



NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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QUALITY, INTEGRITY, PROFESSIONALISM

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

CONTENTS

ABBREVIATIONS	1
PART 1: INTRODUCTION	3
PART 2: VISION AND KEY RECOMMENDATIONS	12
PART 3: AIMS.....	15
PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS	16
PART 5: STRATEGIC RECOMMENDATIONS	42
PART 6: ACTION PLAN.....	55
KIDSGROVE ANALYSIS AREA.....	58
RURAL CENTRAL AND KEELE ANALYSIS AREA	63
RURAL NORTH ANALYSIS AREA	68
RURAL SOUTH ANALYSIS AREA	71
URBAN NEWCASTLE NORTH, SOUTH AND CENTRAL ANALYSIS AREA.....	74
PART 7: HOUSING GROWTH SCENARIOS.....	86
PART 8: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE	92
APPENDIX ONE: FUNDING PLAN.....	97
APPENDIX TWO: GLOSSARY	102
APPENDIX THREE: SPORTING CONTEXT	104

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

ABBREVIATIONS

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
BARLA	British Amateur Rugby League Association
BC	Bowls Club
BCGBA	British Crown Green Bowling Association
CFA	County Football Association
CUA	Community use agreement
EA	England Athletics
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football club
FF	Football Foundation
FE	Further Education
FIFA	Fédération Internationale de Football Association
GIS	Geographical Information Systems
HC	Hockey Club
KKP	Knight, Kavanagh and Page
LMS	Last Man Stands
LTA	Lawn Tennis Association
MUGA	Multi use games area
NGB	National Governing Body
NPPF	National Planning Policy Framework
NTP	Non Turf Pitch
NUL	Newcastle-under-Lyme
PGA	Professional Golfers Association
PPS	Playing Pitch Strategy
PQS	Performance Quality Standard
RFL	Rugby Football League
RFU	Rugby Football Union
RUFC	Rugby union football club
S106	Section 106
SASSOT	Sport Across Staffordshire and Stoke-on-Trent
SCCB	Staffordshire County Cricket Board
SE	Sport England
SFA	Staffordshire Football Association
TBTT	Transforming British Tennis Together
TC	Tennis Club
UNNS&C	Urban Newcastle North, South & Central
WR	World Rugby

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

COVID-19 Addendum

Since the production of the Newcastle-under-Lyme Assessment Report and Strategy & Action Plan documents there has been global pandemic from the spreading of COVID19 (Coronavirus). This led England to enter an unprecedented state of Lockdown from the 23rd March 2020. Lockdown required the general public to remain at home and only leave their households for food, health reasons or work (only if work cannot be carried out at home). In addition, if people are to go outside, they are to remain two metres apart. This understandable has led to all sporting activities including all those covered in the Playing Pitch Strategy documents to cease until further notice.

It should be noted that both the Newcastle-under-Lyme Assessment Report and Strategy & Action Plan were created before the pandemic and the lockdown occurred. The documents use the Sport England Playing Pitch Strategy methodology from Stage A to Stage D and therefore the supply and demand analysis for each of the sports and the strategic recommendations made are accurate based on information collated in 2019.

It is currently unknown what the future impact of COVID-19 and the lockdown will have on participation and the quality of provision for each sport referenced in the documents. Therefore, it is acknowledged that as part of the Playing Pitch Strategy Stage E process, the review of the documents should ensure that any recommendations made are still accurate based on future levels of supply and demand.

As part of Stage E the PPS should be reviewed on an annual basis from the date it is formally signed off by the Steering Group. A review will help to maintain the momentum and commitment built up during its development. Given current circumstances an annual meeting, which could coincide with the annual NGB affiliation process, would be beneficial to understand what impact, if any, COVID-19 and the Lockdown has had within Newcastle-under-Lyme.

For more information regarding the Stage E process please see Part 8: Deliver the strategy and keep it robust and up to date or see <https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport>

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 1: INTRODUCTION

This is the Playing Pitch Strategy (PPS) for Newcastle-under-Lyme. Building upon the preceding Assessment Report, it provides a clear, strategic framework for the maintenance and improvement of existing playing pitch and accompanying ancillary facilities up to 2037 (in line with the emerging Local Plan). It replaces the previous Newcastle-under-Lyme PPS Strategy dated 2017.

The Strategy has been developed to provide:

- ◀ A vision for the future improvement and prioritisation of playing pitches.
- ◀ A number of aims to help deliver the recommendations and actions.
- ◀ A series of strategic recommendations which provide a strategic framework for the improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch stock.
- ◀ A series of sport by sport recommendations which provide a strategic framework for sport led improvements to provision.
- ◀ A prioritised area-by-area Action Plan to address key issues on a site-by-site basis.

