



NEWCASTLE UNDER LYME BOROUGH COUNCIL

PLAYING PITCH STRATEGY

ASSESSMENT REPORT

SEPTEMBER 2014

Integrity, Innovation, Inspiration

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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.

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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

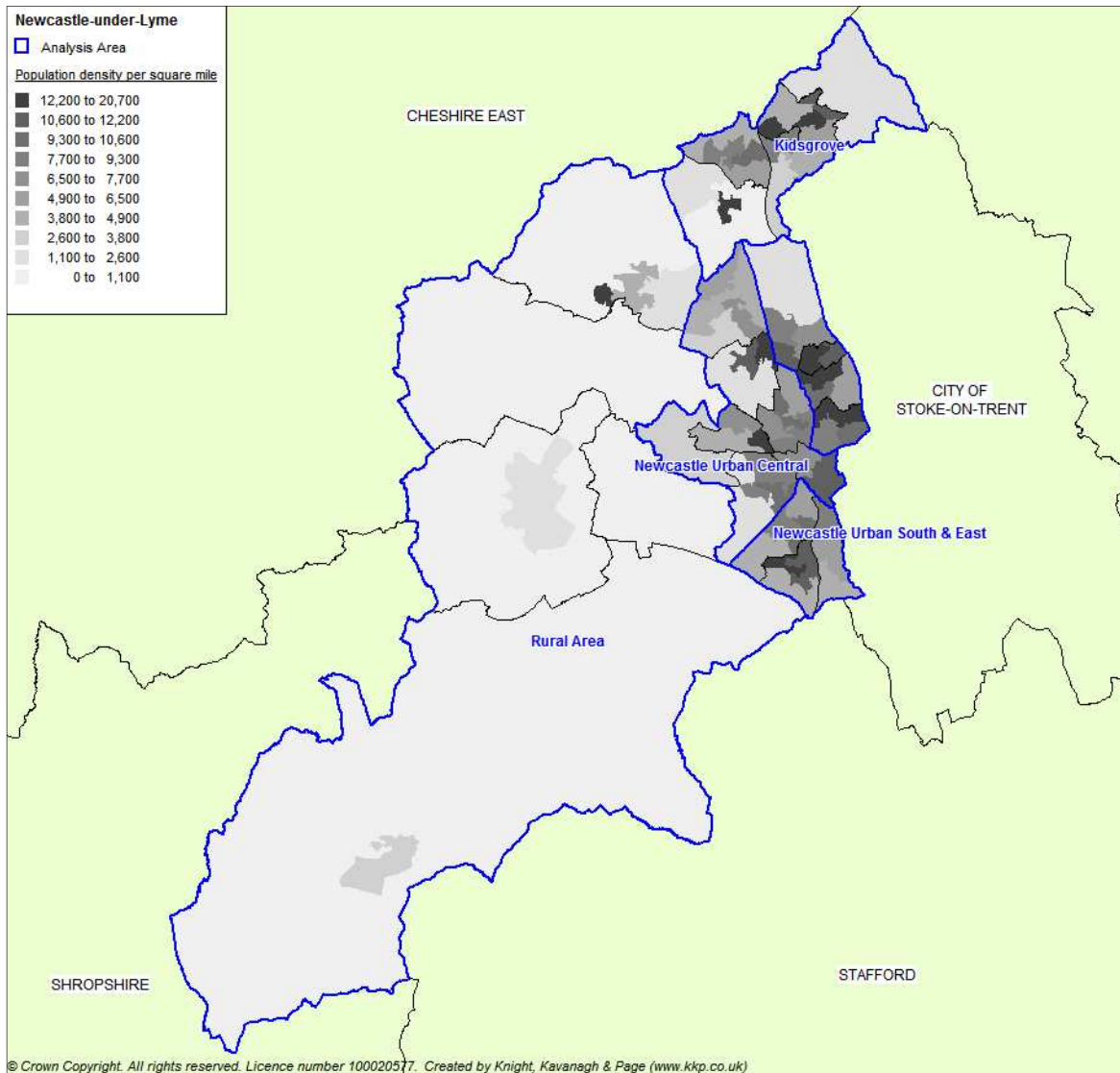
For mapping purposes and audit analysis, NUL is divided into four analysis areas, reflecting the geographical and demographical nature of the area:

- ◀ 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.

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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

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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.

