

Public Document Pack

Date of meeting Tuesday, 24th March, 2015
Time 7.00 pm
Venue Committee Room 2, Civic Offices, Merrial Street,
Newcastle-under-Lyme, Staffordshire, ST5 2AG
Contact Justine Tait ext 2250

Active and Cohesive Communities Scrutiny Committee

AGENDA

PART 1 – OPEN AGENDA

- 1 Apologies**
- 2 Declarations of Interest**
- 3 Minutes from the previous meeting** (Pages 3 - 6)
- 4 Playing Pitch Strategy** (Pages 7 - 182)
- 5 WORK PLAN** (Pages 183 - 194)

To discuss and update the work plans to reflect current scrutiny topics.

Annual Work Plan

To receive the outcomes and recommendations of the topics reported during the past twelve months.

6 PUBLIC QUESTION TIME

Any member of the public wishing to submit a question must serve two clear days' notice, in writing, of any such question to the Borough Council.

7 URGENT BUSINESS

To consider any business which is urgent within the meaning of Section 100B(4) of the Local Government Act 1972.

Members: Councillors Bailey (Chair), Mrs Burgess, Miss Cooper, Eagles, Harper, Mrs Heesom, Mrs Johnson, Plant, Rout (Vice-Chair), J Tagg and Miss Walklate

PLEASE NOTE: The Council Chamber and Committee Room 1 are fitted with a loop system. In addition, there is a volume button on the base of the microphones. A portable loop system is available for all

other rooms. Should you require this service, please contact Member Services during the afternoon prior to the meeting.

Members of the Council: If you identify any personal training/development requirements from any of the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Democratic Services Officer at the close of the meeting.

Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

ACTIVE AND COHESIVE COMMUNITIES SCRUTINY COMMITTEE

Thursday, 20th November, 2014

Present:-	Councillor Reginald Bailey – in the Chair
Councillors	Councillor Mrs Burgess, Miss Cooper, Eastwood, Councillor Harper, Councillor Mrs Heesom, Councillor Plant, Councillor Mrs Rout, Councillor Tagg and Councillor Miss Walklate
Officers	Executive Director Operational Services Head of Leisure and Cultural Services Sport and Active Lifestyles Manager Scrutiny Officer

1. APOLOGIES

Apologies were received from Councillors Hambleton and Mrs Johnson.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. MINUTES FROM THE PREVIOUS MEETING - MONDAY 6TH OCTOBER 2014

The minutes of the previous meeting held on Monday 6th October 2014 were agreed as a true and accurate record.

4. KIDSGROVE SPORTS CENTRE WORKING GROUP REPORT

The Head of Leisure and Cultural Services presented the Kidsgrove Sports Centre Working Group's feasibility report on the future of Kidsgrove Sports Centre, which would be presented to Cabinet and inform a future detailed business case for the replacement or refurbishment of the Centre.

The report covered a number of aspects; what was the demand for different types of sports facilities in Kidsgrove, what was the right facility mix for the area, who should be responsible for providing what, what were the best locations and what would the different options cost to build and operate and what options required investigating to bring the project to fruition.

There was a need to maintain a six lane, 25 metre swimming pool and a teaching pool in Kidsgrove, as well as a gym and flexible studio space. If the swimming pool was lost at Kidsgrove it would leave the Borough severely under for water space.

The Working Group considered eight sites in total but did not uncover any funding available through the disposal of surplus land assets.

Birchenwood (bowling green, tennis courts and pavilion) and
Birchenwood (Mount Road)

Both of these sites were in Council ownership but fell within a green belt and would take until 2018 for the Local Plan review to consider the possibility of moving out of the green belt. Former land use/filled land – sites were not suitable.

Liverpool Road

There were significant topography concerns and heavily wooded – the site was not suitable

Heathcote Street

The site was on a steep hill and was allocated for sheltered housing – the site was not suitable.

Clough Hall Park

The site was in the Council ownership but had poor access and there would have been a loss of the playing field – the site was not suitable.

This left a short list of three sites and one was subsequently ruled out – Station Road due to insufficient space for a sports centre.

Thus resulting in two sites remaining:-

Hardingswood Road Workingmen's Club

The Council would need to procure the site and in so doing probably relocate the Workingmen's Club.

New Build on Existing Site

This would be to Sport England specification.

The following questions were raised by Members and answers provided:

Q1 Would there be adequate car parking space for a new build on the existing site?

A1 It would depend where on the existing site the Borough develops.

Q2 How long would it take to demolish and rebuild?

A2 Two years. There would be a possibility to build behind the existing sports centre enabling the Centre to continue working.

Q3 When construction commences traffic flow would increase, particularly with the movement of lorries, on to the site which would prevent the public visiting the sports centre.

A3 There was additional car parking to the back of the lower section of the school, which the Headteacher agreed the public could utilise, but significant difficulties were foreseen if shared access was granted.

Q4 Would there be an impact on the local residents within the surrounding area?

- A4 The Planning Committee had considered and objected to the planning application. Sport England had submitted a number of recommendations regarding the impact on local residents and the options around space had been considered on the planning application from Clough Hall Technology School.

There would be an issue when the current agreement expired in March 2016 and it was anticipated that Clough Hall Technology College would be granted planning permission resulting in the school being constructed by July 2016 for occupation by September 2016 academic year. Once the school takes occupation no further financial contribution would be received, which currently was £65,000 and the repairs and maintenance would revert to the Borough Council, resulting in an increase in costs.

The Head of Leisure and Cultural Services advised that East Staffordshire Borough Council had refurbished a sports centre/swimming pool of around £5m. A visit by the Members of the Working Group would be arranged.

Conclusion

No funding had been identified from the disposal of assets by the Council. The Head of Leisure and Cultural Services advised that Committee recommend Cabinet considers the site options and facility mix and, following this, focuses on an affordable funding solution linked to the procurement of a replacement sports centre for Kidsgrove.

Resolved:-

- (a) Committee agreed for the feasibility report to be submitted to Cabinet on the 10th December 2014.
- (b) A site visit to East Staffordshire to be arranged for the Members of the Working Group.

5. DATE AND TIME OF NEXT MEETING

Monday 9th March 2015, 7.00pm in Committee Room 1

COUNCILLOR REGINALD BAILEY
Chair

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NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY FEBRUARY 2015

Integrity, Innovation, Inspiration

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NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

PART 1: INTRODUCTION

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

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

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

Other key objectives include:

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

1.1: Structure

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

1.2 Links to other strategies

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

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

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

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

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

1.3 Vision

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

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

PART 2: STRATEGIC KEY ISSUES

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

PART 3: AIMS

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

AIM 1

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

AIM 2

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

AIM 3

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

PART 4: STRATEGIC RECOMMENDATIONS

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

AIM 1

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

Recommendations:

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

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

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

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

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

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

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

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

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A lapsed site is any site where the last known use was as a playing field more than five years ago (these fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 74 of the National Planning Policy Framework). The disposal of these pitches should be considered as part of the Council's Green Spaces Strategy:

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

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

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

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

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

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

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

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

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

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

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

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

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

Recommended criteria for lease of sport sites to clubs/organisations

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

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

Recommendation c - Maximise community use of education sites

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

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

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

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

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

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

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

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

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

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

Broadly speaking, its role should be to:

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

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

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

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

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

AIM 2

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

Recommendations:

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

Recommendation d – Improve pitch quality

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

Address quality issues

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

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

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

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

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

Address overplay

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

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

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

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Apply appropriate levels of maintenance to sustain/improve pitch quality

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

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

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

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

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

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

Recommendation f – Work in partnership with stakeholders to secure funding

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

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

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

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

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

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

Sport England research suggests the following:

Economic impact:

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

Health impact:

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

Social and cultural impact:

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

Recommendation g – Establish an approach to securing developer contributions

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

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

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

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

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

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

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

AIM 3

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

Recommendations:

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

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

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

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

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

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

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

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

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

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

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

PART 5: SPORT SPECIFIC ISSUES AND RECOMMENDATIONS

Football pitches

Key issues - grass

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

Key issues – 3G

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

Scenarios

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

Football aim:

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

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Recommendations - grass

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

Recommendations – 3G

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

Cricket pitches

Key issues

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

Scenarios

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

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

Cricket aim:

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

Recommendations

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

Rugby union pitches

Key issues

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

Scenarios

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

Rugby aim:

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

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Recommendations

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

Hockey - AGPs

Key issues

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

Scenarios

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

Hockey aim:

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

Recommendations

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

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Non pitch facilities²

Tennis courts - key issues

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

Bowling greens – key issues

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

Netball courts – key issues

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

Non pitch aim:

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

Tennis courts - recommendations

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

Bowling greens - recommendations

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

Netball courts - recommendations

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

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

PART 6: ACTION PLAN

Introduction

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

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

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

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

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

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

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

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

Site criteria

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

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

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

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

Key centres

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

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

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

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

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

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

Management and development

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

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

Action plan columns

Key partners

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

Hierarchy and priority

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

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

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

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

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

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

Delivery timescales

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

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

Aim

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

Cost

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

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

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KIDSGROVE

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

Football

Summary of pitches required to meet current and future demand

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

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

Cricket

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

Rugby union

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

³ Red identifies a shortfall and green identifies spare capacity

⁴ ONS 2012-based projections 2012-2037

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Hockey

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

Tennis

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

Bowls

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

Netball

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

Kidsgrove

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

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

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

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

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

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

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

NEWCASTLE URBAN CENTRAL

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

Football

Summary of pitches required to meet current and future demand

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

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

Cricket

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

Rugby union

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

Hockey

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

¹¹ Red identifies a shortfall and green identifies spare capacity

¹² ONS June 2012 mid-year figures

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Tennis

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

Bowls

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

Netball

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Newcastle urban central

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

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

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

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

NEWCASTLE URBAN SOUTH & EAST

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

Football

Summary of pitches required to meet current and future demand

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

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

Cricket

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

Rugby union

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

Hockey

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

²³ Red identifies a shortfall and green identifies spare capacity

²⁴ ONS June 2012 mid-year figures

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Tennis

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

Bowls

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

Netball

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Newcastle urban south & east

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

RURAL AREA

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

Football

Summary of pitches required to meet current and future demand

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

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

Cricket

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

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

Rugby union

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

³⁵ Red identifies a shortfall and green identifies spare capacity

³⁶ ONS June 2012 mid-year figures

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Hockey

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

Tennis

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

Bowls

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

Netball

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

Rural area

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

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

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

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

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

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

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

NEWCASTLE UNDER LYME PLAYING PITCH STRATEGY

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

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

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

**NEWCASTLE UNDER LYME
PLAYING PITCH STRATEGY**

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

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

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

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

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

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

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

Delivery

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

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

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

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

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

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

Monitoring and updating

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

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

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

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

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

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

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

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

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

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

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


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

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Checklist

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

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

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

APPENDIX ONE: STRATEGIC CONTEXT

National context

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

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

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

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

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

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

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

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

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

National Planning Policy Framework

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

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

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

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

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

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

The FA National Game Strategy (2011 – 2015)

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

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

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

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

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

The FA National Facilities Strategy (2013 – 2015)

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

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

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

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

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

It also commits to:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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The Rugby Football League Facility Strategy

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

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

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

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

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

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

England Hockey (EH)

'The right pitches in the right places'⁴⁸

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

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

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

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APPENDIX TWO: FUNDING PLAN

Funding opportunities

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

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

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

Protecting Playing Fields

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

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

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

The programmes three priorities are:

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

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

Strategic Facilities Fund

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

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

Key features which applications must demonstrate are:

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

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

The Strategic Facilities Fund will prioritise projects that:

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

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

Funder's requirements

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

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

Indicative costs

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

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

These costs are broken down into two areas:

- ◀ Facility capital costs
- ◀ Lifecycle costs

Facility capital costs

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

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

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

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Facility life cycle costs

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

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

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NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 1: INTRODUCTION AND METHODOLOGY

This is the Playing Pitch Assessment Report prepared by Knight Kavanagh & Page (KKP) for Newcastle under Lyme Borough Council (NULBC) as part of the development of the overall Playing Pitch Strategy.

In agreement with Sport England and the relevant National Governing Bodies of Sport (NGBs), the report presents a supply and demand assessment of playing pitch facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. It has been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches.

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

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

Stages A-C are covered in this report.

The methodology that has been used for non-pitch sports broadly follows the same format as the 'Developing a Playing Pitch Strategy' guidance. However, there is currently no prescribed methodology for non-pitch sports. The report draws conclusions for non-pitch sports based on a supply and demand comparison.

Stage A: Prepare and tailor the approach

Why the PPS is being developed

From a Council perspective, the PPS is a key evidence base to inform a range of strategies and policies. A key driver is to inform the Joint Local Plan and supporting infrastructure delivery plan, as well as subsidiary Local Plan documents such as a new supplementary planning document on developer contributions and CIL schedule.

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

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

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Within the Borough there are a number of significant developments proposed which have driven the need to have an up to date PPS. The following key drivers for the work were identified by the Council and its partners:

- ◀ Ensuring that sport benefits and is an integral part of the areas regeneration programme.
- ◀ Ensuring, where applicable, the outcomes of the strategy are aligned to the Councils 2013-15 Corporate Plan.
- ◀ Identifying how sport will be able to use national capital spending programmes, County Council and PFI investment programme to strategically maximise the benefit for sport on school sites.
- ◀ A robust and credible evidence base and outdoor sports strategy, containing a robust and clear methodology for understanding the needs and opportunities of the Borough in relation to formal open space, sports and recreation.
- ◀ An understanding of the needs expected to arise from expected population growth and housing growth in the Borough and the impact on play pitch provision, with recommendations on local standards, policy and investment as appropriate.
- ◀ An understanding of what improvements needs to be made with clear recommendations on the creation; improvement; protection; management and maintenance of the Borough's areas of formal outdoor sports facilities.
- ◀ Clear recommendations on improvements to the quality and accessibility of existing facilities.
- ◀ An evidence based approach of the retention and improvement and prioritisation of some sites/facilities and disposal of others.
- ◀ Baseline information to help inform the development of a borough wide green infrastructure strategy.
- ◀ The need to provide evidence in order to secure internal and external funding.

Objectives

The following objectives were established, and have been met, for the Assessment and specifically relate to the key stages of the methodology:

- ◀ Achieve a minimum 75% response rate for all pitch sport surveys distributed to clubs.
- ◀ All relevant stakeholders and council departments will be consulted as part of the assessment stages.
- ◀ To ascertain the quality of all sites accommodating playing pitches regardless of ownership or management.
- ◀ To identify key issues from consulting with key clubs (identified by each NGB) during face to face meetings.
- ◀ To take into account pitch facilities provided in neighbouring local authorities that presently service the sporting and recreational needs of residents and vice versa in terms of cross-boundary demand issues.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Scope

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

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

Management arrangements

The project team (KKP) has been responsible for the day to day development of the PPS and ensuring tasks are completed in line with the project plan. In order to ensure effective and continued PPS management, it has been supported by the Steering Group comprising representatives from the Council, NGBs and Sport England which has been responsible for the PPS from a strategic perspective and supporting, checking and challenging the work of the project team. It will be important for the Steering Group to continue once the PPS has been developed for several reasons, including:

- ◀ To be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
- ◀ To ensure implementation of the PPS's recommendations and action plan.
- ◀ To monitor and evaluate the outcomes of the PPS.
- ◀ To ensure that the PPS is kept up to date and refreshed.
- ◀ To review, at least annually, changes in supply and demand in line with available budgetary resources.

Assessment data was identified and collated between August and December 2013.

Study area and sub areas

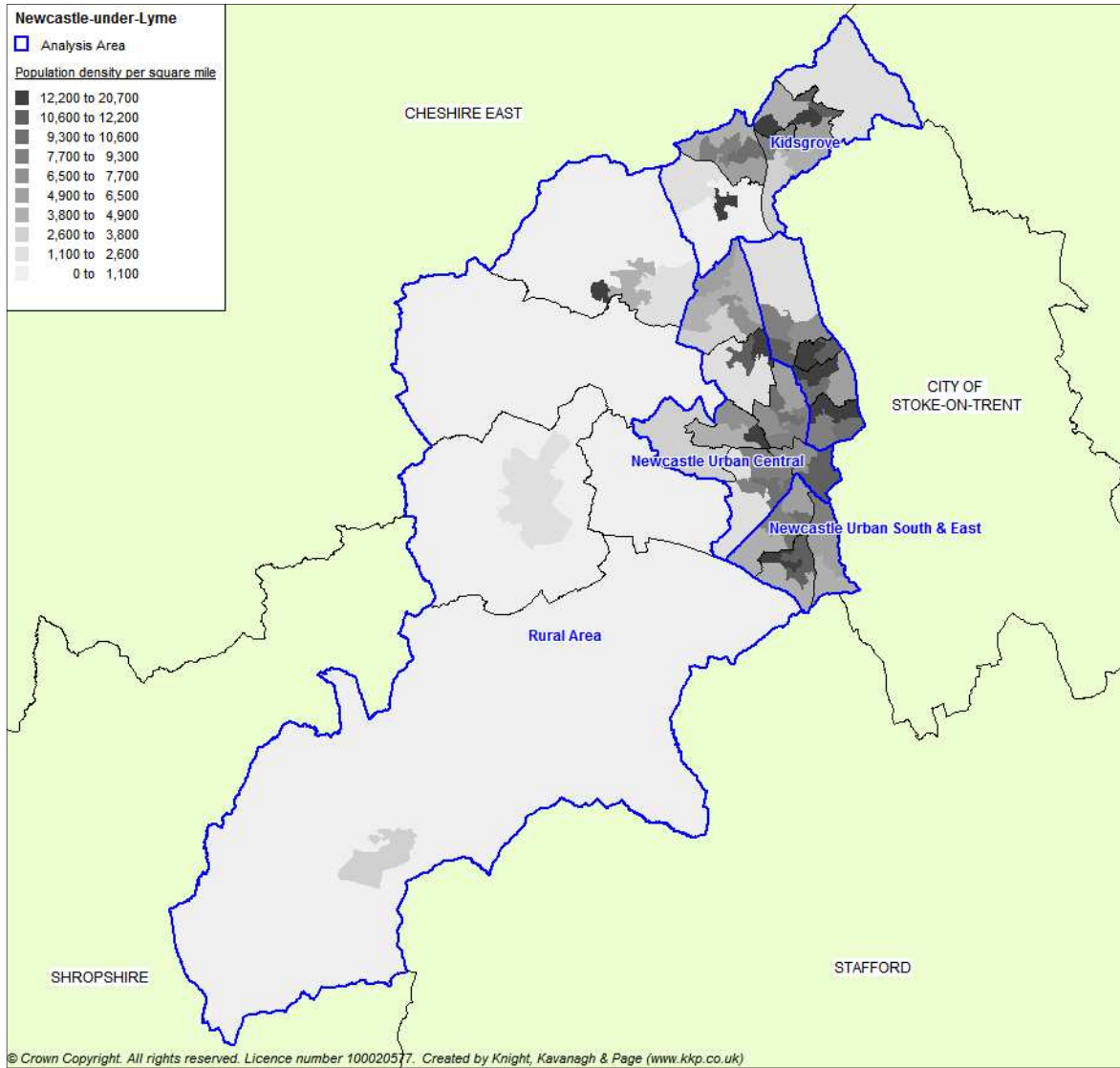
For mapping purposes and audit analysis, NUL is divided into four analysis areas, reflecting the geographical and demographical nature of the area:

- ◀ Kidsgrove
- ◀ Newcastle Urban Central
- ◀ Newcastle Urban South & East
- ◀ Rural Area

These allow more localised assessment of provision in addition to examination of supply and demand issues at a more local level. Use of analysis areas also allows local circumstances and issues to be taken into account.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 1.1 Map of analysis areas



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Tailoring the approach

Participation in sport and physical activity

In order to help establish how active the local population is, what sports are played and how likely they are to participate in pitch sports, Sport England's participation analysis tool (i.e., the Local Sport Profile tool) is used. It provides a detailed understanding of key participation trends between different groups in the Borough's population.

The Active People Survey (APS) is the largest ever survey of sport and active recreation to be undertaken in Europe. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It has now become a continuous process, with APS3 completed in Oct 2009, APS4 in October 2010, APS5 in October 2011, AP6 in October 2012 and APS7 was completed in October 2013.

Each survey gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Activity levels in the local population

Table 1.1 shows APS 3, 4, 5, 6 and 7 results for Newcastle-under-Lyme in comparison to the national and the Sport England Regional figures. Data for the nearest neighbours are also presented.

Table 1.1 Active People survey results for all adults – Newcastle-under-Lyme and nearest neighbours

KPI			National %	West Midlands %	Newcastle -under-Lyme %	Nearest neighbours		
						Wyre Forest %	Bassetlaw %	Amber Valley %
KPI 2 - At least 1 hour per week volunteering to support sport.	2008/09	%	4.7	4.7	6.0	4.7	4.5	5.6
	2009/10		4.5	4.1	5.3	5.3	6.5	4.3
	2010/11		7.3	7.4	8.8	6.1	7.9	8.7
	2011/12		7.6	8.1	2.3	8.5	5.0	8.2
	2012/13		6.0	5.5	6.4	5.1	7.6	6.6
KPI 3 - Club membership in the last 4 weeks.	2008/09	%	24.1	22.8	23.5	23.1	20.8	22.7
	2009/10		23.9	22.3	19.2	23.7	21.6	22.3
	2010/11		23.3	21.5	16.8	24.5	17.4	19.9
	2011/12		22.8	21.7	22.3	29.9	23.2	18.6
	2012/13		21.0	19.7	23.1	22.2	28.4	13.2
KPI 4 - Received tuition / coaching in last 12 months.	2008/09	%	17.5	16.2	18.8	14.5	15.6	18.5
	2009/10		17.5	16.0	13.2	17.5	17.0	17.2
	2010/11		16.2	14.4	13.1	14.7	16.0	13.0
	2011/12		16.8	16.0	8.9	19.2	16.3	16.7
	2012/13		15.8	15.8	11.7	17.3	19.6	10.0

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

KPI			National %	West Midlands %	Newcastle -under-Lyme %	Nearest neighbours		
						Wyre Forest %	Bassetlaw %	Amber Valley %
KPI 5 - Taken part in organised competitive sport in last 12 months.	2008/09	%	14.4	13.3	12.8	10.1	16.2	13.6
	2009/10		14.4	13.5	14.6	15.7	11.7	14.8
	2010/11		14.3	13.3	13.1	12.9	10.2	14.0
	2011/12		14.4	14.0	8.1	15.9	19.0	12.9
	2012/13		11.2	13.1	11.8	9.9	18.3	8.5
1x30 Indicator Participation in 30 minutes moderate intensity sport per week.	2008/09	%	35.7	33.6	35.6	30.5	33.2	35.8
	2009/10		35.3	32.9	32.2	30.0	32.4	34.7
	2010/11		34.8	32.7	31.0	34.6	35.1	38.7
	2011/12		36.0	33.5	31.1	30.3	29.4	34.1
	2012/13		35.7	33.3	37.2	34.0	32.1	30.7

Nearest neighbours are not geographic but those which are the closest to Newcastle-under-Lyme in terms of socio-demographics. This type of comparison has been developed to aid local authorities to compare and benchmark. The models apply a range of socio-economic indicators upon which the specific family group (nearest neighbours) is calculated.

The table indicates that, in 2012/2013, the percentage of adults participating in at least 1 x 30 minutes moderate intensity sport per week was higher in Newcastle-under-Lyme (37.2%) than both the national average (35.7%) and the regional average (33.3%). Furthermore, this figure was also higher than that of all of Newcastle-under-Lyme's nearest neighbours (Wyre Forest (34.0%); Bassetlaw (32.1%) and Amber Valley (30.7%)).

The table also indicates that, in 2012/2013, the percentage of people volunteering to support sport (KPI 2) in Newcastle-under-Lyme (6.4%) was higher than both the national average (6.0%) and regional average (5.5%). In addition, the number of people who obtained club membership (KPI 3) in Newcastle-under-Lyme (23.1%) was also higher than the national (21.0%) and regional average (19.7%), as well as the averages in both Wyre Forrest (22.2%) and Amber Valley (13.2%).

Nevertheless, there were fewer people receiving tuition/coaching in the last 12 months (KPI 4) in Newcastle-under-Lyme (11.7%) than there was nationally (15.8%) and regionally (15.8%). Although a greater percentage of people participated in organised competitive sport in the last 12 months (KPI 5) in Newcastle-under-Lyme (11.8%) than the national average (11.2%), this figure was lower than the regional average (13.1%). It is worth noting, however, that between 2011/12 and 2012/13, there has been a decline in the number of people participating in organised competitive sport both nationally and regionally; a trend that has also occurred in Wyre Forrest, Bassetlaw and Amber Valley. Conversely, however, during the same period, there was been an increase in Newcastle-under-Lyme from 8.1% to 11.8%, an increase of 45.7%.

Market segmentation

To help better understand attitudes, motivations and perceived barriers to participation Sport England has developed a segmentation model with 19 'sporting' segments. Each has a distinct sporting behaviour and attitude.

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Table 1.2 Sport England market segmentation summaries

Name	Title	Description	Top three participating sports nationally
Ben	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.	Football (33%) Keep fit/gym (24%) Cycling (18%)
Jamie	Sports Team Drinkers	Young blokes (aged 18-25) enjoying football, pints and pool.	Football (28%) Keep fit/gym (22%) Athletics (12%)
Chloe	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym (28%) Swimming (24%) Athletics (14%)
Leanne	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym (23%) Swimming (18%) Athletics (9%)
Helena	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym (26%) Swimming (23%) Cycling (11%)
Tim	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling (21%) Keep fit/gym (20%) Swimming (15%)
Alison	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym (27%) Swimming (25%) Cycling (12%)
Jackie	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym (27%) Swimming (20%) Cycling (9%)
Kev	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym (14%) Football (12%) Cycling (11%)
Paula	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym (18%) Swimming (17%) Cycling (5%)
Philip	Comfortable Mid-Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling (16%) Keep fit/gym (15%) Swimming (12%)
Elaine	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym (21%) Swimming (18%) Cycling (7%)
Roger & Joy	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym (13%) Swimming (13%) Cycling (8%)
Brenda	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym (15%) Swimming (13%) Cycling (4%)
Terry	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision	Keep fit/gym (8%) Swimming (6%)

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Name	Title	Description	Top three participating sports nationally
		for retirement.	Cycling (5%)
Norma	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym (12%) Swimming (10%) Cycling (2%)
Ralph & Phyllis	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym (10%) Swimming (9%) Golf (7%)
Frank	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf (7%) Keep fit/gym (6%) Bowls (6%)
Elsie & Arnold	Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym (10%) Swimming (7%) Bowls (3%)

Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful for Newcastle-under-Lyme Borough Council to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

Dominant market segmentation in Newcastle-under-Lyme by population

Figure 1.2 illustrates that Elsie & Arnold (as depicted by the navy blue coloured areas) is the market segment with the greatest coverage in Newcastle-under-Lyme. Indeed, “Elsie & Arnold” (retirement home singles) account for 9.6% of the Newcastle-under-Lyme population. This means that, of the 19 segments, the greatest proportion would benefit from initiatives that appeal to “Elsie & Arnold”; sports such as keep fit/gym, swimming and bowls.

