek Town FC Ball Haye Green FC and Leek C.S.O.B FC can progress if the opportunity arises.
- ◀ Where appropriate, develop partnerships and/or lease arrangements with large, sustainable, development-minded clubs to manage their own sites.
- ◀ Actively seek to support Ball Haye Green FC with its ongoing issues with security of tenure.
- ◀ Support Leek Town FC in its aspiration to refurbish its clubhouse facility and aim to develop additional changing facilities to enhance its community offer.

## 3G pitches

### Summary

- ◀ There are no full sized 3G pitches in Staffordshire Moorlands.
- ◀ There are six smaller sized 3G pitches, none of which are on the FA register.
- ◀ Of the six smaller sized 3G pitches, four are available for community use and floodlit, with the other two neither available nor floodlit
- ◀ Of the community available pitches, three are standard quality and one is poor quality.
- ◀ In order to satisfy current and future training demand, there is a need for three full size 3G pitches. However, due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District.
- ◀ Priority should therefore be placed on the creation of new 3G pitches in order to reduce shortfalls.

### Scenarios

#### *Accommodating football training demand*

In order to satisfy current football training demand (based on the FA's model of one full size 3G pitch being able to cater for 42 teams) there is a need for three full size 3G pitches in Staffordshire Moorlands; therefore, a shortfall of three. As such, there is a requirement for an increase in provision, particularly in the Leek analysis area which is identified as operating with the highest number of teams in the local authority. Due to the rural characteristics of Staffordshire Moorlands, it is recognised that in some instances, it may be more suitable to deliver smaller sided 3G pitches, which are on the FA register and as such able to accommodate competitive football.

#### *Moving football match play demand to 3G pitches*

Moving match play to 3G pitches is supported by the FA. In Staffordshire Moorlands, there is no 3G provision on the FA register and therefore all competitive football is required to take place on grass pitches. It is however recognised that a switch to playing competitive matches on 3G pitches is a medium to long term aspiration and that in the short term, improvements to grass pitches and pitch reconfiguration will meet football match demand.

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

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Table 4.4: Number of teams currently using Local Authority pitches

Pitch type	Pitch size	Peak period	No. of teams
Adult	11v11	Sunday AM	22
Youth	11v11	Sunday AM	18
Youth	9v9	Sunday AM	12
Mini	7v7	Sunday AM	11
Mini	5v5	Sunday AM	15
<b>Total</b>			<b>78</b>

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

Table 4.5: Full size 3G pitches required for the transfer of Local Authority/parish council pitch demand

Format	No teams per time (x)	No matches at PEAK TIME (y) = x/2	3G units per match (z)	Total units required formats (A)=(y)*(z)	3G pitches required B= (A)/64
Adult	22	11	32	352	6
11v11	18	9	32	288	5
9v9	12	6	10	60	1
7v7	11	5.5	4	44	1
5v5	15	7.5	4	30	1

Given that peak time is the same for all pitch types (Sunday AM), a total of 14 3G pitches would be required to accommodate all matches currently played on Local Authority/parish council pitches. That being said, in practice, creating this number of pitches in Staffordshire Moorlands is unrealistic, especially when considering the rural characteristics of the area. It may therefore be more appropriate to understand the number of 3G pitches required to accommodate certain formats of play.

In practice, creating an additional 14 3G pitches in Staffordshire Moorlands to accommodate this demand is unrealistic. It may therefore be more appropriate to consider the requirement for specific formats of play such as youth 9v9 or mini soccer. Similar to the current High Peak Junior League set up at Glossopdale College.

As it stands, all mini teams in Staffordshire Moorlands play competitive matches on grass pitches. The table below therefore tests a scenario to enable all 5v5 and 7v7 football to transfer to 3G pitches within Staffordshire Moorlands based on a programme of play at current peak time (Sunday AM).

Table 4.6: Moving all mini matches to 3G pitches

Time	AGP	Total games/teams
9.30am – 10.30am	4 x 5v5	4/8
10.30am – 11.30am	2 x 7v7	2/4
11.30am – 12.30pm	2 x 7v7	2/4
12.30pm – 1.30pm	2 x 7v7	2/4

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Based on the above programming and separate start times for 5v5 and 7v7 matches, the overall need is for three full size 3G pitches. This is calculated based on 19 teams playing 5v5 football requiring three pitches (rounded up from 2.4) and 27 teams playing 7v7 football requiring two pitches (rounded up from 2.25).

A similar scenario is run in the table overleaf for youth 9v9 and 11v11 football. Given that there are limited youth 11v11 grass pitches currently provided in Staffordshire Moorlands, use of 3G pitches in the area could better accommodate such demand as well as alleviating demand placed on adult pitches.

*Table 4.7: Moving all 9v9 matches to 3G pitches*

Time	AGP	Total games/teams
10am – 11:30am	2 x 9v9	2/4
11:30am – 1pm	2 x 9v9	2/4
1pm – 2:30pm	2 x 9v9	2/4
2:30pm – 4pm	2 x 9v9	2/4

Demand for youth 9v9 teams could be accommodated on two full size 3G pitches based on 17 teams currently playing this format in Staffordshire Moorlands. This would therefore require the creation of two additional pitches given that the sole existing pitch is in use for mini match demand.

*Table 4.8: Moving all youth 11v11 matches to 3G pitches*

Time	AGP	Total games/teams
10am – 11:30am	1 x 11v11	1/2
11:30am – 1pm	1 x 11v11	1/2
1pm – 2:30pm	1 x 11v11	1/2
2:30pm – 4pm	1 x 11v11	1/2

Demand for youth 11v11 football could be accommodated on four full sized 3G pitches as it (rounded up from 3.9) based on 31 teams currently playing this format.

## **Recommendations**

- ✦ Identify suitable sites to increase the stock of full sized 3G pitches in Staffordshire Moorlands in each analysis area (as each analysis area has a shortfall).
- ✦ Look to support smaller sided 3G pitches in the District being placed on the FA 3G pitch register, particularly those funded by the Football Foundation as to create a pathway for mini football to transfer onto 3G.
- ✦ Encourage new and existing providers to put in place a sinking fund to ensure long-term sustainability.
- ✦ Encourage more match play demand to transfer to 3G pitches, where possible.
- ✦ Explore opportunity for mini/youth football formats to be transferred to 3G.
- ✦ Ensure that any new 3G pitches have a robust business plan to warrant development and are constructed to meet FA recommended dimensions and quality performance standards to meet performance testing criteria.
- ✦ Work with neighbouring local authorities in order to identify suitable 3G pitch locations that can reduce cross-boundary shortfalls and assist the local football partnership and ensure any proposed 3G pitches do not negatively impact on nearby provision elsewhere.

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- ◀ If Westwood College is not required for hockey in the future, explore opportunities for conversion to 3G to reduce shortfalls (see hockey scenarios).

## Cricket pitches

### Summary

- ◀ In total, there are 13 grass cricket squares in Staffordshire Moorlands located across 12 sites.
- ◀ There is one NTP accompanying the grass square at Knypersley Cricket Club and three standalone NTPs in the District.
- ◀ There is one disused square located at Leek Rugby Club.
- ◀ The non-technical assessments carried out on grass wicket squares found ten squares to be of standard quality and three squares to be of good quality.
- ◀ Several clubs highlight a need for additional training provision.
- ◀ Endon CC and Checkley CC highlight a requirement to expand changing provision.
- ◀ In total, there are ten affiliated clubs and one non-affiliated club competing in Staffordshire Moorlands generating 89 teams, which equates to 33 senior men's, 55 junior boys' and one junior girls' team.
- ◀ Four clubs also operate senior women's softball teams.
- ◀ Checkley CC has one team currently displaced from Staffordshire Moorlands as it plays its home matches at Denstone College, Uttoxeter, East Staffordshire.
- ◀ Hem Heath CC imports two teams into Staffordshire Moorlands from Stoke-on-Trent.
- ◀ TGRs (2031) do not predict the creation of any new teams.
- ◀ Six clubs have growth aspirations equating to four senior teams and nine junior teams.
- ◀ Despite eight squares showing spare capacity, only two are available for further use at peak time (Saturday).
- ◀ There are four squares overplayed by 32 match equivalent sessions per season.
- ◀ Given identified shortfalls, there is a clear need to address overplay whilst retaining the current number of grass wicket squares.
- ◀ Priority should also be placed on improving pitch quality, where possible, as well as improving changing facilities and increasing training provision across Staffordshire Moorlands.

### Addressing overplay

Although a regular, sufficient maintenance regime can sustain sites with minimal levels of overplay, a reduction in play is recommended to ensure that there is no detrimental effect on quality over time. At present, four cricket clubs are identified as being overplayed by a total of 32 match sessions per season; as identified below:

- ◀ Ashcombe Park CC – overplayed by five matches per season
- ◀ Bagnall Norton CC – overplayed by 11 matches per season
- ◀ Checkley CC – overplayed by four matches per season
- ◀ Endon CC – overplayed by 12 matches per season

The minimal overplay identified on the square at Ashcombe Park CC and Checkley CC can be alleviated through the creation of an additional wicket (if space allows). A more ideal solution however would be to create and install a NTP at each site adjoining to each respective cricket square to allow the transfer of junior demand of grass wickets, thus freeing up capacity and alleviating overplay at each site.

Of the four cricket clubs above, only Endon CC has a square identified as being good quality. The remaining three squares are standard quality and it is recommended that each respective maintenance regime is reviewed with appropriately qualified groundsmen to make

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adjustments to increase overall quality, therefore having natural turf squares better suited to accommodate current overplay.

## *Accommodating displaced and future demand*

Checkley CC currently exports demand for its Saturday 3<sup>rd</sup> team outside of Staffordshire Moorlands to Denstone College in East Staffordshire and highlights that it does, on occasion, struggle to secure access to the site. The Club has aspirations to develop farmland adjacent to the site into a secondary cricket square to accommodate its junior play and exported demand. The Club should be supported in achieving this growth if an opportunity to purchase the land from a local landowner presents itself. Future demand for all remaining clubs in Staffordshire Moorlands for senior teams is likely to be accommodated on Sundays when capacity is available.

## *Increasing stock of NTPs*

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

An increase of NTPs within Staffordshire Moorlands would not only better accommodate junior demand, but it would also assist in the growth of All Stars Cricket (ASC).

## **Recommendations**

- ◀ Protect existing quantity of cricket squares.
- ◀ Work with clubs and grounds staff to review quality issues on pitches to ensure appropriate quality is achieved at sites assessed as standard and sustained at sites assessed as good.
- ◀ Sustain ancillary facility quality.
- ◀ Look to create new ancillary provision at Endon CC and Checkley CC to accommodate high levels of demand at each respective site.
- ◀ Ensure security of tenure for all clubs with lease arrangements in place by ensuring agreements have at least a 25-year arrangement.
- ◀ Consider options to increase and improve stock of suitable practice facilities, particularly those servicing Endon CC, Checkley CC, Oakamoor CC, Bagnall Norton CC and Cheadle CC.
- ◀ Support Checkley CC in its aspiration to develop a secondary square.
- ◀ Address overplay through the creation of grass wickets and NTPs at sites identified as being overplayed.

## **Rugby union - grass pitches**

### **Summary**

- ◀ Within Staffordshire Moorlands, there are six sites containing ten senior and one junior rugby union pitches.
- ◀ Four senior pitches are considered unavailable for community use located across three education sites.
- ◀ Of pitches available for community use, there is one good quality, three standard quality and three poor quality pitches.

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- ◀ Leek RFC is the sole club operating in Staffordshire Moorlands. The Club operates three senior men's teams, five junior boys' teams, six mini teams and two junior girls' teams.
- ◀ There is one floodlit rugby pitch in Staffordshire Moorlands located at Leek Rugby Club, although the Club also has access to a small floodlit training area.
- ◀ The ancillary provision servicing Leek RFC requires investment to better accommodate female activity, expand on the number of changing rooms available and to fix ongoing issues with the roof of the clubhouse.
- ◀ TGRs (2031) do not predict the creation of any new teams.
- ◀ Leek RFC has future demand of one senior ladies team and one junior girls team equating to two match sessions a week of future demand.
- ◀ There is no actual spare capacity deemed to exist on any pitch.
- ◀ The floodlit pitch at Leek Rugby Club is overplayed by one match equivalent session per week.
- ◀ To alleviate the identified shortfall at Leek RFC, pitch quality improvements and additional floodlighting is required to transfer both training and evening matches around the site to better cater for both current and future demand.

## **Scenarios**

### *Improving pitch quality*

Leek RFC has one good quality (M1/D2) floodlit senior pitch which accommodates all midweek training and a combination of senior and junior match play and is consequently overplayed by one match session per week. The Club also has two senior and a junior sized pitch which are all identified as being standard quality (M1/D1) and played to capacity.

If improvements to the maintenance regime at Leek RFC were undertaken to an M2 standard across all pitch types, all overplay would be eradicated and 2.75 match sessions per week of overall spare capacity would be created.

### *Increasing access to floodlit training provision*

There is only one floodlit pitch available to Leek RFC and there is a requirement to utilise it consistently midweek to undertake training for both senior and junior teams. As such, training demand is concentrated onto the pitch and this cannot be transferred elsewhere, resulting in identified overplay. The floodlit pitch would be overcapacity regardless of maintenance improvements and as such midweek training demand is required to transfer to alternate pitches with floodlighting. With improved maintenance to alternative pitches on site, coupled with new floodlighting, pitches would have potential spare capacity and overplay would be eradicated in its entirety.

## **Recommendations**

- ◀ Protect existing quantity of rugby union pitches.
- ◀ Support Leek RFC in making improvements to its maintenance regime in order to improve pitch quality.
- ◀ Explore opportunities to provide additional floodlighting at Leek RFC to alleviate overplay of its current first team pitch.
- ◀ Explore funding opportunities to increase the stock of changing rooms available to the Club to support the growth of girls and women's rugby.
- ◀ Support Leek RFC with its plans to improve its ancillary facilities.