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

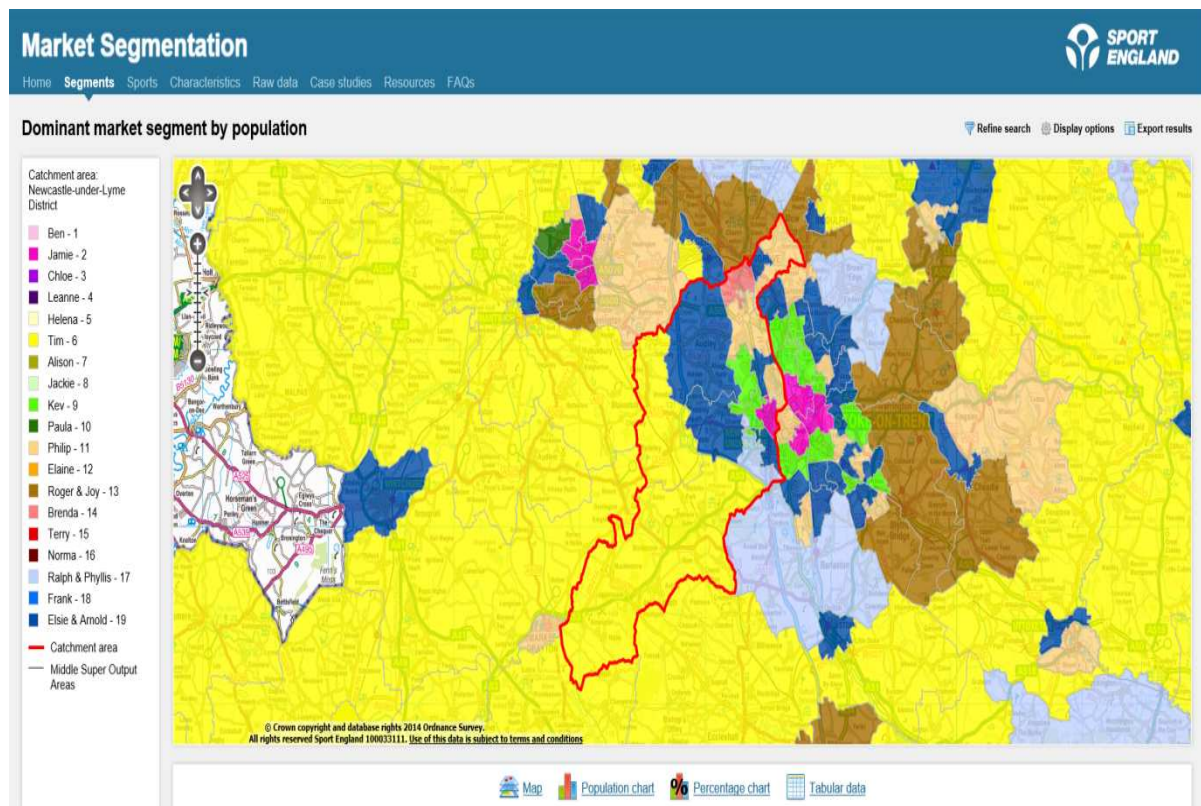


Table 1.3 Newcastle-under-Lyme: Sport England market segments

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%

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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.

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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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

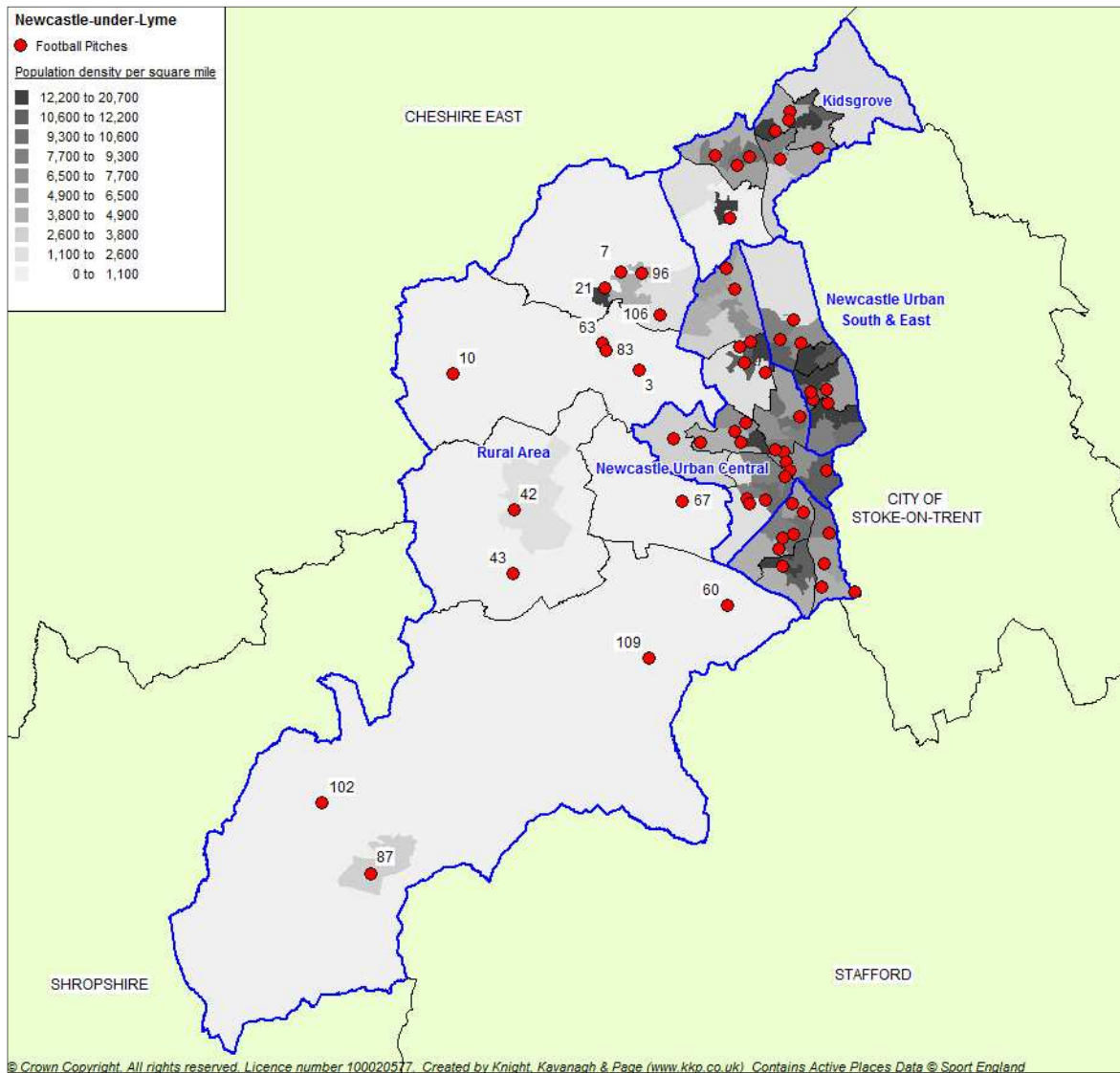
The methodology defines the minimum size of a senior football pitch as being 110yds x 70yds. The minimum size of a youth pitch 80yds x 50yds and a mini pitch 40yds x 30yds.