“Philip” (comfortable mid-life males) (9.1%) and “Kev” (pub league team mates) (7.4%) are the second and third largest market segments in Newcastle-under-Lyme. Typically, “Philips” participate in sports such as cycling, keep fit/gym and swimming while “Kevs” participate in sports such as keep fit/gym, football and swimming.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 1.2 Map of dominant market segments in Newcastle-under-Lyme

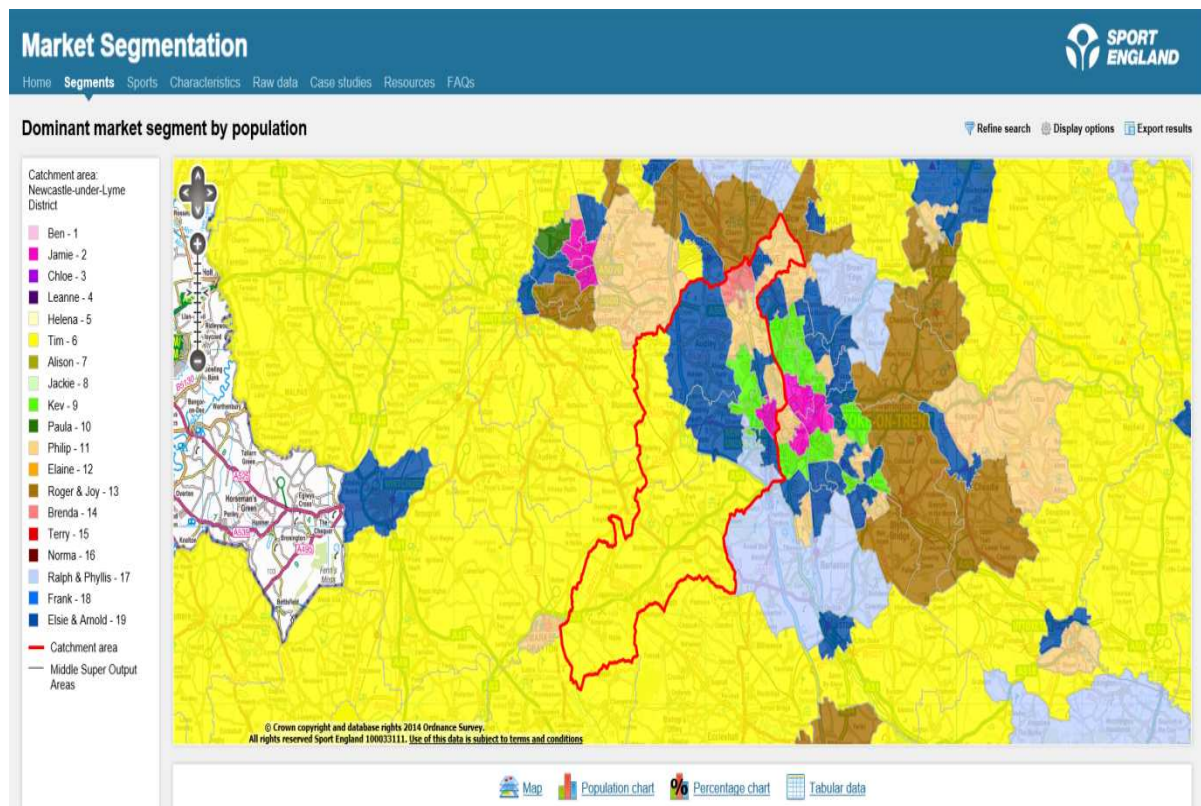


Table 1.3 Newcastle-under-Lyme: Sport England market segments

Code	Name	Description	Number	Rate
D19	Elsie & Arnold	Retirement Home Singles	9,292	9.6%
C11	Philip	Comfortable Mid-Life Males	8,872	9.1%
B09	Kev	Pub League Team Mates	7,218	7.4%
C14	Brenda	Older Working Women	7,053	7.3%
B06	Tim	Settling Down Males	6,386	6.6%
C13	Roger & Joy	Early Retirement Couples	6,210	6.4%
C12	Elaine	Empty Nest Career Ladies	5,864	6.0%
B08	Jackie	Middle England Mums	5,313	5.5%
A02	Jamie	Sports Team Drinkers	5,069	5.2%
C15	Terry	Local 'Old Boys'	4,872	5.0%
B10	Paula	Stretched Single Mums	4,263	4.4%
D18	Frank	Twilight Year Gents	4,246	4.4%
A04	Leanne	Supportive Singles	3,887	4.0%
B05	Helena	Career Focused Females	3,665	3.8%
A01	Ben	Competitive Male Urbanites	3,499	3.6%
D17	Ralph & Phyllis	Comfortable Retired Couples	3,027	3.1%
A03	Chloe	Fitness Class Friends	3,017	3.1%
B07	Alison	Stay at Home Mums	2,985	3.1%
C16	Norma	Later Life Ladies	2,232	2.3%
Total			96,970	99.9%

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Source: Sport England, 2014, Measure: Sport Market Segmentation
What does market segmentation mean for pitch sports?

Of the three largest market segments, only 'Kev' identifies football as a sport they particularly enjoy participating in. Nevertheless, football accounts for 8.0% of sports participation within Newcastle-under-Lyme, a figure that is higher than both the national (7.2%) and regional (7.6%) figures. In addition, however, 'Elsie & Arnold' identify bowls (3%) as their third most popular activity.

Which are the most popular sports played by adults in the area?

Sport	Newcastle-under-Lyme		West Midlands		England	
	Number (000s)	Rate (%)	Number (000s)	Rate (%)	Number (000s)	Rate (%)
Swimming	10.6	10.7	452.7	10.4	4,870.4	11.6
Cycling	8.5	8.5	322.4	7.4	3,486.0	8.3
Football	8.0	8.0	331.0	7.6	3,018.2	7.2
Gym	6.6	6.6	427.6	9.8	4,475.7	10.6
Athletics	4.5	4.5	252.6	5.8	2,915.7	6.9

Analysis identifies that of the top five sports within Newcastle-under-Lyme, football (8.0%) is the only pitch sport. Indeed, swimming (10.7%) remains the most popular with cycling (8.5%), gym (6.6%) and athletics (4.5%) all making the top five.

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

It is essential that a PPS is based on the best and most accurate and up-to-date information available about the supply of and demand for playing pitches. This section provides detail about how this information has been gathered.

Quantity

All playing pitches are included irrespective of ownership, management and use. Playing pitch sites were initially identified using Sport England's Active Places web based database. The Council and NGBs supported the process by checking and updating this initial data. This was also verified against club information supplied by local leagues. For each site the following detail is recorded in the project database. (It is supplied as an electronic file):

- ◀ Site name, address (including postcode) and location
- ◀ Ownership and management type
- ◀ Security of tenure
- ◀ Total number, type and quality of pitches
- ◀ A description and the quality of the ancillary facilities

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Accessibility

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

- ◀ **Community use** - pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - pitches that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ **No community use** - pitches which as a matter of policy or practice are not available for hire or use by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches where play is restricted to the first or second team.

Quality

The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by their quality and location. Teams, especially youth teams, are only prepared to travel within the local vicinity.

There are a maximum number of games acceptable before a playing surface deteriorates and this is exacerbated by training on pitches. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of a sport. In extreme circumstances it can result in a pitch being unable to cater for all or certain types of play during peak and off peak times.

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

The quality of all pitches identified in the audit and the ancillary facilities supporting them is assessed regardless of ownership, management or availability. Along with capturing any details specific to the individual pitches and sites, a quality rating is recorded within the audit for each pitch.

The ratings are used to help estimate the capacity of each pitch to accommodate competitive and other play within the supply and demand assessment.

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

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Developing a picture of demand

Presenting an accurate picture of current demand for playing pitches (i.e. recording how and when pitches are used) is important in order to carry out the full supply and demand assessment. Demand for playing pitches in Newcastle under Lyme tends to fall within the categories:

- ◀ Organised competitive play
- ◀ Organised training

In addition, unmet and displaced demand for provision is also identified on a sport by sport basis. Unmet demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches (and ancillary facilities) was available. Displaced demand refers to teams that are generated from residents of the area but due to any number of factors do not currently play within the area.

Alongside current demand it is important for a PPS to assess whether the future demand for playing pitches can be met. Using population projections, an estimate can be made of the likely future demand for playing pitches.

The resident population in Newcastle under Lyme is 123,878¹. By 2021, the Borough's population is projected to increase to 130,281 an increase of 6,403 (or equivalent to a percentage increase of 5.1%).

Other information sources used to help identified future demand include:

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

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

A variety of consultation methods are used to collate demand information. Face to face consultation was carried out with key clubs from each sport. This allowed for collection of detailed demand information and exploration of key issues to be interrogated and more accurately assessed.

For data analysis purposes an online survey (converted to postal if required) was utilised. This was sent to all clubs not covered by face to face consultation.

¹ Source: Office for National Statistics 2011 Census and 2011 Based Population Projections

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Consultation response rates

Sport	Total no. of clubs	No. of responding clubs	Response rate	Methods of consultation
Football clubs ^[1]	81	52	64%	Survey, face to face and telephone
Football teams	196	121	62%	
Football leagues	9	7	78%	Survey, face to face and telephone
Cricket clubs	12	11	92%	Face to face and telephone
Rugby union clubs	3	3	100%	Face to face and survey
Hockey clubs	2	2	100%	Face to face and telephone
Tennis clubs	2	2	100%	Face to face and telephone
Bowls clubs	12	7	58%	Survey and telephone
Secondary schools	9	9	100%	Face to face
Primary schools	40	26	65%	Survey and telephone

Please note that although the target response rate (for pitch sports) of 75% was not achieved for football, all key clubs (as identified by the FA) have been spoken to and consulted.

Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)

Supply and demand information gathered within Section B was used to assess the adequacy of playing pitch provision. It focused on looking at how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

Understand how a site is being used

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

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

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

^[1] KKP contacted outstanding clubs on a minimum of three occasions to attempt to improve the response rate.

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Develop the current picture of provision

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

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

Stage D: Develop the strategy (Steps 7 & 8)

Scenario testing

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

By completing Sections A, B and C it is possible to identify several findings and issues relating to the supply, demand and adequacy of playing pitch provision. This report seeks to identify and present the key findings and issues, which should now be checked, challenged and agreed by the Steering Group prior to development of the Strategy (Section E) which is set out in a separate document incorporating a site by site action plan.

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PART 2: FOOTBALL PITCHES

2.1: Introduction

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

This section of the report focuses on the supply and demand for grass football pitches. Part 6: Artificial Grass Pitches (AGPs) captures supply and demand for artificial pitches servicing football. Although in the future it is anticipated that there will be a growing demand for the use of AGPs for competitive football fixtures to accommodate youth football (this may also result in the future decrease in demand for current types of grass football pitches), AGPs in Newcastle under Lyme are currently used most for football training.

FA Youth Development Review

The FA has consulted widely and has been encouraged to produce national pitch sizes for mini soccer (5v5 and 7v7), Youth football (9v9 and 11v11) and over 18 senior football (11v11). This will see an increased use of small-sided games for all age groups up to U12s. This will allow children to progress gradually through age-appropriate formats. The entry point for U7s and U8s is the 5v5 game. U9s and U10s will then step up to 7v7, followed by 9v9 level for U11s and U12s.

Playing smaller-sided games has been proved to give children an increased number of touches of the ball, while providing more goals and scoring attempts, more one-v-one encounters and more chance to attempt dribbling skills. It is this increased contact time with the ball that the FA believe will help children enjoy the game more while providing them with better preparation for the 11-a-side a game.

The introduction of 9v9 football, by the FA, is designed to help bridge the gap between mini soccer at U10s and 11-a-side at U11s and will see the introduction of a new intermediate sized pitch. The FA suggests that where there is limited space, there is the ability to mark out 9v9 pitches across a full size pitch.

Marking out 9v9 pitches on senior pitches may help to meet the shortfall of junior pitches identified at peak times. However, specific 9v9 goals (recommended size 7 x 16ft) would be required.

The new format of the 9v9 game has become mandatory from the 2013/14 season for U11s and from the 2014/15 season for U11s and U12. The North Staffordshire Youth League reports that there is currently not enough youth 9v9 or youth 11v11 pitches in the area to service current demand or the supply needed once the new format become mandatory. The League notes that there is potential for pitch rotation and remarking at one of its central venues (Birchenwood Pavilion) in Newcastle-under-Lyme.

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Table 2.1: Summary of each step and the appropriate pitch and goal sizes

Age	Format	Pitch size without runoff (Length x width yards)	Pitch size without runoff (Length x width metres)	Pitch size including runoff ² (Length x width yards)	Pitch size including runoff ³ (Length x width metres)	Recommended size of goal posts (Height x width ft)	Recommended size of goal posts (Height x width metres)
Mini soccer U7/U8	5 v 5	40 x 30	37 x 27	46 x 36	43 x 33	6 x 12	1.83 x 3.66
Mini soccer U9/U10	7 v 7	60 x 40	55 x 37	66 x 46	61 x 43	6 x 12	1.83 x 3.66
Youth 11/12	9 v 9	80 x 50	73 x 46	86 x 56	79 x 52	7 x 16	2.13 x 4.88
Youth 13/14	11 v 11	90 x 55	82 x 50	96 x 61	88 x 56	7 x 21	2.13 x 6.40
Youth 15/16	11 v 11	100 x 60	91 x 55	106 x 66	97 x 61	8 x 24	2.44 x 7.32
Youth 17/18	11 v 11	110 x 70	100 x 64	116 x 76	106 x 70	8 x 24	2.44 x 7.32
Over 18 (senior ages)	11 v 11	110 x 70	100 x 64	116 x 76	106 x 70	8 x 24	2.44 x 7.32

² Including runoff (safety area around the pitch)

³ Including runoff (safety area around the pitch)

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Consultation

In addition to face to face consultation with key clubs and leagues, an electronic survey was sent to all football clubs playing in Newcastle-under-Lyme, contact details were provided by Staffordshire FA, and the invitation to complete the survey was distributed via email. Responses were gained from 52 clubs (equating to a 64% response rate, including face to face interviews, and a 62% team return rate). Please note that although the target response rate (for pitch sports) of 75% was not achieved for football, all key clubs (as identified by the FA) have been spoken to and consulted. The results are used to inform key issues within this section of the report.

2.2: Supply

The audit identifies a total of 116 football pitches which are available for community use (used and unused) in Newcastle-under-Lyme.

Table 2.2: Summary of pitches available for community use (used and unused)

Analysis area	Number of pitches					
	Adult football	Youth football			Mini soccer	
	(11v11)	7v7	9v9	11v11	5v5	7v7
Kidsgrove	9	-	1	2	1	8
Newcastle Urban Central	11	1	6	8	1	9
Newcastle Urban South & East	15	1	3	6	1	12
Rural Area	14	2	1	2	1	1
Newcastle-Under-Lyme	49	4	11	18	4	30

All pitches that are currently unavailable for community use are located at either education sites or at the Stoke City FC Training Ground. Of those that are unavailable, 10 adult football pitches are located at the University of Keele Sports Centre, these pitches are retained for University teams. See Table 2.13 for a list of all these sites/pitches.

Education sites currently unavailable for community use include:

- ✦ Coppice School
- ✦ University Academy Kidsgrove
- ✦ Sir Thomas Boughay High School & Co-Operative Business & Enterprise College
- ✦ St John Fisher Catholic College
- ✦ Ravensmead Primary School
- ✦ Seabridge Primary School
- ✦ St Chad Primary School
- ✦ St Giles' and St George's Primary School
- ✦ St Mary's Catholic Primary School
- ✦ St Thomas' CE Primary School
- ✦ Westlands Primary School

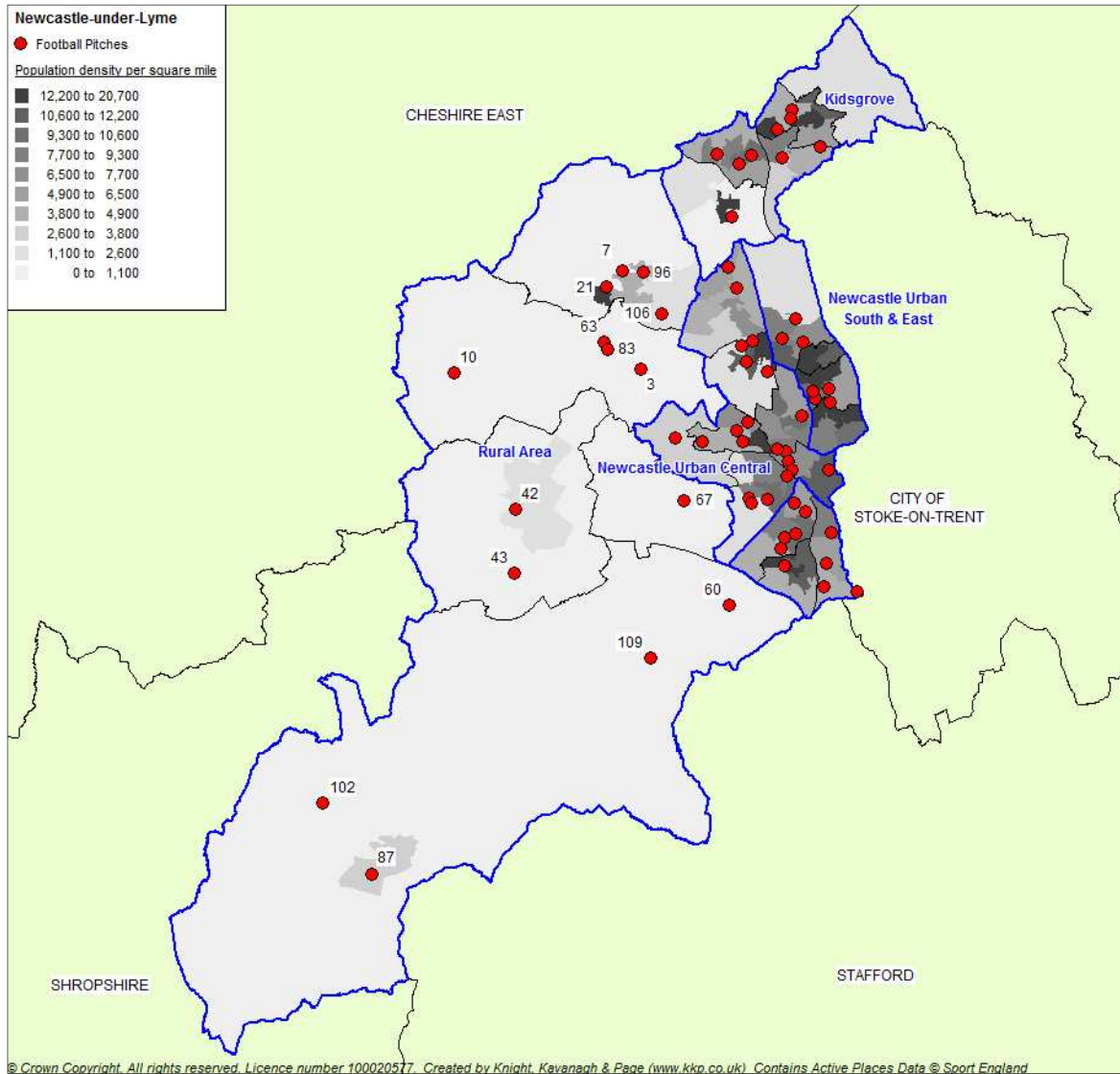
The methodology defines the minimum size of a senior football pitch as being 110yds x 70yds. The minimum size of a youth pitch 80yds x 50yds and a mini pitch 40yds x 30yds.

More detailed pitch guidance can be accessed at:

http://www.thefa.com/GetIntoFootball/Facilities/Goalpost_and_Pitch_Sizes.aspx

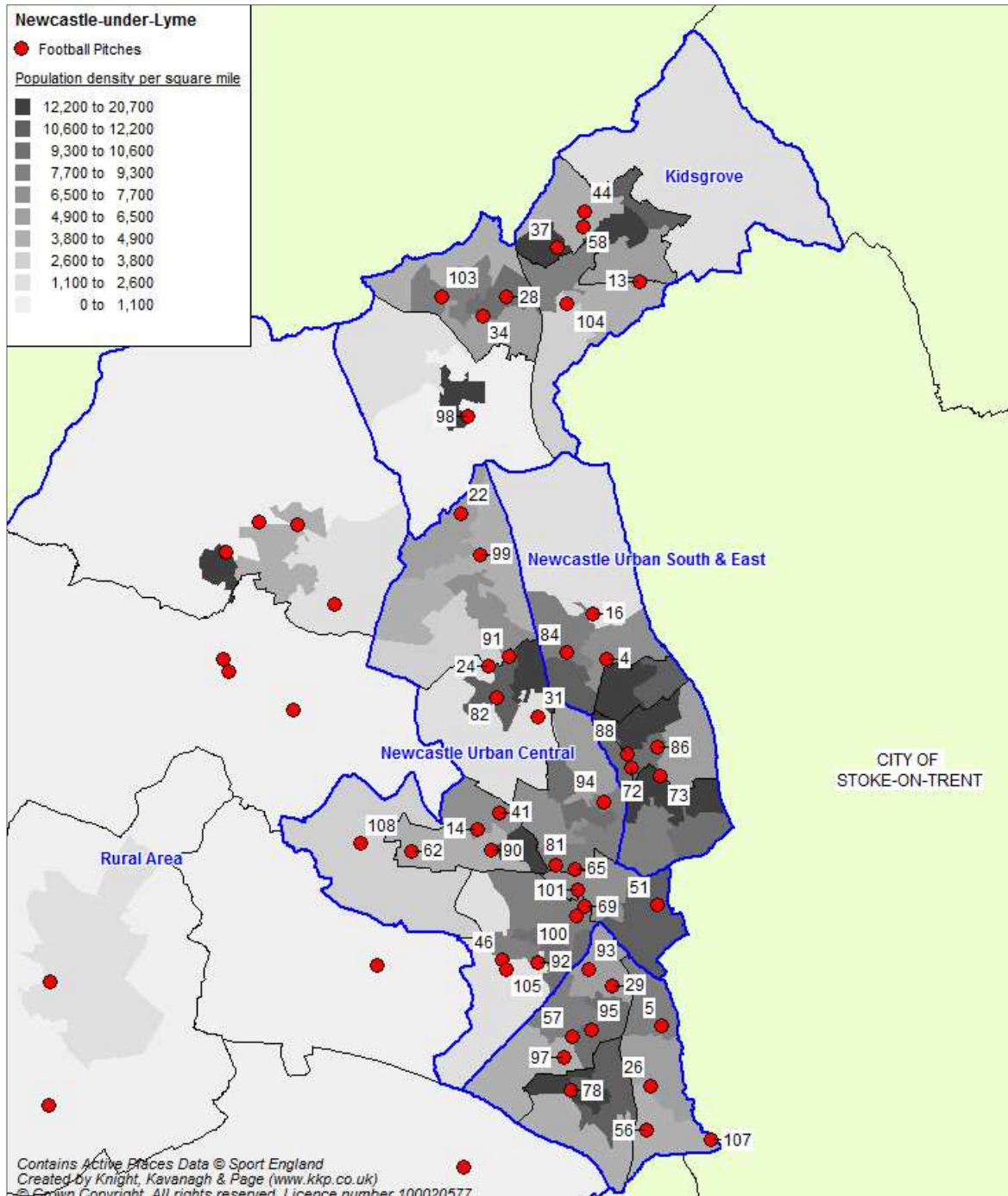
NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 2.1: Location and capacity of grass football pitches accessed by football clubs



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Figure 2.2: Location and capacity of grass football pitches accessed by football clubs (enlarged)



Please refer to Table 2.8 and 2.9 for a key to the maps.

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Disused/lapsed sites

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

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

A lapsed site is any site where the last known use was as a playing field more than five years ago (these fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 74 of the National Planning Policy Framework). The disposal of these pitches should be considered as part of the Council's Green Spaces Strategy:

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

Ownership/management

Nearly two thirds of clubs (60%) that responded to the survey rent the pitch that they play on. Approximately half of these are rented from a local authority (parish, town or borough council) and the remaining is rented from other clubs, schools or private land owners.

One quarter of clubs (25%) lease the sites that they play at and the majority of leases are from the Council for a length of between 10 and 30 years.

The grounds maintenance of pitches is predominately carried out by the Council (48%) and 30% of clubs report that they carry out the maintenance themselves which is understandably more prevalent on sites where clubs have tenure. All pitches that are leased and maintained by the Clubs themselves are rated as either standard or good quality. The remaining 22% of pitches are reported as being managed and maintained by schools and Keele University.

Burnt Wood Playing Fields in Loggerheads is owned by the Council and leased to the Parish Council. It is used by Loggerheads FC for one of its teams on a gentleman's agreement for a peppercorn rent. One of its teams has to travel outside of the study area (to Eccleshall) to access a suitable pitch for the league it plays in. The Club has aspirations to develop the site has been granted planning permission to build a changing facility. However, requires a long term lease direct from the Council to achieve this and is currently in discussions about securing this.

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Pitch quality

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

- ◀ Good
- ◀ Standard
- ◀ Poor

The non technical site assessments combined with user quality ratings show that the majority (64%) of pitches are rated as 'standard' quality. Nearly a third (31%) rated as good quality and 5% rated as poor. Poor quality pitches are predominantly located at education sites apart from one adult pitch at Kidsgrove Athletic Football Club.

The table below summarises the quality of pitches from the non technical site assessments but also taking into account user and Council views on pitch quality.

Table 2.3: Summary of pitch quality available for community use (used and unused)

Adult pitches			Youth pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
19	29	1	15	16	2	2	31	1

There are good quality pitches that are available but unused, located at Chesterton Community Sports College, Clayton Hall Business & Language School, NCHS The Science College, Newcastle-under-Lyme School and St Saviour's CE Primary School.

For a site by site breakdown of quality, please refer to Tables 2.8 and 2.9.

Over half (56%) of clubs report there has been 'no difference' in pitch quality in the last three years. Just under a quarter (23%) report that pitch quality has got either 'slightly better' or 'much better' in the previous three years, of which five of the six clubs are playing at local authority managed and maintained sites. Two clubs noted improvements in quality and gave reasons related to increased pitch maintenance. The remaining clubs attributed improvements due to drainage work at sites including, Wolstanton Marsh, Clough Hall Park, Birchenwood Pavilion, Roe Lane and Holditch Working Mens Club.