## **Hockey pitches (sand/water-based AGPs)**

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- ◀ There are two floodlit full-size sand dressed AGPs in Staffordshire Moorlands located at Leek High School and Westwood College, Leek.
- ◀ Leek High School is heavily used for hockey; Westwood College is used for junior training and match day overspill.
- ◀ The AGP at Leek High School is managed and operated by Leek HC, whereas SLS manages the AGP at Westwood College.
- ◀ Leek HC is the only club identified as operating within Staffordshire Moorlands.
- ◀ The Club expresses displaced demand as some of its teams play matches in Stoke due to a lack of availability at Leek High School although demand has been temporarily relocated to Westwood College for the 2017/2018 season due to issues with pricing at Excel Academy in Stoke. The Club do have ambitions to move back to Stoke in the near future if pricing issues can be resolved.
- ◀ It has six senior men's, four senior women's and five junior teams.
- ◀ The pavilion servicing the Club, located on Macclesfield Road, is of an overall poor quality and requires investment.
- ◀ The Club does not express any future demand and TGRs (2031) do not predict the creation of any new teams.
- ◀ It is essential that the pitches at Leek High School and Westwood College are protected to ensure all hockey demand in Staffordshire Moorlands can be accommodated.
- ◀ Based on Leek HC generating a total of ten senior teams playing competitive fixtures on a Saturday, there is a requirement for two hockey suitable AGPs within Staffordshire Moorlands.
- ◀ As this is currently the case, supply is deemed sufficient to meet demand; however, both pitches require protection and secured access for Leek HC at Westwood College needs to be explored to prevent the Club from continuing to displace demand.

## **Scenarios**

### *Accommodating demand*

The PPS guidance considers a floodlit pitch as able to accommodate a maximum of four match sessions on a Saturday with teams playing on a home and away basis. As such, this equates to one AGP being able to cater for eight "home" teams. Based on Leek HC generating a total of ten senior teams playing competitive fixtures on a Saturday, there is a requirement for two hockey suitable AGPs to accommodate demand of the Club. There are currently two full sized hockey suitable AGPs in Staffordshire Moorlands and therefore demand is deemed to be adequately met.

Leek High School adequately accommodates four match sessions per week (eight teams) and one match session (two teams) to Excel Academy in Stoke-on-Trent (exported demand). Westwood College is currently unused for hockey and therefore, if this remains the case, with Leek HC content with its current arrangements, consideration should be given to converting the AGP at Westwood to 3G to reduce football shortfalls.

### *Converting sand-based AGPs to 3G pitches*

Should the AGP at Westwood College become unused by Leek HC, explore the feasibility of converting the AGP to a 3G surface to reduce overall shortfalls identified for football.

## **Recommendations**

- ◀ Retain AGPs located at Leek High School and Westwood College for hockey use in the short term whilst it is determined if Leek HC will continue to utilise Westwood College for senior Saturday matches and junior training.

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- ◀ Look to secure community use through formal agreement where possible, especially through linked external funding and especially at secondary sites used by Leek HC.
- ◀ Ensure that providers have sinking funds in place at both sites to ensure long-term sustainability.
- ◀ Ensure that no 3G pitch conversions take place that are detrimental to hockey.
- ◀ Encourage providers to put sinking funds (formed by periodically setting aside money over time ready for surface replacement when required) in place to maintain AGP pitch quality in the long-term.
- ◀ Increase participation driven through community clubs and schools.

## **Bowls**

### **Summary**

- ◀ There are 12 crown green bowling greens in Staffordshire Moorlands provided across 11 sites. No greens are identified as being at risk of closure, although it is recognised that some clubs in Staffordshire Moorlands have small memberships and may struggle with sustainability in the future.
- ◀ Of the eight clubs that responded to consultation, four own their greens, three rent their greens and one leases its green.
- ◀ Of the greens, five are assessed as good quality, six as standard quality and two as poor quality.
- ◀ Cheadle BC rates the quality of its clubhouse as poor quality, whereas Dilhorne BC is without access to such a facility.
- ◀ There are 11 clubs using bowling greens in Staffordshire Moorlands, with each club being assigned to its own site.
- ◀ Of the clubs that revealed their membership figures, there is a combined total of 375 members, which equates to 264 senior men, 110 senior women and one junior.
- ◀ Of clubs that responded to consultation, five have plans to increase their number of members by a combined 35 senior and 17 junior members.
- ◀ For clubs struggling with small memberships, amalgamating sites should be considered as an option. This should be reviewed on a site by site basis using captured membership figures. Where membership figures are unknown, consultation with the home club should be undertaken to determine membership details.

### **Scenarios**

#### *Usage*

The average bowling club membership in Staffordshire Moorlands is 47 members. Within the District the following clubs fall below this average level per green and should be encouraged to work towards increasing membership in order to ensure the sustainability of the greens they use:

- ◀ Checkley Parish Bowling Club (31 members)
- ◀ Kingsley Bowling Club (32 members)
- ◀ Leek Park Men's/Ladies Bowling Club (45 members)
- ◀ Waterhouses & District Bowling Club (31 members)

Of the clubs above, Leek Park Men's/Ladies Bowling Club utilises a double green site, and given that the membership across both its sections does not equate to the average District membership there is concern over the sustainability of having two greens for this club.

### **Recommendations**

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- ◀ Improve green quality at sites assessed as poor or standard quality and sustain quality of sites assessed as good. Where there are two greens on site, this should be done in a phased approach.
- ◀ Maximise the usage of bowling greens, especially where spare capacity exists in order to provide future sustainability.
- ◀ Where membership falls below the average membership for the Borough, consider options for consolidating usage, particularly on sites where there are two greens.
- ◀ Explore funding opportunities to provide Dilhorne BC with a suitable clubhouse facility and improve ancillary provision at Cheadle BC.

## Tennis

### Summary

- ◀ There is a total of 69 tennis courts in Staffordshire Moorlands located across 17 sites.
- ◀ Of the courts, 52 are categorised as being available for community use across 14 sites.
- ◀ The large majority of courts are located in the Rural Areas Analysis Area (52%)
- ◀ There are 21 floodlit courts in Staffordshire Moorlands.
- ◀ The majority of community available courts have a macadam surface (78%), with the remaining being artificial turf.
- ◀ Of provision that is available for community use, 20 are assessed as good quality, eleven are assessed as standard quality and 21 are assessed as poor quality.
- ◀ Endon TC and Draycott Sports Centre LTD TC rate the quality of their ancillary facilities as adequate quality, although both express aspirations to improve certain aspects. Leek TC rates the quality of its ancillary facilities as good, although states it needs to expand in the future.
- ◀ There are four tennis clubs in Staffordshire Moorlands.
- ◀ Of the three that responded to consultation requests (Endon TC, Leek TC and Draycott Sports Centre LTD TC), there is a collective of 422 senior members and 140 junior members.
- ◀ Combined, potential future demand expressed by Endon TC, Leek TC and Draycott Sports Centre LTD TC amounts to 80 senior members and 113 junior members.
- ◀ No latent demand is expressed, with the perception being that any planned increases can be accommodated on existing courts, dependent on an upkeep in quality.
- ◀ It is concluded that courts accessed by Draycott Sports Centre LTD, Leek TC and Endon TC have the capacity to accommodate both current and future demand.
- ◀ As membership at Knypersley TC is unknown, further exploration is required to understand whether the current number of courts available to the clubs is adequate.
- ◀ As all non-club courts are deemed to have spare capacity, focus should be on improving quality to an adequate standard for informal play, particularly

### Scenarios

#### *Informal tennis*

As all non-club courts are deemed to have spare capacity for a growth in demand, focus should be on improving quality to an adequate standard for informal play, particularly at publicly available sites that are assessed as poor or standard quality. This is particularly relevant for Leek TC which has aspirations to establish a satellite club at Brough Park Leisure Centre in order to feed into its membership base. It does note that the quality of the four courts at Brough Park Leisure Centre are particularly poor quality and are unsafe to carry out coaching and as such, it is looking to work with the Council to improve the overall quality.

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The LTA has recently set up an initiative to change the way in which people access council courts. Instead of providing free access, some local authorities are now securing courts as per a membership scheme that allows members access through the use of a control system following payment of an hourly court hire or annual subscription. It is working in partnership with ClubSpark and CIA Fire and Security to provide this, allowing courts to be booked and paid for online. A unique access code is then generated that the user enters at the court gate on a keypad to access the courts. This is a major improvement to the customer journey and provides clear revenue to reinvest into the courts.

It also allows official use of courts to be tracked, thus providing data on how often courts are being accessed and by who to build a customer database. Nevertheless, some investment may be required to bring courts up to standard and install the access technology before the initiative can be rolled out.

## **Recommendations**

- ◀ Protect existing quantity of tennis courts, particularly those at used by clubs.
- ◀ Review quality issues relating to poor quality courts and seek improvements, particularly at Brough park Leisure Centre.
- ◀ Seek to support Leek TC in its aspirations to create satellite clubs and taster sessions to the local community.
- ◀ Improve ancillary provision at none club sites to improve the casual tennis offer.
- ◀ Explore feasibility of creating a membership scheme at council courts via an access control system.
- ◀ Assist clubs in engaging with the County LTA to obtain advice and potential funding streams.

## **Athletics**

### **Summary**

- ◀ In the Staffordshire Moorlands, there is a 400-metre cinder based track located at Birchall Playing Fields, Leek that has eight lanes and is floodlit.
- ◀ The track at Birchall Playing Fields is rated as poor quality.
- ◀ Staffordshire Moorlands Athletics Club is the only club in Staffordshire Moorlands.
- ◀ The Club has 200 senior and 40 junior members.
- ◀ There are no affiliated Run Together groups and no 3-2-1 routes or Park Run events are provided.
- ◀ Two non-affiliated running groups are identified; Borough Park Running Club and Cheadle Running Club.
- ◀ Priority should be focused on ensuring the quality at Birchall Playing Fields Running Track is improved to better accommodate Staffordshire Moorlands Athletics Club.
- ◀ Future options should also be explored in relation to Run Together groups and 3-2-1 routes given that none are currently in place.

### **Recommendations**

- ◀ Ensure that the athletics track is protected as a home base for Staffordshire Moorlands Athletic Club.
- ◀ Seek to make improvements to the athletics track surface to improve overall quality.

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- ◀ Support Park Run to ensure that it can sustain its increasing popularity.
- ◀ Explore future options in relation to providing Run Together groups and 3-2-1 routes

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## PART 5: STRATEGIC RECOMMENDATIONS

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

### AIM 1

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

#### Recommendations:

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

**Recommendation (a) – Ensure, through the use of the Playing Pitch Strategy, that outdoor sports facilities are protected through the implementation of local planning policy and planning application decisions.**

The PPS Assessment shows that all currently used outdoor sports sites require protection or replacement and therefore cannot be deemed surplus to requirements because of shortfalls now and in the future. Underused and poor quality sites, as well as any sites that become lapsed or disused, should also be protected from development or replaced as there is a requirement for playing field land to meet the identified shortfalls. Therefore, based on the outcomes of the PPS, local planning policy should reflect this situation.

NPPF paragraph 74 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

**Lapsed and disused** – playing field sites that formerly accommodated outdoor sports facilities but are no longer used for formal or informal sports use within the last five years (lapsed) or longer (disused).

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Should outdoor sports facilities be taken out of use for any reason (e.g. council budget restraints), it is imperative that the land is retained so that it can be brought back into use in the future. This means that land containing provision should not be altered (except to improve play) and should remain free from tree cover and permanent built structures, unless the current picture changes to the extent that the site in question is no longer needed (subject to being informed by an annual review of the PPS), or unless replacement provision is provided to an equal or greater quantity and quality.

Although there are identified shortfalls of match equivalent sessions, most demand is currently being met and most shortfalls are likely to be addressed through quality improvements. With the exception of 3G pitches, the need for additional facilities in the Local Plan is therefore not recommended as a priority.

***New housing development*** - where proposed housing development is located within access of high-quality outdoor sports facilities, this does not necessarily mean that there is no need for further provision or improvements to existing provision in that area in order to accommodate additional demand arising from that development.

The PPS should be used to help determine what impact the new development will have on the demand for and capacity of existing sites, and whether improvements to existing pitches will meet demand or if alternatively, new provision is required. This can be achieved through utilisation of Sport England's Playing Pitch Demand Calculator (see Part 7). In the first instance, it is likely that during the life span of the PPS that the improvement of existing sites will adequately meet the new demand from housing developments.

In relation to Sport England's Playing Pitch Demand Calculator, KKP, have developed a toolkit to assist in its use and implementation when it comes to securing developer contributions. This will be made available to the Council upon completion of this document.

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

Sport England's playing field policy exception E1 only allows for development of lapsed or disused playing fields if a PPS shows a clear excess in the quantity of playing pitch provision at present and in the future across all playing pitch sports types and sizes.

#### *Policy Exception E1:*

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

Where the PPS cannot demonstrate that the site, or part of a site, is clearly surplus to requirements then replacement of the site, or part of a site, will be required to comply with Sport England policy exception E4.

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## *Policy Exception E4:*

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

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

It may be appropriate to consider rationalisation of some existing outdoor sport sites (that are of low value i.e. one/two pitch sites with no changing provision) to generate investment in creating bigger, better quality sites. It is imperative, however, that there is no net loss of facilities or playing field space, and that any replacement provision is made available before existing provision is lost.

**Schools** – It is acknowledged that due to housing growth and increasing population, schools will be required to expand, potentially onto playing pitch land. Where this is the case, it is imperative that the schools in question are left with sufficient playing pitch land to deliver curricular and extra-curricular needs. Should that not be the case, then expansion should be prohibited unless a suitable off-site solution to the schools playing pitch needs can be found.

If the schools curricular and extra-curricular needs can continue to be met despite the expansion, mitigation for the loss of the playing pitch land is still required, given the shortfalls identified. This should therefore be covered via developer contributions, with a mitigation package agreed upon by all stakeholders, including Sport England, on a site-by-site and development-by-development basis. As an example, a new playing pitch site may be required to off-set the loss, or existing sites could be improved and/or extended, with this document used as a guide to identify suitable sites. Although such mitigation will not benefit the expanding school, it will benefit the wider community and the increased population that caused the need for the school to expand.