A PPS delivers the evidence required to ensure that sufficient land is available to meet existing and projected future outdoor sport requirements. Its robust evidence base should inform and be implemented into planning policy and other relevant corporate strategies to enable local policies, planning and sport development criteria to work efficiently and effectively.

The Strategy is capable of:

- ◀ Providing a clear framework for all playing pitch providers, including the public, private and third sectors;
- ◀ Clearly addressing the needs of all identified sports within the area, picking up on particular local demand issues;
- ◀ Addressing issues of population growth and major growth/regeneration areas;
- ◀ Addressing issues of cross boundary facility provision;
- ◀ Addressing issues of accessibility, quality and management with regard to facility provision;
- ◀ Standing up to scrutiny at a public inquiry as a robust study;
- ◀ Supporting funding applications;
- ◀ Providing realistic aspirations which are implementable within the local authority's budgetary position and procurement regime.

The Strategy and Action Plan recommends a number of priority projects for Newcastle-under-Lyme which should be realised over the Local Plan period. It provides a framework for improvement and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding.

Partner organisations have a vested interest in ensuring that existing playing fields, pitches and ancillary facilities are protected and enhanced. As such, many of the objectives and actions within this document need to be delivered and implemented by a wide range of bodies such as National Governing Bodies of Sport (NGBs), sports organisations, education establishments and parish/town councils. In many instances, the Council will not be the agency which delivers these actions or recommendations; the PPS is not just for the Council to act upon, it applies to/for all the stakeholders and partners involved.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

1.1 Scope

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

- ◀ Football pitches (including 3G pitches)
- ◀ Cricket pitches
- ◀ Rugby union pitches (including 3G pitches)
- ◀ Hockey pitches (sand based AGPs)
- ◀ Outdoor tennis courts
- ◀ Outdoor netball courts
- ◀ Outdoor bowling greens
- ◀ Golf courses
- ◀ Other sports (Ultimate Frisbee, lacrosse, American football)

All facilities are included regardless of ownership and/or management i.e. whether in the public, private, education, or third sector.

It should also be noted that, although rugby league has been included within the wider scope of the study, no such activity currently takes place within Newcastle-under-Lyme and no future demand has been identified. As such, no information relating to the sport is included within this document.

Pitch sports (e.g. football, rugby union, hockey and cricket) are assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy.

Non-pitch sports (e.g. bowls, tennis/netball, golf) are assessed using Sport England's Assessing Needs and Opportunities Guidance (2014). This requires a different methodology to assess supply and demand to that used for pitch sports.

1.2 Study area

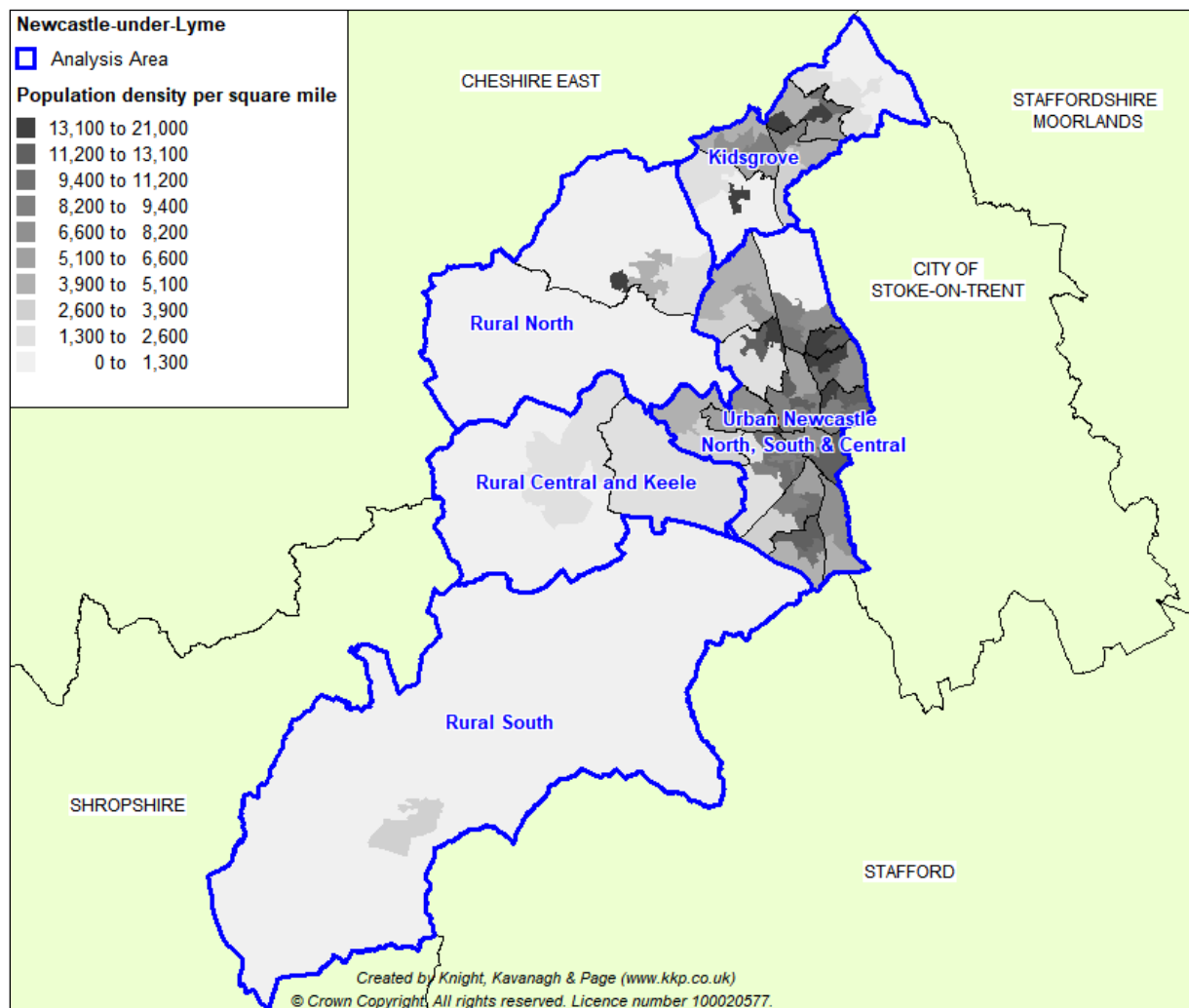
Although the Strategy will report on Newcastle-under-Lyme as a whole, the Authority has been divided into the five analysis areas that reflect on the geographical and demographical nature of the area. These are:

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

The Strategy will also examine explore cross boundary issues to determine the level of imported and exported demand, recognising, for example, that people travel to and make use of strategic facilities irrespective of administrative boundaries. Neighbouring authorities include Cheshire East, City of Stoke-on-Trent, Shropshire, Stafford, Staffordshire Moorlands.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Figure 1.1: Analysis area map



1.3 Context

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

Concern at national government level over the loss of playing fields prompted the development of localised playing pitch assessments and strategies which identify current and future requirements for playing fields. Developing a strategic approach to the analysis of playing pitch supply and demand is necessary to:

- ◀ Protect playing pitches against development pressures on land in, and around, urban areas.
- ◀ Identify pitch (natural grass and artificial) supply and demand issues in relation to predicated population changes.
- ◀ Address 'demand' pressures created as a result of specific sports development pressures e.g. growth of mini soccer and wider use of artificial grass pitches.
- ◀ To ensure that future investment into facilities is proportionate, delivered at the right time and enhances the overall quality of outdoor sporting assets

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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

One of the core planning principles of the NPPF is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities; Paragraph 96 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraphs 96 and 97 discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. As such, the Newcastle-under-Lyme PPS will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

Paragraph 99 and 100 also promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

The Local Plan

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

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

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

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

New Local Plan (2020 – 2037)

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

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

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

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

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

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

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

Everyone More Active More Often (2018-2021)

Together Active's current strategy, Everyone More Active More Often, is a network of local agencies committed to working together to increase the number of people taking part in physical activity and sport. It is part of an England wide network of 43 Active Partnerships and

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

is funded by national and local partners including Sport England, our Local Authorities and Universities to promote physical activity and sport.

1.4 Headline findings

The table below highlights the quantitative headline findings identified for all main pitch sports included in the preceding Assessment Report. MES stands for match equivalent sessions and has been used as the comparable unit for natural grass pitches. Converting both the amount of play a site can accommodate (its carrying capacity) and how much play takes place there (its current use) into the same unit of demand enables a comparison to be undertaken.

Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected. As the main usage of pitches is for matches, it is appropriate for the comparable unit to be match equivalent sessions.

Based on how they tend to be played, this unit for football and rugby union pitches relates to a typical week within the season for each sport. For cricket pitches it is appropriate to look at the number of match equivalent sessions over the course of a season. How much play a cricket pitch can accommodate is primarily determined by the number and quality of wickets on a pitch. Only one match is generally played per pitch per day. However, play is rotated across the wickets to reduce wear and allow for repair. Each wicket is able to accommodate a certain amount of play per season as opposed to a week.

The PPS guidance does not advocate the conversion of MES to pitches as there is not always a case for providing pitches to meet the demand/shortfalls expressed. For example, improving the quality of pitches can also increase the capacity of existing pitches to accommodate such demand. For qualitative findings and site-specific findings, please see Part 4: Sport Specific Recommendations and Scenarios, and Part 6: Action Plan.