The remaining clubs (21%) report that the pitch quality has become either 'slightly poorer' or 'much poorer' in the last three years. The common reasons given for this deterioration in quality are poor drainage and reduced maintenance i.e. grass cutting. These clubs are playing at a mixture of club, local authority and education sites.

The quality of pitch maintenance is generally perceived as standard by clubs (40%); although over one third (38%) report that the maintenance is good quality; leaving less than a quarter (23%) rating the maintenance of their pitch as poor quality.

Football leagues servicing clubs in Newcastle-under-Lyme generally agree with the majority of clubs which indicate that there has been 'no difference' in pitch quality over the last three years.

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Leagues indicate that poor quality pitches are often found at education and local authority managed including the University Academy Kidsgrove, Clough Hall Park, Bathpool Park and Red Street Community Centre. In comparison, leagues generally rate club managed sites such as Aspire Stadium, Bradwell Community Centre, Roe Lane, Redgate Clayton Football Club (just outside the study area) as being some of the best quality within the area.

Ancillary facilities

Where changing facilities exist they are generally reported by clubs (48%) as being of good quality. Five clubs report the quality of changing facilities to be poor. Poor quality is often attributed to having no showers, no dedicated spectator toilets, no officials changing rooms and/or no disabled/female changing provision. Sites without changing provision include:

- ◀ Pool Dam Playing Fields
- ◀ The Wammy
- ◀ Bradwell County Primary School

Facility developments

Table 2.4: Summary of facility developments identified by clubs

Club	Site	Development
Chesterton AFC	Red Street Community Centre	Currently liaising with Staffs FA, Sport England, Football Foundation and the Council re drainage of the field to allow more pitches to be developed plus the addition of changing facilities.
Audley FC	Townfields Old Road	Currently reviewing (early stages) with Staffs FA to see feasibility of adding youth and womens changing rooms.
Wolstanton United FC	Bradwell Community Centre	Recently signed lease for use of the pitch. Club now identifies a need for a clubhouse and drainage work carrying out on the pitch.
Bradwell FC	Baldy's Field	Club is looking for a site big enough to accommodate all its teams. Now in early negotiations with Wolstanton High School to acquire a long term lease on Baldy's Field (adjacent to the school). The site is large enough to accommodate two senior and one junior pitch.
Blurton Dynamos	Pool Dam Playing Fields	Club waiting on a response for a grant to build a clubhouse as there is no facility for a shower, toilet and a changing room.
Redgate Clayton	Northwood Community Centre	Club has aspirations to improve pitch drainage and clubhouse including new showers toilets etc.
Shamblers FC	North Stafford Sports Club	Feasibility study completed and consultation ongoing with Staffs FA re developing land onsite (5.5 acres of land). Additional pitches and a training area would help to alleviate capacity issues. Club is in progress of applying for funding. Also recognised need for new changing rooms, toilets and pitch drainage.

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Club	Site	Development
Newcastle Town FC	Aspire Stadium	Club is looking for a training base for all 13 junior teams. It is keen to redevelop pitches at disused site, Lyme Valley Park over the brook about 50m behind the Aspire Stadium. The site has not been used as pitches over past few years due to their poor condition. The Club is keen to take on a lease of the site but would want to erect a 3m surrounding fence to prevent unofficial use. This would give access to two senior pitches and a grassed area for training.

2.3: Demand

There are 81 affiliated clubs identified as playing in Newcastle-under-Lyme producing 230 teams in the 2013/14 season, 117 of which are identified as playing in Newcastle-under-Lyme.

Table 2.5: Summary of teams playing in Newcastle-under-Lyme

Analysis area	Adult teams		Youth teams		Mini teams
	Men	Women	Boys	Girls	Mini soccer ⁴
Kidsgrove	2	-	11	-	5
Newcastle Urban Central	12	1	9	3	9
Newcastle Urban South & East	14	2	8	-	2
Rural Area	15	2	18	1	5
NEWCASTLE-UNDER-LYME	41	5	46	4	21

The Rural Analysis Area is the area with the most teams (34%) playing in it. When compared to the supply of pitches in the Rural area, which is only 18% of the total stock of pitches in Newcastle-under-Lyme available for community use, shows the imbalance between supply and demand within that analysis area. There are no womens or girls teams playing in the Kidsgrove area.

Half of clubs that responded to the survey report that team numbers for adults have 'stayed the same' in the last three years. However, there have been fluctuations in remaining clubs, where six clubs (20%) report an increase in adult teams and nine (30%) report a decrease in the last three years.

For youth football, again half of clubs report that youth team numbers have stayed the same, however, more clubs (29%) report an increase compared to those (21%) which report a decrease in the last three years.

At mini soccer level, the most clubs (55%) report that there has been no change in the number of mini soccer teams. However, almost half of teams (45%) also report that they have had an increase in teams in the last three years. There are no clubs which report a decrease in the last three years.

⁴ Girls and boys play alongside each other in mini soccer at U7s – U10s i.e. ages 6-9 years old.

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Three girls' and four senior women's teams currently play in Newcastle-under-Lyme. The three girls' teams are from Bradwell Bombers FC and play at Newcastle-under-Lyme College (it should be noted that junior girls' play competitively in mini soccer teams up to U16 level). Womens teams include Audley Ladies (Alsagers Bank FC), Newcastle Town Ladies play (Roe Lane) and Newcastle Ladies FC (Holditch Working Mens Club). Keele University also has a womens team.

Unmet demand

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

Latent demand

Clubs were asked that if more pitches were available, at the club or in the local area, could they develop more teams in the future (latent demand). The table below highlights latent demand expressed by the clubs, and the additional teams that could *potentially* be fielded if more pitches were available.

Table 2.6: Summary of latent demand expressed by clubs

Club	Latent demand	Analysis area	Pitch requirement	
			Number ⁵	Type
Chesterton AFC (Red Street)	1 x adult team	Newcastle Urban Central	0.5	Adult
	1 x youth team		0.5	Youth
Audley FC (Alsagers Bank FC)	5 x youth teams	Rural Area	2.5	Youth
Wolstanton United FC (Bradwell Community Centre)	1 x adult team	Newcastle Urban South & East	0.5	Adult
	2 x youth teams		1	Youth
Bradwell FC (Newcastle- under-Lyme College)	1 x youth team	Newcastle Urban Central	0.5	Youth
	1 x mini team		0.5	Mini
Newcastle Town FC (Newcastle-under-Lyme College)	2 x youth teams	Newcastle Urban Central	1	Youth
	1 x mini team		0.5	Mini
Blurton Dynamos (Queen Elizabeth Park)	2 x youth teams	Newcastle Urban Central	1	Youth
	1 x mini teams		0.5	Mini
AFC Kidsgrove (Birchenwood Pavilion)	5 x youth teams	Kidsgrove	2.5	Youth
Shamblers FC (North Stafford Sport Ground)	2 x adult teams	Rural Area	1	Adult
Chesterton YC FC (Loomer Road Site)	1 x youth team	Newcastle Urban Central	0.5	Youth
Totals			2	Adult
			9.5	Youth
			1.5	Mini

⁵ Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can be seen in the table where there is latent demand for one team.

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The table above highlights latent demand for two adult, 9.5 youth and 1.5 mini pitches, equating to 26 teams that could potentially play if more pitches were available. Most latent demand is expressed in the Newcastle Urban Central Analysis Area (5.5 football pitches in total).

In addition, 14 clubs report that better ancillary facilities would enable them to run more teams. The vast majority of the clubs also report that changing room improvements are required.

Displaced demand

Displaced demand refers to Newcastle-under-Lyme registered teams that are currently accessing pitches outside of the study area for its home fixtures, normally because the pitch requirements cannot be met, which is usually because of pitch supply or quality issues. In the case of Newcastle-under-Lyme there are also some teams (youth and mini) accessing sites outside of the area (e.g. Crewe Alexandra Soccer Centre) due to the fact that these are central venues where all fixtures within the League are held. This is typical of the structure of most central league venue sites within football, whereby a League will look to accommodate all fixtures within an age group or division at one site through a rental/lease agreement.

Two of the largest clubs in Newcastle-under-Lyme, Betley FC and Bradwell FC have several youth and mini teams each accessing central league venues outside of the area. Betley Youth FC has youth and mini teams accessing sites including Crewe Alexandra Soccer Centre, Betley Primary School and MMU campuses in Cheshire. Bradwell FC also has youth and mini teams playing outside at Crubshaw Cross, Burslem. All the above sites are being accessed due to the central venue leagues that teams are competing with are based at central venue sites.

These examples are an indication of the growing demand for the use of central venues in Newcastle-under-Lyme for mini and youth football, however, there are currently no sites within the area used as central league venues.

One adult team from Loggerheads FC currently travels outside of the study area, to Eccleshall, to access a suitable pitch/site for the league it plays in which requires access to changing facilities.

There has been a reduction in the number of adult teams playing at Roe Lane Playing Fields this season due (from 10 to four), primarily to, the pitches being too small and some reports of a lack of maintenance. This has resulted in some of these teams, including for example, Gardeners Retreat FC now travelling outside of the study area to access pitches. However, clubs report that they are happy to access out of the area and report no actual demand for pitches in Newcastle-under-Lyme.

Similarly, Kidsgrove Celtic FC used to play at St Saviours School but the school changed its community use policy and is now playing outside of the study area. However, it does not report demand to now play inside Newcastle-under-Lyme.

Although not displaced demand per se, four clubs report that they are not currently playing at their preferred home ground. Reasons include; wanting to play at sites with better quality pitches and/or changing facilities and wanting their own ground.

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Football pyramid demand

Newcastle Town FC and Kidsgrove Athletic FC are two clubs that play within the football pyramid within the Evo Stick Northern Premier League Division 1 South which is at Step 4.

Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league/step above if the ground requirements do not meet the correct specifications. Ground grading, as it is referred to, assesses grounds from A to H, with 'A' being the requirements for Step 1 clubs. Appendix 2 highlights all requirements from grade A to H.

Other clubs in Newcastle-under-Lyme currently meet the requirements of their leagues but would all need to make ground improvements, or potentially move sites, in order to progress through the football pyramid.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts. Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 2.7: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (16-45)	24,338	42	579	25,128	43.4	1.4
Senior Women (16-45)	23,812	5	4,762	23,406	4.9	0
Youth Boys (10-15)	4,428	62	71	4,327	60.6	0
Youth Girls (10-15)	4,164	4	1,041	4,215	4.0	0
Mini-Soccer Mixed (6-9)	5,107	31	165	5,637	34.2	3.2

Due a predicted reduction in some age categories in Newcastle under Lyme by 2021, there is not likely to be an increase in demand for youth pitches driven by population. However, future population does equate to the need for 0.5 senior and 0.5 mini pitches (based on a good quality pitch having capacity for six matches per week).

In addition to population growth a number of clubs (15) report plans to increase the number of teams they provide. However, the majority of these clubs state sites where these teams will be accommodated, with only three clubs stating that they are unsure where teams will be accommodated.

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2.4: Capacity analysis

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

As a guide, The FA has set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity). Taking into consideration the guidelines on capacity the following was concluded:

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

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

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

Education sites

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

Where local information was available from a school and/or users, an informed judgement has been made to adjust the pitch capacity to one which reflects the carrying capacity for community use.

At education sites where there is no information available on school usage and the ability of pitches to carry additional community use the following capacity table has been used to identify the carrying capacity of pitches:

Adult pitches		Youth pitches		Mini pitches	
Pitch quality	Matches per week	Pitch quality	Matches per week	Pitch quality	Matches per week
Good	2	Good	3	Good	5
Standard	1	Standard	1	Standard	3
Poor	0	Poor	0	Poor	1

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Table 2.8: Football pitch capacity analysis (available and used)

Site ID	Site name	Ownership	Security of tenure	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Site capacity (sessions per week)	Capacity rating	Comments
3	Alsagers Bank FC	Private	Secured	Rural Area	Adult		Standard	2	3	4	-1	
					Youth	(9v9)	Good	1	0.5	4	-3.5	
5	Aspire Stadium	Council	Secured	Newcastle Urban South & East	Adult		Good	1	1.5	3	-1.5	Leased to Newcastle Town Football Club. Floodlit pitch with dugouts and 2 stands. Standard quality changing rooms which are dated and in need of refurbishment.
7	Audley & District FC	Council	Secured	Rural Area	Adult		Good	2	0.5	6	-5.5	
10	Betley Youth FC	Private	Secured	Rural Area	Adult		Good	1	1.5	3	-1.5	
13	Birchenwood Pavilion	Council	Secured	Kidsgrove	Adult		Standard	4	1	8	-7	Poor quality changing rooms. Users report need for additional storage facility as equipment and posts stored in changing rooms. The North Staffordshire Youth League reports potential for pitch rotation and remarking of this central venue site.
					Mini	(7v7)	Standard	5	4	20	-16	
					Youth	(11v11)	Standard	2	4	4	0	
16	Bradwell Community Centre	Council	Secured	Newcastle Urban South & East	Adult		Standard	1	0.5	2	-1.5	Poor quality changing rooms.
22	Red Street Community Centre	Council	Secured	Newcastle Urban Central	Adult		Standard	1	1	2	-1	Leased to Chesterton AFC which is responsible for pitch maintenance. Although the Club rates the pitch as standard it reports drainage is poor. Standard quality changing rooms.
					Mini	(7v7)	Standard	1	0.5	4	-3.5	
28	Clough Hall Park	Council	Secured	Kidsgrove	Adult		Standard	1	1	2	-1	Users report an improvement in pitch quality since drainage works took place.
31	Holditch Working Mens Club	Private	Secured	Newcastle Urban Central	Adult		Good	1	0.5	3	-2.5	Improved pitch quality since Newcastle Ladies FC took over maintenance of the site. Poor quality changing rooms.
34	Kidsgrove Athletic Football Club	Council	Secured	Kidsgrove	Adult		Poor	1	1	1	0	Leased to Kidsgrove Athletic FC. Floodlit pitch (not high quality) with seating all around. The Club report that drainage is the main issue affecting quality. Club own changing rooms which are standard quality.

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Site ID	Site name	Ownership	Security of tenure	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Site capacity (sessions per week)	Capacity rating	Comments
43	Manor Road Playing Fields, Manor Road	Madeley Parish Council	Secured	Rural Area	Adult		Good	2	0.5	6	-5.5	Leased to Madeley White Star Juniors. Club has lost an U18 and a ladies team this season hence spare capacity on the adult pitches. However, plan to reintroduce U18 next season.
					Youth	(11v11)	Good	1	2.5	4	-1.5	
					Youth	(7v7)	Good	2	2	8	-6	
69	Pool Dam playing fields	Council	Secured	Newcastle Urban Central	Youth	(11v11)	Standard	1	0.5	2	-1.5	No changing rooms.
					Youth	(9v9)	Standard	1	1	2	-1	
					Mini	(7v7)	Standard	2	2	8	-6	
56	Redgate Clayton Football Club	Council	Secured	Newcastle Urban South & East	Adult		Standard	1	1	2	-1	
57	Roe Lane Playing Fields	Council	Secured	Newcastle Urban South & East	Adult		Good	6	1.5	12	-10.5	Users suggest pitches are small and expensive to hire which affects usage. However, in terms of quality, it is much improved and now one of the best sites. Good quality changing rooms and warden on site.
58	Salop Place	Council	Secured	Kidsgrove	Youth	(9v9)	Standard	1	2	2	0	Leased to the adjacent school as their pitch.
60	North Stafford Sport Ground	Private	Secured	Rural Area	Adult		Standard	4	6	6	0	Used by Shambles FC. Senior pitches overmarked with 3 youth pitches to accommodate different age groups. Club reports good quality although drainage is poor and 40 matches cancelled last season. Poor quality changing rooms with no disabled access.
62	Silverdale Park	Private	Secured	Newcastle Urban Central	Adult		Standard	1	0.5	2	-1.5	Home ground to Silverdale Athletic FC
72	Wolstanton High School*	Education	Unsecured	Newcastle Urban South & East	Youth	(11v11)	Standard	3	3	5	-2	Site also accommodates three youth (11v11) pitches limited to school curriculum use only.
73	Wolstanton Marsh	Council	Secured	Newcastle Urban South & East	Adult		Good	2	1	6	-5	Users report an improvement in pitch quality since drainage works took place.
16	Bradwell Community Centre	Council	Secured	Newcastle Urban South & East	Adult		Standard	1	0.5	2	-1.5	Poor quality changing rooms.
81	Newcastle-under-Lyme College*	Education	Secured	Newcastle Urban Central	Adult		Good	2	6	6	0	Leagues/users suggest some of the best quality pitches in the area. However, more cancellations made to protect pitch quality.
					Youth	(9v9)	Good	1	2.5	4	-1.5	
					Youth	(7v7)	Good	1	1	6	-6	

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Site ID	Site name	Ownership	Security of tenure	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Site capacity (sessions per week)	Capacity rating	Comments
82	Loomer Road Site	Council	Secured	Newcastle Urban Central	Adult		Standard	1	0.5	2	-1.5	The Potteries District Sunday League highlights this as a particularly poor site with no running water in changing rooms and poor drainage. To overcome this, Chesterton YC FC has bought a portacabin changing facility that is situated three minutes away from the site.
83	Halmerend Sports Ground	Council	Secured	Rural Area	Adult		Standard	1	1	2	-1	Users report poor quality changing rooms.
84	Bradwell County Primary School	Education	Unsecured	Newcastle Urban South & East	Youth	(9v9)	Poor	1	0.5	1	-0.5	No changing rooms.
87	Burnt Wood Playing Fields, Loggerheads	Council	Unsecured	Rural Area	Adult		Standard	1	0.5	2	-1.5	Leased to the Parish Council and used by Loggerheads FC on a gentleman's agreement for a peppercorn rent. Pitch is minimum size and is not serviced by changing rooms. Drainage works have increased pitch quality.
88	The Wammy	Council	Secured	Newcastle Urban South & East	Adult		Standard	2	2	4	-2	No changing rooms.
					Youth	(9v9)	Standard	1	0.5	2	-1.5	
108	Kent's Lane Community Building, Sutton Avenue, Silverdale	Council	Secured	Newcastle Urban Central	Adult		Good	1	3	3		Leased to Silverdale Athletic FC. New Community Building, containing 4 changing rooms, 2 disabled changing, 2 officials changing, kitchen, bar and community room (100 person capacity).
					Youth	(9v9)	Good	1	4	4		

Table 2.9: Football pitch capacity analysis (available and unused)

Site ID	Site name	Ownership	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Potential capacity for community use (sessions per week)	Capacity rating
4	Arnold Grove - Bradwell	Council	Newcastle Urban South & East	Youth	(7v7)	Standard	1	0	2	-2
21	Chester Road Playing Fields - Kidsgrove	Council	Rural Area	Adult		Standard	1	0	2	-2
14	Black Bank	Council	Newcastle Urban Central	Youth	(9v9)	Standard	2	0	4	-4
24	Chesterton Community Sports College*	Education	Newcastle Urban Central	Youth	(11v11)	Good	1	0	3	-4

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Site ID	Site name	Ownership	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Potential capacity for community use (sessions per week)	Capacity rating
26	Clayton Hall Business & Language College*	Education	Newcastle Urban South & East	Mini	(7v7)	Standard	1	0	3	-3
26	Clayton Hall Business & Language College*	Education	Newcastle Urban South & East	Youth	(11v11)	Good	1	0	3	-3
28	Clough Hall Park	Council	Kidsgrove	Adult		Standard	1	1	2	-1
37	Dovebank Primary School	Council	Kidsgrove	Mini	(7v7)	Standard	1	0	4	-4
41	Lower Milehouse	Council	Newcastle Urban Central	Adult		Standard	2	0	4	-4
				Mini	(5v5)	Standard	1	0	4	-4
42	Madeley High School*	Education	Rural Area	Youth	(11v11)	Poor	1	0	1	-1
44	University Academy Kidsgrove Pitches*	Education	Kidsgrove	Adult		Standard	2	0	4	-4
45	Michelin Sports And Conference Centre	Education	Newcastle Urban South & East	Adult		Standard	1	0	2	-2
46	Nchs The Science College *	Education	Newcastle Urban Central	Adult		Good	1	0	3	-3
				Mini	(7v7)	Standard	1	0	4	-4
				Youth	(11v11)	Good	2	0	8	-8
				Youth	(9v9)	Standard	1	0	2	-2
51	Newcastle-under-Lyme School*	Private	Newcastle Urban Central	Youth	(11v11)	Good	4	0	12	-12
57	Roe Lane Playing Fields	Council	Newcastle Urban South & East	Mini	(7v7)	Standard	6	0	24	-24
				Youth	(11v11)	Standard	1	0	2	-2
78	Wye Road	Council	Newcastle Urban South & East	Youth	(11v11)	Standard	1	0	2	-2
84	Bradwell County Primary School*	Education	Newcastle Urban South & East	Mini	(7v7)	Poor	1	0	1	-1
86	St Margaret's Junior School*	Education	Newcastle Urban South & East	Mini	(7v7)	Standard	2	0	7	-7
90	Knutton St Mary's Primary School*	Education	Newcastle Urban Central	Mini	(7v7)	Standard	1	0	3	-3
91	Chesterton Primary School*	Education	Newcastle Urban Central	Mini	(7v7)	Standard	1	0	3	-3
92	Edenhurst Prep School*	Education	Newcastle Urban Central	Mini	(7v7)	Standard	1	0	3	-3
93	Friarswood Primary School*	Education	Newcastle Urban South & East	Mini	(7v7)	Standard	1	0	3	-3

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Site ID	Site name	Ownership	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Potential capacity for community use (sessions per week)	Capacity rating
94	Hempstalls Primary School*	Education	Newcastle Urban Central	Mini	(7v7)	Standard	2	0	7	-7
95	Langdale Primary School*	Education	Newcastle Urban South & East	Mini	(5v5)	Standard	1	0	3	-3
				Mini	(7v7)	Standard	1	0	3	-3
				Youth	(9v9)	Standard	1	0	1	-1
98	Springhead Primary School*	Education	Kidsgrove	Mini	(7v7)	Standard	1	0	3	-3
103	St. Saviour's CE Primary School*	Education	Kidsgrove	Mini	(5v5)	Good	1	0	5	-5
				Mini	(7v7)	Good	1	0	5	-5
106	Wood Lane Primary School*	Education	Rural Area	Mini	(5v5)	Standard	1	0	3	-3
				Mini	(7v7)	Standard	1	0	3	-3
109	Whitmore Village Hall Recreation Field	Parish Council	Newcastle Urban Central	Adult		Standard	1	0	2	-2

Table 2.10: Football pitches unavailable for community use

Site ID	Site name	Ownership	Analysis area	Pitch type	Pitch Size	Agreed quality rating	No. of pitches	Potential capacity for community use (sessions per week)
29	Coppice School*	Education	Newcastle Urban South & East	Mini	(7v7)	Standard	1	-3
44	University Academy Kidsgrove*	Education	Kidsgrove	Youth	(11v11)	Poor	1	0
63	Sir Thomas Boughy High School & Co-Operative Business & Enterprise College*	Education	Rural Area	Mini	(7v7)	Poor	1	-1
				Youth	(11v11)	Poor	1	0
65	St John Fisher Catholic College*	Education	Newcastle Urban Central	Youth	(11v11)	Poor	1	0
67	University of Keele Sports Centre	Education	Rural Area	Adult		Standard	10	-20
72	Wolstanton High School*	Education	Newcastle Urban South & East	Youth	(11v11)	Standard	5	0
96	Ravensmead Primary School*	Education	Rural Area	Mini	(7v7)	Good	1	-5
97	Seabridge Primary School*	Education	Newcastle Urban South & East	Mini	(5v5)	Good	1	-5
				Mini	(7v7)	Good	1	-5
99	St Chad Primary School*	Education	Newcastle Urban Central	Mini	(5v5)	Standard	1	-3
100	St Giles' and St George's Primary School*	Education	Newcastle Urban Central	Mini	(7v7)	Good	1	-5
101	St Marys Catholic Primary School*	Education	Newcastle Urban Central	Mini	(7v7)	Standard	1	-3
102	St Marys CE Primary School*	Education	Rural Area	Mini	(5v5)	Standard	1	-3
104	St. Thomas' CE Primary School*	Education	Kidsgrove	Mini	(5v5)	Good	1	-5
105	Westlands Primary School*	Education	Newcastle Urban Central	Mini	(7v7)	Good	1	-5
107	Stoke City FC Training & Academy	Private	Newcastle Urban South & East	Adult		Good	8	-24
				Youth	(9v9)	Standard	2	-4

*Capacity has been adjusted by one match equivalent per team per week to incorporate school usage on grass pitches

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2.5: Supply and demand analysis

Spare capacity

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

Notwithstanding pitches that are unused (and therefore available in the peak period), there are 109 pitches across 46 sites that express potential spare capacity. The extent of whether this is within the stated peak time is quantified below.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established. As detailed earlier, peak time access to football pitches in Newcastle is considered to be Sunday mornings for adult, youth and mini soccer. This is based on the fact that the majority of adult teams, 31 (51%), youth teams, 31 (94%) and mini teams 15 (100%) are playing on Sunday mornings.