More detailed pitch guidance can be accessed at:

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

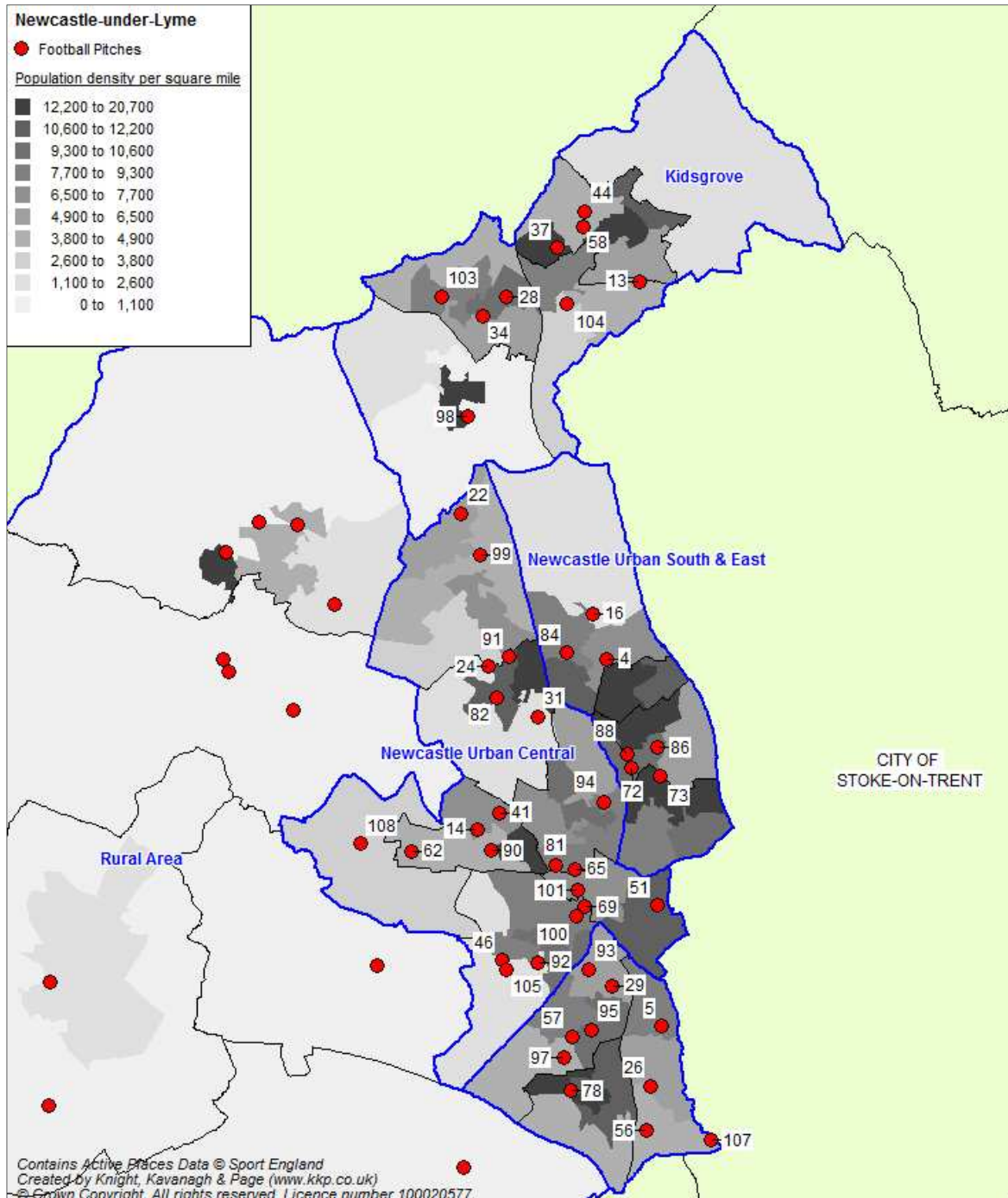
NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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



NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

**NEWCASTLE UNDER LYME BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

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	

**NEWCASTLE UNDER LYME BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

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

**NEWCASTLE UNDER LYME BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

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

**NEWCASTLE UNDER LYME BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

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 Boughay 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

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

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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

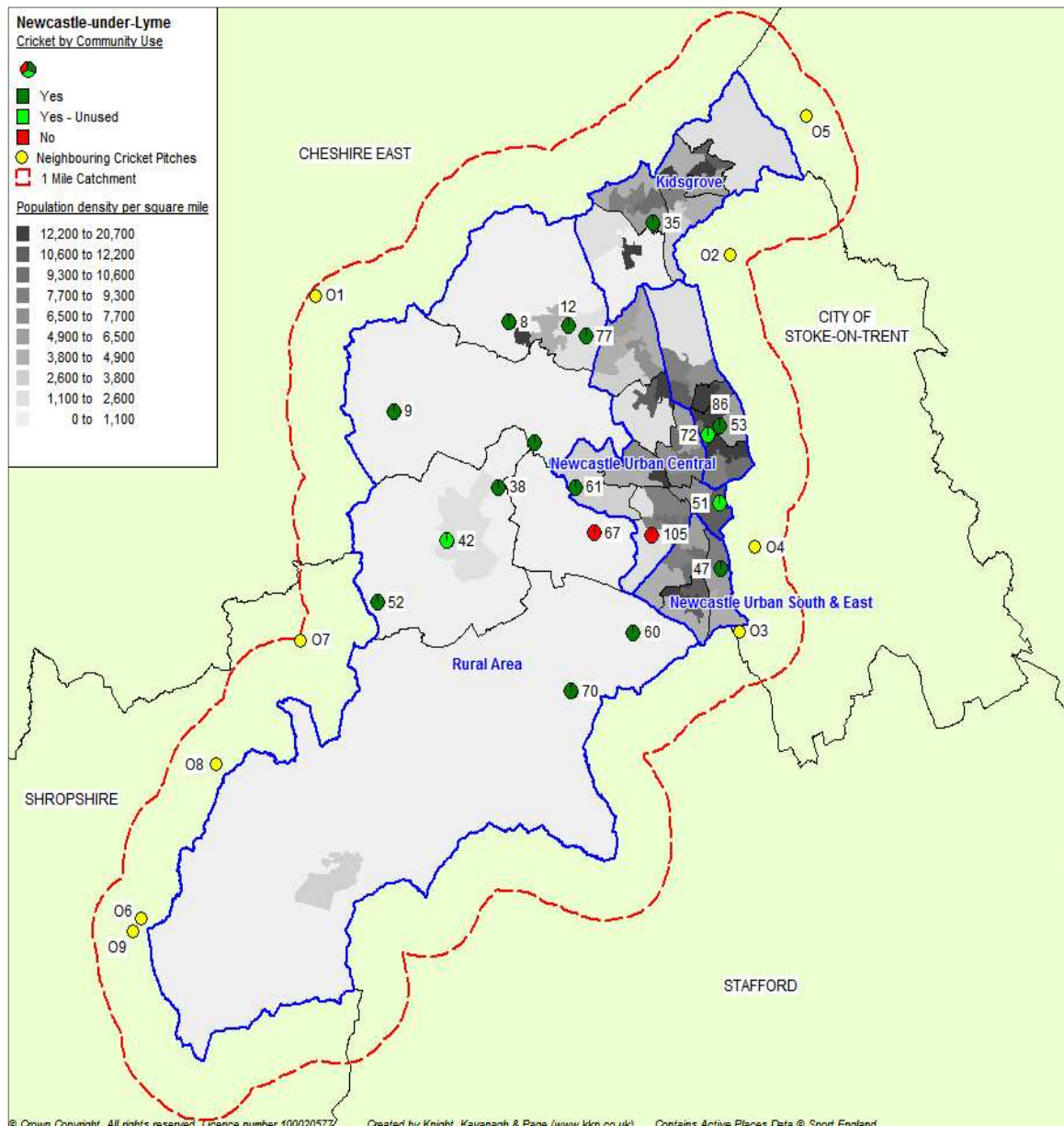


Table 3.2: Key to map

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

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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.

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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.