Please note that all schools with playing pitches should be included within this strategy. Where schools are not included, it may be that they have playing field land but no dedicated pitches marked out, and therefore do not fall within the scope of the PPS. That being said, Sport England planning policies would still apply to such schools if they expanded onto the playing field land.

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

Ball Haye Green FC, Leek, highlights that its long-standing lease agreement with a private landowner expired in 2015 and it has since been asked to vacate the site on numerous occasions. The Club has been able to negotiate one-year arrangements over the past two football seasons but has been told that the 2017/2018 season will be its last on site. The Club plays at Step 7 on the football pyramid and therefore has certain ground grading requirements to play within its league structure. It is imperative that the Club finds a new site that meets these requirements, with security of tenure provided, otherwise it will be forced to fold or drop down multiple divisions.

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In addition, a number of school, commercial and other private sites are being used in Staffordshire Moorlands for competitive play, predominantly for football. In some cases, use of pitches has been classified as secure, however, use is not necessarily formalised and relevant organisations should, thus, seek to establish appropriate community use agreements, including access to changing provision where required. This is especially the case for sites that have unsecured community use despite receiving high levels of activity, such as Endon High School, Stoke-on-Trent, and Westwood College, Leek. Without community use agreements being put into place, the respective schools can prevent access at any time, as was the case recently with Woodhouse Academy, Biddulph, leaving many clubs without a home venue, mid-season.

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

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

The Council should further explore opportunities where security of tenure could be granted via lease agreements (minimum 25 years as recommended by Sport England and NGBs) so clubs are in a position to apply for external funding. This is particularly the case at poor quality local authority sites, possibly with inadequate ancillary facilities, so that quality can be improved and sites developed.

Local sports clubs should be supported by partners including the Council and NGBs to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership work. For example, support club development and encourage clubs to develop evidence of business and sports development plans to generate income via their facilities.

All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)<sup>8</sup>. They should also be encouraged to work with partners locally, such as volunteer support agencies or local businesses.

For clubs with lease arrangements already in place, these should be reviewed when fewer than 25 years remain on existing agreements to secure extensions, thus improving security of tenure and helping them attract funding for site developments. Any club with less than 25 years remaining on an agreement is unlikely to gain any external funding. Currently, this applies to Leek HC, which has only 18 years remaining on its agreement to use Leek High School, and Leek Town Juniors FC, which has a five-year agreement for use of its pitch at Leek Hockey Club.

Each club interested in leasing a site should be required to meet service and/or strategic recommendations. An additional set of criteria should also be considered, which takes into account club quality, aligned to its long-term development objectives and sustainability, as seen in the table below.

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<sup>8</sup> <http://www.cascinfo.co.uk/cascbenefits>

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

Club	Site
<p>Clubs should have Clubmark/FA Charter Standard accreditation award.</p> <p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers.</p> <p>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</p> <p>Clubs have processes in place to ensure capacity to maintain sites to the existing, or better, standards.</p>	<p>Sites should be those identified as 'Club Sites' (recommendation d) for new clubs (i.e. not those with a City-wide significance) but that offer development potential.</p> <p>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>

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

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

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

### **Community asset transfer**

The Council should adopt a policy that supports community management and ownership of assets to local clubs, community groups and trusts. This presents sports clubs and NGBs with opportunities to take ownership of facilities and it may also provide non-asset owning sports clubs with their first chance to take on a building. The Sport England Community Sport Asset Transfer Toolkit provides a step-by-step guide through each stage of the asset transfer process: <https://www.sportengland.org/facilities-planning/community-asset-transfer/about/>

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

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

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A large number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the schools and local clubs. It is, however, common for school stock not to be fully maximised for community use, even on established community use sites. The following schools in Staffordshire Moorlands do not allow community use of some or all of their outdoor sports facilities:

- ◀ All Saints CE First School, Leek (one mini football pitch)
- ◀ Hollinsclough C of E Academy, National Park (one mini football pitch)
- ◀ James Bateman Junior School, Biddulph (smaller sized 3G AGP)
- ◀ Leek High School, Leek (senior rugby union pitch and two adult football pitches)
- ◀ Moorside High School, Werrington (two adult football pitches)
- ◀ Painsley Catholic Science College, Cheadle (two adult football pitches)
- ◀ St Annes C of E Primary School, Brown Edge (one youth football pitch)
- ◀ The Cheadle Academy, Cheadle (two youth football pitches)
- ◀ The Valley Primary School, Stoke-on-Trent (one mini football pitch)
- ◀ Waterhouses C of E Primary School, Waterhouses (two youth football pitches)
- ◀ Woodhouse Academy, Biddulph (two youth football pitches and one rugby pitch)

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

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

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

For schools that are still operated by the local authority but are planning on converting to academy status, enabling community use should be encouraged and, if possible, negotiated as part of the conversion process.

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## AIM 2

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

### Recommendations:

- d. Improve quality
- e. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding
- g. Secure developer contributions or Community Infrastructure Levy (CIL).

### ***Recommendation (d) – Improve quality***

There are a number of ways in which it is possible to improve quality, including, for example, installing drainage systems and improving maintenance.

Given that the majority of councils' face reducing budgets it is currently advisable to look at improving key sites as a priority, such as Birchall Playing Fields (e.g. the largest sites that are the most overplayed or the poorest). With such pressures on budgets, however, any direct investment into pitch quality is unlikely and other options for improvements should therefore be considered. This could be via asset transfer as highlighted in Objective 1 or through other means such as reducing unofficial use, addressing overplay and/or creating equipment banks for the pooling of maintenance resources.

### ***Addressing quality issues***

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

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

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

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

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

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

Poor quality refers to provision with, for example, inadequate grass cover, uneven surfaces and poor drainage. For rugby, pitches will have inadequate natural drainage. In terms of ancillary facilities, poor quality refers to inappropriate (too small) changing rooms, no showers, no running water and old, dated interiors. If a poor quality site receives little or no usage that is not to say that no improvement is needed. It may instead be the case that it receives no demand because of its quality, thus an improvement in said quality will attract demand to the site.

Without appropriate, fit for purpose ancillary facilities, good quality sites may be underutilised. Changing facilities form the most essential part of this offer and therefore key sites should be given priority for improvement. For the majority of sports, no senior league matches can take place without appropriate changing facilities and the same applies to women's and girls' demand.

To prioritise investment into key sites it is recommended that the steering group works up a list of criteria, relevant to Staffordshire Moorlands, to provide a steer on this. It is the responsibility of the whole steering group to agree and to attend regular subsequent update meetings.

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/](http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/)

## ***Addressing overplay***

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

The FA, the RFU, the ECB and EH all recommend a number of matches that a good quality pitch should take, as seen in the table overleaf.

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Table 5.2: Carrying capacity of pitches

Sport	Pitch type	No. of match equivalent sessions		
		Good quality	Standard quality	Poor quality
Football (grass)	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union <sup>9</sup>	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	N/A	N/A
	One synthetic wicket	60 per season		
Hockey	Sand/water based AGP	Four matches per day	N/A	N/A

For tennis, the capacity of courts is determined by membership levels rather than through matches. The LTA suggests that a floodlit hard court can accommodate a membership of up to 60 members, whereas a non-floodlit hard court can accommodate a membership of up to 40 members.

For athletics, there is no maximum capacity set out by UK Athletics; instead a minimum membership of 200 is required to ensure that tracks remain sustainable.

For bowls there are no capacity recommendations set out by NGBs. Instead, potential capacity is evaluated on a site-by-site basis following consultation and site assessments.

It is imperative to engage with clubs and providers to ensure that sites are not played beyond their capacity. In cases where overplay currently exists, quality should either be improved to an extent that alleviates the overplay, or play should be transferred to sites that have available capacity. This may include transferring demand to 3G pitches (in the case of football) or to sites not currently available for community use but which may be in the future. In extreme circumstances, where none of the above options are realistic, new provision may be required.

As mentioned earlier, there are also sites that are poor quality but are not overplayed. These should not be overlooked as often poor quality sites have less demand than others but demand could increase if the quality was improved. It does, however, work both ways as potential improvements may make sites more attractive and therefore more popular; which in the long run can lead again to them becoming poor quality if not properly maintained.

<sup>9</sup> The RFU believes that it is most appropriate to base the calculation of pitch capacity upon an assessment of the drainage system and the maintenance programme afforded to a site.

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## ***Increasing maintenance***

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

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

All local authority sites in Staffordshire Moorlands receive a relatively good level of maintenance through an external company, Glendale. This regime consists of pitches regularly being aerated and weed killed throughout the football season in addition to regular cutting and chain harrowing. To enhance the regime, and therefore to improve pitch quality, annual sand-dressing and fertilisation of pitches can also be undertaken, should budgets allow.

Another method for improving maintenance could be via asset transfer, as highlighted in Objective 1, with clubs then taking control of maintenance rather than the Council. This can enhance pitch quality as clubs are sometimes able to hire dedicated ground staff or have dedicated volunteers looking after the pitches. It can also aid the remaining pitches still under council operation as more resources can be put towards such sites.

Other options include the use of equipment banks, with clubs pooling resources, and clubs and the Council splitting maintenance on certain sites. A common example of the latter being a cricket club maintaining a square and the Council maintaining the outfield (rather than the Council maintaining the whole site).

## **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 6: Action Plan for the proposed hierarchy.

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

Partners should ensure that appropriate funding secured for improved sports provision is directed to areas of need, underpinned by a robust strategy for improvement in playing pitches and accompanying ancillary 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 Strategy Steering Group.

Although some investment in new provision will not be made by the Council directly, it is important that the Steering Group seeks to direct and lead a strategic and co-ordinated

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approach to facility development by education sites, NGBs, sports clubs and the commercial sector to address community needs whilst avoiding duplication of provision.

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

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

## **Recommendation (g) –Secure developer contributions**

It is important that this strategy informs policies and supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development.

As previously stated, where such development is located within access of a high-quality playing pitch, this does not necessarily mean that there is no need for further provision or improvement to existing provision in the locality in order to accommodate additional demand arising from that development. The PPS should be used to help determine the likely impact of a new development on demand and the capacity of existing sites in the area, and whether there is a need for improvements to increase capacity or if new provision is required.

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

The above guidance should form the basis for negotiation with developers to secure contributions to include provision and/or enhancement of appropriate playing fields and subsequent maintenance. Section 106 contributions could also be used to improve the condition and maintenance regimes of the pitches in order to increase pitch capacity to accommodate more matches.

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

- ◀ Most new developments which create net additional floor space of 100 square metres or more, or create a new dwelling, are potentially liable for CIL.
- ◀ 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 that should specify, when applied, the amount that will be linked to Sport England's Building Cost Information Service from the date of the permission and timing of the contribution/s to be made.
- ◀ Contributions should also be secured towards the first ten years of maintenance on new pitches. NGBs and Sport England can provide further and up to date information on the associated costs.
- ◀ External funding should be sought/secured to achieve maximum benefit from the investment into appropriate playing pitch facility enhancement and its subsequent maintenance.
- ◀ Where new multiple pitches are provided, appropriate changing rooms and associated car parking should be located on site.

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- ◀ All new or improved outdoor sports facilities on school sites should be subject to community use agreements.

As a reminder, in order to address the objectively assessed needs for housing in Staffordshire Moorlands, the Preferred Options Local Plan July 2017 proposes 6,080 dwellings for the period 2012-2031 (320 per year). This is based on an estimated population growth of 8,471.

For scenarios relating to these figures, please see Part 7.

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## AIM 3

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

### Recommendations:

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

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

The Steering Group should use and regularly update the Action Plan within this Strategy for improvements to the Council's own outdoor sports facilities 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.

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

Notwithstanding the above, there also remains an isolated need to reconfigure pitches at certain sites, in particular in relation to the lack of dedicated youth 11v11 football pitches.

### **Recommendation (i) - Rectify quantitative shortfalls through the current stock**

The Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the preceding Assessment Report and the sport by sport specific recommendations (Part 3) as well as the following Action Plan (Part 6).

It is important that the current levels of provision are protected, maintained and enhanced to secure provision now and in the future (unless adequately mitigated). For most sports, the current and future demand for provision identified in Staffordshire Moorlands can be overcome through maximising use of existing stock through a combination of:

- ◀ Improving quality in order to improve the capacity to accommodate more demand.
- ◀ Transferring demand from overplayed sites to sites with spare capacity.
- ◀ The re-designation of facilities.
- ◀ Securing long term community use at school sites including those currently unavailable.
- ◀ Working with commercial and private providers to increase usage.

Unmet demand, changes in sport participation and trends and proposed housing growth should be recognised and factored into future facility planning. Assuming that an increase in participation and housing growth occurs, it will impact on the future need for certain types of outdoor sports facilities.

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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. The following table highlights the main development trends in each sport and their likely impact on facilities; however, it is important to note that these may be subject to change and are not necessarily area specific.

*Table 5.3: Likely future sport-by-sport demand trends*

<b>Sport</b>	<b>Future sports development trend</b>	<b>Strategy impact</b>
Football	Demand for adult football is likely to be sustained with the FA focusing on retention. There is also likely to be some continued movement towards small sided football for adults as well as flexible 7v7m 9v9 and 11v11 opportunities for all age groups.	Sustain current pitch stock but give consideration to pitch reconfiguration to accommodate youth 11v11 football. Qualitative improvements.
	Demand for mini and youth football is likely to increase based on TGRs and the FA has a key objective to deliver 50% of mini and youth football on 3G AGP's.	Sustain current stock and consideration given to reconfigure pitches if required. Qualitative improvements. Where possible utilise existing 3G pitches to further accommodate this demand and ensure regular FA testing.
	The FA's strategy for Women's and Girls' football: 2017 – 2020 was released in March 2017. One of the major goals of the new the new strategy will be to double participation.	Demand for grass pitches and 3G pitches is likely to increase.
3G pitches	Demand for 3G pitches for football is high and will continue to increase. It is likely that future demand for the use of 3G pitches will increase for both training and match play purposes.	Increase in 3G pitch stock required. Need for community use agreements to be in place as well as sinking funds. Requirement for 3G pitches to be FA/FIFA tested to host competitive matches.
Cricket	Demand is likely to remain static for grass wickets for both junior and adult participation.	Sustain current pitch stock. Isolated pockets of demand for access to additional facilities where pitches are operating at capacity. A need to install NTPs and encourage greater use for junior cricket.
	An increase in non-club based play, especially from South Asian communities.	Develop cricket within communities that more commonly play informal formats of the game.
	Women's and girls' cricket is a national priority and there is a target to establish more female teams in every local authority.	Support clubs to ensure access to segregated changing and toilet provision and access to good quality cricket pitches to support growth.
	All Stars Cricket initiative is likely to result in increased junior demand.	An increase stock of NTPs required to accommodate demand.