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Table 2.11: Actual spare capacity

Site ID	Site name	Community use	Analysis area	Pitch type	No. of pitches	Capacity rating	Pitches available in peak period
3	Alsagers Bank FC	Yes	Rural Area	Adult	2	-1	1
3	Alsagers Bank FC	Yes	Rural Area	Youth (9v9)	1	-3.5	2
7	Audley & District FC	Yes	Rural Area	Adult	2	-5.5	2
10	Betley Youth FC	Yes	Rural Area	Adult	1	-1.5	0
21	Chester Road Playing Fields (Kidsgrove)	Yes	Rural Area	Adult	1	-2	1
42	Madeley High School	Yes - unused	Rural Area	Youth (11v11)	1	-1	1
43	Manor Road Playing Fields	Yes	Rural Area	Adult	2	-5.5	2
43	Manor Road Playing Fields	Yes	Rural Area	Youth (11v11)	1	-1.5	0
43	Manor Road Playing Fields	Yes	Rural Area	Mini (7v7)	2	-6	0.5
60	North Stafford sports Ground	Yes	Rural Area	Adult	4	-2	0
83	Halmerend Sports Ground	Yes	Rural Area	Adult	1	-1	1
87	Burnt Wood Playing Fields	Yes	Rural Area	Adult	1	-1.5	0.5
106	Wood Lane Primary School	Yes - unused	Rural Area	Mini (7v7)	1	-4	1
4	Arnold Grove	Yes - unused	Newcastle Urban South & East	Youth (7v7)	1	-2	1
5	Aspire Stadium	Yes	Newcastle Urban South & East	Adult	1	-1.5	1
13	Birchenwood Pavilion	Yes	Kidsgrove	Adult	4	-7.5	3.5
13	Birchenwood Pavilion	Yes	Kidsgrove	Mini (7v7)	5	-16	1
14	Black Bank	Yes - unused	Newcastle Urban Central	Youth (9v9)	2	-4	2
16	Bradwell Community Centre	Yes	Newcastle Urban South & East	Adult	1	-1.5	1
22	Red Street Community Centre	Yes	Newcastle Urban Central	Adult	1	-1	0

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Site ID	Site name	Community use	Analysis area	Pitch type	No. of pitches	Capacity rating	Pitches available in peak period
22	Red Street Community Centre	Yes	Newcastle Urban Central	Mini (7v7)	1	-3.5	0.5
24	Chesterton Community Sports College	Yes-unused	Newcastle Urban Central	Youth (11v11)	1	-4	1
26	Clayton Hall Business & Language College	Yes-unused	Newcastle Urban South & East	Mini (7v7)	1	-4	1
28	Clough Hall Park	Yes	Kidsgrove	Adult	1	-1	0.5
31	Holditch Mens Working Club	Yes	Newcastle Urban Central	Adult	1	-2.5	1
37	Dovebank Primary School	Yes-unused	Kidsgrove	Mini (7v7)	1	-4	1
41	Lower Milehouse	Yes	Newcastle Urban Central	Adult	2	-4	2
41	Lower Milehouse	Yes	Newcastle Urban Central	Mini (5v5)	1	-4	1
44	University Academy Kidsgrove Pitches	Yes	Kidsgrove	Adult	2	-4	2
45	Michelin Sports and Conference Centre	Yes	Newcastle Urban South & East	Adult	1	-0.5	1
46	NCHS The Science College Pitches	Yes-unused	Newcastle Urban Central	Adult	1	-3	1
46	NCHS The Science College Pitches	Yes-unused	Newcastle Urban Central	Mini (7v7)	1	-4	1
46	NCHS The Science College Pitches	Yes-unused	Newcastle Urban Central	Youth (11v11)	2	-8	2
46	NCHS The Science College Pitches	Yes-unused	Newcastle Urban Central	Youth (9v9)	1	-2	1
51	Newcastle-under- Lyme School	Yes-unused	Newcastle Urban Central	Youth (11v11)	4	-16	4
69	Pool Dam Playing Fields	Yes	Newcastle Urban Central	Mini (7v7)	2	-6	0
56	Redgate Clayton Football Club	Yes	Newcastle Urban South & East	Adult	1	-1	1
57	Roe Lane Playing Fields	Yes	Newcastle Urban South & East	Adult	6	-10.5	5.5
57	Roe Lane Playing Fields	Yes	Newcastle Urban South & East	Mini (7v7)	6	-24	6

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Site ID	Site name	Community use	Analysis area	Pitch type	No. of pitches	Capacity rating	Pitches available in peak period
57	Roe Lane Playing Fields	Yes-unused	Newcastle Urban South & East	Youth (11v11)	1	-2	1
62	Silverdale Park	Yes	Newcastle Urban Central	Adult	1	-1.5	0.5
72	Wolstanton High School	Yes	Newcastle Urban South & East	Youth (11v11)	5	-7	2
73	Wolstanton Marsh	Yes	Newcastle Urban South & East	Adult	2	-5	1
78	Wye Road	Yes-unused	Newcastle Urban South & East	Youth (11v11)	1	-2	1
81	Newcastle-under-Lyme College	Yes	Newcastle Urban Central	Mini (5v5)	1	-5	1
81	Newcastle-under-Lyme College	Yes	Newcastle Urban Central	Youth (9v9)	1	-1.5	0
82	Loomer Road	Yes	Newcastle Urban Central	Adult	1	-0.5	1
84	Bradwell County Primary School	Yes-unused	Newcastle Urban South & East	Mini (7v7)	1	-2	1
84	Bradwell County Primary School	Yes	Newcastle Urban South & East	Youth (9v9)	1	-0.5	0.5
86	St Margaret's Junior School	Yes-unused	Newcastle Urban South & East	Mini (7v7)	2	-8	2
88	The Wammy	Yes	Newcastle Urban South & East	Adult	2	-1.5	1.5
88	The Wammy	Yes	Newcastle Urban South & East	Youth (9v9)	1	-2	1
90	Knutton St Mary's Primary School	Yes-unused	Newcastle Urban Central	Mini (7v7)	1	-4	1
91	Chesterton Primary School	Yes-unused	Newcastle Urban Central	Mini (7v7)	1	-4	1
92	Edenhurst Prep School	Yes-unused	Newcastle Urban Central	Mini (7v7)	1	-4	1
93	Friarswood Primary School	Yes-unused	Newcastle Urban South & East	Mini (7v7)	1	-4	1

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Site ID	Site name	Community use	Analysis area	Pitch type	No. of pitches	Capacity rating	Pitches available in peak period
94	Hempstalls Primary School	Yes-unused	Newcastle Urban Central	Mini (7v7)	2	-8	2
95	Langdale Primary School	Yes-unused	Newcastle Urban South & East	Mini (5v5)	1	-4	1
95	Langdale Primary School	Yes-unused	Newcastle Urban South & East	Youth (9v9)	1	-2	1
98	Springhead Primary School	Yes-unused	Kidsgrove	Mini (7v7)	1	-4	1
103	St Saviour's CE Primary School	Yes-unused	Kidsgrove	Mini (5v5)	1	-6	1
103	St Saviour's CE Primary School	Yes-unused	Kidsgrove	Mini (7v7)	1	-6	1
109	Whitmore Village Hall Recreation Field	Yes-unused	Newcastle Urban Central	Adult	1	-2	1

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Actual spare capacity has been aggregated up by area and by pitch type in the table below.

Table 2.12: Actual spare capacity summary

Analysis area	Pitches available in the peak period		
	Adult	Youth	Mini
Kidsgrove	6	-	5
Newcastle Urban Central	6.5	10	8.5
Newcastle Urban South & East	12	7.5	12
Rural Area	7.5	3	1.5
Newcastle under Lyme	32	20.5	27

There is a significant amount of actual spare capacity expressed on school sites, particularly primary schools where there is currently only a small amount of play or no play recorded. However any pitches at these sites will more often than not be utilised for school curriculum and school fixtures.

Some sites are also likely to retain spare capacity as a matter of practise to allow pitches to rest and rotate, particularly at private sites.

Overplay

Overplay occurs when there is more play accommodated than the site is able to sustain (which is often dependent upon pitch quality).

There are currently no pitches in Newcastle-under-Lyme that are recorded as being overplayed. There is, however, one youth (11v11) football pitch at Birchenwood Pavilion, one adult football pitch at Kidsgrove Athletic Football Club, four adult pitches at North Stafford Sport Ground, and one adult pitch at Newcastle-under-Lyme College that are being played to capacity.

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To what extent can current provision accommodate current and future demand?

The tables below identify the overall spare capacity in each of the analysis areas for the different pitch types, based on match equivalent sessions.

Summary of current and future provision of adult pitches

Analysis area	Actual spare capacity ⁶ (match sessions)	Demand (match sessions per week)				
		Overplay	Latent demand	Total (current)	Future demand	Total ⁷ (future)
Kidsgrove	6	-	-	6	0	6
Newcastle Urban Central	6.5	-	0.5	6	0.4	5.6
Newcastle Urban South & East	12	-	0.5	11.5	0.5	11
Rural Area	7.5	-	1	6.5	0.5	6
Newcastle-under-Lyme	32	-	2	30	1.4	28.6

The table highlights that overall in Newcastle under Lyme there are sufficient adult pitches available to meet current demand and future demand.

Summary of current and future provision of youth pitches

Analysis area	Actual spare capacity (match sessions)	Demand (match sessions per week)				
		Overplay	Latent demand	Total (current)	Future demand	Total (future)
Kidsgrove	-	-	2.5	2.5	0	2.5
Newcastle Urban Central	10	-	3.5	6.5	0	6.5
Newcastle Urban South & East	7.5	-	1	6.5	0	6.5
Rural Area	3	-	2.5	0.5	0	0.5
Newcastle-under-Lyme	20.5	-	9.5	10	0	10

The table highlights that overall in Newcastle-under-Lyme there are sufficient youth pitches available to meet current demand and future demand overall. However, current supply of youth pitches in either the Rural Area or the Kidsgrove Analysis Area does not meet current demand nor future demand.

⁶ In match equivalent sessions

⁷ Figures rounded up

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Summary of current and future provision of mini pitches

Analysis area	Actual spare capacity (match sessions)	Demand (match sessions per week)				
		Overplay	Latent demand	Total (current)	Future demand	Total (future)
Kidsgrove	5	-	-	5	0.5	4.5
Newcastle Urban Central	8.5	-	1.5	7	0.9	6.1
Newcastle Urban South & East	12	-	-	12	0.2	11.8
Rural Area	1.5	-	-	1.5	0.5	1
Newcastle-under-Lyme	27	-	1.5	25.5	2.1	23.4

The table highlights that overall in Newcastle-under-Lyme there are sufficient mini pitches available to meet current demand and future demand.

Football – grass pitch summary

- ◀ The audit identifies a total of 147 football pitches in Newcastle-under-Lyme. Of these, 121 are available, at some level, for community use.
- ◀ The non technical site assessments combined with user quality ratings show that the majority (64%) of pitches are rated as 'standard' quality. Nearly a third (31%) rated as good quality and 5% rated as poor. Poor quality pitches are predominantly located at education sites apart from one adult pitch at Kidsgrove Athletic Football Club.
- ◀ One quarter of clubs (25%) lease the sites that they play at and the majority of leases are from the Council for a length of between 10 and 30 years.
- ◀ Where changing facilities exist they are generally reported by clubs (48%) as being of good quality. Five clubs report the quality of changing facilities to be poor. Poor quality is often attributed to having no showers, no dedicated spectator toilets, no officials changing rooms and/or no disabled/female changing provision.
- ◀ There is frequent displaced demand reported by clubs in Newcastle-under-Lyme. Two of the biggest youth football clubs (Bradwell FC and Betley Youth FC) each have several youth and mini teams accessing central venues located outside of Newcastle-under-Lyme in Crewe. These examples are an indication of the growing demand for the use of central venues in Newcastle-under-Lyme for mini and youth football; however there are currently no sites within the area used as central league venues.
- ◀ There are 109 pitches across 46 sites that express potential spare capacity in Newcastle-under-Lyme.
- ◀ A total of 2 adult, 9.5 youth and 1.5 mini pitches are required to meet latent demand in Newcastle-under-Lyme. The amount of actual spare capacity expressed is enough to accommodate all of the latent demand expressed, with the only exception being the Rural areas where there is a need for 0.5 youth football pitches.
- ◀ Future demand equates to the need for 1.4 adult and 2.1 mini pitches to be provided at peak time. In the current situation, these teams could be accommodated on the current stock. Albeit further investigation is required to assess the quality and accessibility of these sites to accommodate the demand expressed.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 3: CRICKET PITCHES

3.1: Introduction

Staffordshire Cricket Board (SCB) is the main governing and representative body for cricket within the County, including Newcastle-under-Lyme. Its aim is to promote the game at all levels through partnerships with professional and recreational cricketing clubs, and other appropriate agencies.

Consultation

In addition to face to face consultation with key cricket clubs, an electronic survey was also distributed by email to the remaining clubs. Responses were gained from 10 of the 11 clubs that are based in Newcastle-under-Lyme.

3.2: Supply

In total, there are 21 cricket pitches in Newcastle-under-Lyme. Of these, 14 are available for community use and currently being used and four are available but unused (all at school sites). Three pitches are not available for community use.

Table 3.1: Summary of pitches

Analysis area	Number of pitches
Kidsgrove	1
Newcastle Urban Central	3
Newcastle Urban South & East	4
Rural Area	13
NEWCASTLE-UNDER-LYME	21

All analysis areas are served with cricket pitches; with the largest number of pitches being provided in Rural Analysis Area, where there are 13 pitches.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 3.1: Location of cricket pitches

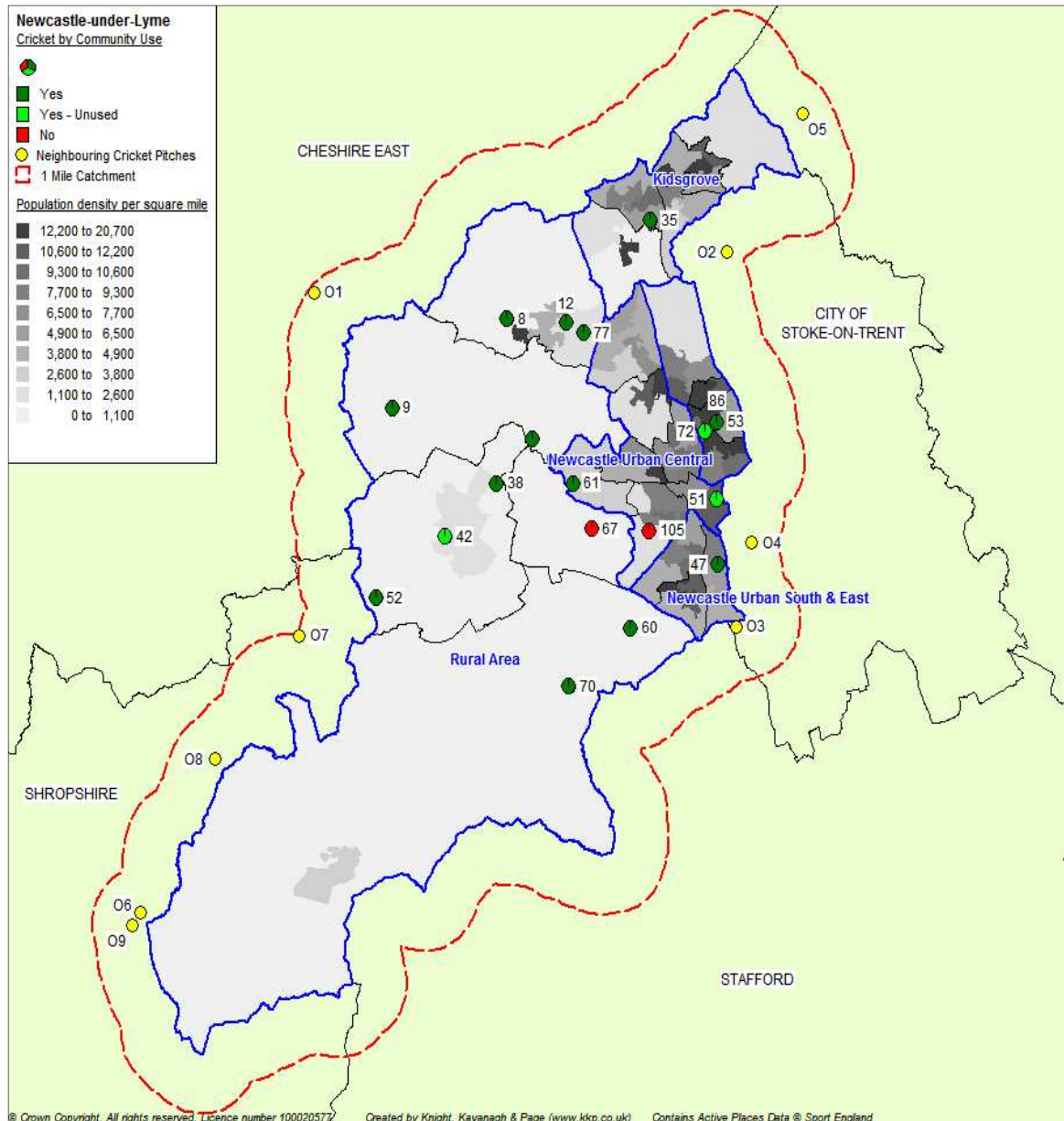


Table 3.2: Key to map

Site ID	Site name	Analysis area	No. of pitches	Availability for community use?
8	Audley CC	Rural Area	1	Yes
9	Betley CC	Rural Area	1	Yes
12	Bignall End	Rural Area	1	Yes
35	Kidsgrove CC	Kidsgrove	1	Yes
38	Leycett CC	Rural Area	1	Yes
42	Madeley High School	Rural Area	1	Yes-unused

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	No. of pitches	Availability for community use?
47	Newcastle & Hartshill CC	Newcastle Urban South & East	1	Yes
51	Newcastle-under-Lyme School	Newcastle Urban Central	1	Yes-unused
52	Onneley & Maer CC	Rural Area	1	Yes
53	Porthill Park CC	Newcastle Urban South & East	1	Yes
59	Scot Hay CC	Rural Area	1	Yes
60	North Stafford Sport Ground	Rural Area	1	Yes
61	Silverdale CC	Newcastle Urban Central	1	Yes
67	University of Keele Sports Centre	Rural Area	2	No
70	Whitmore CC	Rural Area	1	Yes
72	Wolstanton High School	Newcastle Urban South & East	1	Yes-unused
77	Wood Lane CC	Rural Area	1	Yes
86	St Margaret's Junior School	Newcastle Urban South & East	1	Yes
105	Westlands Primary School	Newcastle Urban Central	1	No
O1	Weston CC	Outside	N/A	N/A
O2	Sandyford CC	Outside	N/A	N/A
O3	St Joseph's College	Outside	N/A	N/A
O4	Thistley Hough High School	Outside	N/A	N/A
O5	Knypersley CC	Outside	N/A	N/A
O6	Drayton Sports and Leisure Club	Outside	N/A	N/A
O7	Falcon Field	Outside	N/A	N/A
O8	Norton in Hales Community Sports Club	Outside	N/A	N/A
O9	The Grove School	Outside	N/A	N/A

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

There are nine sites located within a mile of the study area boundary which contain cricket pitches. These are predominately located in Shropshire and the ECB indicates it is likely that residents from the rural areas of Newcastle under Lyme travel to play in these clubs.

Similarly there are a number of sites within Newcastle under Lyme which are located close to Stoke and therefore likely to serve residents from the area, including Newcastle & Hartshill CC and Porthill Park CC.

In addition, Newcastle & Hartshill CC reports displaced demand and regularly accesses Stone CC for its home fixtures, which is located about eight miles away from its home ground.

Pitch quality

The audit of cricket pitches in Newcastle under Lyme found that the majority (62%) of pitches are assessed as good quality, 29% as standard and 9% as poor quality. Through consultation with leagues and clubs, it is perceived that there is a need to increase quantity rather than quality of pitches; particularly for mid-week games. The table below summarises the number of pitches and the quality assigned to each site.

Table 3.3: Pitch quality by site

Good	Standard	Poor
12	7	4
<ul style="list-style-type: none"> ◀ Audley CC ◀ Betley CC ◀ Leycett CC ◀ Newcastle-under-Lyme School ◀ Onneley & Maer CC ◀ Porthill Park CC ◀ North Stafford Sports Ground ◀ Silverdale CC ◀ Wood Lane CC 	<ul style="list-style-type: none"> ◀ Bignall End CC ◀ Kidsgrove CC ◀ Newcastle & Hartshill CC ◀ Scot Hay CC ◀ Whitmore CC ◀ St Margaret's Junior School ◀ Westlands Primary School 	<ul style="list-style-type: none"> ◀ Madeley High School ◀ Wolstanton High School ◀ University of Keele Sports Centre

All pitches assessed as good quality (57%) are located at community club sites, except for those at Newcastle-under-Lyme School. Only the two pitches at the University of Keele Sports Centre are unavailable for community use, however, they are utilised for university fixtures/training and would potentially still not be an option for community use, even if quality was improved.

There are also seven standard quality pitches in Newcastle-under-Lyme with a mixture of ownership (clubs, private land owner, local authority and school), although the majority are privately owned. Whitmore CC notes that its pitch quality has improved slightly since last season.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Two sites in Newcastle-under-Lyme are assessed as poor quality and are both located at school sites; Madeley High School and Wolstanton High School. Both pitches encompass standalone non turf wickets and are both available for community use but currently unused by community users but still utilised for school use. Wolstanton High School has been previously been accessed by a community club several years ago and has a large cricket pavilion onsite which is currently closed and unsafe. The School indicates that there is potential for the site to service a community cricket club again, however investment would need to be obtained for both pitch improvement and changing pavilion refurbishment/redevelopment.

Maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard Assessment (PQS). The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. The report identifies surface issues and suggests options for remediation together with likely costs. For further guidance on this, please contact the ECB.

All cricket clubs in Newcastle-under-Lyme manage and maintain their own sites. Most clubs (55%) report that the quality of their pitches has increased slightly in quality from last season which is due to either more financial investment on the pitch or increased hours of maintenance where reasons were given. Four clubs report that there has been no difference in quality since last season and only Betley CC report that its pitch has got slightly poorer which is due to the Club spending less on it in the 2012/13 season, however, it plans to increase spending this year.

Ancillary facilities

All sites that are home to community clubs have changing provision except for Onneley & Maer CC which is a relatively new club which has only recently obtained its site and reports plans to build a changing pavilion once funds are acquired.

School sites including Madeley High School and St Margaret's Junior School do not have cricket pavilions and Wolstanton High School has a cricket pavilion that is currently closed and deemed unsafe for use as discussed earlier.

Changing pavilions are generally assessed as good quality, however, there are some clubs which report issues or planned developments:

Betley CC note that its changing rooms are quite small and the showers are poor quality and that it would like to develop a garage into changing rooms. The Club is currently applying for funding through the ECB, Newcastle Sports Council and Biffa.

Newcastle & Hartshill CC report that it is at the early stages of planning for new changing provision at its site. However, it is awaiting a new lease agreement to be finalised with the Council.

Leycett CC also notes that it has demand for female changing facilities as none currently exist on site.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Security of tenure

There is good security of tenure for clubs in Newcastle-under-Lyme with six clubs owning their home ground and three currently under a long-term lease agreement from private landlords. Newcastle & Hartshill CC is the only club which rents a pitch which is also the only Council owned site. The Club report that there was an existing lease on the site, but that it has now expired and it is in talks over a new lease agreement.

Training

Nine of the ten of the clubs in Newcastle-under-Lyme have practice nets located at their home ground. Only Onneley & Maer CC does not; and the Club notes this is due to its relatively new formation. However, it has aspirations to develop the ground and a training facility would be part of the development.

There is demand for additional training facilities expressed by a number of other clubs. Bignall End CC express the need for a new nets facility for summer training, while Whitmore CC would like access to additional training hours of indoor nets facilities for winter training. Betley CC reports that it has one average quality net facility but would like to increase this further.

There is also winter cricket training being displaced outside of Newcastle-under-Lyme reported by clubs. Audley CC and Scot Hay CC both report that they travel outside of the area to train at the YMCA in Hanley, Stoke-on-Trent. Porthill Park CC also travels outside the area to access cricket nets at a school site.

Developments are currently underway at Clayton Sports Centre which when reopened will provide a five indoor cricket lane training facility.

Artificial wickets

Competitive senior cricket league play is not sanctioned on artificial wickets but informal games and other social leagues can take place, as well as Last Man Stands (LMS) competitions.

The following are standalone artificial wickets that do not form part of a square with grass wickets and are all located at school sites.

Table 3.4: Location of standalone artificial wickets

Site ID	Site name	Analysis area	No. of wickets
42	Madeley High School	Rural Area	1
51	Newcastle-under-Lyme School	Newcastle Urban Central	1
72	Wolstanton High School	Newcastle Urban South & East	1
86	St Margaret's Junior School	Newcastle Urban South & East	1

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The following are sites with artificial wickets that do form part of a square with grass wickets and are all located at club sites.

Table 3.5: Location of artificial wickets

Site ID	Site name	Analysis area	No. of wickets
35	Kidsgrove CC	Kidsgrove	1
47	Newcastle & Hartshill CC	Newcastle Urban South & East	1
61	Silverdale CC	Newcastle Urban Central	1

3.3: Demand

Cricket clubs in Newcastle-under-Lyme generally have several senior and junior teams at different age groups, although there are also two midweek leagues (most notably the Phoenix midweek) made up of singular team clubs and offering a shorter form of the game which is increasing popular.

Demand for competitive cricket is strong in Newcastle-under-Lyme with a total of 12 clubs generating 95 teams.

Table 3.6: Summary of teams by analysis area

Analysis area	No. of competitive teams		
	Senior men	Senior women	Juniors
Kidsgrove	3	-	5
Newcastle Urban Central	3	-	4
Newcastle Urban South & East	6	1	18
Rural Area	27	-	28
NEWCASTLE-UNDER-LYME	39	1	55

Peak time usage for cricket pitches in Newcastle-under-Lyme is midweek although this is due to the high number of junior fixtures being played midweek. In addition, five senior teams play competitively midweek. However, peak time usage for senior play is Saturday (26 teams) although a high proportion also play on a Sunday (13 teams).

Women's and girls' cricket

Girls can play in mixed aged groups up until the age of 15 and where clubs do not have enough junior girls' membership this is often how girls can access competitive cricket.

There is currently one girls' team at U13 level operating at Audley CC and playing in the North Staffs Girls League. Porthill CC also note that it has seen a significant increase in the number of junior girl members and that it has put in a request with the North Staffs Girls League to enter a junior girls team.

There is also currently only one womens senior cricket team operating in Newcastle-under-Lyme, Porthill Park CC.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Latent demand

Latent demand was also identified by clubs that believe they could potentially expand and have more teams if more pitches were available. The table below summarises this:

Table 3.7: Summary of latent demand

Club	Latent demand	Analysis area	Ground requirement
Leycett CC	1 x Junior team	Rural Area	0.5
Onneley & Maer CC	1 x Junior team 1 x Mens Senior team 1 x Womens Senior team	Rural Area	1.5
Bignall End CC	1 x Junior team	Rural Area	0.5
Porthill Park CC	1 x Junior team (Girls)	Newcastle Urban South & East	0.5
Audley CC	1 x Junior team	Rural Area	0.5
Total			3.5

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts. Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 3.8: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (18-55)	31,274	39	1:802	31,780	39.6	0.6
Senior Womens (18-55)	30,760	1	1:30760	30,212	1.0	0.0
Junior Boys (7-17)	8,060	54	1:149	8,239	55.2	1.2
Junior Girls (7-17)	7,653	1	1:7653	7,857	1.0	0.0

Population growth is not significant enough to create demand for additional cricket pitches in Newcastle-under-Lyme, however, it is likely to increase demand for junior cricket (one junior team).