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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

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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

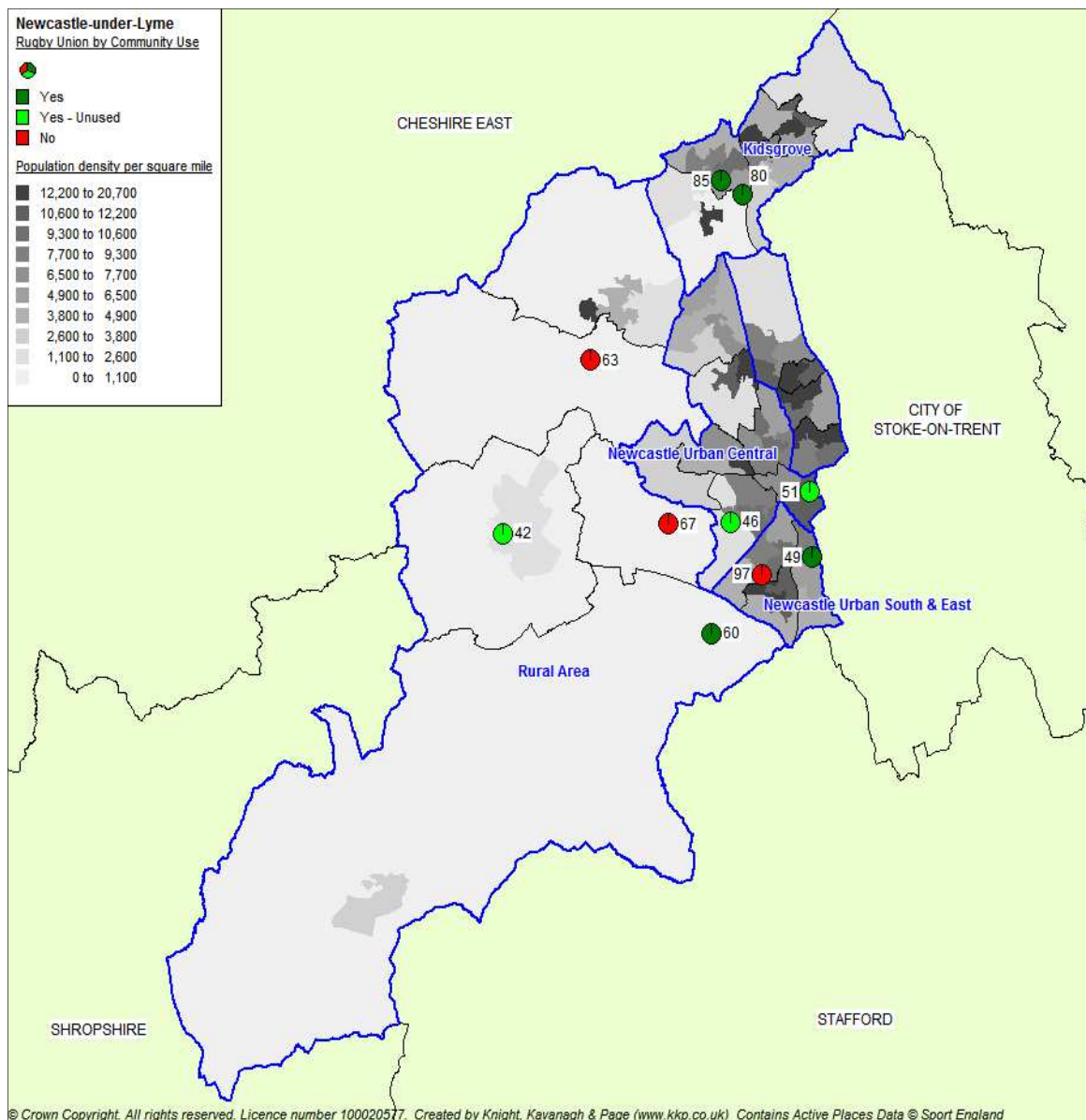


Table 4.2: Key to map

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

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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

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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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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	

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

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.