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Sport	Future sports development trend	Strategy impact
Rugby union	The RFU work towards achieving the stated outcomes of its National Facilities Strategy (2013-2017), the RFU National Women and Girls Strategy and the RFU National Male XV-a-side Strategy. Locally the RFU want to ensure access to pitches that satisfies the existing demand and predicted growth. Further, the RFU is aiming to protect and improve pitch quality plus that of ancillary facilities including changing rooms and floodlights as current and future demand requires.	Clubs are likely to field more teams in the future. It is important, therefore, to work with the clubs to maintain the current pitch stock and support facility development. In particular, capital improvements are required to the existing natural turf pitches as is improvements to the quality of changing rooms, where appropriate. All clubs should have access to high quality floodlit pitches to support training and match play demand.
	The RFU investment strategy into AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. To achieve this, the RFU is keen to work locally with partners such as the Council and the FA to look at sites of mutual interest.	No demand exists for a World Rugby compliant 3G pitch within Staffordshire Moorlands.
Hockey	Current playing level is likely to increase with a growth rate predicted by England Hockey.	Retain current stock of sand-based pitches and ensure that no 3G pitch conversions take place that are detrimental to hockey.
	High profile events (Hockey World Cup 2018)	These high-profile events aim to raise the profile of the game within England and there will be community events in the build-up within clubs and a promotional programme through clubs and local schools. This will inevitably raise the profile of the game with the aim to increase participation.
	Play Hockey	The launch of Play Hockey and its subsequent website ensures that those wishing to play the game are able to find their local facility and club.
Tennis	Membership of clubs is expected to increase, whilst casual play is expected to remain static.	Increases in participation can be accommodated through existing court provision. An increase in casual play can be encouraged through adopting LTA initiatives such as the access control system.
Bowls	No expected net increase in memberships although an increasing elderly population could change this.	Likely that any future increase could be accommodated on existing greens.
Athletics	Membership is expected to remain static.	Ensure membership stays above 200 to ensure that facilities are sustainable, with quality improvements encouraged.
	Expected increase in Park Run, Run Together Groups and 3-2-1 routes.	Identify sites that can accommodate such facilities/demand.

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

## PART 6: ACTION PLAN

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

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

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

*Table 6.1: Proposed tiered site criteria*

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

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

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

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

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

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

**Local sites** refer to those sites offering minimal provision. They are generally hired to clubs for a season, or are sites which have been leased on a long-term basis. Primarily they are sites with one facility or a low number of facilities that service just one sport. 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 outdoor sport facilities or ancillary facilities and it is anticipated that one of the conditions of offering a hire/lease is that the club would be in a position to source external funding to improve the provision. NGBs would expect the facility to be transferred in an adequate condition that the club can maintain. In the longer term, the Club should be in a position to source external funding to improve/extend the facilities.

## Management and development

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

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

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

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## Action plan columns

### *Partners*

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

### *Site hierarchy tier*

Although Hub Sites are mostly likely to have a **high** priority level as they have wide importance, high priority sites have been identified on the basis of the impact that the site will have on addressing the key issues identified in the assessment. Therefore, some Key Centres and local sites are also identified as having a high priority level. It is these projects/sites which should generally be addressed within the short term (1-2 years).

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

**Low** priority sites tend to be single pitch or single sport sites and often club or education sites with local specific importance but that may also contribute to addressing the issues identified in the assessment.

### *Costs*

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

(L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above. These are based on Sport England's estimated facility costs which can be found at:

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

### *Timescales*

The action plan has been created to be delivered over a ten-year period. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur.

The indicative timescales included relate to delivery times and are not priority based:

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

### *Aim*

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

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

## BIDDULPH ANALYSIS AREA

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>10</sup>
Football (grass pitches)	Biddulph	Shortfall of one adult match sessions per week Shortfall of two mini 5v5 match sessions	Shortfall of one adult match sessions per week Shortfall of 0.5 match youth 11v11 sessions per week Shortfall of two mini 5v5 match sessions.
	Staffordshire Moorlands	Spare capacity of 3 adult match equivalent sessions. Shortfall of 2 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Mini 7v7 pitches at capacity. Shortfall of 1.5 mini 5v5 pitches.	Spare capacity of 2.5 adult match equivalent sessions. Shortfall of 4 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Shortfall of 2 match sessions on mini 7v7 pitches. Shortfall of 2.5 mini 5v5 pitches.
Football (Full sized 3G pitches) <sup>11</sup>	Staffordshire Moorlands	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).
Rugby union	Biddulph	No current shortfalls.	No future shortfalls.
	Staffordshire Moorlands	Shortfall of one match session per week at Leek RFC.	Shortfall of 3 match sessions per week at Leek RFC.
Cricket	Biddulph	No current shortfall.	No future shortfall.
	Staffordshire Moorlands	Currently at operating at capacity. Shortfalls are however identified at Ashcome Park CC, Bagnall Norton CC, Checkley CC and Endon CC.	Shortfall of 35 match equivalent sessions.
Hockey (Sand/water AGPs)	Biddulph	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Tennis	Biddulph	Current demand is being met.	Future demand can be met.

<sup>10</sup> Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

<sup>11</sup> Based on accommodating 42 teams to one full size pitch for training.

## STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>10</sup>
	Staffordshire Moorlands	All club sites are within recommended capacity. All remaining courts have spare capacity.	All club sites within recommended capacity.
Bowls	Biddulph	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Athletics	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.

## STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>12</sup>	Cost <sup>13</sup>	Aim
71	Biddulph High School	Football	School	One adult and one youth 11v11, both rated as poor quality. The pitches are played to capacity with curricular use.	Look to improve quality of both pitches to create spare capacity and ensure they can accommodate both curricular and extra-curricular activity. This can be achieved through improved maintenance regimes. If quality of pitch can be significantly improved, explore options for community use on site. This could alleviate pressures on pitch capacity in the Biddulph Analysis Area and accommodate future shortfalls.	School FA	Local site	Medium	Medium	Low	Protect Enhance
		Rugby Union		One senior rugby union pitch with an M0/D1 quality rating and without floodlights. Available for community use. The pitch has spare capacity of 0.5 match sessions per week. Poor quality is due to a limited maintenance regime. One match session added to account for curricular use.	Look to improve pitch quality through improved maintenance regimes to ensure pitch can accommodate curricular and extra-curricular activity. This would also allow for spare capacity to be considered should demand for community use arise.	School RFU		Medium	Medium	Low	
		AGP		One smaller sized, 3G pitch which is floodlit and available for community use. The pitch is deemed to be poor quality and was installed/resurfaced in 2006.	As the school has a sinking fund in place, look to resurface the pitch and ensure it undergoes FA testing to be placed on the FA register to accommodate mini football. Look to secure long term community use of the pitch.	School FA		High	Short	Medium	
		Tennis		Four macadam courts of poor quality and without floodlights. Available for community use.	Look to improve quality if possible and retain for curricular and extra-curricular activity.	School LTA		Medium	Medium	Low	
84	Church Road Recreation Ground	Football	Local Authority	One adult pitch rated as standard quality. Available for community use. Has actual spare capacity of 0.5 match equivalent sessions at peak time.	Look to further improve pitch quality through appropriate maintenance regimes, in order to ensure pitch can continue to accommodate current demand and also any future demand.	FA Local Authority	Local site	Medium	Medium	Low	Enhance Protect
93	Halls Road Playing Fields	Football	Local Authority	One adult pitch rated as standard quality, one mini 5v5 pitch and one youth 9v9 pitch rated as poor quality. Available for community use. The adult pitch is overplayed by one match equivalent session. The mini 5v5 pitch is overplayed by two match equivalent sessions. The youth 9v9 pitch is played to capacity.	Look to improve quality of all pitches on site through improved maintenance regimes to increase pitch capacity and alleviate overplay.	FA Local Authority	Local site	Medium	Medium	Low	Enhance Protect
99	James Bateman Junior High School	3G	School	One smaller sized, 3G pitch which is without floodlights and not available for community use. The pitch is managed in house by the school. Pitch adjacent to housing and unlikely to get planning permission for them.	Sustain quality of pitch in order to accommodate current curricular and extra-curricular activity.	FA School	Local site	Medium	Medium	Low	Protect Enhance

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

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

**STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY  
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>12</sup>	Cost <sup>13</sup>	Aim
101	Knypersley Cricket Club	Cricket	Club	A standard quality natural grass cricket square with 12 wickets. Available for community use. The pitch has potential capacity for eight additional match equivalent sessions but does not have any actual spare capacity available at peak time.	Look to improve pitch quality through appropriate maintenance regimes to ensure it continues to meet current demand, as well as accommodating the club's aspiration growth of two additional teams.	Sports Club ECB	Local site	Medium	Medium	Low	Enhance Protect
102	Knypersley Victoria Sports Club	Football	Sports Club	One adult pitch rated as standard quality. Available for community use. Has no actual spare capacity at peak time.	Look to sustain pitch quality to ensure it continues to accommodate current demand.  Where possible look to improve pitch quality to help retain pitch quality, through higher levels of available capacity.	Sports Club FA	Key site	Medium	Medium	Low	Protect
		AGP		One smaller sized, 3G pitch which is floodlit and available for community use. The pitch is deemed to be standard quality. Pitch not suitable for investment to get it on the FA register given small size.	Sustain quality of pitch in order to accommodate current and future training demand.	Sports Club FA		Medium	Medium	Low	
		Bowls		One pitch rated as good quality and is the home venue of Knypersley BC.	Retain green quality to ensure it can accommodate current demand, as well as any potential future demand.	Sports Club		Medium	Medium	Low	
		Tennis		One macadam court rated as good quality and is floodlit and is the home venue of Knypersley TC. Membership unknown.	Retain court quality and further explore whether the current number of courts available to the Club is adequate.	Sports Club LTA		Medium	Medium	Low	
112	Mill Hayes Playing Fields	Football	Local Authority	Three adult pitches and one mini 7v7 pitch rated as poor quality. Available for community use. Spare capacity on pitches has been discounted due to poor quality.	Look to improve quality of all pitches through qualitative improvements to the maintenance regime in order to utilise available spare capacity.	Local Authority FA	Local site	Medium	Short	Low	Protect Enhance
133	Woodhouse Academy	Football	School	One youth 11v11 and one youth 9v9 pitch rated as standard quality. Not available for community use.	Retain pitch quality to sustain curricular and extra-curricular activity.  Should the demand arise, explore options of community use of pitches.	School FA	Local site	Medium	Medium	Low	Protect Enhance
		Rugby Union		One senior pitch with an M0/D1 quality rating. Not available for community use.	Improve pitch quality to sustain curricular and extra-curricular activity.	School RFU		Medium	Medium	Low	
176	Biddulph Centenary Bowling Green	Bowls	Club	One pitch rated as standard quality and is the home venue of Biddulph BC.	Sustain green quality to ensure it can accommodate current demand.	Sports Club	Local site	Medium	Medium	Low	Protect
					Should demand increase, look to improve green through improved maintenance regime.						

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

## CHEADLE ANALYSIS AREA

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>14</sup>
Football (grass pitches)	Cheadle	Shortfall of one adult match sessions per week Shortfall of 1.5 mini 7v7 match sessions	Shortfall of 1.5 adult match sessions per week Shortfall of 0.5 match youth 11v11 sessions per week Shortfall of 2.5 mini 7v7 match sessions Shortfall of one mini 5v5 match sessions.
	Staffordshire Moorlands	Spare capacity of 3 adult match equivalent sessions. Shortfall of 2 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Mini 7v7 pitches at capacity. Shortfall of 1.5 mini 5v5 pitches.	Spare capacity of 2.5 adult match equivalent sessions. Shortfall of 4 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Shortfall of 2 match sessions on mini 7v7 pitches. Shortfall of 2.5 mini 5v5 pitches.
Football (Full sized 3G pitches) <sup>15</sup>	Staffordshire Moorlands	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).
Rugby union	Cheadle	No current shortfalls.	No future shortfalls.
	Staffordshire Moorlands	Shortfall of one match session per week at Leek RFC.	Shortfall of 3 match sessions per week at Leek RFC.
Cricket	Cheadle	No current shortfall.	Shortfall of 12 match sessions per season directly attributed to Cheadle CC.
	Staffordshire Moorlands	Currently at operating at capacity. Shortfalls are however identified at Ashcome Park CC, Bagnall Norton CC, Checkley CC and Endon CC.	Shortfall of 35 match equivalent sessions.
Hockey (Sand/water)	Cheadle	Current demand is being met.	Future demand can be met.

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

<sup>15</sup> Based on accommodating 42 teams to one full size pitch for training.

## STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>14</sup>
AGPs)	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Tennis	Cheadle	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	All club sites are within recommended capacity. All remaining courts have spare capacity.	All club sites within recommended capacity.
Bowls	Cheadle	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Athletics	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.

## STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>16</sup>	Cost <sup>17</sup>	Aim
79	Cheadle Cricket Club	Cricket	Sport Club	A standard quality natural grass cricket square with 12 wickets. The square has midweek capacity of five additional match equivalent sessions. Future demand of one senior team which cannot be accommodated at peak time.	Look to increase the quality of the square through reviewing the current maintenance and preparatory regime and making adjustments where required.	Sports Club ECB	Local site	Medium	Medium	Low	Protect Enhance Provide
					Seek to create additional capacity on the site to accommodate future growth aspirations. Including the potential opportunities for the installation of an NTP to transfer junior play off junior wickets.			Medium	Medium	Low	
80	Cheadle Primary School	Football	School	One mini 7v7 pitch rated as poor quality. Available for community use. Pitch is played to capacity through club and curricular use.	Seek to improve quality of pitch for curricular and external club use.	School FA	Local site	Low	Long	Low	Protect Enhance
81	Cheadle Recreation Ground	Football	Town Council	One adult pitch rated as standard quality. Available for community use. Has actual spare capacity of 0.5 match equivalent sessions during peak time.	Ensure that the quality of the pitch is sustained for continued use.	Town Council FA	Local site	Medium	Medium	Low	Protect Enhance
					Improve quality and maximise usage in a phased approach.			Sports Club	Medium	Short	
		Explore funding opportunities to refurbish ancillary provision on site.	Sports Club	High	Short	Medium					
85	Churchill Road	Football	Local Authority	One adult pitch rated as poor quality. Available for community use, but currently unused. Spare capacity has been discounted due to poor quality pitch. Site has no ancillary provision.	Seek to improve quality of the pitch for recreational use.	Local Authority	Local site	Medium	Medium	Low	Protect
					Consider rationalisation of site given its low value providing that contributions go towards replacing the provision at an improved site in the locality.						
116	Painsley Catholic Science College	Tennis	School	Three macadam courts rated as standard quality and with floodlights. Available for community use.	Ensure courts are adequately maintained and that a sinking fund is in place for future resurfacing.	School LTA	Local site	Medium	Medium	Low	Protect Enhance
		Football		Two adult pitches rated as poor quality. Not available for community use.	Seek opportunities to enhance quality and explore community use options to reduce shortfalls in the analysis area.	School FA		Medium	Medium	Low	
117	South Moorlands Leisure Centre	Football	Commercial	One adult pitch and one mini 7v7 pitch rated as poor quality. Available for community use. The adult pitch is overplayed by 1.5 match equivalent sessions per week and the mini 7v7 pitch is overplayed by two match sessions.	Seek to improve quality of all pitches on site through qualitative enhancements to the current maintenance regime.	Commercial FA	Local site	Medium	Medium	Low	Protect Enhance
				AGP	One smaller sized, 3G pitch which is floodlit and available for community use. The pitch is deemed to be standard quality and was installed/resurfaced in 2013.	Seek future opportunities to get the pitch onto the FA register to alleviate current and future shortfalls for mini pitch provision.		Commercial FA	Medium	Medium	
123	Stansfields Playing	Football	Parish Council	One mini 7v7 rated as standard quality.	Seek to improve quality of the pitch for	Parish	Local site	Medium	Medium	Low	Protect

<sup>16</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>17</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY  
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>16</sup>	Cost <sup>17</sup>	Aim
	Fields			Available for community use. Currently used for competitive football but is recreationally.	recreational use. Low value site and not considered for major investment/pitch improvements.	Council FA					
124	The Cheadle Academy	Football	School	Two youth 11v11 pitches rated as standard quality. Not available for community use.	Ensure quality of the grass pitches is sustained. Explore opportunities to allow community access to alleviate future shortfalls.	School FA	Local site	Medium	Medium	Low	Protect
127	Thorley Drive Pitches	Football	Sports Club	Two adult pitches rated as good quality. Available for community use.	Seek to ensure that the good quality of the pitches is sustained for continued current and future use.	Sports Club FA	Local site	Medium	Medium	Low	Protect

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

## LEEK ANALYSIS AREA

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>18</sup>
Football (grass pitches)	Leek	Shortfall of two youth 11v11 match sessions per week	Shortfall of 3.5 youth 11v11 match sessions per week
	Staffordshire Moorlands	Spare capacity of 3 adult match equivalent sessions. Shortfall of 2 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Mini 7v7 pitches at capacity. Shortfall of 1.5 mini 5v5 pitches.	Spare capacity of 2.5 adult match equivalent sessions. Shortfall of 4 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Shortfall of 2 match sessions on mini 7v7 pitches. Shortfall of 2.5 mini 5v5 pitches.
Football (Full sized 3G pitches) <sup>19</sup>	Staffordshire Moorlands	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).
Rugby union	Leek	Shortfall of one match session per week at Leek RFC.	Shortfall of 3 match sessions per week at Leek RFC.
	Staffordshire Moorlands	Shortfall of one match session per week at Leek RFC.	Shortfall of 3 match sessions per week at Leek RFC.
Cricket	Leek	No current shortfall.	Shortfall of 12 match sessions per season directly attributed to Cheadle CC.
	Staffordshire Moorlands	Currently at operating at capacity. Shortfalls are however identified at Ashcome Park CC, Bagnall Norton CC, Checkley CC and Endon CC.	Shortfall of 35 match equivalent sessions.
Hockey (Sand/water AGPs)	Leek	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Tennis	Leek	Current demand is being met.	Future demand can be met.

<sup>18</sup> Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

<sup>19</sup> Based on accommodating 42 teams to one full size pitch for training.

## STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>18</sup>
	Staffordshire Moorlands	All club sites are within recommended capacity. All remaining courts have spare capacity.	All club sites within recommended capacity.
Bowls	Leek	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Athletics	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.

**STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY  
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
70	Ball Haye Green Football Club	Football	Sports Club	One adult pitch rated as standard quality with limited actual capacity retained to protect pitch quality. The site is accompanied by poor quality changing rooms and clubhouse facility. The Club has significant tenure issues and has been on an annual lease arrangement with a private land owner over the past three years. Club has been now asked to vacate the site.	Seek to improve quality of the pitch through supporting the Club with appropriate maintenance equipment/expertise.	Sports Club Local Authority FA	Local Site	Medium	Medium	Low	Protect Enhance
					Support the Club in securing a long term lease on the site from the private land owner. If unsuccessful with lease arrangements it is imperative a like for like alternative is found so the Club can continue to play at Step 7.			High	Short	Medium	
					Look to protect the playing pitch as it meet FA grounding regulations to Step 7 level. It is essential the Club can access a pitch of this quality to meeting league regulations.			Medium	Medium	Medium/ High	
					If the Club is to secure long term access to the site, explore opportunities to enhance changing and clubhouse provision.						
72	Birchall Playing Fields	Football	Local Authority	Four adult, one mini 5v5, four mini 7v7 pitches, two youth 11v11 pitches and one youth 9v9 pitch rated as standard quality. The adult pitches have actual spare minimal peak time capacity. The youth 11v11 pitches are overplayed by two match sessions per week. The youth 9v9 pitch is overplayed by 0.5 match sessions per week. Mini pitches are all played to capacity.	Seek to ensure that the quality of all playing pitches is sustained. Seek to improve quality of all pitches on site through improvements to the maintenance regime undertaken on site, particularly pitches identified as being overplayed.	Local Authority FA	Key site	Medium	Medium	Low	Protect Enhance
					If 3G provision is created in Leek, explore options to transfer a proportion of youth 11v11 demand to it as an option to alleviate overplay.			High	Short	High	
		Partners are keen for the site to become a sports hub with a full size 3G pitch provided. If AGP is provided the site would be identified as a hub site within the District.		Local Authority FA	Medium	Medium					
		Athletics		A 400-metre cinder based track with floodlights that has eight lanes and is assessed as poor. Managed by the Council and accessed by Staffordshire Moorlands AC via a rental agreement.	Explore funding opportunities to resurface the track to accommodate use from Staffordshire Moorlands AC. Undertake further consultation to establish what the specific requirements are for the Club.	Local Authority					
76	Brough Park Leisure Centre	Tennis	Local Authority	Four macadam courts rated as poor quality and without floodlights. Leek TC has aspirations to offer community programs on site if quality improvements are made.	Seek to make improvements in the courts in partnership with Leek TC.	Local Authority	Local site	Medium	Medium	Low	Enhance
		AGP		One half sized, sand filled AGP rated as standard quality. Available for community use. The pitch is a 5v5 (35 x 20m).	Ensure quality is sustained for current and future use.			Medium	Medium	Low	
		Bowls		Two poor quality bowling greens each used by section of Leek Park BC (men's and women's section). Combined membership of 45 members. It is considered that this level of membership is	Improve the quality of one green and work with the Club to amalgamate usage onto that one green. If rationalisation does take place, ensure overall quality of the remaining bowling green occurs.			High	Short	Low	

<sup>20</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>21</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

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Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
				not enough to sustain the use of two greens.							
86	Churnet View Middle School	Tennis	School	Four poor quality macadam courts which are unavailable for community use.	Explore opportunities to improve quality of the courts for curricular use.	School	Local site	Medium	Medium	Low	Protect Enhance
94	Harrison Park (Leek Town FC)	Football	Sports Club	One adult pitch rated as good quality. Clubhouse and hospitality of an overall poor quality due to general wear and tear. Club has aspirations to develop new changing facilities to expanding community offering. Stadium and pitch meet FA grounding regulations to Step 2 standards.	Ensure that the good quality of the pitch is sustained to accommodate high level football.	Sports Club FA	Local site	Medium	Medium	Low	Protect Enhance Provide
					Explore funding opportunities to redevelop clubhouse and hospitality provision to help the Club support and grow its commercial business.			Medium	Medium	High	
					Explore funding opportunities to create additional changing facilities to support the Clubs ambitions of growing its community offering.			Medium	Medium	Medium/High	
103	Leek Cricket Club	Cricket	Sports Club	A standard quality natural grass cricket square with 12 wickets. Available for community use. The pitch has capacity for six additional midweek match sessions but does not have any actual spare capacity available at peak time.	Look to increase the quality of the square through reviewing the current maintenance and preparatory regime and making adjustments where required.	Sports Club ECB	Local site	Medium	Medium	Low	Protect Enhance
104	Leek High School	Hockey	School	One full sized, sand based AGP with floodlights. Available for community use. The AGP at Leek High School is currently 12 years old and as such is exceeding its anticipated lifespan. The school reports ongoing issues with its floodlights stating that each floodlight will require a new head within the next 12-18 months as the quality of the lights is quickly deteriorating.	Ensure that the quality of the AGP is sustained and that an appropriate sinking fund is in place from Leek HC which manage the pitch to replace the carpet and floodlights once required.	School England Hockey	Key site	Medium	Medium	Low	Protect Enhance
		Rugby union		One senior pitch with an M0/D0 rating and with no floodlighting.	Look to improve quality of the pitch through an enhanced maintenance regime to increase capacity for curricular uses.	School RFU		Medium	Medium	Low	
		Football		Two poor quality adult football pitches which are unavailable for community use.	Seek to improve quality of the pitches and explore opportunities to let pitches for community use.	School FA		Medium	Medium	Low	
105	Leek Hockey Club	Football	Sports Club	One adult pitch, one mini 5v5, two mini 7v7 pitches and one youth 9v9 pitch rated as standard quality. Leased to Leek Juniors FC on a five-year arrangement. The site has minimal spare capacity at all pitch types.	Seek to ensure quality of the pitches is sustained to accommodate both current and future use from Leek Juniors FC.	Sports Club FA	Local site	Medium	Medium	Low	Protect Enhance
					Seek to secure a long term arrangement on the pitches from Leek Hockey Club to allow the Club to explore funding opportunities.	Sports Club FA		Medium	Medium	Low	
		Hockey		A poor-quality clubhouse used by Leek HC for after match functions and midweek social events.	Explore funding opportunities to improve quality of the clubhouse. Explore potential partnership with Leek Juniors FC to develop the facility.	Sports Club England Hockey		Medium	Medium	Low	

**STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
119	St Edwards Junior High School	Football	School	Two adult pitches rated as standard quality and four mini 7v7 pitches rated as poor quality. Available for community use. The adult pitches have actual spare capacity of 1.5 match sessions at peak time. The spare capacity available on the mini 7v7 pitches has been discounted due to pitch quality.	Seek to improve quality of the mini pitches through qualitative improvements to maintenance regime. Ensure quality of adult pitches is sustained.	School FA	Local site	Medium	Medium	Low	Protect Enhance
		Tennis		Six macadam courts rated as standard quality without floodlights. Available for community use.	Ensure quality of the courts are sustained and that a sinking fund is in place for future resurfacing.	School LTA		Medium	Medium	Low	
131	Westwood College	Football	School	Two adult pitches and one youth 11v11 pitch rated as standard quality. Available for community use. The adult pitches have actual spare capacity of 1.5 match sessions at peak time. The youth 11v11 has no actual spare capacity at peak time	Ensure that the quality of pitches are sustained for both curricular and community use.	School FA	Key site	Medium	Medium	Low	Protect Enhance
		Rugby Union		Two poor quality senior pitches with an M0/D1 quality rating. Available for community use, but unused. Has minimal spare capacity.	Seek to make qualitative improvements to the maintenance regime to improve surface quality of both pitches. Pitches are a short drive from Leek RFC and can be potentially utilised as an overspill site should be required, on the basis surface quality is improved.	School RFU		Medium	Medium	Low	
		Tennis		10 macadam courts rated as standard quality and without floodlighting. Not available for community use.	Ensure quality of the courts is sustained for curricular use, look to create a sinking fund for future resurfacing of courts.	School LTA		Medium	Medium	Low	
		Hockey		One full sized, sand based AGP with floodlights. Available for community use and utilized as an overspill pitch for the 2017/2018 hockey season by Leek HC. Leek HC likely to return back to Stoke in the future and the pitch would then be unused for hockey. Site also accommodates midweek use for football training.	Work closely with Leek HC to determine pitch requirements for the AGP and work to understand if the Club is to relocate back to Stoke for competitive fixtures in the future and therefore no longer require access to the pitch. If pitch is not required for hockey in the future explore the feasibility of converting to 3G to alleviate shortfalls in Leek.	School England Hockey FA		Medium	Medium	Low	
144	Leek Tennis Club	Tennis	Sports Club	Two macadam courts without floodlights, one macadam with floodlights and two artificial turf with floodlights all rated as good quality. Car parking a key issue at the site and initial plans are in place for the reconfiguration of courts to create additional room. Clubhouse is of an overall good quality but is limited in size. Club has large growth plans which would require expansion to satisfy demand.	Ensure that the good quality of the courts is sustained and that an appropriate sinking fund is in place for future resurface and repair works.	Sports Club LTA	Local site	Medium	Medium	Low	Protect Enhance Provide
					Look to support the Club in its aspiration to reconfigure the site to create additional car parking.	Sports Club LTA		Medium	Medium	Low	
					Explore funding opportunities to increase the overall size and quality of the clubhouse.						
162	All Saints' CE (A) First School	Football	School	One mini 7v7 pitch rated as standard quality. Not available for community use.	Ensure quality is sustained for curricular use.	FA	Local site	Medium	Medium	Low	Protect

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

## RURAL AREAS ANALYSIS AREA

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>22</sup>
Football (grass pitches)	Rural areas	No current shortfall.	No future shortfall.
	Staffordshire Moorlands	Spare capacity of 3 adult match equivalent sessions. Shortfall of 2 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Mini 7v7 pitches at capacity. Shortfall of 1.5 mini 5v5 pitches.	Spare capacity of 2.5 adult match equivalent sessions. Shortfall of 4 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Shortfall of 2 match sessions on mini 7v7 pitches. Shortfall of 2.5 mini 5v5 pitches.
Football (Full sized 3G pitches) <sup>23</sup>	Staffordshire Moorlands	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).
Rugby union	Rural areas	No current shortfall.	No future shortfall.
	Staffordshire Moorlands	Shortfall of one match session per week at Leek RFC.	Shortfall of 3 match sessions per week at Leek RFC.
Cricket	Rural areas	No current shortfall.	Shortfall of 24 match sessions per season directly attributed to Bagnall Norton CC and Endon CC.
	Staffordshire Moorlands	Currently at operating at capacity. Shortfalls are however identified at Ashcome Park CC, Bagnall Norton CC, Checkley CC and Endon CC.	Shortfall of 35 match equivalent sessions.
Hockey (Sand/water AGPs)	Rural areas	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Tennis	Rural areas	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	All club sites are within recommended capacity.	All club sites within recommended capacity.