For artificial surfaces (AGPs and 3G pitches), how much play can be accommodated is primarily determined by availability, rather than how much play it can accommodate before its quality is adversely affected as with natural grass pitches. Therefore, whole pitches are used as the comparable unit. Similarly, for the other non-pitch sports (i.e. tennis, netball bowls etc) where it is not as easy to determine carry capacity, whole facilities are used as the comparable unit.

Table 1.1: Quantitative headline findings

Sport	Analysis area	Current demand (2019)		Future demand (2037)
		Pitch type	Current capacity total in MES ^[1]	Future capacity total in MES
Football (grass pitches)	Kidsgrove	Adult	At capacity	Shortfall of 1
		Youth 11v11	At capacity	At capacity
		Youth 9v9	Shortfall of 1.5	Shortfall of 2.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	At capacity
	Rural Central and Keele	Adult	Spare capacity of 1	At capacity
		Youth 11v11	At capacity	Shortfall of 1.5
		Youth 9v9	Spare capacity of 0.5	Shortfall of 1
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	Shortfall of 1

^[1] MES – match equivalent sessions per week (per season for cricket)

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Current demand (2019)		Future demand (2037)
		Pitch type	Current capacity total in MES ^[1]	Future capacity total in MES
	Rural North	Adult	Spare capacity of 0.5	Spare capacity of 0.5
		Youth 11v11	Spare capacity of 1	Spare capacity of 1
		Youth 9v9	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	At capacity
	Rural South	Adult	Spare capacity of 0.5	Spare capacity of 0.5
		Youth 11v11	Shortfall of 0.5	Shortfall of 2
		Youth 9v9	Spare capacity of 0.5	Shortfall of 0.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	Shortfall of 1
	UNNS&C	Adult	Spare capacity of 0.5	Shortfall of 1
		Youth 11v11	Shortfall of 2	Shortfall of 3
		Youth 9v9	Spare capacity of 0.5	Shortfall of 1.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 0.5	Shortfall of 4
Football (3G pitches) ^[2]	Kidsgrove	Full size / small size, floodlit	Shortfall of 1 full sized 3G pitch for team training	Shortfall of 1 full sized 3G pitch for team training
	Rural Central and Keele		At capacity	At capacity
	Rural North		At capacity	At capacity
	Rural South		Shortfall of a small sized 3G pitch for team training	Shortfall of a small sized 3G pitch for team training
	UNNS&C		Shortfall of 1 full sized 3G pitch for team training	Shortfall of 2 full sized 3G pitches for team training
Cricket	Kidsgrove	Senior	At capacity	Shortfall of 20
		Junior	Spare capacity of 8	Spare capacity of 4
	Rural Central and Keele	Senior	Shortfall of 14	Shortfall of 14
		Junior	Spare capacity of 2	Shortfall of 10
	Rural North	Senior	At capacity	Shortfall of 12
		Junior	Spare capacity of 28	Spare capacity of 12
	Rural South	Senior	At capacity	At capacity
		Junior	Spare capacity of 4	Shortfall of 4
UNNS&C	Senior	Shortfall of 6	Shortfall of 26	
	Junior	Shortfall of 6	Shortfall of 22	
Rugby union	Kidsgrove	Senior	At capacity	At capacity
	Rural Central and Keele	Senior	At capacity	At capacity
	Rural North	Senior	At capacity	At capacity
	Rural South	Senior	At capacity	At capacity
	UNNS&C	Senior	Shortfall of 4.5	Shortfall of 6

^[2] Based on accommodating 38 teams on one full size pitch

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Current demand (2019)		Future demand (2037)
		Pitch type	Current capacity total in MES ⁽¹⁾	Future capacity total in MES
Hockey (sand AGPs)	NUL	Full size, floodlit	Adequate provision	Adequate provision
Tennis	NUL	Courts	Adequate provision	Adequate provision
Bowls	NUL	Greens	Adequate provision	Adequate provision
Netball	NUL	Courts	Adequate provision	Adequate provision
Golf	NUL	Courses (Driving ranges)	Adequate provision	Adequate provision
Other sports	NUL	Pitches	Adequate provision	Adequate provision

Conclusions

From a quantitative perspective, the existing position for all sports is either that demand is being met or that there is a shortfall, whereas the future position shows the creation of shortfalls for some pitch types and in some areas where demand is currently being met and the exacerbation of existing shortfalls. There are current and future shortfalls of 3G pitches, rugby union pitches, cricket squares, youth 11v11 pitches (Rural South and UNNS&C analysis areas) and youth 9v9 pitches (Kidgrove Analysis Area).

When taking into consideration future demand shortfalls worsen additional shortfalls arising on adult pitches (Kidgrove and UNNS&C analysis areas), youth 11v11 pitches (Rural Central & Keele Analysis Area), youth 9v9 pitches (Rural central and Keele, Rural South and UNNS&C analysis areas) and mini pitches (Rural Central and Keele, Rural South and UNNS&C analysis areas).