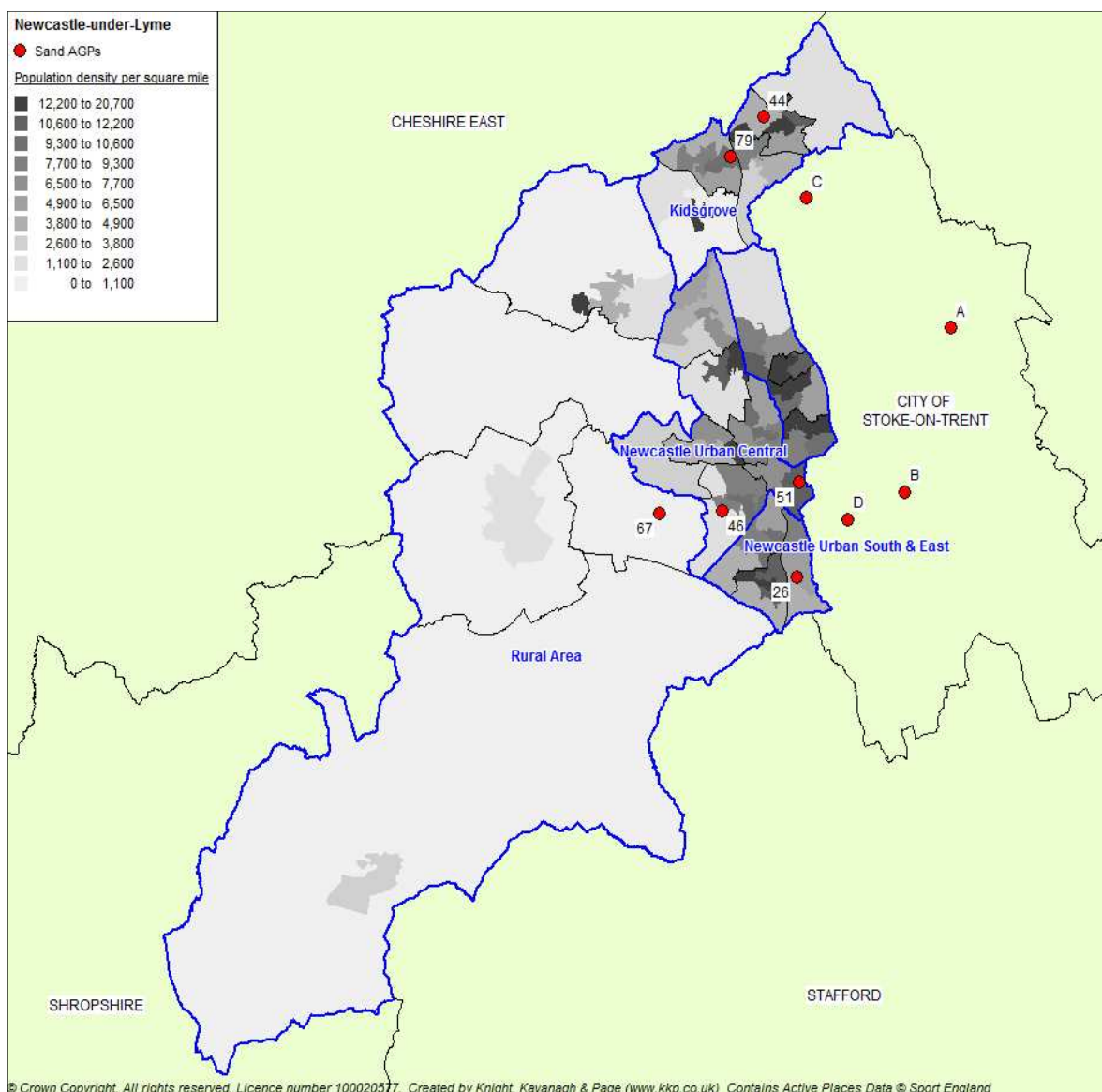
According to Active Places Power, there are a further four sites providing AGPs of note located in neighbouring Stoke:

- ◀ 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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