<sup>22</sup> Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

<sup>23</sup> Based on accommodating 42 teams to one full size pitch for training.

## STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>22</sup>
		All remaining courts have spare capacity.	
Bowls	Rural areas	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Athletics	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.

## STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>24</sup>	Cost <sup>25</sup>	Aim
67	Aton Village Hall	Football	Parish Council	One adult pitch rated as poor quality. Available for community use. The spare capacity has been discounted due to poor quality.	Seek to make improvements to pitch quality to improve surface quality.	Parish Council FA	Local site	Medium	Medium	Low	Protect Enhance
68	Ashcombe Park Cricket Club	Cricket	Sports Club	A standard quality natural grass cricket square with 13 wickets. The pitch no spare capacity and is overplayed by five match sessions per season.	Look to increase the quality of the square through reviewing the current maintenance and preparatory regime and making adjustments where required.	Sports Club ECB	Local site	Medium	Medium	Low	Protect Enhance Provide
					Explore opportunities to install an NTP on the cricket square to transfer junior demand off grass wickets, and in turn alleviating all overplay.	Sports Club ECB		Medium	Medium	Low	
69	Bagnall Cricket Club	Cricket	Sports Club	A standard quality natural grass cricket square with 11 wickets. The pitch has no spare capacity and is overplayed by 11 match sessions per season. There is no spare capacity available at peak time	Look to increase the quality of the square through reviewing the current maintenance and preparatory regime and making adjustments where required.	Sports Club ECB	Local site	Medium	Medium	Low	Protect Enhance Provide
					Explore opportunities to install an NTP on the cricket square to transfer junior demand off grass wickets, and in turn alleviating all overplay.	Sports Club ECB		Medium	Medium	Low	
					Club has demand for fixed nets to better accommodate midweek training demand.	Sports Club ECB		Medium	Medium	Low	
73	Blythe Bridge High School and Sixth Form	Football	School	One adult pitch rated as standard quality and one youth 9v9 pitch rated as poor quality. Available for community use.	Seek to make qualitative improvements to the maintenance regime to improve surface quality of both pitches.	School FA	Local site	Medium	Medium	Low	Protect Enhance
		Tennis		Two macadam courts rated as standard quality with floodlights and one macadam court rated as poor quality without floodlights. Available for community use.	Ensure that the quality of all courts is sustained for curricular use. Seek to create a sinking fund	School LTA		Medium	Medium	Low	
		Rugby Union		Two senior pitches that have a quality rating of M0/D1 and are without floodlights. Not available for community use.	Seek to improve the quality of the pitches through making qualitative improvements to the maintenance regime.	School RFU		Medium	Medium	Low	
74	Blythe Bridge Recreation Ground	Football	Parish Council	One adult pitch rated as standard quality. Available for community use. The pitch has actual spare capacity of 0.5 match sessions at peak time.	Sustain pitch quality to accommodate current use.	Parish Council FA	Local site	Medium	Medium	Low	Protect
75	Blythe Cricket Club	Cricket	Sports Club	A good quality natural grass cricket square with 13 wickets. The pitch has spare capacity of 15 match sessions per season. There is no spare capacity available at peak time.	Ensure that the good quality of the cricket square is sustained to continue to accommodate the high levels of demand at the site.	Sports Club ECB	Local site	Medium	Medium	Low	Protect Provide
				Club has demand for three fixed nets to better accommodate midweek training demand.	Explore funding opportunities to purchase new nets.	Sports Club ECB		Medium	Medium	Low	
78	Caverswall Parish Council Playing Fields	Football	Local Authority	One adult pitch rated as standard quality. Available for community use. The pitch has actual spare capacity of 0.5 match sessions at peak time.	Sustain pitch quality to accommodate current use.	Local Authority FA	Local site	Medium	Medium	Low	Protect

<sup>24</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>25</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>24</sup>	Cost <sup>25</sup>	Aim
82	Checkley Cricket Club	Cricket	Sports Club	A standard quality natural grass cricket square with 17 wickets. Available for community use. The pitch is overplayed by four match equivalent sessions per season. 3 <sup>rd</sup> Saturday team is displaced in East Staffordshire. Club has aspirations to develop a secondary square adjacent to its current site. Changing facilities are inadequately sized and not suitable to accommodate women's/girls' cricket as they lead in male toilets.	Look to increase the quality of the square through reviewing the current maintenance and preparatory regime and making adjustments where required.	Sports Club ECB	Local site	Medium	Medium	Low	Protect Enhance Provide
					Explore opportunities to install an NTP on the cricket square to transfer junior demand off grass wickets, and in turn alleviating all overplay.	Sports Club ECB		Medium	Medium	Low	
					Support the club in creating a secondary square to accommodate both exported demand and high levels of junior activity. Seek to help it in applying for funding and planning permission applications.	Sports Club ECB		Medium	Medium	High	
					Explore opportunities to create a new changing facility which is specifically designs and focused around accommodating the high levels of demand at the Club.	Sports Club ECB		Medium	Medium	High	
					Club has demand for mobile nets to better accommodate midweek training demand.	Sports Club ECB		Medium	Medium	Low	
83	Cheddleton Playing Fields	Football	Community Organisation	One adult pitch rated as standard quality. Available for community use. The pitch has actual spare capacity of 0.5 match sessions at peak time.	Sustain pitch quality to accommodate current use.	Community Organisation FA	Local site	Medium	Medium	Low	Protect Enhance
		Tennis		Two macadam courts rated as poor quality and without floodlights. Available for community use.	Explore opportunities to resurface courts to increase quality.	Community Organisation LTA		Local site	Medium	Medium	
87	Creswell Old Road	Tennis	Community Organisation	Two artificial turf courts rated as poor quality with floodlights, two artificial turf courts rated as good quality with floodlights and two artificial turf courts rated as poor quality without floodlights.	Explore potential funding opportunities to resurface all poor-quality tennis courts. Ensure that a sinking fund is established for future resurfacing.	Community Organisation LTA	Local site	Medium	Medium	Low	Protect Enhance

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Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>26</sup>	Cost <sup>27</sup>	Aim
90	Endon Cricket Club	Football	Sports Club	One mini 5v5 pitch and one mini 7v7 pitch rated as standard quality. Pitches are located between a cricket NTP.	Ensure quality of the pitches is sustained to accommodate current use. Explore opportunities to reconfigure the site to remove NTP and attach it to the cricket square to transfer junior cricket demand away from the football pitches.	Sports Club FA ECB	Local site	Medium	Medium	Low	Protect Provide
		Cricket		A good quality natural grass cricket square with 10 wickets. The pitch has no spare capacity available as it is overplayed by 12 match sessions per season. Changing facilities on site are inadequate for the size of the Club and insufficient to accommodate both	Ensure that the good quality of the cricket square is sustained to mitigate the negative consequences of overplay.	Sports Club ECB	Local site	Medium	Medium	Low	
				Look to transfer the NTP currently between mini football pitches on to the cricket square and ensure it is greater utilised to remove demand from the grass wickets.	Sports Club ECB	Medium		Medium	Low		
				Explore funding opportunities to create a new changing facility which will adequately meet the demands of all teams at the Club.	Sports Club ECB	Medium		Medium	High		
				Club has demand for mobile nets to better accommodate midweek training demand.	Explore funding opportunities to purchase new nets.	Sports Club ECB		Medium	Medium	Low	
91	Endon High School Playing Fields	Football	School	Three adult pitches rated as poor quality. Available for community use. The pitches are played to capacity through curricular use	Seek to make qualitative improvements to the maintenance regime at the school to improve surface quality of all football pitches.	School FA	Local site	Medium	Medium	Low	Protect Enhance
92	Forsbrook Cricket Club	Cricket	Sports Club	A standard quality natural grass cricket square with 10 wickets. Available for community use. Site is the home ground of Hem Heath CC which are a Stoke based team.	Seek to ensure that the quality of the cricket square is sustained to accommodate current demand.	Sports Club ECB	Local site	Medium	Medium	Low	Protect
98	Ipstones Memorial Ground	Football	Parish Council	One youth 9v9 pitch rated as standard quality. Available for community use. Pitch currently unused for complete fixtures but is used recreationally.	Sustain pitch quality to accommodate current use.	Parish Council FA	Local site	Medium	Medium	Low	Protect Enhance
		Tennis		One macadam court rated as poor quality without floodlights. Available for community use.	Seek to improve quality of the court through resurfacing.	Parish Council LTA	Local site	Medium	Medium	Low	
107	Leek Rugby Club	Rugby union	Sports Club	One floodlit senior pitch with a quality rating of M1/D2. The pitch is overplayed by one match equivalent session per week. Pitch accommodates all midweek training demand. The Club requires additional changing rooms to accommodate its ever-increasing girls and ladies section in addition to qualitative improvements to its roof and clubhouse facility.	Seek to improve the quality of the maintenance of the pitch to increase capacity and in part, help alleviate shortfalls.	Sports Club RFU	Local site	Medium	Medium	Low	Protect Enhance Provide
					Seek funding to increase the number of changing rooms to cater for growing demand at the Club. Look to improve overall quality of clubhouse through refurbishment and repairs to the roof.			Medium	Medium	High	
108	Leek Rugby Club (East Drive)	Rugby union	Sports Club	One senior pitch with a quality rating of M1/D1 and one junior pitch with a quality rating of M1/D1. Available for community	Explore potential funding opportunities to purchase and install good quality floodlighting on East Drive pitches.	Sports Club RFU		Medium	Medium	High	

<sup>26</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>27</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

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				use. Both pitches are played to capacity.	Floodlighting in combination with pitch maintenance improvements will help transfer training demand away from the 1 <sup>st</sup> xv pitch and in turn alleviate all overplay.						
109	Leek Rugby Club (Wall Lane)	Rugby Union	Sports Club	One senior pitch with an M1/D1 quality rating. Pitch is played to capacity.	Seek to improve quality of the pitch through qualitative improvement to the maintenance regime to create additional capacity.	Sports Club RFU		Medium	Medium	Low	
110	Longton Harriers Football Club (Malthouse Fields)	Football	Werrington Parish Council	Two adult pitches rated as poor quality. Both pitches suffer from particularly poor drainage and are both uneven in places which is a potential safety issue. There is room to create additional playing pitches on the site to accommodate more/different formats of football. The site has a standard quality pavilion with changing rooms and showers.	Look to improve quality of the pitches through both improving drainage and levelling pitches where suitable. Explore greater opportunities for the pitches and facilities to be utilised.	Sports Club FA	Local site	Medium	Medium	High	Protect Enhance
113	Moorside High School (Werrington)	Football	Education	Two adult pitches rated as poor quality. Not available for community use.	Seek to improve overall pitch quality through qualitative improvements to pitch maintenance regime. Explore potential opportunities to let pitches for community use.	School FA	Local site	Medium	Medium	Low	Protect Enhance
		Tennis		Three macadam courts rated as standard quality without floodlights. Not available for community use	Ensure quality of the courts is sustained for curricular use. Ensure a sinking fund is in place for future resurfacing.	School LTA		Medium	Medium	Low	
		Hockey		One half sized, sand filled AGP rated as standard quality. Available for community use. The pitch is 75 x 40m.	Ensure quality of the AGP is sustained for curricular use and local football training demand. Explore future opportunities to convert the pitch to a FA registered 3G surface.	School England Hockey FA		Medium	Medium	Low	
115	Oakamoor Cricket Club	Cricket	Sports Club	Two natural turf cricket squares with ten wickets and six wickets respectively. Both squares are standard quality. Peak time capacity exists on the secondary square on site.	Ensure quality of both cricket squares are sustained and that quality enhancements to the square are undertaken when possible through maintenance improvements.	Sports Club ECB	Key site	Medium	Medium	Low	Protect Enhance Provide
				Club has demand for mobile nets to better accommodate midweek training demand.	Explore funding opportunities to purchase new nets.	Sports Club ECB		Medium	Medium	Low	
		Football		A poor-quality adult and youth 9v9 pitch which each have discounted peak time capacity.	Explore opportunities to improve surface quality of the pitches through enhancements to the maintenance regime currently undertaken.	Sports Club FA		Medium	Medium	Low	
		Bowls		A good quality bowling green. Home venue of Oakamoor BC.	Ensure good quality of the green is sustained for current and future use.	Sports Club		Medium	Medium	Low	
118	St Annes C of E (VC) Primary School (Brown Edge)	Football	School	One youth 9v9 rated as standard quality. Not available for community use.	Ensure quality of the pitch is sustained for curricular use.	School FA	Local site	Medium	Medium	Low	Protect
121	St Peters C of E (A) First School Pitch (Caverswall)	Football	School	One mini 7v7 pitch rated as poor quality. Available for community use. Spare capacity discounted due to poor quality.	Look to improve quality of the pitch surface for curricular use.	School FA	Local site	Medium	Medium	Low	Protect Provide
122	St. Werburgh's C. E. (A) Primary School	Football	School	One mini 5v5 pitch and two mini 7v7 pitch rated as poor quality. Available for	Look to improve quality all pitch surfaces for curricular use.	School FA	Local site	Medium	Medium	Low	Protect Provide