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

3.4: Capacity analysis

Capacity analysis for cricket is measured on a seasonal rather than weekly basis. This is due to playability (i.e., only one match is generally played per pitch per day at weekends or weekday evening). Wickets are rotated throughout the season to reduce wear and allow repair. Therefore, it is more accurate to assess capacity seasonally rather than weekly. The capacity of a pitch to accommodate matches is driven by the number and quality of wickets. This section presents the current pitch stock available for cricket in Newcastle-under-Lyme. It illustrates the:

- ◀ Number of grass and artificial cricket wickets per pitch
- ◀ Number of competitive matches per season per pitch

To help calculate pitch capacity, the ECB suggests that a good quality wicket should be able to take:

- ◀ 5 matches per season per grass wicket (adults).
- ◀ 60 matches per season per artificial wicket (adults).

This information is used to allocate capacity ratings as follows:

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

*In addition, the recommended capacity of artificial wickets (for adults) is 60 matches per season. Synthetic wickets (that form part of a square with grass wickets) are only used for training and junior play; this is not factored into the overall capacity of the pitch.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.9: Cricket pitch capacity (available and used pitches)

Site ID	Site name	Analysis Area	Level of security	No. of pitches	Pitch quality	No. of grass wickets	Actual play (sessions per season)	Capacity (sessions per season)	Capacity rating (sessions per season)
8	Audley CC	Rural	Secured	1	Good	15	110	75	35
9	Betley CC	Rural	Secured	1	Good	12	97	60	37
12	Bignall End CC	Rural	Secured	1	Standard	15	100	75	25
38	Leycett CC	Rural	Secured	1	Good	14	102	70	32
52	Onneley & Maer CC	Rural	Secured	1	Good	8	56	40	16
59	Scot Hay CC	Rural	Secured	1	Standard	15	22	75	-53
60	North Stafford Sports Ground	Rural	Secured	1	Good	10	30	50	-20
70	Whitmore CC	Rural	Secured	1	Standard	12	110	60	50
77	Wood Lane CC	Rural	Secured	1	Good	12	56	60	-4
35	Kidsgrove CC	Kidsgrove	Secured	1	Standard	10	50	50	0
47	Newcastle & Hartshill CC	Newcastle Urban South & East	Unsecured	1	Standard	12	50	60	-10
53	Porthill Park CC	Newcastle Urban South & East	Secured	1	Good	11	70	55	15
61	Silverdale CC	Newcastle Urban Central	Secured	1	Good	11	40	55	-15
86	St Margaret's Junior School	Newcastle Urban South & East	Unsecured	1	Standard	-	70	60	10

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Capacity summary

- Eight sites are overplayed in Newcastle-under-Lyme by a total of 220 match sessions per season.
- Five sites, which are available and currently used, could potentially accommodate an additional 102 match sessions per season.
- One site, Kidsgrove CC is played to capacity and as such cannot accommodate any more fixtures.
- Audley CC expresses potential capacity issues and is having to look elsewhere for availability. The Club is currently enquiring at Bignal End CC and Wood Lane CC.
- Porthill Park CC also suggests that it is operating at capacity at its home ground and also at St Margaret's Junior School which it also uses. An increase in junior girl's cricket membership means it is looking to add at least one girl's competitive team and the Club will try and accommodate them at St Margaret's Junior School as there is no other provision it can access.

Table 3.10: Cricket pitch capacity (unavailable and unused pitches)

Site ID	Site name	Analysis area	Level of security	No. of pitches	Pitch quality	No. of artificial wickets	Actual play (sessions per season)	Capacity (sessions per season)	Capacity rating (sessions per season)
42	Madeley High School	Rural Area	Unsecured	1	Poor	1	-	60	-60
51	Newcastle-under-Lyme School	Newcastle Urban Central	Unsecured	1	Good	1	-	60	-60
72	Wolstanton High School	Newcastle Urban South & East	Unsecured	1	Poor	1	-	60	-60

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

3.5: Supply and demand analysis

Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual spare capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site. In addition, if a pitch is not available within the peak period, it shouldn't be classified as actual spare capacity.

Peak time usage for cricket pitches in Newcastle-under-Lyme is midweek although this is due to the high number of junior fixtures being played midweek. In addition, five senior teams play competitively midweek. However, peak time usage for senior play is Saturday (22 teams).

To reflect the different types of pitch usage at peak times, both Saturday (senior teams) and midweek (junior/midweek seniors) is considered in the context of identifying actual spare capacity below:

Table 3.11: Actual spare capacity

Site ID	Site name	Analysis area	No. of pitches	Spare capacity (sessions per season)	Pitches available in peak period	Comments
59	Scot Hay CC	Rural Area	1	-53	0.5 (Saturday) 1 (midweek)	One team using the pitch on a Saturday (every other week). Spare capacity both midweek and Saturday.
60	North Stafford Sports Ground	Rural Area	1	-20	0 (Saturday) 1 (midweek)	Although pitch is available midweek, it is not available on Saturday.
77	Wood Lane CC	Rural Area	1	-4	0	Unavailable either midweek or Saturday. Spare capacity retained for quality.
47	Newcastle & Hartshill CC	Newcastle Urban South & East	1	-10	0	Unavailable either midweek or Saturday. Spare capacity retained for quality.
61	Silverdale CC	Newcastle Urban Central	1	-15	0	Unavailable either midweek or Saturday. Spare capacity retained for quality.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Only two of the six sites with potential spare capacity express actual spare capacity. Although spare capacity is often as a result of a lack of demand for grass pitches, there are some sites that are likely to retain spare capacity as a matter of practise to allow pitches to rest and rotate e.g. Wood Lane CC and Newcastle & Hartshill CC.

Scot Hay CC has most spare capacity with one pitch being available midweek (as it is currently used at this time) and one pitch which could accommodate one team every other Saturday (i.e. playing on a home and away basis). However, it should be noted that other clubs have tried to use the site before but arrangements have proved difficult.

North Stafford Sports Ground has spare capacity of one pitch midweek as all of its usage takes place on Saturdays.

In addition to the sites above there are three standalone artificial wickets located at school sites. They are both rated as poor quality which means there is less demand for them and they will be excluded from the consequential overall spare capacity but remain as possible sites to explore alleviating any overplay.

Overplay

Overplay occurs when more play is accommodated at a site than it is able to sustain. In summary, eight sites are overplayed by a total of 220 match sessions per season.

Table 3.12: Overplay summary

Site ID	Site name	Analysis area	No. of pitches	Capacity rating
8	Audley CC	Rural Area	1	35
9	Betley CC	Rural Area	1	37
12	Bignall End CC	Rural Area	1	25
38	Leycett CC	Rural Area	1	32
52	Onneley CC	Rural Area	1	16
70	Whitmore CC	Rural Area	1	50
53	Porthill Park CC	Newcastle Urban South & East	1	15
86	St Margaret's Junior School	Newcastle Urban South & East	1	10

As summarised below, overall in Newcastle-under-Lyme there is a shortfall of cricket pitches to accommodate the amount of overplay expressed and in most instances overplay is not expressed in areas where there is peak time capacity. Even if demand is for Saturday cricket, there are still not enough pitches to satisfy demand.

Converted into pitches, there is a need for 44 wickets (based on 5 matches per grass wicket) and/or four pitches (based on an average of 10 wickets per square) to accommodate overplay in the Rural Area and five wickets and/or one pitch in the Newcastle Urban South & East area.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

To what extent can current provision accommodate current and future demand?

Having considered supply and demand scenarios above, the table below identifies the overall spare capacity in each of the analysis areas for cricket pitches.

Table 3.13 Capacity of cricket pitches

Analysis area	Actual spare capacity (pitches)	Demand (pitches) ⁸			
		Overplay	Latent demand	Future demand	Total
Kidsgrove	-	-		0.1	0.1
Newcastle Urban Central	-	-	-	0.1	0.1
Newcastle Urban South & East	-	0.5	0.5	0.5	1.5
Rural Area	1.5	3.5	3	1	6
NEWCASTLE-UNDER-LYME	1.5	4	3.5	1.7	7.7

The table above shows that there is a borough wide shortage of eight cricket pitches (rounded up) based on 10 wickets per pitch.

Cricket summary

- ◀ There are 21 cricket pitches in Newcastle under Lyme all of which are currently available for community use except for University of Keele Sports Centre which is utilised for University teams only and the pitch at Westlands Primary School. Four pitches are available for community use but are unused, both of which are located at education sites.
- ◀ It is likely that there is significant imported and exported demand for cricket in Newcastle under Lyme, particularly on the boundaries with Stoke and Shropshire.
- ◀ The majority (62%) of pitches are assessed as good quality, 29% as standard and 9% as poor quality. The poor quality sites are artificial wickets on school sites which although are available for community use are unused.
- ◀ Changing pavilions are generally assessed as good quality, however, there are some clubs which report issues or planned developments:
- ◀ Demand for competitive cricket is strong in Newcastle-under-Lyme with a total of 12 clubs generating 95 teams.
- ◀ Five clubs report latent demand for a combined total of 3.5 pitches.
- ◀ Eight sites are overplayed by a total of 220 match sessions per season.
- ◀ One site, Kidsgrove CC is played to capacity and as such cannot accommodate any more fixtures.
- ◀ Only two of the six sites with potential spare capacity express actual spare capacity.
- ◀ Overall there is a shortfall of eight cricket pitches in Newcastle under Lyme to accommodate both current and future demand expressed.

⁸ Converted into pitches based on 5 matches per grass wicket and/or four pitches based on an average of 10 wickets per square

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 4: RUGBY UNION PITCHES

4.1: Introduction

The Staffordshire Rugby Football Union (RFU) administers rugby in Newcastle-under-Lyme. A full-time development officer is responsible for the Staffordshire region and works closely with the clubs. This involves working with community coaches which host taster sessions at schools in Newcastle-under-Lyme to increase participation in rugby union and encourage more players to join clubs.

Consultation

There are three clubs playing in Newcastle-under-Lyme as well as teams at Keele University. Face to face consultation was carried out with all the clubs and findings inform the key issues presented within this section of the report.

4.2: Supply

In total, 18 rugby union pitches are located across 10 sites in Newcastle-under-Lyme. Of these, eight pitches are available for community use and used and two are currently available but unused by community clubs (which are all located at education sites). It is important to note that there is no readily available changing provision at either site, so there is unlikely to be any demand for use of these sites. The remaining eight pitches are unavailable for community use and are again all located at education sites.

Table 4.1: Summary of grass rugby union pitches

Analysis area	No. of available pitches	No. of available but unused pitches
Kidsgrove	4	
Newcastle Urban Central	-	2
Newcastle Urban South & East	3	
Rural Area	1	1
NEWCASTLE-UNDER-LYME	8	3

NB: The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to the RFU guidelines; 'Grass Pitches for Rugby' at www.rfu.com

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 4.1: Location of rugby union pitches

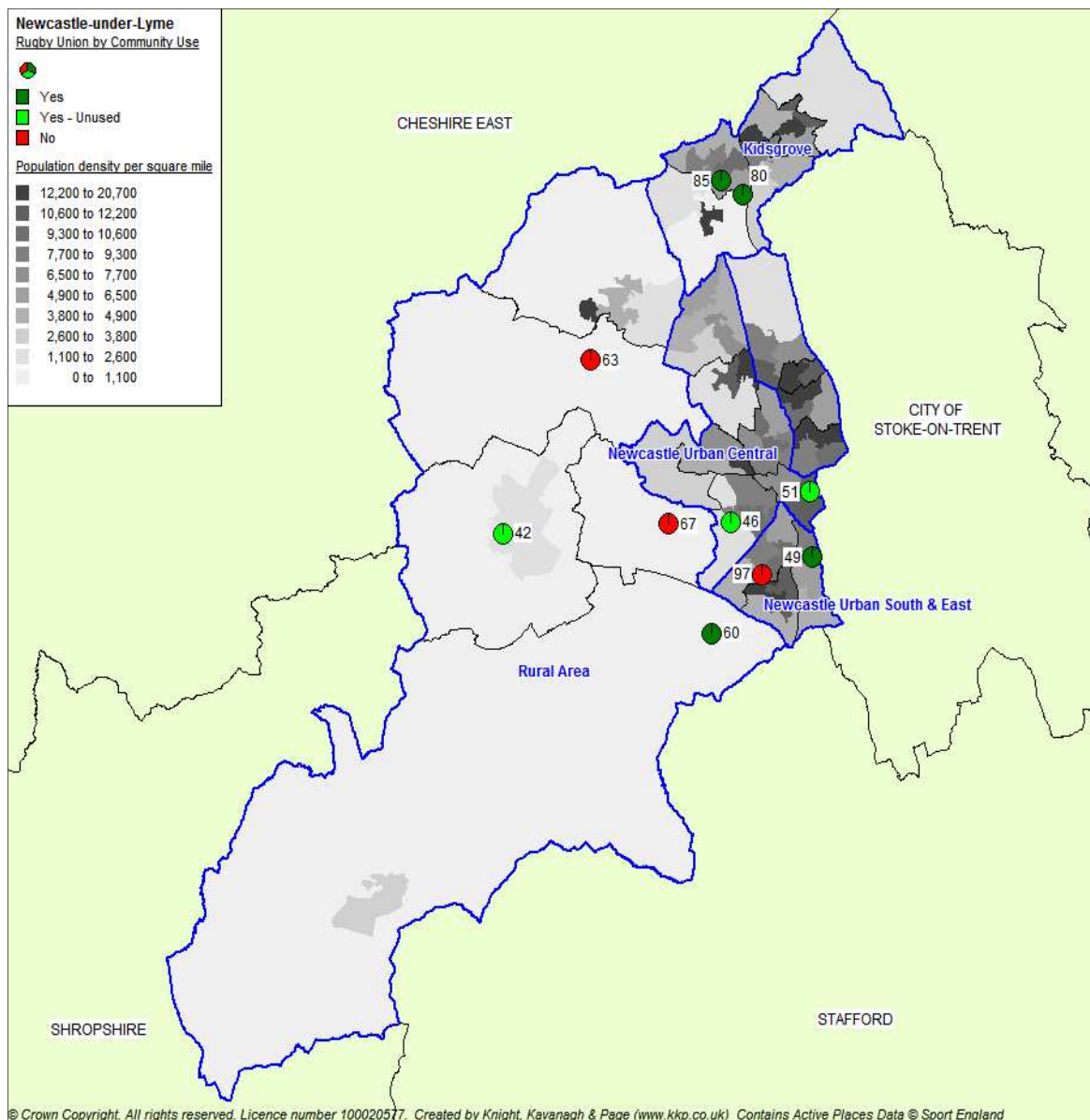


Table 4.2: Key to map

Site ID	Site name	Analysis area	Community use category	No. of pitches
42	Madeley High School	Rural Area	Yes unused	1
46	Nchs The Science College	Newcastle Urban Central	Yes unused	1
49	Pavilion Ground (Newcastle RFC)	Newcastle Urban South & East	Yes	3
51	Newcastle-under-Lyme School	Newcastle Urban Central	No	4
60	North Stafford Sport Ground	Rural Area	Yes	1

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Community use category	No. of pitches
63	Sir Thomas Boughey High School & Co-Operative Business & Enterprise College	Rural Area	No	1
67	University of Keele Sports Centre	Rural Area	No	2
80	Bathpool Country Park	Kidsgrove	Yes	1 (plus 1 mini)
85	Clough Hall Technology School Detached Playing Fields (Barnet's Field)	Kidsgrove	Yes	2
97	Seabridge Primary School	Newcastle Urban Central	No	1 (mini)

Ownership/management

Linley & Kidsgrove RFC play the majority of its home fixtures at Bathpool Park which is owned by the Council and rented on a weekly basis. The Club plays the remainder of its fixtures at Clough Hall Technology School pitches which it also rents on a weekly basis.

Hanford RFC leases the senior rugby union pitch at North Stafford Sports Ground from Shamblers FC which owns the site.

Newcastle RFC plays its home fixtures at the Pavilion Ground which it leases from the Council which expires in approximately 35 years' time (including pitches and ancillary facilities).

Pitch quality

The methodology for assessing rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage. Each is scored and classified in one of three categories. These represent actions required to improve pitch quality. A breakdown for each of the two scoring elements and three respective categories is provided.

Table 4.3: Definition of maintenance categories

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

Table 4.4: Definition of drainage categories

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

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.5: Pitch assessments following site visits (all pitches)

Rugby pitches	D0	D1	D2
M0	-	-	-
M1	1	5	-
M2	2	2	-

The pitch assessment scores can be translated to provide an overall pitch quality rating and these can be seen in the table below:

Table 4.6: Pitch assessment matrix

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

Table 4.7: Summary of pitch quality

Good	Standard	Poor
0	9	1

Although no pitches were assessed as good using the non technical assessments, some clubs rate their pitches as good quality.

Newcastle RFC rate the quality of the pitches as good and note that quality has got slightly better since last season as they have invested in improving the surfaces of the pitches at the Pavilion.

Hanford RFC also rates the quality of the pitch at North Staffs Sports Ground as good. The Club are responsible for the maintenance of the pitch and estimate an annual expenditure of £1000 on the pitch every year.

Linley & Kidsgrove RFC whose primary ground is at Bathpool Park rate the quality of the pitches there as standard. The Council is responsible for the maintenance of the pitches and the Club note that pitch quality has improved since drainage work was done six years ago on the pitches, however, there are still some drainage issues due the pitch being at the bottom of a valley.

Ancillary facilities

Of the sites that are currently available for community use and used there is changing provision at all of them.

Linley & Kidsgrove RFC notes that at Bathpool Park there are two changing rooms but no official's room. The site at Clough Hall Technology School also has changing accommodation that the Club is able to access when using the pitches.

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Changing accommodation at North Stafford Sports Ground is owned by Shamblers FC and rented by Hanford RFC but the rugby club is responsible for the maintenance.

At the Pavilion Ground there are four separate changing rooms and one officials' room rated as good quality by Newcastle RFC.

4.3: Demand

Demand for rugby pitches in Newcastle under Lyme tends to fall within the categories of organised competitive play and organised training.

Competitive play

Linley & Kidsgrove RFC has three senior, one junior, one mini and one vet team (which only play friendlies on an ad hoc basis). The Club would ideally play all its home games and training at Bathpool Park, however, due to capacity issues it utilises the pitches at Clough Hall Technology School as required.

Newcastle RFC has three senior, six junior and six mini teams all playing fixtures at the Pavilion Ground. The Club report that it is playing over capacity and in need for additional pitch space and a better training area just in order to meet current demand.

Hanford RFC is a one team club operating a team at senior level only, which plays all home fixtures at North Stafford Sports Ground.

University of Keele also fields two mens teams and one womens team which play their competitive fixtures in the BUCS League on Wednesday afternoons at the University of Keele Sports Centre.

Table 4.8: Summary of demand by analysis area

Analysis area	No. of competitive rugby union teams		
	Senior	Youth	Mini
Kidsgrove	3	1	1
Newcastle Urban Central	-	5	-
Newcastle Urban South & East	4	-	6
Rural Area	4	-	-
NEWCASTLE-UNDER-LYME	11	6	7

Peak time access to senior rugby union pitches in Newcastle-under-Lyme is considered to be Saturday afternoons for senior rugby and Sunday morning for youth and mini/midi rugby.

Training

Linley & Kidsgrove RFC note that training takes place primarily on the pitches at Bathpool Park for approximately five hours per week when the weather allows and all other training takes place on the pitches at Clough Hall Technology School pitches.

Hanford RFC trains outside of Newcastle under Lyme at Trentham RFC.

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Newcastle RFC training currently all takes place on the pitches at the Pavilion Ground but the Club notes that it is trying to look for alternative provision.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, where a team is already training but is unable to access a match pitch or where a league has a waiting list due to a lack of pitch provision which in turn is hindering its growth. There is currently no unmet demand that is identified for teams in Newcastle-under-Lyme. However, Linley & Kidsgrove RFC reports that it is oversubscribed at senior level and just slightly short of creating a 4th mens team. If the Club did introduce a 4th team it would struggle to accommodate it on the current pitch stock.

Displaced demand

Displaced demand generally relates to play by teams or other users of playing pitches from within the study area which takes place outside the area. There is no displaced demand for use of pitches for competitive fixtures, however, as mentioned previously Hanford RFC do go outside the area to utilise floodlit provision.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts. Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 4.9: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (18-55)	21,845	10	2185	22,680	10.4	0.4
Senior Womens (18-55)	21,368	1	21368	21,187	1.0	0
Junior Boys (13-18)	4,763	6	794	4,483	5.6	0
Junior Girls (13-18)	4,598	0	0	4,288	0.0	0
Mini rugby mixed (7-12)	7,998	7	1143	8,773	7.7	0.7

Future population is not significant enough to create demand for additional teams.

4.4: Capacity analysis

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

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

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ◀ From U13 upwards, teams play 15 v15 and use a full pitch.
- ◀ Mini teams (U7-12) play on half of a senior pitch i.e. two teams per senior pitch.
- ◀ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ◀ For mini teams, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one adult team.
- ◀ All male adult club rugby takes place on a Saturday afternoon.
- ◀ All U13-18 rugby takes place on a Sunday morning.
- ◀ Training that takes place on club pitches is reflected by the addition of team equivalents.
- ◀ Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate. Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and the club survey as follows:

Table 4.10: Pitch capacity based on quality assessments

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	0.5	1.5	2.0
	Natural Adequate or Pipe Drained (D1)	1.5	2.0	3.0
	Pipe and Slit Drained (D2)	2.0	3.0	3.5

This guide should only be used as a very general measure of potential pitch capacity and does not account for specific circumstances at time of use and assumes average rainfall and an appropriate end of season rest and renovation programme.

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

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established. Peak time access to senior rugby union pitches in Newcastle under Lyme is considered to be Saturday afternoons for senior rugby and Sunday morning for junior and mini/midi rugby.

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Table 4.11: Capacity of pitches available and used

Site ID	Site name	Management	Security of tenure	Analysis area	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Site capacity (sessions per week)*	Capacity rating	Comments
49	Pavilion Ground (Newcastle RFC)	Newcastle RFC	Secured	Newcastle Urban South & East	Senior	M2/D1 Good	1	9.5	3	6.5	Main pitch (floodlit) re-laid in the recent past.
					Senior	M2/D0 Standard	1	2	2	0	2nd pitch located on parkland. NBC owned. Drained 2006.
					Mini	M2/D0 Standard	1	3	3	0	NBC owned. Traditional pipe drainage system in place.
60	North Stafford Sports Ground	Hanford RFC	Secured	Rural Area	Senior	M2/D1 Good	1	0.5	3	-2.5	

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Site ID	Site name	Management	Security of tenure	Analysis area	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Site capacity (sessions per week)*	Capacity rating	Comments
80	Bathpool Country Park (Linley & Kidsgrove RFC)	Council	Secured	Kidsgrove	Senior	M1/D1 Standard	1	5	3	2	Drainage work completed six years ago; however, there remain some drainage issues due to the pitch being at the bottom of a valley.
					Mini	M1/D1 Standard	1	0.5	3	-0.5	
85	Clough Hall Technology School Detached Playing Fields (Barnet's Field)	School	Unsecured	Kidsgrove	Senior	M1/D1 Standard	1	1.5	3	-1.5	
					Senior	M1/D1 Standard	1	1.5	3	-1.5	

Team equivalents for training sessions taking place on match pitches have also been added.

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Table 4.12: Capacity of pitches available and unused

Site ID	Site name	Management	Security of tenure	Analysis area	Pitch size	Agreed quality rating	No. of pitches	Match equivalent sessions (per week)	Site capacity (sessions per week)	Capacity rating
42	Madeley High School	School	Unsecured	Rural Area	Senior	M1/D0 Poor	1	-	0	
46	Nchs The Science College	School	Unsecured	Newcastle Urban Central	Senior	M1/D1 Standard	1	-	0	

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4.5: Supply and demand analysis

Spare capacity

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

Three of the four sites in Newcastle-under-Lyme show some spare capacity on at least one pitch. The extent of whether this is within the stated peak time is quantified below.

Table 4.13: Actual spare capacity

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)	Pitches available in peak period	Comment
60	North Stafford Sports Ground	Rural Area	Senior	1	-2.5	0.5	Spare capacity retained for quality purposes.
80	Bathpool Country Park	Kidsgrove	Mini	1	-0.5	0	No peak time capacity.
85	Clough Hall Technology School Detached Playing Fields (Barnet's Field)	Kidsgrove	Senior	2	-3	2	Actual spare capacity.

Only one of the three sites expressing potential spare capacity has actual spare capacity, Clough Hall Technology School has two pitches available in the peak period.

Overplay

Overplay occurs when more play is accommodated at a site than it is able to sustain. In summary, two sites are overplayed by a total of 8.5 match sessions per week. One mini and one senior pitch at the Pavilion Ground are also being played to capacity.

Table 4.14: Overplay summary

Site ID	Site name	Analysis area	Pitch Type	No. of pitches	Capacity rating
49	Pavilion Ground (Newcastle RFC)	Newcastle Urban South & East	Senior	2	6.5
80	Bathpool Country Park	Kidsgrove	Senior	1	2

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Overall in Newcastle-under-Lyme there is a shortfall of rugby pitches. Although two pitches are available in the peak period, three pitches alone are required to meet the level of overplay expressed. In addition, there is not enough capacity on pitches which are available but unused.

When individual analysis areas are taken in isolation, in Kidsgrove, spare capacity on senior pitches (-3 match sessions) could accommodate overplay (2 match sessions) on senior pitches. However, in the Newcastle Urban South & East analysis area there is no spare capacity identified that could accommodate the 6.5 match equivalents per week on senior pitches.

Rugby union summary

- ◀ In total, 18 rugby union pitches are located across 10 sites in Newcastle under Lyme.
- ◀ Of these, eight pitches are available for community use and used and two are currently available but unused and eight pitches are unavailable for community use which are all located at education sites.
- ◀ Generally pitches are assessed as standard quality, although Hanford RFC and Newcastle RFC both rate the quality of their pitches as good.
- ◀ There are 24 teams in Newcastle under Lyme. Newcastle RFC is the largest with 15 teams, Linley & Kidsgrove RFC has five teams, Hanford RFC has one senior mens teams and Keele University has two senior mens teams and one senior womens team.
- ◀ Only one of the three sites expressing potential spare capacity has actual spare capacity, Clough Hall Technology School (Kidsgrove) has two pitches available in the peak period.
- ◀ Two sites are overplayed by a total of 8.5 match sessions per week. One mini and one senior pitch at the Pavilion Ground are also being played to capacity.
- ◀ Overall in Newcastle under Lyme there is a shortfall of rugby pitches. Although two pitches are available in the peak period, three pitches alone are required to meet the level of overplay expressed. In addition, there is not enough capacity on pitches which are available but unused.