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.

NEWCASTLE UNDER LYME BOROUGH COUNCIL PLAYING PITCH STRATEGY

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.

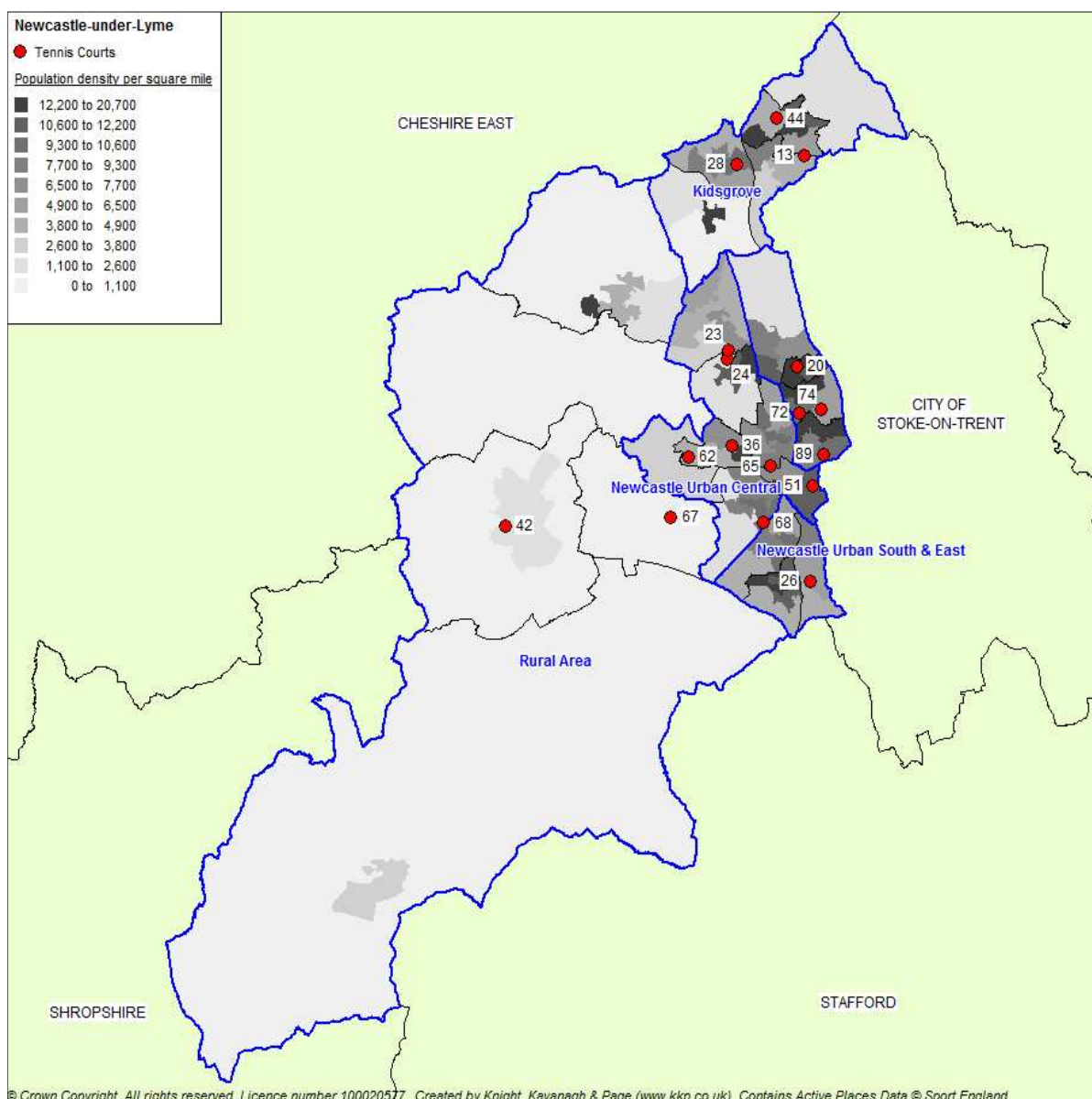
Table 6.1: Summary of tennis court provision