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	(Kingsley)			community use. All pitches have had spare capacity discounted due to poor quality.							
125	The John Pointon Sports and Recreation Facility	Football	Commercial	One adult pitch rated as poor quality. Pitch meets FA grading requirements to Step 6.	Explore opportunities to improve the drainage of the pitch through the installation of a drainage system. Seek to make qualitative improvements to the maintenance regime to increase quality and overall capacity of the pitch.	Commercial FA	Local site	Medium	Medium	Low	Protect Enhance
		3G		One smaller sized, 3G pitch which is floodlit and available for community use. The pitch is deemed to be standard quality and was installed in 2013.	Seek to ensure that the quality of the pitch is sustained and that there is an adequate sinking fund in place for future resurfacing. Seek to get the pitch listed on the FA register so it can accommodate competitive mini/junior football in the future.	Commercial FA		Medium	Medium	Low	
126	The Valley Primary School	Football	School	One adult pitch and one mini 7v7 pitch rated as standard quality. Available for community use. Capacity on both pitches has been discounted due to being on an unused school site.	Ensure quality of the pitches is sustained. Explore opportunities to allow pitches to be utilised by the community.	School FA	Local site	Medium	Medium	Low	Protect
128	Waterhouses C of E Primary School	Football	School	Two youth 9v9 pitches rated as standard quality. Not available for community use.	Ensure quality of the pitches is sustained. Explore opportunities to allow pitches to be utilised by the community.	School FA	Local site	Medium	Medium	Low	Protect
146	Holly Bush Inn Bowls Club	Bowls	Sports Club	One pitch rated as good quality and is home venue Holly Bush Inn BC.	Ensure that the quality of the green is sustained through the continuation of the current maintenance regime.	Sports Club	Local site	Medium	Medium	Low	Protect
161	Werrington Primary School	Football	School	One mini 5v5 rated as poor quality and one youth 9v9 pitch rated as standard quality. Available for community use. Capacity on both pitches has been discounted due to being on an unused school site.	Look to improve surface quality of the poor quality pitch through enhancements to the maintenance regime.	School FA	Local site	Medium	Medium	Low	Protect
163	William Amory School	Football	School	One mini 7v7 pitch rated as standard quality. Not available for community use.	Ensure quality of the pitch is sustained for curricular use.	School FA	Local site	Medium	Medium	Low	Protect
164	Forsbrook Primary School	Football	School	One youth 9v9 pitch rated as standard quality. Available for community use. Capacity discounted due to being on an unused education site.	Ensure quality of the pitch is sustained for curricular use.	School FA	Local site	Medium	Medium	Low	Protect
171	Draycott Sports Centre	Tennis	Private	Four artificial turf courts and two artificial turf courts rated as good quality without floodlights	Ensure that the quality of the courts is sustained and that an appropriate sinking fund is established and in place for future resurfacing.	Private LTA	Local site	Medium	Medium	Low	Protect
172	Endon Tennis Club	Tennis	Sports Club	Four artificial turf courts rated as good quality with floodlight and two macadam courts rated as good quality without floodlights.	Ensure that the quality of the courts is sustained and that an appropriate sinking fund is established and in place for future resurfacing.	Tennis LTA	Local site	Medium	Medium	Low	Protect
174	Blythe Business Park	Bowls	Sports Club.	One pitch rated as standard quality and the home venue to Checkley Parish BC.	Seek opportunities to enhance quality of the green through qualitative enhancements to the maintenance regime.	Sports Club	Local site	Medium	Medium	Low	Protect Enhance
175	Kingsley Bowling Club	Bowls	Sports Club	One pitch rated as good quality and is home venue of Kingsley BC.	Seek to sustain quality of the bowling green through continuation of the current maintenance regime.	Community Organisation	Local site	Medium	Medium	Low	Protect

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Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>26</sup>	Cost <sup>27</sup>	Aim
178	Dilhorne Bowls Club	Bowls	Sports Club	One good quality bowling green. It is the only club without access to a clubhouse or changing provision, although toilet facilities are available.	Explore funding opportunities to provide a suitable clubhouse facility.	Sports Club	Local site	High	Short	Medium	Protect Enhance
179	Cicely Haughton School, Wetley Rocks	3G	School	Small sided 3G pitch with no floodlights. Pitch is unavailable for community use. Pitch unlikely to be suitable for investment given size.	Ensure quality of the pitch is sustained for school use.	School FA	Local site	Low	Long	Low	Protect

# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH STRATEGY

## NATIONAL PARK ANALYSIS AREA

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>28</sup>
Football (grass pitches)	National Park	No current shortfall.	No future shortfall.
	Staffordshire Moorlands	Spare capacity of 3 adult match equivalent sessions. Shortfall of 2 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Mini 7v7 pitches at capacity. Shortfall of 1.5 mini 5v5 pitches.	Spare capacity of 2.5 adult match equivalent sessions. Shortfall of 4 youth 11v11 pitches. Spare capacity of 0.5 youth 9v9 match equivalent sessions. Shortfall of 2 match sessions on mini 7v7 pitches. Shortfall of 2.5 mini 5v5 pitches.
Football (Full sized 3G pitches) <sup>29</sup>	Staffordshire Moorlands	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).	Shortfall of three full sized 3G pitches (due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District).
Rugby union	National Park	No current shortfall.	No future shortfall.
	Staffordshire Moorlands	Shortfall of one match session per week at Leek RFC.	Shortfall of 3 match sessions per week at Leek RFC.
Cricket	National park	No current shortfall.	No future shortfall
	Staffordshire Moorlands	Currently at operating at capacity. Shortfalls are however identified at Ashcome Park CC, Bagnall Norton CC, Checkley CC and Endon CC.	Shortfall of 35 match equivalent sessions.
Hockey (Sand/water AGPs)	National Park	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Tennis	National Park	Current demand is being met.	Future demand can be met.

<sup>28</sup> Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

<sup>29</sup> Based on accommodating 42 teams to one full size pitch for training.

## STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH STRATEGY

Sport	Analysis area	Current shortfalls	Future shortfalls (2031) <sup>28</sup>
	Staffordshire Moorlands	All club sites are within recommended capacity. All remaining courts have spare capacity.	All club sites within recommended capacity.
Bowls	National Park	Current demand is being met.	Future demand can be met.
	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.
Athletics	Staffordshire Moorlands	Current demand is being met.	Future demand can be met.

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Site ID	Site	Sport	Management	Current status	Recommended actions	Lead Partners	Site hierarchy tier	Priority	Timescales <sup>30</sup>	Cost <sup>31</sup>	Aim
66	Alstonefield Cricket Club	Cricket	Sports Club	A standard quality natural grass cricket square with six wickets. Available for community use. The pitch has actual play available of 20 match sessions per season. The square is fully available during the peak period.	Seek to ensure that the quality of the square is sustained. Explore potential opportunities for the square to be better utilised, particularly in the peak period.	Sports Club ECB	Local site	Medium	Medium	Low	Protect
129	Waterhouses Playing Fields	Football	Parish Council	One adult pitch rated as standard quality and one mini 7v7 pitch rated as poor quality. The adult pitch has no actual spare capacity at peak time. The mini 7v7 pitch has had its spare capacity discounted due to poor pitch quality.	Seek to make qualitative improvements to the maintenance regime to improve quality of the mini 7v7 pitch. Ensure quality of the adult pitch is sustained.	Parish Council FA	Local site	Medium	Medium	Low	Protect
		Cricket	Parish Council	A standard quality natural grass cricket square with one wicket. Suitable for recreation village cricket only.	Look to ensure that the wicket can continue to accommodate local village matches.	Parish Council		Medium	Medium	Low	
141	Waterhouses Bowls Club	Bowls	Sports Club	One pitch rated as standard quality and is home venue to Waterhouses & District BC.	Look to improve quality of the maintenance regime of the green to make quality improvements.	Sports Club	Local site	Medium	Medium	Low	Protect
165	Hollinsclough C of E Academy	Football	School	One mini 7v7 pitch rated as standard quality. Not available for community use.	Ensure quality of pitch is sustained for curricular use.	School FA	Local site	Medium	Medium	Low	Protect

<sup>30</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>31</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

## PART 7: HOUSING GROWTH SCENARIOS

The PPS provides an estimate of demand for pitch sport based on population forecasts and club consultation to 2031 (in line with the Local Plan). This future demand is translated into teams likely to be generated, rather than actual pitch provision required. Sport England's Playing Pitch Demand Calculator adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved by taking the current team generation rates (TGRs) and current population from the Assessment Report to determine how many new teams would be generated from an increase in population derived from housing growth. It also gives the associated costs of supplying the increased pitch provision.

The scenarios below show the additional demand for pitch sports generated from housing growth (it does not include non-pitch sports). The demand is shown in match equivalent sessions per week for the majority of sports, with the exception of cricket, where match equivalent sessions are by season. The indicative figures are based on the assumption that population growth will average 2.5 per dwelling.

Please note that the figures are indicative and do not provide information on where the housing is likely to be located, how many dwellings will actually be provided or which existing playing fields the additional demand is likely to migrate to.

Also note that the calculator needs to be regularly updated to ensure that it remains relevant, especially in relation to the costings it provides.

### ***Scenario 1: Likely demand generated for pitch sports from housing growth requirement over the Local Plan period (2031)***

The housing requirement included in the Preferred Options Local Plan (2017) for Staffordshire Moorlands is identified as 8,471 dwellings over the period to 2031, equating to 320 dwellings per year from 2012.

*Table 7.1: Likely demand for pitch sports generated from housing growth (2031)*

Pitch Sport	Estimated demand by sport (2031)
Adult football	1.36 match equivalent sessions per week
Youth football	1.53 match equivalent sessions per week
Mini soccer	1.04 match equivalent sessions per week
Rugby union	0.34 match equivalent sessions per week
Rugby league	-
Hockey	0.41 match equivalent sessions per week
Cricket	48.00 match equivalent sessions per season

Should new pitches be required to accommodate all of this demand, the capital cost is estimated at £581,681<sup>32</sup> and the total life cycle cost (per annum) is £115,481.<sup>33</sup>

<sup>32</sup> Capital cost is based on 2016 second quarter calculations.

<sup>33</sup> Sport England Life Cycle Costs Natural Turf Pitches and Artificial Surfaces April 2012

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## **Scenario 2: Likely demand generated for pitch sports from housing growth over the next five years (2022)**

The housing requirement for Staffordshire Moorlands over the next five years is identified as 1,600 dwellings (based on 320 being provided each year).

*Table 7.2: Likely demand for pitch sports generated from housing growth (2022)*

Pitch Sport	Estimated demand by sport (2022)
Adult football	0.23 match equivalent sessions per week
Youth football	0.26 match equivalent sessions per week
Mini soccer	0.18 match equivalent sessions per week
Rugby union	0.06 match equivalent sessions per week
Rugby league	-
Hockey	0.07 match equivalent sessions per week
Cricket	8.23 match equivalent sessions per season

Should new pitches be required to accommodate all of this demand, the capital cost is estimated at £99,717<sup>34</sup> and the total life cycle cost (per annum) is £19,797.<sup>35</sup>

### **Conclusions**

The tables above show that over the local plan period and up to 2022, demand will be generated for each pitch sport (with the exception of rugby league) to a lesser or greater extent. That being said, the additional demand is relatively small, suggesting that demand arising from most new housing developments could be accommodated on existing provision provided that the recommendations of the PPS are acted upon.

As such, new developments should be used to obtain contributions for the improvement of priority sites, which should be informed by the preceding Action Plan and future consultation with NGBs. The demand calculator should be used for each new development to determine the level of contribution required.

<sup>34</sup> Capital cost is based on 2016 second quarter calculations.

<sup>35</sup> Sport England Life Cycle Costs Natural Turf Pitches and Artificial Surfaces April 2012

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## **PART 8: 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 Staffordshire Moorlands. 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 the District 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 and protection 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 annual 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 outdoor sports facilities will likely to have changed over the three years. Therefore, without any form of review and update within this time period it would be difficult to make the case that the supply and demand information and assessment work is sufficiently robust.

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 outdoor sports provision in the area
- ◀ Monitors, evaluates and reviews progress with the delivery of the recommendations and action plan
- ◀ Shares lessons learnt from how the PPS has been used and how it has been applied to a variety of circumstances
- ◀ Ensures 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 outdoor sports 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).

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.

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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.

## 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
<b>Step 9: Apply &amp; deliver the strategy</b>		
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?		
<b>Step 10: Keep the strategy robust &amp; up to date</b>		
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?		

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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

The recommendations within this Strategy have been developed via the combination of information gathered during consultation, site visits and analysis. They reflect key areas to be addressed over its lifetime. However, implementation must be considered in the context of financial implications and the need for some proposals to also meet planning considerations.

### National context

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

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

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

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

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

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

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

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

- ◀ Physical Wellbeing
- ◀ Mental Wellbeing

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- ◀ Individual Development
- ◀ Social & Community Development
- ◀ Economic Development

## ***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 (2015 – 2019)***

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:

- ◀ Sustain and Increase Participation.
- ◀ Ensure access to education sites to accommodate the game.
- ◀ Help players to be the best that they can be and provide opportunities for them to progress from grassroots to elite.
- ◀ Recruit, retain and develop a network of qualified referees
- ◀ Support clubs, leagues and other competition providers to develop a safe, inclusive and positive football experience for everyone.
- ◀ Support Clubs and Leagues to become sustainable businesses, understanding and serving the needs of players and customers.