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PART 5: ARTIFICIAL GRASS PITCHES (AGPS)

5.1 Introduction

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

Competitive football and training can take place on 3G surfaces and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. Only competition up to (but not including) regional standard can take place on a 3G rubber crumb AGP however it must be FA tested and registered. Football training can take place on sand and water based surfaces but is not the preferred option.

Hockey is played predominantly on sand based/filled AGPs. Although competitive play cannot take place on 3G pitches, 40mm pitches may be suitable, in some instances, for beginner training and are preferred to poor grass or tarmac surfaces.

The International Rugby Board (IRB) produced the 'Performance Specification for Artificial Grass Pitches for Rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union (this is also adopted by rugby league). The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking and mauling, scrummaging and lineouts can take place.

Table 5.1: AGP type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (65mm with shock pad)	Rugby surface – must comply with IRB type 22 Football surface
Rubber crumb	Long Pile 3G (55-60mm)	Preferred football surface
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for hockey and football and training
Sand	Sand filled	Competitive hockey and football training
Sand	Sand dressed	Preferred hockey surface and suitable for football training
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

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5.2 Current provision

The table below provides a list of the current supply of AGPs identified in Newcastle under Lyme. It also provides a key to Figure 6.1.

Table 5.2: AGPs in Newcastle under Lyme

Site ID	Site name	Analysis area	Size (metres) (including run offs)	Pitch type	Year built (refurbished)
67	University of Keele Sports Centre	Rural Area	Full size (110x70)	Sand filled	2007
24	Chesterton Community Sport College	Newcastle Urban Central	Full size (100 x 60)	Rubber crumb pile (3G)	2011
36	Knutton Recreation Centre	Newcastle Urban Central	Three quarter (75x45)	Rubber crumb pile (3G)	2007
26	Clayton Hall Business & Language College	Newcastle Urban South & East	Full size (100 x 60)	Sand Filled	2013
44	University Academy Kidsgrove	Kidsgrove	Half Size	Sand Filled	2013
46	NCHS The Science College	Newcastle Urban Central	Half Size	Sand Filled	2013
51	Newcastle-under-Lyme School	Newcastle Urban Central	Full Size (60x100)	Sand Filled	2002
79	Clough Hall Technology School	Kidsgrove	Full Size (38x113)	Sand Filled	1999
81	Newcastle-under-Lyme College	Newcastle Urban Central	Full Size (60x100)	Rubber crumb pile (3G)	2010
107	Stoke City FC Training Academy	Newcastle Urban South & East	Full Size (75x110)	Rubber crumb pile (3G)	2011

There are seven full sized AGPs in Newcastle-under-Lyme. Four are sand based and three are 3G rubber crumb. In addition there is one 3/4 size 3G AGP located in the Newcastle Urban Central analysis area.

The three smaller AGPs were also identified but have been excluded from the analysis because they are too short and narrow to be used for competitive play. However, these surfaces are used by clubs for training purposes.

There are no water based AGPs in the area nor any AGPs that are IRB compliant and suitable for competitive rugby union.

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Proposals for new provision

There are no proposals for new provision identified in Newcastle under Lyme. However, consultation with Newcastle-under-Lyme School suggests that it has aspirations to increase its provision by an additional AGP, which is likely to be sand based due to the site being the home ground of North Staffs Hockey Club.

Consultation with Clough Hall Technology School indicates that the School is part of the New Schools Programme and as a result the site will be redeveloped including its sport provision. It is unknown at this stage whether redevelopment will impact the current AGP (which is poor quality and too narrow for competitive senior hockey or football).

Consultation suggests that Keele University is planning to resurface its AGP, and it is to remain as sandbased, in order for its hockey teams to remain on site.

5.3 Accessibility

Location

Of the seven full size AGPs, three are located in the Newcastle Urban Central area, two are in the Newcastle Urban South & East area and there is one and full size AGP in both of the Kidsgrove area and Rural Area.

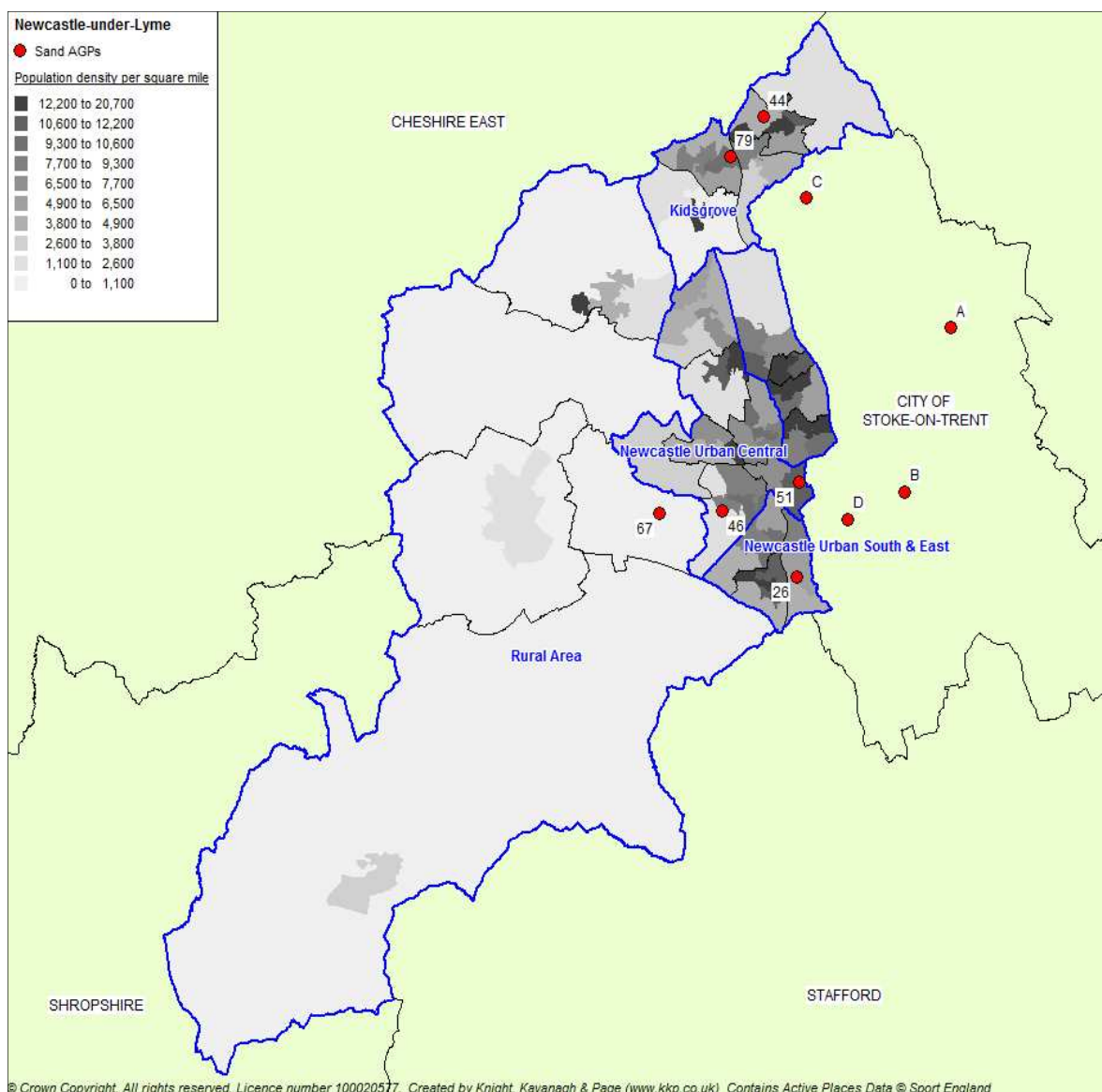
According to Active Places Power, there are a further four sites providing AGPs of note located in neighbouring Stoke:

- ◀ Holden Lane High School (Map ID: A)
- ◀ Sir Stanley Matthews Sports Centre (Map ID: B)
- ◀ St. Joseph's Catholic Primary School (Map ID: C)
- ◀ St Peter's Academy (Map ID: C)

According to the Sport Across Staffordshire: A Sports Facilities Framework Draft Report September 2014, there is only one AGP suitable to play hockey on in Stoke (Excel Academy previously Holden lane High School) which is used by Leek HC and as such has limited capacity to accommodate additional matches.

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Figure 5.1: Location of current full size AGPs in Newcastle-under-Lyme



Availability

Table 5.4 summarises the availability of AGPs for community use in Newcastle-under-Lyme. In addition, it records the availability of provision within the peak period based on information given by the provider during consultation. Sport England recommends an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00) for a floodlit pitch (and 16 hours for a non floodlit pitch). This has been applied in conjunction with findings from consultation to provide a total number of hours available for community use per week during peak periods.

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Table 5.3: Community opening times of AGPs

Site name	Availability for community use	Availability for community use in the peak period ⁹
University of Keele Sports Centre	Monday-Friday 09:00-22:00 Saturday and Sunday 10:00-18:00	32
Chesterton Community Sport College	Monday-Friday 17:00-22:00 Saturday and Sunday 07:30-16:00	32
Knutton Recreation Centre	Monday-Friday 09:00-22:00 Saturday and Sunday 08:00-18:00	34
Clayton Hall Business & Language College	Monday-Friday 18:00-22:00 Saturday and Sunday 09:00-18:00	31
Newcastle-under-Lyme School	Monday-Friday 18:00-22:00 Saturday 13:00-21:00 Sunday 09:00-21:00	30
Clough Hall Technology School	Monday-Friday 18:00-22:00 Saturday and Sunday 09:00-18:00	31
Newcastle-under-Lyme College	Monday-Friday 18:00-22:00 Saturday and Sunday 08:00-20:00	34
Stoke City FC Training Academy	Unavailable	-

In the main, availability of provision in the peak period is generally good. Where there is provision on education sites, this is generally made available after school and at weekends. In addition, there are two sand-filled AGPs that are available for community use, but are not full size and, therefore, are not desirable for usage by adult football or senior hockey teams.

5.5 Usage

Research conducted by Sport England into the use of AGPs suggests that provision has two principal roles: midweek training for football and hockey and weekend matches for hockey. Pitches are often sub-divided for training purposes. However going forward this balance is likely to shift to 3G as this is the preferred surface for training for the FA as well as more competitive fixtures being allowed to take place on FA registered AGPs.

Football training tends to dominate use of hockey suitable AGPs in Newcastle under Lyme, however, the shift to 3G pitches is likely to continue as more become available. AGPs are in high demand for football training. Peak hours are 6pm – 9pm Tuesday to Thursday and some clubs report that provision is not accessible at this time. In addition to this, however, some clubs report that price is also a restricting factor.

Newcastle-under-Lyme School note that there is not enough capacity on its AGP for competitive hockey matches, and consequently some school hockey fixtures often have to be played elsewhere. The School has had to access pitches at Cannock HC, Crewe HC, Stone HC and Deeside Ramblers HC all outside of Newcastle-under-Lyme. The School reports that it is now playing less school fixtures due to lack of capacity.

⁹ Based on information from school/club given during consultation and Sport England recommendations

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5.6 Quality

North Staffs HC rate the quality of the AGP at Newcastle-under-Lyme School as being overall good quality, and comment that this is due to the amount of maintenance work that it is done on it, however it will be in need of being replaced in three to four years time.

Market Drayton accesses the University of Keele Sports Centre and rates the quality of the AGP there as acceptable. It notes that in the last five years the quality of the pitch has remained the same. Site assessment of the AGP rates the quality as standard, and the University also suggests that this is the case. Its quality is mainly due to the age of the surface (2007) and that use is often affected by runoff water from surrounding areas which lies on the surface.

The only AGP rated as being poor quality is located at Clough Hall Technology School. The AGP was installed in 1999 and has not been resurfaced since and is due to be replaced as part of the New Schools Programme. The AGP is not sufficiently wide to allow senior hockey or adult football fixtures to take place either.

Clayton Hall Business and Language School AGP was resurfaced in 2013. The surface remained as sand based, however, the School report that the specification of the new surface was deemed unsuitable by North Staffs HC which has subsequently moved the majority of its fixtures off the site.

The three full size 3G AGPs are all rated as good quality as is the three quarter 3G AGP at Knutton Recreation Centre.

Table 5.4: Summary of pitch quality

Site ID	Site name	Quality rating
67	University of Keele Sports Centre	Standard
24	Chesterton Community Sport College	Good
36	Knutton Recreation Centre	Good
26	Clayton Hall Business & Language College	Good
44	University Academy Kidsgrove	Good
46	NCHS The Science College	Good
51	Newcastle-under-Lyme School	Good
79	Clough Hall Technology School	Poor
81	Newcastle-under-Lyme College	Good
107	Stoke City FC Training Academy	Good

Ancillary facilities

North Staffs HC rate the quality of the changing rooms at Newcastle-under-Lyme School as being good quality and the Club also has a clubhouse that is located off site but in close proximity to the School.

Site assessments show that the quality of the changing facilities at the University of Keele Sports Centre to be standard and Market Drayton HC also note that this is the case and comment that changing facilities are unsecure during match play.

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5.7 Supply and demand analysis

Sport England's Facilities Planning Model (FPM) – National Facilities Audit (NFA) Dataset

The FPM is a model used as a starting point to help assess the strategic provision of sports facilities, including AGPs. The FPM does not predict or describe actual usage of facilities: this is determined by range of factors, not least management and promotional policies, programming and the quality or attractiveness of the facility concerned. Nonetheless, The FPM will generate broad estimates of potential throughput which indicate what would be observed based on the parameters in the model (and these are based on what has been observed happening at actual facilities around the country).

The FPM run for Newcastle-under-Lyme AGPs was done in March 2014 which as well as giving the current picture of supply and demand also showed projections for 2024 based on population growth. The FPM report provides a strategic assessment of the current level of provision for AGPs in Newcastle-under-Lyme. The report should not be considered in isolation and it is recommended that the analysis should form part of a wider assessment of provision at the local level.

The FPM shows that Newcastle-under-Lyme has two full size 3G pitches (and four full size sand based pitches). There is an additional three quarter size 3G AGP in the area.

The FPM states that all AGPs are floodlit and one at Keele University has been refurbished. In addition to this Clayton Hall Business & Language College has also been refurbished in 2013.

The figure for pitches per 10,000 population is 0.56 in Newcastle-under-Lyme. This is higher than regional (0.34) and national (0.38) figures.

The Newcastle-under-Lyme population generates demand for 2,913 visits per week in the peak period (vpwpp). On this basis demand would equate to four full size pitches (3G and sand). There are currently six. The population without access to a car in Newcastle-under-Lyme is quite high at 28.6%, 10-12% higher than regional and national figures. This indicates that the nature of demand is less mobile and will rely on public transport or walking to get to a pitch.

Newcastle-under-Lyme's supply of AGPs satisfies 97.4% of its demand which is higher than regional figures of 79.2% and county levels of 92.6%. Not all of Newcastle-under-Lyme satisfied demand is met within the local authority boundary, 32% is met by provision in adjoining authorities, which is significantly higher than both the regional (2.5%) and county (11.3%) figures. The biggest export is to Stoke on Trent at 16% of the total Newcastle-under-Lyme exported demand.

In 2013 total unmet demand was 2.6% (75 visits) of total demand and this is unchanged in 2024. This is equivalent to 0.1 AGP in both years. So in effect there is no significant unmet demand.

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Imported Demand and Exported Demand

The biggest export of demand is to Stoke on Trent at 16% of the total Newcastle under Lyme exported demand. Then 14% goes to the area referenced as North West and is outside Staffordshire County. Finally 2% is exported to Stafford.

The FPM run for Stoke on Trent was also done in March 2014. Of the demand which is exported the majority goes to Newcastle-under-Lyme (shaded yellow in the pie chart) at 14% of the total Stoke satisfied demand.

As well as Stoke on Trent exporting 14% of its demand to Newcastle-under-Lyme it also has imported demand from the Newcastle-under-Lyme. The Stoke-on-Trent FPM shows that it's biggest import is from Newcastle under Lyme, at 9% of the used capacity of Stoke's pitches. This analysis of cross boundary migration of AGPs indicates that it is importance of taking into account both the supply and demand of neighbouring

71.3% of unmet demand comes from the lack at capacity of existing sites to meet the local demand arising. This is split relatively evenly between unmet demand from the population who do not have access to a car (38.2%) and the population who do have access to a car (33.1%).

In terms of hours of availability for public use in the weekly period the supply of seven pitches reduces to 6.1 pitches. This however is not an issue because the total demand generated for AGPs is for four pitches. Hence supply exceeds demand.

The FA model

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

The FA's long term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA Standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch type per hour from 5pm-10pm Mon-Fri and 9am-5pm Saturday & Sundays. It is estimated that one full size AGP can service 60 teams. On the basis there are 196¹⁰ teams playing competitive football in Newcastle under Lyme, there is a recommended need for 3.2 full size 3G pitches.

Current supply equates to two full sized 3G pitches and one three quarter size 3G pitch that are available for community use. There is an additional full size 3G located at Stoke City FC Training Academy which is identified as not being available for community use.

There are no such guidelines/standard for hockey and rugby.

Local demand

¹⁰ Figure from The FA Football Participation Report: Newcastle-under-Lyme Season 12/13

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Hockey

There are three hockey clubs currently playing in Newcastle under Lyme; North Staffs HC, play at Newcastle-under-Lyme School, Market Drayton HC play at University of Keele Sports Centre as does Keele University HC.

Market Drayton HC only operates teams at a senior level and North Staffs HC also operates several teams at a senior level and one junior team at U16 level. Keele University HC operates two mens teams and two womens teams playing midweek fixtures in the BUCS leagues.

Table 5.5: Summary of teams playing in Newcastle-under-Lyme

Name of club	No. of competitive teams		
	Senior men	Senior women	Juniors
North Staffs HC	5	2	1
Market Drayton HC	3	-	-
Keele University HC	2	2	-
TOTAL	10	4	1

Market Drayton HC also accesses a pitch outside of Newcastle under Lyme at Whitchurch, Sir John Talbot Sports Centre in Shropshire for training. As detailed earlier, the Club is keen to develop its own base and to accommodate all training and competitive play closer to its traditional/social base in Market Drayton (at Grove Comprehensive School).

North Staffs HC report that it has increased from 20 juniors to 70 junior members since it formed its partnership with Newcastle-under-Lyme School, and note that it would be able to field more teams if it had access to more pitches at the appropriate times.

Hockey Development in Newcastle-under-Lyme

Rush Hockey

Rush Hockey is aimed at increasing participation through a small sided game (5-a-side) and can be played on any indoor or outdoor surface. Consultation with the EHB indicates that there are opportunities for expansion of the programme in Newcastle-under-Lyme with use of AGPs in the area. Increased participation in the programme is likely to increase growth of mainstream hockey.

Newcastle-under-Lyme School

With the potential of Newcastle-under-Lyme School increasing to an additional second sand based AGP, the EHB sees this as a key site for hockey with North Staffs HC, a focus Club for the area, accessing the site for its home fixtures. Given that the FPM indicates that there is unmet demand of only 0.03 for hockey, an additional sand based AGP here would further satisfy all demand for this type of provision.

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Football

A significant proportion of clubs (48%) report demand for access to additional floodlit 3G pitches, which also reiterates that current provision is unable to meet demand for football. Given that there is also a growing national trend for greater use of 3G pitches to accommodate youth leagues, future demand for 3G is likely to increase further.

Rugby

A significant amount of training takes place on grass pitches in Newcastle under Lyme; there is no dedicated International Rugby Board (IRB) suitable to for competitive play and/or contact training. All rugby union training takes place on match pitches which further adds to the wear and tear and impacts on the quality and carrying capacity. In addition, there is a lack of quality floodlighting for training provision. Most clubs have some form of floodlights but are not sufficient to satisfy all training needs.

AGP summary

- ◀ There are seven full sized AGPs in Newcastle under Lyme. Four are sand based and three are 3G rubber crumb. Stoke City FC Training Academy is not available for community use.
- ◀ The only AGP rated as being poor quality is located at Clough Hall Technology School. The AGP was installed in 1999 and has not been resurfaced since and is due to be replaced as part of the New Schools Programme. The AGP is not sufficiently wide to allow senior hockey or adult football fixtures to take place either.
- ◀ In addition the AGP at University of Keele Sports Centre is of standard quality.
- ◀ Market Drayton HC (currently playing at University of Keele Sports Centre) submitted an unsuccessful application for funding for a proposed AGP at Grove Comprehensive School outside of the study area. This will mean that the Club is likely to need to retain its current capacity at University of Keele Sports Centre once the new surface is installed.
- ◀ Newcastle-under-Lyme School is operating at capacity for competitive hockey matches and due to community use has to access pitches outside of the study area for school fixtures. North Staffs HC also reports latent demand for more pitches at the site. As a result, the School is keen to access funding for a new AGP.
- ◀ According to the FPM, total demand generated for AGPs in Newcastle is four pitches. Hence supply exceeds demand.
- ◀ The FA model suggests that there is a need for 3.2 full size 3G pitches to service the number of football clubs in Newcastle under Lyme. Although this equates to a small shortfall, just over half of football clubs report demand for access to 3G pitches. In addition, future demand to play competitively on 3G is likely to increase further.
- ◀ Due to its location and size, there does not appear to be enough demand for competitive hockey to be played at Clough Hall Technology School. Therefore, proposals for redevelopment should consider a change of surface to 3G.

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PART 6: TENNIS COURTS

6.1 Supply

The vast majority of tennis courts are located at sites within the Newcastle Urban Central area (six) with also a significant number (five) located in the Newcastle Urban South & East area and most of these courts are located at education or council owned sites. There is one club owned site, Basford Lawn Tennis Club.

In total there are 63 tennis courts identified in the audit, of which, 32 courts are located on education sites and 27 courts on council owned sites. All of the courts located on education sites are either unavailable for community use or available but unused.

The analysis area with the highest proportion of tennis courts is Newcastle Urban South & East with provision of 16. There is a good even spread of courts available for community use in all analysis areas within Newcastle-under-Lyme.

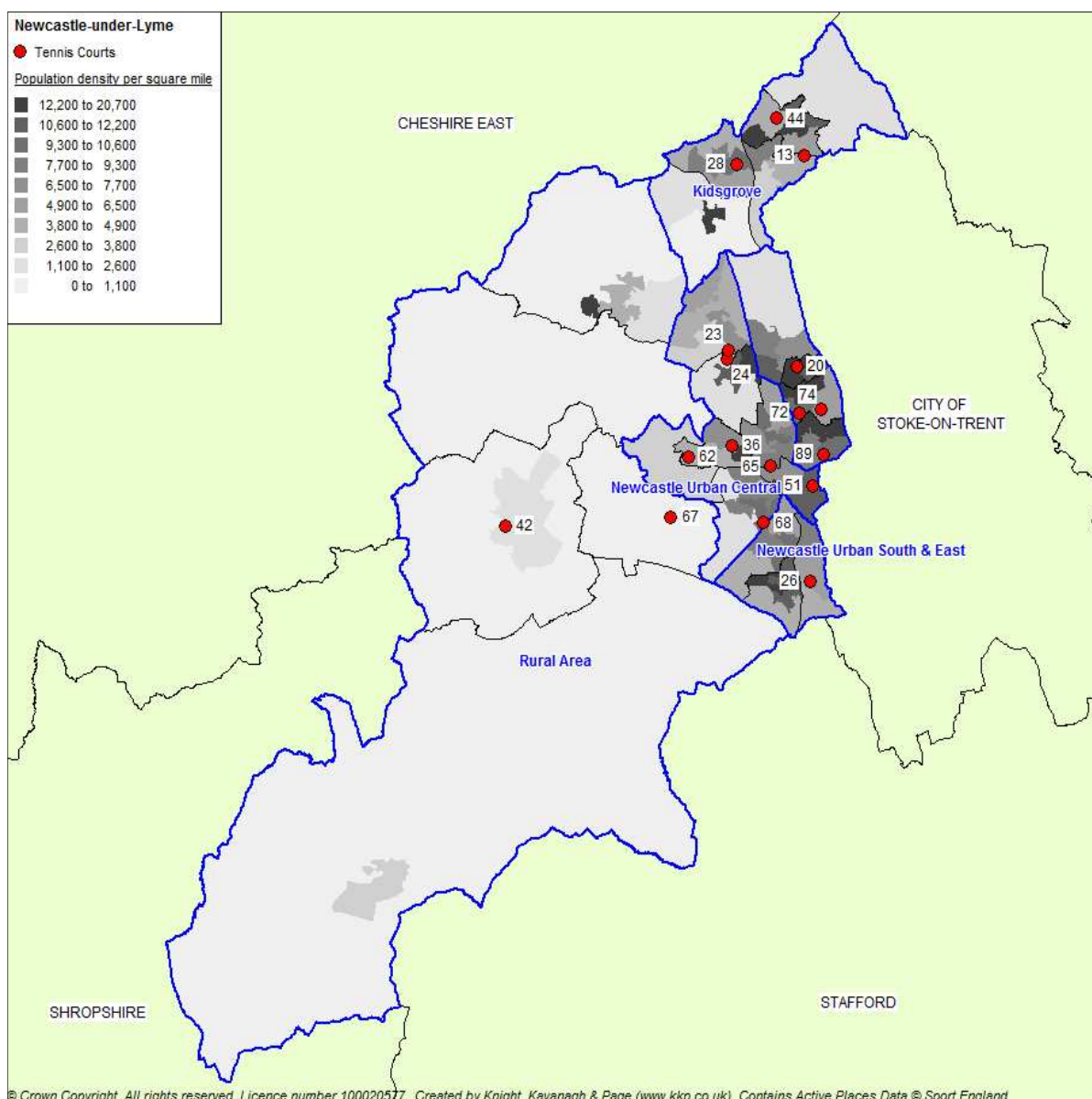
Table 6.1: Summary of tennis court provision

Site ID	Site	Analysis area	Ownership	Community use	No. of courts
13	Birchenwood Pavilion	Kidsgrove	Council	Yes	2
20	Bradwell Lodge	Newcastle Urban South & East	Council	Yes	1
23	Chesterton Park	Newcastle Urban Central	Council	Yes	3
24	Chesterton Community Sports College	Newcastle Urban Central	Education	Yes - unused	4
26	Clayton Hall Business & Language College	Newcastle Urban South & East	Education	Yes - unused	5
28	Clough Hall Park	Kidsgrove	Council	Yes	2
36	Knutton Recreation Centre	Newcastle Urban Central	Council	No - disused	4
42	Madeley High School	Rural Area	Education	Yes - unused	2
44	University Academy Kidsgrove	Kidsgrove	Education	Yes - unused	3
51	Newcastle-under-Lyme School	Newcastle Urban Central	Education	Yes - unused	4
62	Silverdale Park	Newcastle Urban Central	Council	Yes	1
65	St John Fisher Catholic College	Newcastle Urban Central	Education	No	4
67	University of Keele Sports Centre	Rural Area	Education	Yes	8
68	Westlands Sports Centre	Newcastle Urban Central	Council	Yes	10
72	Wolstanton High School	Newcastle Urban South & East	Education	No	2
74	Wolstanton Park	Newcastle Urban South & East	Council	Yes	4

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Site ID	Site	Analysis area	Ownership	Community use	No. of courts
89	Basford LTC	Newcastle Urban South & East	Club	Yes	4

Figure 6.1: Location of tennis courts in Newcastle under Lyme



Quality

Quality assessments were completed for tennis courts based on a non-technical site assessment in order to assess a range of aspects such as surface quality, floodlights, nets and line marking. A percentage score was then converted into a quality rating of good, standard or poor. Of the 16 sites identified, six have courts that are of a good quality; five with standard quality; and five that are of poor quality.