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

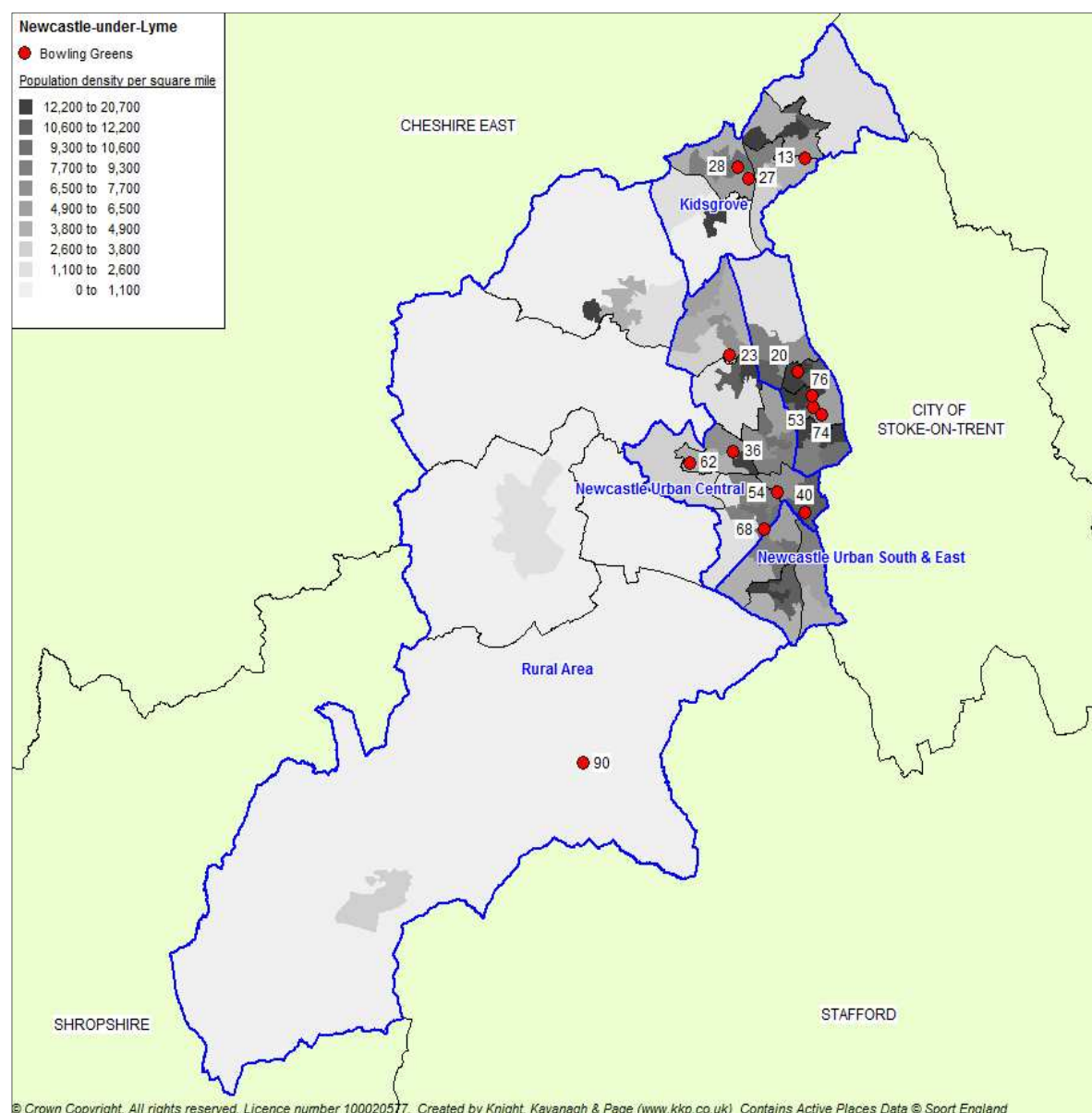


Table 7.1: Key to map

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.

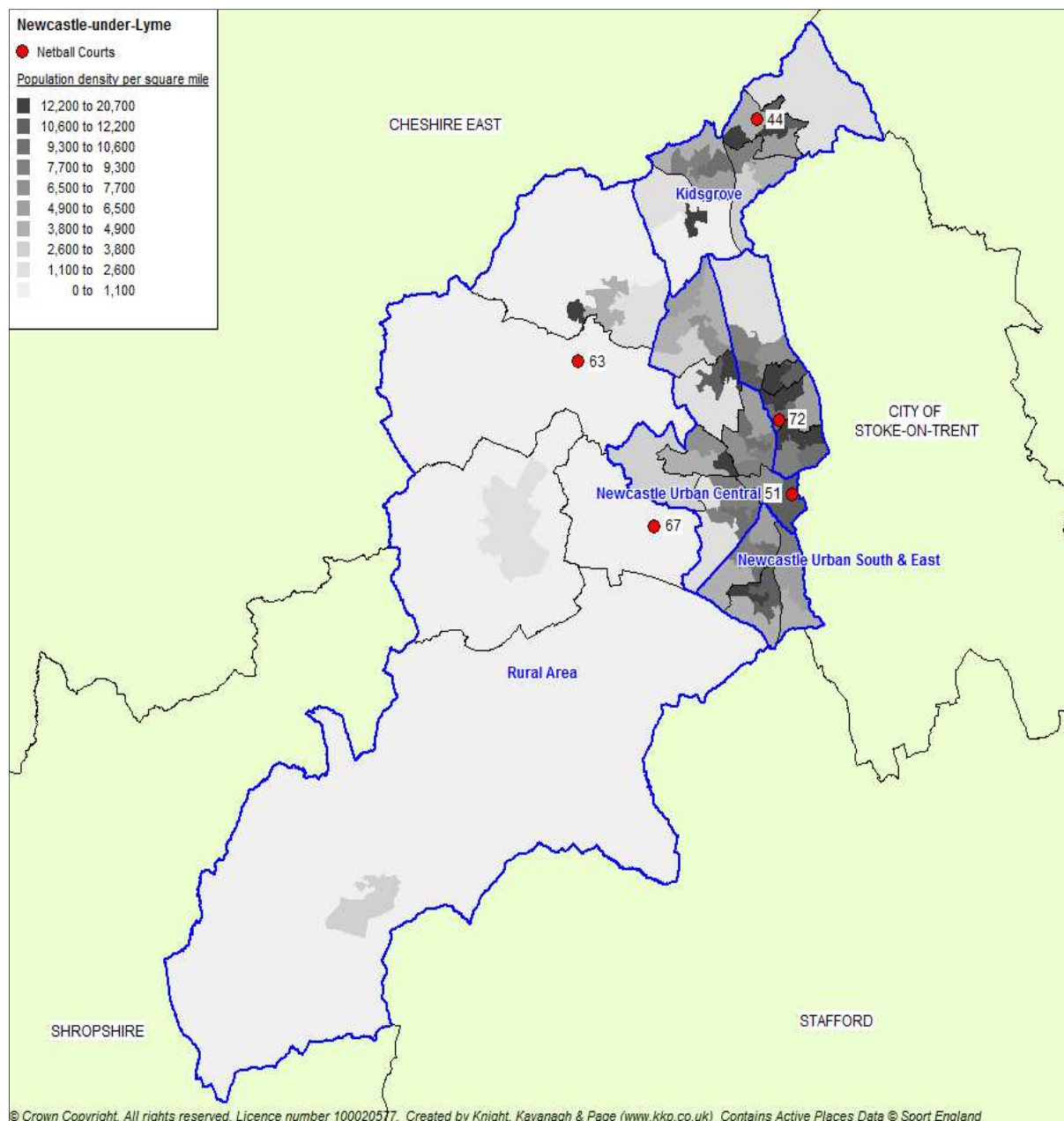
Table 8.1: Summary of netball court provision

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 contribute 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.

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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.

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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

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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 nien 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.

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APPENDIX 1: SPORTING CONTEXT

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

National context

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>