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- ◀ Improve grass pitches through the pitch improvement programme to improve existing facilities and changing rooms.
- ◀ Deliver new and improved facilities including new Football Turf Pitches.
- ◀ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

## England and Wales Cricket Board (ECB) Cricket Unleashed 5 Year Plan

The England and Wales Cricket Board unveiled a new strategic five-year plan in 2016 (available at <http://www.cricketunleashed.com>). Its success will be measured by the number of people who play, follow or support the whole game.

The plan sets out five important headline elements and each of their key focuses, these are:

- ◀ **More Play** – make the game more accessible and inspire the next generation of players, coaches, officials and volunteers. Focus on:
  - ◀ *Clubs and leagues*
  - ◀ *Kids*
  - ◀ *Communities*
  - ◀ *Casual*
- ◀ **Great Teams** – deliver winning teams who inspire and excite through on-field performance and off-field behaviour. Focus on:
  - ◀ *Pathway*
  - ◀ *Support*
  - ◀ *Elite Teams*
  - ◀ *England Teams*
- ◀ **Inspired Fans** – put the fan at the heart of our game to improve and personalise the cricket experience for all. Focus on:
  - ◀ *Fan focus*
  - ◀ *New audiences*
  - ◀ *Global stage*
  - ◀ *Broadcast and digital*
- ◀ **Good Governance and Social Responsibility** – make decisions in the best interests of the game and use the power of cricket to make a positive difference. Focus on:
  - ◀ *Integrity*
  - ◀ *Community programmes*
  - ◀ *Our environments*
  - ◀ *One plan*
- ◀ **Strong Finance and Operations** – increase the game's revenues, invest our resources wisely and administer responsibly to secure the growth of the game. Focus on:
  - ◀ *People*
  - ◀ *Revenue and reach*
  - ◀ *Insight*
  - ◀ *Operations*

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

The 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.

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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

## **England Hockey (EH) - A Nation Where Hockey Matters (2013-2017)**

EH have a clear vision, a powerful philosophy and five core objectives that all those who have a role in advancing Hockey can unite behind. With UK Sport and Sport England's investment, and growing commercial revenues, EH are ambitious about how they can take the sport forward in Olympic cycles and beyond.

*"The vision is for England to be a 'Nation Where Hockey Matters'. A nation where hockey is talked about at dinner tables, playgrounds and public houses, up and down the country. A nation where the sport is on the back pages of our newspapers, where children dream of scoring a goal for England's senior hockey team, and where the performance stirs up emotion amongst the many, not the few"*

England Hockey aspires to deepen the passion of those who play, deliver and follow sport by providing the best possible environments and the best possible experiences. Whilst reaching out to new audiences by making the sport more visible, available and relevant and through the many advocates of hockey.

Underpinning all this is the infrastructure which makes the sport function. EH understand the importance of volunteers, coaches, officials, clubs and facilities. The more inspirational people can be, the more progressive Hockey can be and the more befitting the facilities can be, the more EH will achieve. The core objectives are as follows:

- ◀ Grow our Participation
- ◀ Deliver International Success
- ◀ Increase our Visibility

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- ◀ Enhance our Infrastructure
- ◀ Be a strong and respected Governing Body

England Hockey has a Capital Investment Programme (CIP) that is planned to lever £5.6 million investment into hockey facilities over the next four years, underpinned by £2m million from the National Governing Body. With over 500 pitches due for refurbishment in the next 4-8 years, there will be a large focus placed on these projects through this funding stream. The current level of pitches available for hockey is believed to be sufficient for the medium-term needs, however in some areas, pitches may not be in the right places in order to maximize playing opportunities

## ***England Hockey Strategy***

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

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

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

The 3 main objectives of the facilities strategy are:

### **1. PROTECT: To conserve the existing hockey provision**

We currently have over 1,000 pitches that are used by hockey clubs (club, school, universities.) We need to retain the current provision where appropriate to ensure that hockey is maintained across the country. Tactics for supporting this will include:

- ◀ Working with hockey clubs on their facilities partnerships.
- ◀ Influencing Playing Pitch Strategies (PPS) - Continuing the strong relationship with the FA on a local and national level to identify priorities.

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

The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to more support for clubs to obtain better agreements with facilities providers & education around owning an asset. Tactics for supporting this will include:

- ◀ Targeted investment through England Hockey and other key funding partners.
- ◀ Education around asset owning including when it is appropriate for clubs to asset own as opposed to hire facilities.
- ◀ Improving the administration and business planning with asset owning organisation to ensure there is appropriate finances in place for the replacement of the surface.
- ◀ Developing stronger partnerships between hockey clubs and the asset owner recognising that many clubs are the single largest user of an artificial grass pitch.

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- ◀ Strategic investment into pitches that provide opportunities to deliver our player pathway Supporting clubs in the national leagues to achieve the facilities Elite Operating Standards requirements.
- 3. DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.**

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

- ◀ Targeted investment through the Capital Investment Programme and other key funding partners.
- ◀ Mapping of sites through research and priority areas.
- ◀ Clear rationale developed and implemented that identifies where multi pitch sites should be placed.

## ***2015-2018 British Tennis Strategy***

The new strategy is presented in a concise one page framework that includes key strategies relating to three participation "focus" areas, six participation "drivers" and three participation "enablers". To achieve success, the 12 strategy areas will need to work interdependently to stem the decline and unlock sustainable growth:

The three participation "focus" areas are where tennis is consumed:

- ◀ Deliver great service to clubs
- ◀ Build partnerships in the community, led by parks
- ◀ Enhance the tennis offer in education

The six participation "drivers" are the areas that will make the biggest difference where tennis is consumed. They must all be successful on a standalone and interconnected basis and include:

- ◀ Becoming more relevant to coaches
- ◀ Refocusing on recreational competition
- ◀ Providing results orientated facility investment
- ◀ Applying best in class marketing and promotion
- ◀ Jump starting the peak summer season
- ◀ Establishing a "no compromise" high performance programme with focus

The final layer is comprised of three participation "enablers" that underpin our ability to be successful. These enablers are rooted in how the LTA will get better; how the entire network of partners must be harnessed to work together and the need to raise more financial resources to fund our sport's turnaround. They include:

- ◀ Becoming a more effective and efficient LTA
- ◀ Harnessing the full resource network
- ◀ Generating new revenue

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For further information and more detail on the framework please go to <http://www.lta.org.uk/about-the-lta/structure-vision>

## ***Bowls England: Strategic Plan 2014-2017***

Bowls England will provide strong leadership and work with its stakeholders to support the development of the sport of bowls in England for this and future generations.

The overall vision of Bowls England is to:

- ◀ Promote the sport of outdoor flat green bowls.
- ◀ Recruit new participants to the sport of outdoor flat green bowls.
- ◀ Retain current and future participants within the sport of flat green bowls.

In order to ensure that this vision is achieved, ten key performance targets have been created, which will underpin the work of Bowls England up until 31<sup>st</sup> March 2017.

- ◀ 115,000 individual affiliated members.
- ◀ 1,500 registered coaches.
- ◀ Increase total National Championship entries by 10%.
- ◀ Increase total national competition entries by 10%.
- ◀ Medal places achieved in 50% of events at the 2016 World Championships.
- ◀ 35 county development plans in place and operational.
- ◀ County development officer appointed by each county association.
- ◀ National membership scheme implemented with 100% uptake by county associations.
- ◀ Secure administrative base for 1st April 2017.
- ◀ Commercial income to increase by 20%.

Despite a recent fall in affiliated members, and a decline in entries into National Championships over the last five years, Bowls England believes that these aims will be attained by following core values. The intention is to:

- ◀ Be progressive.
- ◀ Offer opportunities to participate at national and international level.
- ◀ Work to raise the profile of the sport in support of recruitment and retention.
- ◀ Lead the sport.
- ◀ Support clubs and county associations.

## ***England Athletics: Whole Sport Plan 2013-2017***

The England Athletics plan outlines a strategy to attract and retain 3 million athletics participants by 2017, from a current base of 1.9 million as measured by Active People, whilst cementing athletics as the most popular individual sporting activity in England.

*“The ambition is to make England an athletic nation. Traditional athletics for some, running for many, fitness for all”.*

In order to achieve this, the goals of the strategic plan are:

- ◀ To grow and sustain participation levels in the sport.
- ◀ To improve the experiences of every participant in the sport.

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- ◀ To improve performance levels and to grow the next generation of senior athletic champions.

The plan also reflects a total commitment to delivering an inclusive sport, setting specific disability targets that are woven into the core measures for growth and retention of participation. Key personnel within the England Athletics staffing structure will now lead this area of work, focusing on:

- ◀ Delivering inclusive formats of the sport.
- ◀ National policy and programme development.
- ◀ Coaching and teaching resources.

## ***UK Athletics Facilities Strategy (2014-2019)***

Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.

UKA and the Home Country Athletics Federations (HCAFs) recognise the challenges faced by facility owners and venue operators, and the 5 year Facility Strategy (2014-2019) uses a Track & Field facility model designed to support a sustainable UK network of development, training and competition venues that meet Home Country needs aligned to UKA's Athlete/Participant Development Model. In addition to Track and Field provision, UKA recognises the huge amount of club activity that takes place on roads, paths and trails and the strategy also maps out a plan for future "running" facilities.

The strategy does not seek to identify priority facilities, clubs or geographical areas. Instead, it provides the direction and guidance that will enable the four Home Country Athletics Federations (England Athletics, Athletics Northern Ireland, Scottish Athletics and Welsh Athletics) to establish their own priorities and deliver the principles of the UKA Facilities Strategy within their own national context.

## **UKA's 2014-19 Facilities Strategy key outcomes:**

- ◀ Increased participation across all athletics disciplines
- ◀ Increased club membership by providing facilities that support a participation pathway from novice through to club member
- ◀ Increased talent pool
- ◀ Long term improvement in the development of athletes of all ages and abilities
- ◀ Securing the long term future of existing facilities
- ◀ More attractive and inspiring facilities for existing and potential athletes
- ◀ Improving the athletics experience for all participants
- ◀ Improved relationships and interactions between stakeholders, particularly clubs and facility operators

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## ***Local context***

### ***Staffordshire Moorlands Emerging Local Plan***

The Council is currently preparing a new Local Plan that will be used to decide the outcome of planning applications in the future, up to 2031. There are a number of stages involved in the process, with local residents being consulted along the way. All responses will be considered alongside relevant evidence, guidance and national policy.

The intention is for the Preferred Options Local Plan to be published for public consultation during the summer of 2017.

### ***Peak District National Park Local Development Framework Core Strategy (2011-2026)***

The Strategy sets out the vision, objectives and spatial strategy for the National Park and includes core policies to guide development and change up to 2026. The key challenges identified broadly fall into seven closely related themes:

- ◀ Landscapes and conservation
- ◀ Recreation and tourism
- ◀ Climate change and sustainable building
- ◀ Homes, shops and community facilities
- ◀ Supporting economic development
- ◀ Minerals
- ◀ Accessibility, travel and traffic

The vision of the Strategy is for:

“A conserved and enhanced Peak District, where the natural beauty and quality of its landscapes, its biodiversity, tranquillity, cultural heritage and the settlements within it continue to be valued for the diversity and richness.

“A welcoming Peak District, where people from all parts of our diverse society have the opportunity to visit, appreciate, understand and enjoy the National Park’s special qualities.

“A living, modern and innovative Peak District, that contributes positively to vibrant communities for both residents and people in neighbouring urban areas, and demonstrates a high quality of life whilst conserving and enhancing the special qualities of the National Park.

“A viable and thriving Peak District economy, that capitalises on its special qualities and promotes a strong sense of identity.”

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## APPENDIX TWO: FUNDING PLAN

### Funding opportunities<sup>36</sup>

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 <a href="http://www.biglotteryfund.org.uk/">http://www.biglotteryfund.org.uk/</a>	Big invests in community groups and to projects that improve health, education and the environment. For example, Awards for All which is for small Lottery grants of between £300 and £10,000.
Sport England The current funding streams will change throughout 2016/17 so refer to the website for the latest information: <a href="http://funding.sportengland.org/funding/our-different-funds/">http://funding.sportengland.org/funding/our-different-funds/</a>	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 <a href="http://www.footballfoundation.org.uk/funding-schemes/">http://www.footballfoundation.org.uk/funding-schemes/</a>	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 <a href="http://www.rugbyfootballfoundation.org/index.php?option=com_content&amp;view=article&amp;id=14&amp;Itemid=113">http://www.rugbyfootballfoundation.org/index.php?option=com_content&amp;view=article&amp;id=14&amp;Itemid=113</a>	The Grant Match Scheme in particular provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a 'match funding' 50:50 basis to support a proposed project. 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). Other loan schemes are also available.
The England and Wales Cricket Trust <a href="https://www.ecb.co.uk/be-involved/club-support/club-funding">https://www.ecb.co.uk/be-involved/club-support/club-funding</a>	Interest Free Loan Scheme provides finance to clubs for capital projects and the Small Grant Scheme is also open to applications from affiliated cricket clubs.
EU Life Fund <a href="http://ec.europa.eu/environment/funding/intro_en.htm">http://ec.europa.eu/environment/funding/intro_en.htm</a>	LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU.
National Hockey Foundation <a href="http://www.thenationalhockeyfoundation.com/">http://www.thenationalhockeyfoundation.com/</a>	The Foundation primarily makes grants to a wide range of organisations that meet one of the areas of focus: Young people and hockey, Enabling the development of hockey at youth or community level.

<sup>36</sup> Up to date as of April 2017.

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## Protecting Playing Fields

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

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

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

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

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

Sport England's 'Inspired Facilities' funding programme will be delivered via funding rounds and 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 provide opportunities for Council to access this funding particularly in relation to resurfacing the artificial sports surfaces. For further up to date information please go to: <http://funding.sportengland.org/funding/our-different-funds/protecting-playing-fields/>

## 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.

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Sport England has a key role to play in the sector, from influencing the local strategic planning and review of sports facility provision to investing in major capital projects of strategic importance.

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

Key features which applications must demonstrate are:

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

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

The Strategic Facilities Fund will prioritise projects that:

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

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

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## Funder's requirements

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

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

## Indicative costs

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

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

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

### APPENDIX THREE: GLOSSARY

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

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

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

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

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

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

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

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

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

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