Despite the above, it must be noted that the shortfalls evidenced are relatively minimal when compared to other local authorities nationally. As such, for rugby union and football, it is considered that shortfalls can be met through the better utilisation of existing provision, such as via pitch re-configuration, improving quality and encouraging or enabling access to unused/unavailable provision. In addition to improving quality of cricket squares shortfalls need to be met through creation of Non Turf Pitches (NTPs) and potentially new grass provision.

Notwithstanding, a shortfall of 3G pitches can only be met through increased provision. With resources to improve the quality of grass pitches being limited, an increase in 3G provision could also help reduce grass pitch shortfalls through the transfer of play, thus reducing overplay, which in turn can aid pitch quality improvements.

There is suitable stock of hockey suitable AGPs, however, there are issues with quality which need to be resolved. If these are not resolved there is a potential need to create a new pitch to cater for Borough hockey demand.

Where provision is at capacity there is a need to sustain or improve, if required due to poor quality, the provision to protect the quality of existing facilities.

Where demand is being met, this does not necessarily equate to a surplus of provision, with any spare capacity instead considered as a solution to overcoming current or future demand shortfalls. There is a resultant need to protect all existing outdoor sport provision until all demand is met, or there is a requirement to replace provision in accordance with Sport England's Playing Fields Policy exceptions.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Recommendations on how to alleviate these shortfalls are identified below in the Part 4: Sport Specific Issues Scenarios and Recommendation and Part 6: Action Plan.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 2: VISION AND KEY RECOMMENDATIONS

Vision

Below is a vision for Newcastle-under-Lyme in regard to its playing pitch provision. It sets out to capture the corporate themes within each authority to provide an all-encompassing vision.

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

Key overall recommendations

For Newcastle-under-Lyme to obtain its vision it is recommended that priority should be placed on improving the quality of playing and ancillary provision of current sites in addition to the exploration of multi pitch hub sites rather than investment in single pitch sites, particularly in the locality of areas with large scale housing development.

Furthermore, taking into consideration the challenges during and post COVID 19 there is a need to improve and secure community access at educational sites, particularly those which are dual use.

Below is a truncated list of key recommendations for each sport. For a full and comprehensive list of key recommendations for each sports please see Part 4: Sport Specific Issues, Scenarios and Recommendation

Grass football pitch recommendations

- ◀ Protect existing quantity of pitches until all demand is being met (unless replacement provision meets Sport England requirements and is agreed upon and provided).
- ◀ Sustain pitch quality and seek improvements where necessary via utilisation of the FA's Pitch Improvement Programme.
- ◀ Work to accommodate future demand at sites which are not operating at capacity or at sites not currently available for community use that could be moving forward.
- ◀ Explore the creation of a within grass pitch hub site in the UNNS&C Analysis Area in order to provide clubs better quality ancillary and pitch provision in order to address shortfalls.

3G recommendations

- ◀ Protect current stock of 3G pitches.
- ◀ Create two additional full size 3G pitches to alleviate all current shortfalls with one each in the Kidsgrove and UNNS&C analysis areas.
- ◀ Look to create a further small size 3G pitch to address future shortfalls in the Rural South Analysis Area
- ◀ Ensure the pitch at The Gordon Banks Sports Centre is refurbished and put on the FA register with regular relevant testing.
- ◀ Encourage more match play demand to transfer to 3G pitches and ensure that pitches remain suitable to accommodate such demand through appropriate certification when it is required.
- ◀ Ensure that any new 3G pitches are priced competitively against the cost of hiring a grass pitches and are aimed at local grassroots clubs.

Cricket recommendations

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◀ Protect all cricket squares in current use.
- ◀ Work with clubs and grounds staff to review quality issues on squares to ensure appropriate quality is achieved at sites assessed as standard and sustained at sites assessed as good.
- ◀ Look to sustain minimal levels of overplay at Newcastle and Hartshill Cricket Club and Porthill Park Cricket Club through dedicated levels of enhanced maintenance and monitor future levels of demand.
- ◀ Examine the feasibility of installing an NTP at Scot Hay Cricket Club in order to alleviate overplay.
- ◀ Explore options to accommodate expressed future demand through the provision of additional grass cricket squares to the installation of NTPs, with preferences towards the latter.
- ◀ Support Audley CC to provide a second square closer to its existing home venue.

Rugby union recommendations

- ◀ Existing quantity of rugby union pitches to be protected or be fully mitigated to meet National Planning Policy.
- ◀ Improve pitch quality at secure sites to alleviate overplay and create actual spare capacity.
- ◀ Support Newcastle RUFC in its ambition to create a training area adjacent to its first team pitch.
- ◀ Work with Linley & Kidsgrove to improve poor quality changing provision at Bathpool County Park.
- ◀ Secure both clubs to long term agreements for respective home venues, providing each with security of tenure.