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The majority (74%) of courts that are rated as either poor or standard quality are located on education sites, which is one significant factor as to why some courts are unused by the community. Another important reason is that there are no education sites that have dedicated floodlit tennis courts.

Table 6.2: Summary of tennis court quality

Site ID	Site	Analysis area	No. of courts	Quality	Floodlighting
13	Birchenwood Pavilion	Kidsgrove	2	Standard	No
20	Bradwell Lodge	Newcastle Urban South & East	1	Standard	No
23	Chesterton Park	Newcastle Urban Central	3	Poor	No
24	Chesterton Community Sports College	Newcastle Urban Central	4	Standard	No
26	Clayton Hall Business & Language College	Newcastle Urban South & East	5	Standard	No
28	Clough Hall Park	Kidsgrove	2	Good	No
36	Knutton Recreation Centre	Newcastle Urban Central	4	Poor	No
42	Madeley High School	Rural Area	2	Poor	No
44	University Academy Kidsgrove	Kidsgrove	3	Poor	No
51	Newcastle-under-Lyme School	Newcastle Urban Central	4	Good	No
62	Silverdale Park	Newcastle Urban Central	1	Standard	No
65	St John Fisher Catholic College	Newcastle Urban Central	4	Poor	No
67	University of Keele Sports Centre	Rural Area	8	Good / Standard	No
68	Westlands Sports Centre	Newcastle Urban Central	10	Good	No
72	Wolstanton High School	Newcastle Urban South & East	2	Poor	No
74	Wolstanton Park	Newcastle Urban South & East	4	Good	No
89	Basford LTC	Newcastle Urban South & East	4	Good	Yes

6.2 Demand

As identified by The LTA, there are two tennis clubs in Newcastle under Lyme; Basford Lawn Tennis Club and Westlands Lawn Tennis Club.

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Basford Lawn Tennis Club has an LTA accreditation status and is the larger of the two clubs (110 senior and 55 junior members). It has four good quality artificial grass courts that are floodlit and owned by the Club. Two of these courts were refurbished in the past five years.

The courts are only accessible through a club membership. The Club indicates that the number of members has increased (by six senior and 15 junior members) in the last three years which it attributes primarily due to the improvement in the quality of courts. The Club plans to continue expanding and aims to increase membership levels by ten seniors and ten juniors; all of which will be accommodated on the existing courts.

Westlands Lawn Tennis Club is based at the Council owned Westlands Sports Centre, where there are ten good quality courts; none of which are floodlight, although the Club reports demand for two of the courts to have floodlighting in order to increase their capacity.

The courts are managed and maintained by the Council and hired to the Club for 10-20 hours per week. The courts are also available on a pay and play basis.

The Club has 20 senior and 10 junior members and this is a decrease over the last three years which the Club suggests is a direct relation to the deteriorating condition of the courts caused by moss growth. If the maintenance of the courts was improved and more time was available (ten hours a week) for use of the courts, then the Club believes it could attract more members.

Latent Demand

In addition to demand identified by clubs Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in tennis but are not currently doing so'. The tool identifies latent demand of 2,213 people. 9.4% of the population that would like to participate in football is the segment 'Ben - competitive male urbanites'. Of the 558 people, 1,217 (55%) are females; the largest segments of which are 'Chloe - young image-conscious females keeping fit and trim' and 'Leanne - young busy mums and their supportive college mates'.

Informal usage

Council owned courts at Birchenwood Pavilion, Chesterton Park, Wolstanton Park, Bradwell Lodge and Silverdale Park are free to use. The remaining council owned sites at Clough Hall Park and Westlands Sports Centre have courts that are available to hire on a pay and play basis.

Following events such as Wimbledon, tennis experiences peaks in demand for pay and play every year. The LTA reports that it is difficult to measure casual use as some courts are available for free, but highlights that courts are generally busy throughout the summer months. Comprehensive research in the eight LTA pilot areas nationally has shown that 53% of people playing tennis once per week do so at public court facilities (pay and play). As shown in the Active People Survey, participation in tennis has a seasonal peak in the summer, which is particularly pronounced amongst non-club and occasional players.

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Further research carried out by the LTA suggests that many more people would play tennis if they knew where courts, particularly council courts, were located. The LTA believe that better promotion would not only increase demand for courts, but also participation.

Tennis summary

- ◀ In total there are 59 tennis courts identified in the audit, of which, 32 are located on education sites and 23 are located on council owned sites. Basford Lawn Tennis Club is the only club owned site and has four courts.
- ◀ There is a good even spread of courts available for community use in all analysis areas within Newcastle-under-Lyme.
- ◀ Of the 16 sites identified, six have courts that are of a good quality; five sites are standard quality; and five sites have courts that are of poor quality.
- ◀ All of the courts located on education sites are either unavailable for community use or available but unused. The majority (74%) of poor or standard quality courts in the Borough are located on education sites.
- ◀ Basford Lawn Tennis Club has recently refurbished two of its courts and is thriving.
- ◀ Westlands Lawn Tennis Club hires courts at Westlands Sports Centre and has decreased in membership numbers due to deteriorating condition of the courts. It also reports demand for two of the courts to have floodlighting in order to increase their capacity.
- ◀ Both clubs plan to increase the number of members it has but report that these can be accommodated on existing provision, albeit quality improvements are required at Westlands Sports Centre.
- ◀ There are seven council owned sites with courts that are either free to use or available on a pay and play basis.

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PART 7: BOWLING GREENS

Introduction

All bowling greens in Newcastle under Lyme are crown greens. British Crown Green Bowling Association is the governing body with overall responsibility for ensuring effective governance of crown green bowls. The bowling season runs from May to September.

Consultation

There are 12 clubs using bowling greens in Newcastle under Lyme. Of these, seven replied to the survey equating to a response rate of 58%. Westlands Bowls Club (playing at Westlands Sports Centre) did not wish to be included in the study. Four clubs did not respond.

Supply

There are 15 bowling greens in Newcastle under Lyme provided across 13 sites and the majority of greens (seven) are located within the Newcastle Urban Central areas of the Borough. Only Slater's Country Inn bowling green is located in a rural area, which is used by Slater's Bowls Club.

The majority of greens are provided by the Council (ten greens on eight sites). There are four private bowls clubs; Clough Hall, London Road, Porthill Park and Wolstanton Working Mens Club. Each private site has one green.

All sites have one green except for Westlands Sports Centre and Wolstanton Park which each have two greens. At Wolstanton Park, one green is used by Wolstanton Park Bowls Club and one green is used by Wolstanton Marsh Bowls Club.

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Figure 7.1: Distribution of bowling greens across Newcastle under Lyme

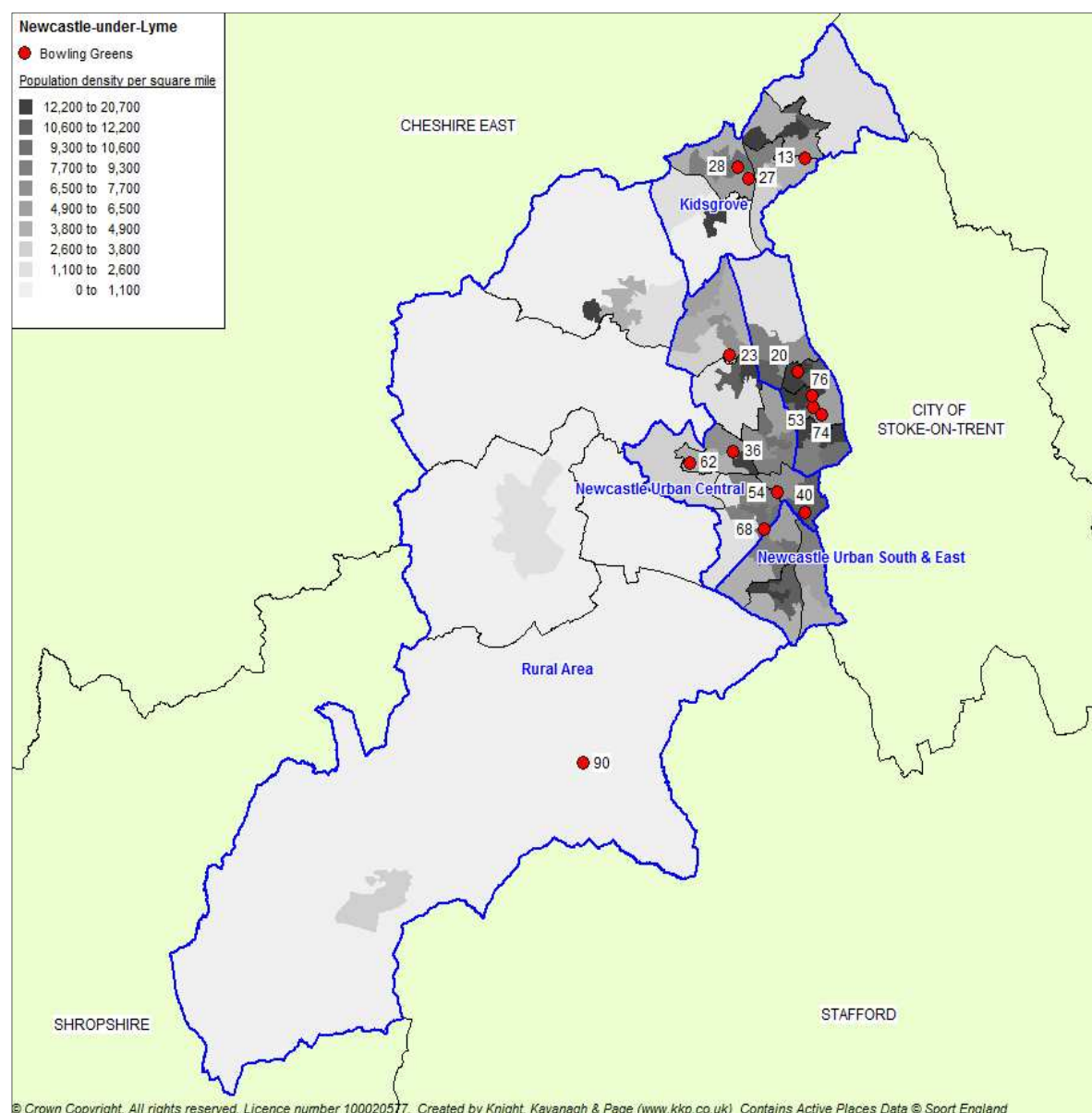


Table 7.1: Key to map

Site ID	Site name	Analysis area	No. of greens	Ownership
20	Bradwell Lodge	Newcastle Urban South & East	1	Council
23	Chesterton Park	Newcastle Urban Central	1	Council
27	Clough Hall	Kidsgrove	1	Private/Club
28	Clough Hall Park	Kidsgrove	1	Council
36	Knutton Recreation Centre	Newcastle Urban Central	1	Council
40	London Road	Newcastle Urban Central	1	Private/Club

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Site ID	Site name	Analysis area	No. of greens	Ownership
53	Porthill Park CC	Newcastle Urban South & East	1	Private/Club
54	Queen Elizabeth Park	Newcastle Urban Central	1	Council
62	Silverdale Park	Newcastle Urban Central	1	Council
68	Westlands Sports Centre	Newcastle Urban Central	2	Council
74	Wolstanton Park	Newcastle Urban South & East	2	Council
76	Wolstanton WMC	Newcastle Urban South & East	1	Private/Club
90	Slater's Country Inn	Newcastle Urban Central	1	Private

Until recently the Council provided a bowling green at Birchenwood Pavilion in Kidsgrove.

In addition to the above there is also a disused bowling green on Kinsey Street in Silverdale. The Bowling Association is not aware of any formal play on this site as there are no affiliated clubs that report use of the green.

Management and maintenance

There are five privately owned sites in Newcastle under Lyme which are managed and maintained by the respective clubs. The remaining sites are owned and maintained by the Council and rented to the clubs on a seasonal basis; although many are available for pay and play usage when there is no club play.

Quality

All greens in Newcastle under Lyme are assessed as good quality. In terms of the views from clubs, three clubs; Wolstanton Park Bowls Club, Wolstanton WMC and Chesterton Recreation Bowls Club report that the green was poorer than the previous year. This was attributed to less available time from the green keepers (reduced human resources) resulting in less maintenance and cutting of the greens.

Demand

Of the 12 clubs using bowling greens in Newcastle under Lyme, five clubs play at club/privately owned sites and the remaining seven clubs play at council owned sites. Of the seven clubs that responded to our survey, three say that the number of teams decreased in the last three years and four clubs say that the number of teams has stayed the same.

Six of the seven clubs say that they plan to increase the number of teams in the future. However, when asked if more bowling greens were available would they have more teams, none of the clubs report that they would have more teams if there were more greens. This concludes that there is sufficient spare capacity on current supply to meet any future growth.

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8.4 Capacity analysis

Capacity is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon/evening when a popular league is operating but may be empty for the rest of the week.

England Bowls indicates that approximately 60 members are needed to sustain one green. This is supported in other local authority areas, for example in Newcastle; greens that accommodate six teams (ten members per team) are considered to be at capacity. Using this as a guide the table below looks at the capacity of bowling greens in Newcastle based upon club membership. A green with 60 members is considered to be at capacity.¹¹

Under capacity	Membership is below the level the site could sustain
At capacity	Membership matches the level the site can sustain
Over capacity	Membership exceeds the level the site can sustain

¹¹ It should be noted that some greens may be at capacity with fewer than 60 members but also that some greens will be able to sustain more than 60 members.

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Table 8.2: Bowling green capacity

Site ID	Site name	Analysis area	No. of greens	Club	No. of playing members	Recommended capacity (in members)	Capacity rating
20	Bradwell Lodge	Newcastle Urban South & East	1	No team playing here	-	60	-60
23	Chesterton Park	Newcastle Urban Central	1	Chesterton Rec BC	21	60	-39
27	Clough Hall	Kidsgrove	1	Clough Hall Bowls Club	50	60	-10
28	Clough Hall Park	Kidsgrove	1	No team playing here	-	60	-60
36	Knutton Recreation Centre	Newcastle Urban Central	1	Knutton Rec Bowls Club	20	60	-40
40	London Road	Newcastle Urban Central	1	London Road Bowls Club	47	60	-13
53	Porthill Park CC	Newcastle Urban South & East	1	Wolstanton Bowls Club	42	60	-18
54	Queen Elizabeth Park (aka Pool Dam playing fields)	Newcastle Urban Central	1	Queen Elizabeth Park Bowls Club	23	60	-37
62	Silverdale Park	Newcastle Urban Central	1	No team playing here	-	60	-60
68	Westlands Sports Centre	Newcastle Urban Central	2	Westlands Sports Centre	80	120	-40
74	Wolstanton Park	Newcastle Urban South & East	2	Wolstanton Marsh Bowls Club	78	120	-42
				Wolstanton Park Bowls Club			
76	Wolstanton WMC	Newcastle Urban Central	1	Wolstanton WMC	33	60	-27
90	Slater's Country Inn	Newcastle Urban South & East	1	Slater's Bowls Club	47	60	-13

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Generally, through consultation, it is considered that there is some spare capacity on the majority of bowling greens in Newcastle, even at peak times (when leagues are operating). Reflecting this, some greens do have high levels of usage against the Newcastle average including, Clough Hall, London Road and Slater's Country Inn. It is interesting to note that the private clubs express least amount of spare capacity compared with Council operated greens where spare capacity levels are much higher.

There are three sites (all Council greens) where there is no longer a team playing at the site.

Bowls summary

- ◀ There are 12 clubs using bowling greens in Newcastle under Lyme.
- ◀ There are 15 bowling greens provided across 13 sites and the majority of greens (seven) are located within the Newcastle Urban Central area of the Borough.
- ◀ The majority of greens are provided by the Council (ten greens on eight sites).
- ◀ All greens in Newcastle under Lyme are assessed as good quality. However, Wolstanton Park Bowls Club, Wolstanton WMC and Chesterton Recreation Bowls Club report that the green was poorer than the previous year.
- ◀ Of the seven clubs that responded to our survey, team numbers have either decreased or stayed the same in the last three years.
- ◀ All sites in Newcastle under Lyme have some spare capacity.

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PART 8: NETBALL COURTS

8.1: Supply

There are 17 outdoor netball courts in Newcastle under Lyme, set across four different sites. There is a good distribution of netball courts across all analysis areas with all analysis areas accommodating at least one site with netball courts on it.

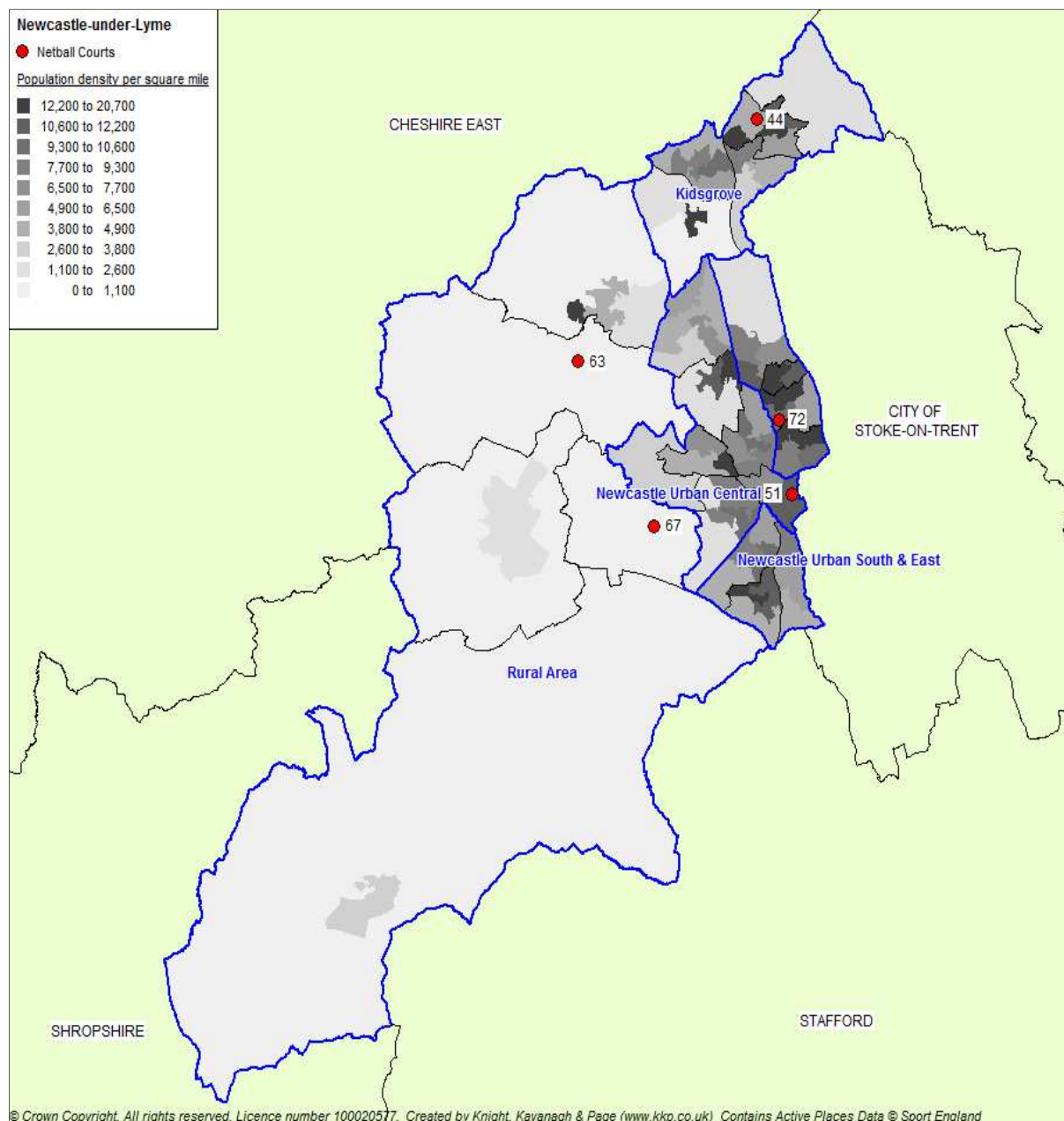
Table 8.1: Summary of netball court provision

Site ID	Site	Analysis area	Management	Quality	No. of courts	Floodlit
63	Sir Thomas Boughey High School & Co-Operative Business & Enterprise College	Rural Area	School	Standard	3	No
67	University of Keele Sports Centre	Rural Area	University	Standard	5	No
51	Newcastle-under-Lyme School	Newcastle Urban Central	School	Good	3	No
44	University Academy Kidsgrove	Kidsgrove	School	Standard	4	No
72	Wolstanton High School	Newcastle Urban South & East	School	Standard	2	No

All sites are used well as part of core curriculum for both netball and tennis use throughout summer, as well as by extra-curricular school groups and teams. All courts are of standard quality or better; the only courts assessed as good being at Newcastle-under-Lyme School.

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Figure 8.1: Location of netball courts in Newcastle under Lyme



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PART 9: EDUCATION

9.1 Introduction

The provision of sport and recreation facilities at schools and colleges can make an important contribution to the overall stock of provision. It is therefore important to have accurate information about the number, type, quality and availability of facilities and pitches within the education sector in the Borough.

9.2: Current provision

The table below provide an outline of pitch facilities available within the Borough at education sites.

Table 9.1: Total number of grass pitches at secondary school, FE and HE sites

Analysis area	Total no. of education pitches				
	Adult football	Youth football	Mini football	Rugby	Cricket
Kidsgrove	2	1	-	2	-
Newcastle Urban Central	2	11	3	5	1
Newcastle Urban South & East	-	7	5	-	2
Rural Area	-	2	1	2	1
NEWCASTLE UNDER LYME	4	21	9	9	4

The table below outlines the proportion of these facilities that are currently available for use by the community (for regular competitive fixtures by the community).

Table 9.2: Summary of grass pitches at secondary school, FE and HE sites available of community use

Analysis area	No. of education pitches available for community use				
	Adult football	Youth football	Mini football	Rugby	Cricket
Kidsgrove	2	-	-	2	-
Newcastle Urban Central	2	10	3	2	1
Newcastle Urban South & East	-	7	4	-	2
Rural Area	-	1	-	1	1
NEWCASTLE UNDER LYME	4	18	7	5	4

In addition there is a significant amount of mini football pitches (25) located at primary school sites, of which, 15 are available for community use.

There are an additional two youth pitches at primary school sites both available for community use. There is just one school that has mini rugby union provision in the area, whilst two schools have cricket pitches (one at each site). Of the 26 responding schools

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there are only two that currently have no access to playing fields and just one additional school accessing provision off site.

9.3: Primary schools

Schools with playing fields

There are 23 primary or junior schools with access to at least one grass pitch on site. Primary school pitches are assessed as either good or standard quality, primarily due to the limited use of them. Maintenance of pitches is organised and subcontracted out by each school individually.

Primary school pitches are primarily used for physical education programmes, but are also used for school fixtures and hence used as dual or multi sports use. A large proportion of the school fixtures will consist of football fixtures and competitions.

Key issues for primary schools

Responding primary schools identify pitch drainage as a common concern, with half (12) rating drainage as poor. 11 of the 23 schools stated they were unavailable for community use, with the most significant reasons given as a lack of local demand for the pitches (36%) and access and security issues (45%).

Similarly, despite 13 primary schools being available for community use there are only three (23%) with current users. Five of the ten that are unavailable qualified the case as to why, all citing a lack of demand or requests for use.

Appropriate changing facilities is also a noticeable problem, with 17 of the 24 schools (71%) that have access to outdoor playing fields stating that they do not have access to specific changing accommodation. This may have contributed towards a lack of suitability regarding community use of the sites, even if there was an increase in demand or requests. Likewise, of the remaining seven schools that do have specific changing rooms, less than half (43%) are available for community use.

Two primary schools identify potential plans for development of outdoor pitches and facilities. Edenhurst Prep School intends to convert the current tarmac multi use sports area to an AGP surface complete with floodlighting, subject to planning. Springhead Primary School has aspirations to have an artificial surface pitch in addition to improved tarmac areas and changing rooms. However, funding would need to be secured as well as justified need as there would likely be Planning Framework Policy issues to be met.