Hockey recommendations

- ◀ Protect all existing full size sand-based AGPs for hockey use.
- ◀ As priority, seek to refurbish the pitch at Keele University Sports Centre in the near future and ensure a sinking fund is in place for long-term sustainability.
- ◀ Explore the potential of returning Market Drayton HC demand back into Shropshire, if suitable provision can be obtained, in order to create additional capacity for hockey growth in Newcastle-under-Lyme.
- ◀ Explore the feasibility of creating a second full size hockey suitable AGP at Newcastle-under-Lyme School to better service both club, curricular and extracurricular demand.
- ◀ When the 3G pitch stock increases, encourage the transfer of football demand from the sand-based AGPs in order to free up increased capacity for hockey activity.

Tennis recommendations

- ◀ Retain and sustain quality of club courts for competitive play through implementation of appropriate maintenance regimes.
- ◀ Support Basford TC with its aspiration to resurface two of the courts on site in the next few years.
- ◀ Examine re-establishing demand at Westlands Sports Centre.
- ◀ Explore the potential to establish indoor tennis provision at Newcastle-under-Lyme School through a potential development of a sports hall through Newcastle Town NC.
- ◀ Improve quality of key local authority courts and accompanying ancillary provision, first and foremost focusing on sites that best accommodate informal play.
- ◀ Explore implementation of ClubSpark, Rally and Gate Access schemes at appropriate sites to enhance available provision for informal tennis.

Bowling Green recommendations

- ◀ Retain existing quantity of greens.
- ◀ Improvements of standard quality greens to good quality through and enhanced maintenance regime is required at Wolstanton Park and Wolstanton High Street Club

Golf recommendations

- ◀ Retain all current golf courses.
- ◀ Ensure that if the provision at Keele Driving Range is lost it is re provided at another suitable location such as one of the three golf courses in the Borough.

Netball recommendations

- ◀ Protect quantity of courts.
- ◀ Assist Newcastle Town NC in its aspirations to development a purpose built indoor facility at Newcastle-under-Lyme School.
- ◀ Seek to improve poor quality courts quality through resurfacing or improved maintenance.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 3: AIMS

The following overarching aims are based on the three Sport England themes. It is recommended that they are adopted by the Council and partners to enable delivery of the overall PPS vision and Sport England planning objectives.

AIM 1

To **protect** the existing supply of outdoor sport facilities where it is needed to meet current and future needs.

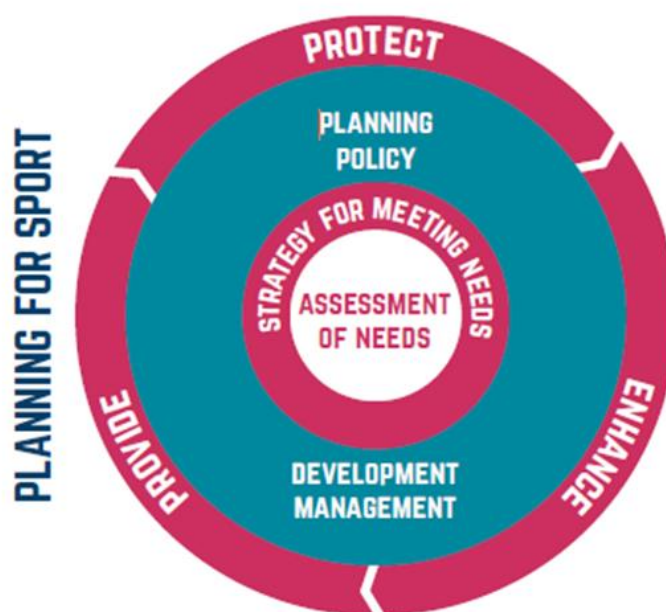
AIM 2

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

AIM 3

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

Figure 3.1: Sport England themes



Source: Sport England, Planning for Sport Guidance (June 2019)

PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

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

4.1 Football – grass pitches

Assessment report summary

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

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- There are two clubs which import demand into the Borough from neighbouring authority Stoke-on-Trent, these are; Stoke City FC and City of Stoke FC.
- When this future growth from TGRs is dissipated to individual analysis areas rather than as a whole Borough the potential future growth is anticipated to be four senior men's, one youth boys 11v11 and one youth boys 9v9 team.
- The total future demand expressed by clubs amounts to 20 match equivalent sessions (40 teams).
- Actual spare capacity totals 12.5 match equivalent sessions across 19 pitches.
- When broken down, 4.5 match equivalent sessions of overplay takes place in the UNNS&C Analysis Area, 1.5 match equivalent sessions in the Kidsgrove Analysis Area and 0.5 match equivalent sessions in the Rural South Analysis Area.

Scenarios

Alleviating shortfalls

In the Borough there is capacity to accommodate current levels of demand across all pitch types apart from youth 11v11, however, when accounting for future demand, shortfalls also become evident on adult, youth 9v9 and mini 5v5 pitch types, these are listed below.

Table 4.1: Summary of current and future pitch shortfalls by Analysis Area

Analysis area	Current pitch shortfalls	Current spare capacity	Future pitch shortfalls	Future spare capacity
Kidsgrove	1.5 match equivalent sessions on youth 9v9 pitches	No identified spare capacity	1 match equivalent sessions on adult pitches	No identified future spare capacity
			2.5 match equivalent sessions on youth 9v9 pitches	
Rural Central and Keele	No identified shortfalls	1 match equivalent sessions on adult pitches	1.5 match equivalent sessions on youth 11v11 pitches	0.5 match equivalent sessions on mini 7v7 pitches
		0.5 match equivalent sessions on youth 9v9 pitches	1 match equivalent sessions on youth 9v9 pitches	
		0.5 match equivalent sessions on mini 7v7 pitches	1 match equivalent sessions on mini 5v5 pitches	
Rural North	No identified shortfalls	0.5 match equivalent sessions on adult pitches	No identified shortfalls	0.5 match equivalent sessions on adult pitches
		1 match equivalent sessions on youth 11v11 pitches		1 match equivalent sessions on youth 11v11 pitches
		0.5 match equivalent sessions on youth 9v9 pitches		0.5 match equivalent sessions on youth 9v9 pitches
Rural South	0.5 match equivalent sessions on youth 11v11 pitches	1 match equivalent sessions on adult pitches	3 match equivalent sessions on youth 11v11 pitches	1 match equivalent sessions on adult pitches
		1 match equivalent sessions on youth 9v9 pitches	1.5 match equivalent sessions on youth 9v9 pitches	

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Analysis area	Current pitch shortfalls	Current spare capacity	Future pitch shortfalls	Future spare capacity
			1 match equivalent sessions on mini 5v5 pitches	
UNNS&C	2 match equivalent sessions on youth 11v11 pitches	1 match equivalent sessions on adult pitches	1 match equivalent sessions on adult pitches	No identified future spare capacity
		0.5 match equivalent sessions on youth 9v9 pitches	3 match equivalent sessions on youth 11v11 pitches	
		2.5 match equivalent sessions on mini 5v5 pitches	1.5 match equivalent sessions on youth 9v9 pitches	

Alleviating this level of shortfall can be achieved through a variety of methods including securing tenure at sites, improving secure poor quality pitches, creation of new 3G provision (explored later in the report) or through the transferal of demand onto a dedicated football hub site. The extent to which each of these has on addressing the shortfalls is explored below in greater detail.

The full supply and demand analysis for football pitches Borough wide and by Analysis Area can be found in the accompanying assessment report.

Securing access to education sites

Education sites generally accommodate large areas of playing field and playing pitches. However, as tenure on these sites is generally considered to be unsecure, potential spare capacity has been discounted from the supply and demand analysis within the Assessment Report. Securing access to these sites could provide an opportunity to help address future shortfalls across Newcastle-under-Lyme. A summary of these pitches can be seen in the table below.

Table 4.2: Summary of discounted peak time spare capacity at educational sites with community access

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Amount of peak time spare capacity discounted due to unsecure tenure ¹
15	Chesterton Community Sports College	UNNS&C	(9v9)	1	1
31	Madeley High School	Rural Central and Keele	Adult	2	2
35	Newcastle Academy Grass Pitches	UNNS&C	Adult	3	2.5
57	The Gordon Banks Sports Centre	UNNS&C	(9v9)	1	1
91	Edenhurst Prep School	UNNS&C	(7v7)	1	1

There are several community available education sites in the Borough which contain football pitches which have the potential to help address remaining shortfalls by securing access

¹ Match equivalent sessions

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through community use agreements. In total, 7.5 match equivalent sessions of spare capacity could potentially be generated if tenure to the abovementioned school site could be secured.

Table 4.3: Summary of potential peak time spare capacity at educational sites by analysis area

Analysis area	Summary of potential spare capacity (match equivalent sessions)					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Totals
Kidsgrove	-	-	-	-	-	-
Rural Central and Keele	2	-	-	-	-	2
Rural North	-	-	-	-	-	-
Rural South	-	-	-	-	-	-
UNNS&C	2.5	-	2	1	-	5.5
Total	4.5	-	2	1	-	7.5

If all this spare capacity could be secured through community use agreements (CUA) or long term leases there would be no future shortfalls on adult provision in Newcastle-under-Lyme. It would also reduce the future shortfall on youth 9v9 pitches to three match equivalent sessions.