9.4: Secondary schools

The following table provides a summary of the key issues and findings relating to the quality of outdoor sports provision at school sites that have been identified as a result of consultation and research. Secondary schools in the Borough have a range of facilities as identified below:

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Table 9.3: Schools consultation summary

Site ID	School	Summary
24	Chesterton Community Sports College	On site there is one youth (11v11) football pitch assessed as good quality. There is also a full size, 3G AGP that is assessed as good quality. The AGP was installed in 2011, is floodlit and is accessed for community use midweek in the evening and at the weekend.
26	Clayton Hall Business & Language College	The School has provision on site of one youth (11v1) football pitch assessed as good quality and one mini (7v7) football pitch assessed as standard quality. There is also a full size, sand filled AGP that is assessed as good. The AGP was resurfaced in 2013 is floodlit and is accessed for community use midweek in the evening and at the weekend. Since the AGP was resurfaced North Staffs HC (which accesses the site) have relocated some of its teams to Newcastle-under-Lyme School due to surface specification requirements which it cannot use for some of its senior teams.
42	Madeley High School	At the site there is one youth (11v11) football pitch assessed as poor quality and one standalone artificial cricket pitch assessed as standard quality. There is also one senior rugby pitch assessed as poor quality due to drainage issues. The School note that the pitches are available for community use but currently unused. This is likely to be due to demand in the area and also quality.
44	University Academy Kidsgrove	The School has two adult football pitches that are assessed as standard quality which are available for community use and one youth (11v11) football pitch that is assessed as poor and not available for community use due to access issues. There is also one half size, sand filled AGP that was installed in 2013. The AGP is not floodlit and therefore not accessed for community use and limited to school curriculum use only.
46	NCHS The Science College	The School has grass pitches located adjacent to the main school site. There is one adult football pitch and one youth (11v11) football pitch assessed as good quality and one youth (9v9) football pitch and one mini (7v7) football pitch assessed as standard quality. There is also a senior rugby pitch assessed as standard quality. On the main school site there is also a half size, sand filled AGP assessed as good quality. The AGP was installed in 2013 and is limited to curriculum use only as it is not floodlit.
63	Sir Thomas Boughey High School	On site there is one youth (11v11) football pitch, one mini (7v7) football pitch and one senior rugby union pitch all assessed as poor quality. Poor quality of the pitches is mainly accredited to poor drainage. The School notes that approximately four home fixtures a season per age group will be played away from home. As a result of poor quality use of pitches is limited to school curriculum and fixtures only.
65	St John Fisher Catholic College	There is one youth (11v11) football pitch on site assessed as poor quality that is not available for community use. On one side adjacent to the School there is an athletics track (Ashfields) with a football pitch in the middle that the School has an access gate to, which they use and maintain and on the other side, adjacent the School, is Newcastle-under-Lyme College which the School also has an access gate to and a use agreement with the College.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Site ID	School	Summary
72	Wolstanton High School	The School has five youth (11v11) football pitches assessed as standard quality and one stand alone artificial cricket wicket assessed as poor quality. There are two youth (11v11) pitches that are accessed for community use and the other three youth (11v11) pitches are limited to school curriculum use only. The cricket pitch is available for community use but currently unused as there is no demand for it.
79	Clough Hall Technology School	On site there is one full size, sand filled AGP that is assessed as poor quality. The AGP was installed in 1999 and has not been resurfaced since so is due for refurbishment. The School is part of the Priority Schools Programme which will mean that the site will be developed and a budget will be available for new sports facilities on site.
85	Clough Hall Technology School Detached Playing Fields (Barnet's Field)	The site is owned and maintained by the School and contains two senior rugby pitches assessed as standard quality. The pitches are not accessed by the School for curriculum use due to the distance from the main school site however they are available for community use and accessed by Linley & Kidsgrove RFC. The School notes that there are no plans for the community use access to change, however, there is no evidence of any formal use agreement in place.
81	Newcastle-under-Lyme College	On site there is one adult football pitch, two mini (7v7) football pitches, one youth (9v9) football pitch and one full size, 3G AGP all assessed as good quality. The AGP which was installed in 2010, is floodlit and available for community use as are the football pitches. The main community clubs accessing the site is Bradwell FC and Newcastle Town Juniors.
51	Newcastle-under-Lyme School	The School has provision of four youth (11v11) football pitches, two senior rugby pitches, two mini/midi rugby pitches one standalone artificial turf cricket wicket and one full size sand filled AGP all assessed as good quality. The AGP which was installed in 2002 is floodlit and available for community use both midweek (evenings) and at weekends. The main user identified by the School is North Staffs Hockey Club which accesses the AGP for training and for fixtures.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

9.5 Capacity analysis

Table 9.4: Summary of grass pitch capacity for secondary schools with community use

Site ID	Site name	Community use category	Analysis area	Pitch type	Quality rating	No. of pitches	Current play (sessions per week or per season for cricket)	Site capacity (sessions per week or per season for cricket)	Capacity rating (sessions per week or per season for cricket)
24	Chesterton Community Sports College	Yes, unsecured	Newcastle Urban Central	Football Youth (11v11)	Good	1	-	4	-4
				AGP (3G)	Good	1	-	-	-
26	Clayton Hall Business & Language College	Yes, unsecured	Newcastle Urban South & East	Football Mini (7v7)	Standard	1	-	4	-4
				Football Youth (11v11)	Good	1	-	4	-4
				AGP (sand filled)	Good	1	-	-	-
42	Madeley High School	Yes, unsecured	Rural Area	Football Youth (11v11)	Poor	1	-	60	-60
				Rugby Union Senior	Poor	1	-	1	-1
				Cricket Senior	Standard	1	-	2	-2
44	University Academy Kidsgrove	Yes, unsecured	Kidsgrove	Adult Football	Standard	2	-	4	-4
				AGP sand filled	Good	1	-	-	-

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Site ID	Site name	Community use category	Analysis area	Pitch type	Quality rating	No. of pitches	Current play (sessions per week or per season for cricket)	Site capacity (sessions per week or per season for cricket)	Capacity rating (sessions per week or per season for cricket)
46	NCHS The Science College	Yes, unsecured	Newcastle Urban Central	Adult Football	Good	1	-	3	-3
				Youth Football (11v11)	Good	2	-	4	-4
				Youth Football (9v9)	Standard	1	-	2	-2
				Mini Football (7v7)	Standard	1	-	4	-4
				AGP sand filled	Good	1	-	-	-
				Senior Rugby Union	Standard	1	-	3	-3
72	Wolstanton High School	Yes, unsecured	Newcastle Urban South & East	Youth Football (11v11)	Standard	2	2	4	-2
				Senior Cricket	Poor	1	-	60	-60
79	Clough Hall Technology School	Yes, secured	Kidsgrove	AGP sand filled	Poor	1	-	-	-
85	Clough Hall Technology School Detached Playing Fields (Barnet's Field)	Yes, unsecured	Kidsgrove	Senior Rugby Union	Standard	2	-	6	-6

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

Site ID	Site name	Community use category	Analysis area	Pitch type	Quality rating	No. of pitches	Current play (sessions per week or per season for cricket)	Site capacity (sessions per week or per season for cricket)	Capacity rating (sessions per week or per season for cricket)
81	Newcastle-under-Lyme College	Yes, unsecured	Newcastle Urban Central	Adult Football	Good	1	3.5	3	0.5
				Mini Football (7v7)	Good	2	5.5	12	-6.5
				Youth Football (9v9)	Good	1	3.5	4	-0.5
				Youth (11v11)	Good	1	3.5	4	-0.5
				AGP sand filled	Good	1	-	-	-
51	Newcastle-under-Lyme School	Yes, unsecured	Newcastle Urban Central	Youth Football (11v11)	Good	4	-	16	-16
				AGP sand filled	Good	1	-	-	-
				Mini Rugby Union	Good	2	-	8	-8
				Senior Rugby Union	Good	2	-	8	-8
				Senior Cricket	Good	2	-	8	-8

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

9.7 Universities

Keele University has provision on site of seven adult football pitches and two senior rugby pitches assessed as standard quality. Consultation with the University suggests that drainage is a major issue on the grass pitches particularly for these two winter sports. There is an eight adult football pitch that is slightly better quality and has perimeter railing going around the outside of it for League requirements for the University's Saturday 1st XI.

There are also two cricket squares one of which contains 10 wickets and the second has nine wickets, both of which have boundaries over marked on football and rugby pitches during the summer. There is one full size, sand filled AGP on site that is assessed as standard quality, the AGP again suffers from water runoff from one side which lies on the surface and does not drain away.

In addition there are eight tennis courts assessed as standard quality.

Provision at the University caters for all University teams and there are no other sites that are accessed for fixtures on a regular basis. However, there is no community use of the grass pitches which the University comments is because any further play outside of its' own teams may have a significant detrimental effect on quality and make pitches unplayable for University BUCS fixtures.

The AGP on site is currently accessed by Market Drayton HC which uses the facility as its primary home ground.

Schools summary

- ◀ The quality and quantity of outdoor sports facilities at school sites varies across the City, however, almost half (45%) of pitches at school and college sites are assessed as adequate or standard quality.
- ◀ Primary schools provide a good supply of football pitches (27) but only two are currently used for community use (as there is little current demand).
- ◀ The majority (71%) of responding primary schools with access to playing fields reported a lack of specific and appropriate changing facilities. This could present an issue when considering their use by community groups.
- ◀ Keele University has many pitches onsite, 13 in total, across a number of sports. There is currently mixed levels of community use and therefore only used by students and for university sports teams.
- ◀ The reasons for restricting community use are due to a lack of capacity at peak times amongst student usage and management of usage due to the quality of the grass pitches.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX 1: SPORTING CONTEXT

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

National context

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

In 2017, five years after the Olympic Games, Sport England aspires to transforming sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

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

Sport England Strategy (2011/12 – 2014/15)

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

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

Sport England Youth and Community Strategy 2012 – 2017

Launched in January 2012 the strategy sets out how Sport England will invest over one billion pounds of National Lottery and Exchequer funding during the five year plan period. The investment will be used to create a lasting community sport legacy by growing sports participation at the grassroots level following the 2012 London Olympics.

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

- ◀ 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in a school's area.
- ◀ County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- ◀ All secondary schools that wish to do so, will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.

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- ◀ At least 150 further educational colleagues will benefit from a full time sports professional who will act as a College Sport Maker.
- ◀ Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- ◀ A thousand of our most disadvantaged local communities will get a Door Step Club.
- ◀ Two thousand young people on the margins of society will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.
- ◀ Building on the success of the Places People Play, a further £100 million will be invested in facilities for the most popular sports.
- ◀ A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfil their potential.

National Planning Policy Framework

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

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

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and 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 sites, including playing fields, should not be built on unless:

- ◀ An assessment has been undertaken, which has clearly shown that the site 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 methodology to undertake such assessments should be informed by best practice including Sport England's Guidance 'Developing a Playing Pitch Strategy' and 'Assessing Needs and Opportunities: A Companion Guide to PPG17'. Despite PPG17 being replaced by the NPPF, the Companion Guide still offers relevant guidance about undertaking a needs assessment.

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A Sporting Future for the Playing Fields of England

It is Sport England's policy to object to any planning application, which will result in the loss of a playing field, unless it meets one of five exceptions as defined in 'A Sporting Future for the Playing Fields of England'. Protection of playing fields was enhanced in 1998 with Circular 9/98 (replaced in 2009 by Circular 02/09), which stipulates that where a local authority is minded to grant planning permission against Sport England's advice on land owned by a local authority or used for educational purposes, then the application should be referred to the relevant Government Office for possible 'call in'.

The FA National Game Strategy (2011 – 2015)

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

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

'The National Game Strategy' reinforces the urgent need to provide affordable, new and improved facilities in schools, clubs and on local authority sites. Over 75% of football is played on public sector facilities. The leisure budgets of most local authorities have been reduced over recent years, resulting in decaying facilities that do not serve the community and act as a disincentive to play football. The loss of playing fields has also been well documented and adds to the pressure on the remaining facilities to cope with the demand, especially in inner city and urban areas.

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

The FA National Facilities Strategy (2013 – 2015)

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

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

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

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

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

It also commits to:

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

Champion Counties – England and Wales Cricket Board (ECB) Strategic Plan (2014-2017)

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

- ◀ Energising people and partnerships to deliver national goals at local level:
 - ◀ Having streamlined the management of ECB and established County Cricket Boards, where feasible, services currently provided from the centre will be transferred to County Boards;
 - ◀ To increase the number of volunteers to 80,000 by 2017
 - ◀ To provide up to £5 million of interest free loans and to work with schools and facilities in inner city areas to provide greater community use by 2017.
 - ◀ To provide funding of £6.15m to the Cricket Foundation to ensure that two million children are introduced to cricket within the school system.
- ◀ Vibrant domestic game.
- ◀ Enhancing facilities, environments and participation:
 - ◀ To support clubs in winning a minimum of £5 million in funding grants from the Sport England inspired facilities fund.
 - ◀ Increase participation in women's and disabilities cricket by 10% in the period through 2017.
 - ◀ The Cricket Foundation's 'Chance to Shine' programme has been an outstanding success in reintroducing cricket into state schools by introducing one million children to the game. ECB will prioritise investment in the programme;
- ◀ Successful England teams.

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The following actions executed during the duration of 'Grounds to Play' provide a strong base for this plan. Actions include:

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

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

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

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

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

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

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

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

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

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The Rugby Football League Facility Strategy

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

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

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

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

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

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

England Hockey (EH)

'The right pitches in the right places'¹²

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

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

¹²

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

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Members: Glyn Plant, Hilda Johnson, Anthony Eagles, Sylvia Burgess, Julie Cooper, Gillian Heesom, John Tagg, June Walklate and David Harper

ACTIVE AND COHESIVE SCRUTINY COMMITTEE WORK PLAN



Chair: Councillor Reginald Bailey
Vice Chair: Councillor Amelia Rout

Portfolio Holder(s) covering the Committee's remit:

Councillor Trevor Hambleton (Leisure, Culture and Localism)

Councillor Mike Stubbs (Communications, Policy and Partnerships)

Councillor Terry Turner (Economic Regeneration, Business and Town Centres)

Councillor John Williams (Planning and Assets)

Work Plan correct as at: Friday 13th March 2015

Remit:

Active and Cohesive Communities Scrutiny Committee is responsible for:

- Arts Development
- Britain in Bloom
- Cemeteries and Crematorium
- Children and Young People
- Safeguarding Board, Children's Centre District Management Board/Community and Learning
- Community Recreation
- Cultural Development
- Health Improvement
- Leisure Facilities
- Museum
- Sports Development

Date of Meeting	Item	Reason for Undertaking
30th June 2014 (Agenda dispatch 20th June 2014)	The Future Development of the Borough Museum & Art Gallery	To receive a verbal update from the Executive Director – Operational Services and asking the Committee to consider including this item on their work plan for the year
	Kidsgrove Sports Centre	To receive a verbal update from the Executive Director – Operational Services and asking the Committee to consider including this item on their work plan for the year
	Public Sector Commissioning in Partnership	Summary update to be received
	Community Interest Company as Leisure Management Option	Summary update to be received
	Work Plan & Scrutiny Topics for 2014/2015	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year
6th October 2014 (Agenda dispatch 26th September 2014)	Portfolio Holder(s) Question Time	An opportunity for the Committee to question the Portfolio Holder(s) on their priorities and work objectives for the next six months and an opportunity to address any issues or concerns that they may currently be facing. It's also an opportunity for the Portfolio Holder(s) to flag up areas within their remit that may benefit from scrutiny in the future i.e. policy development
	Fishing Licence Agreements within the Borough	To consider the current level of fees and terms agreed for fishing pools throughout the Borough with a view to introducing a standard type of agreement and method for calculating each acknowledgement payable based on the area and environment of each pool concerned
	Allotments Working Group	To provide a twelve month review following the Task and Finish Group
	The Future Development of the Borough Museum and Art Gallery	Members have been invited to attend a presentation on 30.09.14 held by staff at the Museum which will focus on various work/activities currently being undertaken with a view to Committee identifying areas for more in depth scrutiny. Particular emphasis to be placed on events to commemorate World War 1
	Former Keele Golf Course	To provide Members with information about the outcome of a marketing exercise

Date of Meeting	Item	Reason for Undertaking
6th October 2014 (Agenda dispatch 26th September 2014) Cont'd ...	Staffordshire Libraries Consultation	To review the questions and answers that were part of the Staffordshire Libraries Consultation held on Tuesday 9 September 2014 at Newcastle Borough Council which have been submitted to Staffordshire County Council as part of their Consultation process
	Recommendations made by Active and Cohesive Communities Scrutiny Committee (30.06.14)	To provide an overview of the recommendations made by Scrutiny at the last meeting held on 30 June 2014
	Work Plan & Scrutiny Topics for 2014/2015	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year
 20th November 2014 (Agenda dispatch 7th November 2014)	Kidsgrove Sports Centre Working Group	To present the report and recommendations of the Working Group prior to submitting to Cabinet on Wednesday 10 December 2014
 9 March 2015 (Agenda dispatch 27 February 2015)	Sports and Active Lifestyles Strategy	To work with Health Scrutiny when appropriate
	Safeguarding Children & Vulnerable Adults	Further update on the action plan to be received (following consideration at 25 Feb 2014 meeting), with clarity regarding auditing of the policy requested
	Public Sector Commissioning in Partnership	Members to raise questions on extending (or otherwise) the existing Infrastructure and Volunteering Service contract beyond May 2015 decision to be made November/December
	Fishing Licence Agreements within the Borough	An update report to be provided by the Assistant Valuer on the proposed new fishing licences with a view to the new charges taking effect from the 1 st April 2015
	Annual Review of the Scrutiny Committee's Work	To evaluate and review the work undertaken during 2014/2015

Date of Meeting	Item	Reason for Undertaking
24 th March 2015 (Agenda dispatch 13 th March 2015)	Playing Pitch Strategy	To seek Members comments on the proposed new Playing Pitch Strategy for the Borough before being submitted to Cabinet on the 24 th June 2015
	Annual Review of Scrutiny Committee's Work	To evaluate and review the work undertaken during 2014/2015
	Work Plan	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year

Task and Finish Groups:	Kidsgrove Sports Centre
Future Task and Finish Groups:	
Suggestions for Potential Future Items:	<ul style="list-style-type: none"> • The Future Development of the Borough Museum & Art Gallery • Fishing Licence Agreements within the Borough • Public Sector Commissioning Partnership. This was raised at the meeting held on the 30th June 2014 and agreed to keep it on the work plan for a future item • Sport and Active Lifestyles Strategy – keep on agenda and work with Health and Well Being Scrutiny when appropriate • Annual Review of the Scrutiny Committee's Work

DATES AND TIMES OF CABINET MEETINGS:	Wednesday 18 June 2014, 7.00pm, Committee Room 1
	Wednesday 23 July 2014, 7.00pm, Committee Room 1
	Wednesday 10 September 2014, 7.00pm, Committee Room 1
	Wednesday 15 October 2014, 7.00pm, Committee Room 1
	Wednesday 12 November 2014, 7.00pm, Committee Room 1
	Wednesday 10 December 2014, 7.00pm, Committee Room 1
	Wednesday 14 January 2015, 7.00pm, Committee Room 1
	Wednesday 4 February 2015, 7.00pm, Committee Room 1 (BUDGET)
	Wednesday 25 March 2015, 7.00pm, Committee Room 1
	Wednesday 24 June 2015, 7.00pm, Committee Room 1



ACTIVE AND COHESIVE SCRUTINY COMMITTEE

ANNUAL WORK PLAN

Chair: Councillor Reginald Bailey
Vice Chair: Councillor Mrs Amelia Rout

Portfolio Holder(s) covering the Committee's remit:

Councillor Trevor Hambleton (Leisure, Culture and Localism)
Councillor Mike Stubbs (Communications, Policy and Partnerships)
Councillor Terry Turner (Economic Development, Town Centres, Business and Customer Services)
Councillor John Williams (Planning and Assets)

Date of Meeting	Topic	Outcomes/Recommendations	Further Action Required/Feedback
<p>Monday 30th June 2014</p>	<p>The Future Development of the Borough Museum and Art Gallery</p>	<p>The Executive Director for Operational Services provided a verbal update on the future development of the Borough Museum and Art Gallery. The Chair suggested that there were areas of the Borough Museum and Art Gallery that the Committee may wish to look at as part of the work plan.</p> <p>RECOMMENDED:-</p> <p>That Members' are invited to attend a presentation at the Borough Museum and Art Gallery during early September 2014. The presentation would be carried out by the Borough Museum and Art Gallery team who will focus on the various work/activities currently being undertaken with a view to the Committee then identifying areas for more in depth scrutiny in the work plan. Particular emphasis would be placed on events the Borough Museum and Art Gallery are involved in to commemorate World War 1.</p>	<p>An additional meeting was held at the Borough Museum and Art Gallery on Tuesday 30th September 2014. The following challenges were raised:-</p> <ul style="list-style-type: none"> a) Marketing – presently there was no marketing budget. A dedicated website needs to be developed to attract visitors to the same standard as other similar attractions. There needs to be a greater visual appearance on the road to attract visitors and raise awareness of the service. b) Rebranding – the Museum are currently working on a rebranding project, including the park, to give the Brompton a stronger identity to make it more marketable. c) Facilities maintenance and improvements – the Museum building required modernisation if the service was to develop and achieve its potential. d) Income generation – to increase the income figure. Recently the Museum had invested in the shop and were thinking entrepreneurially.

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Monday 30th June 2014 Cont'd ...	The Future Development of the Borough Museum and Art Gallery		A subsequent meeting took place with the Chair, Vice Chair, Scrutiny Officer, Executive Director of Operational Services, Head of Leisure and Cultural Services and the Head of Communications where it was agreed to meet at a future date as the Council was looking into updating its website.
	Kidsgrove Sports Centre	<p>The Executive Director for Operational Services advised Members that a report would be presented to Cabinet on the 23rd July 2014 to update on options that are available for Kidsgrove Sports Centre. Within the report it was suggested that Active and Cohesive Scrutiny Committee carry out in depth scrutiny around options proposed. On the basis Cabinet agree to this request Active and Cohesive Scrutiny Committee would look at options contained in the report and report back to Cabinet at a later date with a preferred solution.</p> <p>RECOMMENDED:-</p> <ul style="list-style-type: none"> a) That the report is received b) That Active and Cohesive Scrutiny Committee form a Task and Finish Group to scrutinise the options for the future provision of sports facilities in the Kidsgrove area and report the findings to Cabinet. 	<p>A Task and Finish was established consisting of Councillors Bailey (Chair), Eastwood, Mrs Astle, Plant, Mrs Rout and Hambleton. A feasibility report was presented to Cabinet on the 10th December 2014 where it was resolved:-</p> <ul style="list-style-type: none"> a) That the Feasibility Report from the Chair of the Active and Cohesive Scrutiny Committee be received. b) That the Active and Cohesive Scrutiny Committee's recommendations be endorsed and their support for replacement sports facilities for the Kidsgrove area be confirmed.

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Monday 30th June 2014 Cont'd ...			c) That the funding implications be noted and consideration be given to adding the scheme to a future capital programme through the process of prioritisation as part of the Newcastle Capital Investment Programme. d) That discussions take place with potential funding partners to identify sources of external match funding that would contribute towards the cost of the project.
	Public Sector Commissioning Partnership	An overview was provided to Members by the Business Improvement Manager around the Public Sector Commissioning in Partnerships (PSCiP). The PSCiP was aimed by recognising the potential of significant savings for all countywide partners involved in commissioning from the voluntary/third sector across Staffordshire. RECOMMENDED:- a) That Members are supplied with a copy of the Safeguarding Children and Vulnerable Adults Protection Policy. b) That a further update be brought back to the Committee at a later date. c) That Members are to raise any questions to the next meeting of the Committee on Monday 6 October 2014 with a view to indicating an opinion on extending (or otherwise) the current Contract.	a) Members were supplied with a copy of the Safeguarding Children and Vulnerable Adults Protection Policy. b) That the item be kept on the Work Plan.

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Monday 30th June 2014 Cont'd ...	Community Interest Company as Leisure Management Options	<p>The Executive Director for Operational Services briefed Members on the Leisure and Cultural Services Management Options. A Leisure Trust Working Group was established in February 2010 and looked at options for the delivery for the future management of the Council's Leisure and Cultural facilities. For a number of reasons the review concluded that the most appropriate option would be to continue to operate the services in-house. Subsequently a new delivery model became available called a Community Interest Company (CIC) and the Working Group, along with appropriate specialist advice, examined the potential of a CIC to manage leisure and cultural facilities and services, in the context of the Council's 'Co-operative Council' vision.</p> <p>RECOMMENDED:- That the Committee receive the report</p>	Committee received the report.
Tuesday 30th September 2014	The Future Development of the Borough Museum and Art Gallery	A presentation was carried out by the Museum Managers which focused on various work/activities currently being undertaken with a view to identifying areas for more in depth scrutiny.	Please see the meeting of the 30 th June 2014 above.
Monday 6th October 2014	Portfolio Holder(s) Question Time	<p>The Portfolio Holder for Leisure, Culture and Localism provided Committee with a verbal update on the work objectives.</p> <p>RECOMMENDED:- That Members' receive the update.</p>	Members received the report.
	Allotments Review Update Report	<p>The Head of Operations submitted an update report on the Allotments Review.</p> <p>RECOMMENDED:- That Members' receive the report.</p>	Members received the report.

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Monday 6th October 2014 Cont'd ...	Fishing Licence Agreements within the Borough	<p>It came to the Chair's attention that there had been a number of discrepancies which showed significant variances of the levels of annual fees charged for each licence for each fishing pools within the Borough, with all licensees involved.</p> <p>RECOMMENDED:-</p> <p>a) That the level of fees charged and terms agreed for fishing pools throughout the Borough would be considered, with a view to introducing a standard type of agreement and method for calculating each acknowledgement payable based on the area and environment of each pool concerned.</p> <p>b) That all such fishing licences were agreed by the end of this financial year with a view to the new charges taking effect from the 1st April 2015.</p> <p>c) That a further report would be submitted to this Scrutiny Committee on the 9th March 2015.</p>	A briefing note was circulated on the 2 nd March 2015 to Members of the Committee showing an outcome of subsequent progress to date.
	Keele Golf Course	<p>An extract from the Quarter 1 2014/15 Internal Audit Report Progress Report was attached to the agenda which was submitted to Audit and Risk Committee on the 29th September 2014.</p> <p>RECOMMENDED:- That Members receive the progress report</p>	Members received the report.
	Staffordshire Libraries Consultation	<p>The Vice Chair thanked Members and Officers who attended the Staffordshire Libraries Consultation held on Tuesday 9th September 2014. The Consultation was running for twelve months, closing on the 7th October 2014, with implementation from mid-2015 to late 2016.</p> <p>RECOMMENDED:- Members agreed to the questions and answers that were raised at the Consultation.</p>	The questions and answers that were raised at the event were passed onto Staffordshire County Council as part of the Consultation process.

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Thursday 20th November 2014	Kidsgrove Sports Centre Working Groups Report	<p>The Head of Leisure and Cultural Services presented the Kidsgrove Sports Centre Working Group's feasibility report on the future of Kidsgrove Sports Centre, which would be presented to Cabinet and inform a future detailed business case for the replacement or refurbishment of the Centre. The report covered a number of aspects; what was the demand for different types of sports facilities in Kidsgrove, what was the right facility mix for the area, who should be responsible for providing what, what were the best locations and what would the different options cost to build and operate and what options required investigating to bring the project to fruition.</p> <p>RECOMMENDED:-</p> <p>a) Committee agreed for the feasibility report to be submitted to Cabinet on the 10th December 2014.</p> <p>b) A site visit to East Staffordshire to be arranged for the Members of the Working Group.</p>	<p>A feasibility report was submitted to Cabinet on the 10th December 2014 where it was resolved:-</p> <p>a) That the Feasibility Report from the Chairman of the Active and Cohesive Scrutiny Committee be received.</p> <p>b) That the Active and Cohesive Scrutiny Committee's recommendations be endorsed and their support for replacement sports facilities for the Kidsgrove area be confirmed.</p> <p>c) That the funding implications be noted and consideration be given to adding the scheme to a future capital programme through the process of prioritisation be agreed as part of the Newcastle Capital Investment Programme.</p> <p>d) That discussions take place with potential funding partners to identify sources of external match funding that would contribute towards the cost of the project.</p> <p>The site visit to East Staffordshire did not occur as the sporting complex was not a new build.</p>

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