Although all these schools are identified as being community available, it does not necessarily mean they are open to securing usage to a club for a set period of time, such as through a CUA. This is due to schools wanting the flexibility to prioritise and protect the quality of their pitches for curricular or extracurricular usage, for example, in periods of extended bad weather.

Securing access and improving pitch quality at education sites

In addition to having unsecure tenure, it should also be noted that 11 of the education sites also accommodate one or more poor quality pitches. There would be a need to secure tenure and improve pitch quality at the sites in the table below.

Table 4.4: Summary of community available poor quality pitches at education sites with unsecure tenure

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Amount of peak time spare capacity discounted due to unsecure tenure
16	Churchfields Primary School (Playing Fields)	UNNS&C	Adult	1	0.5
20	Friarswood Primary School	UNNS&C	(7v7)	1	1
28	Knutton St Marys Primary School	UNNS&C	(7v7)	1	1
29	Langdale Primary School	UNNS&C	(7v7)	1	1
52	Springhead Primary School	Kidsgrove	(5v5)	1	1
55	St Saviours CE Primary School	Kidsgrove	(5v5)	1	1
55	St Saviours CE Primary School	Kidsgrove	(7v7)	1	1
63	Wolstanton High School	UNNS&C	(11v11)	1	1
63	Wolstanton High School	UNNS&C	(9v9)	2	2
73	Dovebank Primary School	Kidsgrove	(7v7)	1	1
86	Bradwell County Primary School	UNNS&C	(9v9)	1	1
90	Chesterton Primary School	UNNS&C	(7v7)	1	1
92	Hempstalls Primary School	UNNS&C	(5v5)	2	2

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If all this spare capacity could be secured through CUAs or long term leases, in addition to having pitch quality improved, future shortfalls on youth 11v11 pitches would be reduced to 4.5 match equivalent sessions, future shortfalls on youth 9v9 pitches and mini 5v5 pitches would each reduce to two match equivalent sessions.

Improving quality

There are a further 11 (non-education) sites containing poor quality pitches, these are:

- ◀ Betley Cricket Club (Rural North)
- ◀ Betley Youth FC (Rural North)
- ◀ Blackbank (UNNS&C)
- ◀ Chester Road Playing Fields (Kidsgrove)
- ◀ Halmerend Sports Ground (Rural North)
- ◀ Jollies Field (UNNS&C)
- ◀ Lower Milehouse (UNNS&C)
- ◀ Redgate Clayton Football Club (UNNS&C)
- ◀ Salop Place (Kidsgrove)
- ◀ The Burntwood (Rural South)
- ◀ The Wammy (UNNS&C)

Unlike educational sites they all have secure tenure. Therefore, improving their quality from poor to standard would create peak time spare capacity which would more effectively help to reduce overplay.

The table below identifies the amount of spare capacity which could be obtained through improving poor quality pitches to standard quality. Please note this is just the non education sites that have secure tenure.

Table 4.5: Summary of discounted peak time spare capacity due to poor quality

Analysis area	Summary of discounted spare capacity (match equivalent sessions) due to poor quality					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Totals
Kidsgrove	1.5	-	-	-	-	1.5
Rural Central and Keele	-	-	-	-	-	-
Rural North	2	-	-	-	-	2
Rural South	0.5	-	-	-	-	0.5
UNNS&C	3	0.5	0.5	-	-	4
Total	7	0.5	0.5	-	-	8

If the above pitches were improved to a minimum of standard quality the actual spare capacity generated would alleviate all future shortfalls expressed across the Borough on adult pitches, in addition to creating a further five match equivalent sessions of spare capacity.

Creation of a hub grass pitch site (The Wammy and Lower Milehouse)

Most of the football demand in Newcastle-under-Lyme is generated in the UNNS&C Analysis Area as this has the highest number of football pitches and therefore usage. On this basis, the creation of a multi grass football pitch hub site within the area could alleviate identified shortfalls.

The Council reports it has initial plans to improve the quality of provision at the Wammy and Lower Milehouse in order to alleviate demand from surrounding football sites. The sites are located adjacent to each other and will form a new strategic football grass pitch hub site. By focusing on this new hub site it will be able to pool its funds, in conjunction with potential grant/S106 monies, to improve and increase current capacity and create a purpose built

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ancillary provision. It should be noted that this project has initially been discussed with Newcastle Town FC over a potential lease in cohesion with pitch and ancillary improvements.

Currently there are a total of three poor quality adult pitches across the two sites with an additional youth 9v9 pitch to be established at the Wammy. If all these pitches were improved to a minimum of standard quality a total of three match equivalent sessions on adult pitches and one match equivalent session on youth 9v9.

In the UNNS&C Analysis Area this would alleviate the future shortfall on adult pitches whilst reducing the future shortfalls on youth 9v9 pitches from 1.5 match equivalent sessions to a marginal 0.5 match equivalent session.

Please note that if the above pitches were to be established it is recommended that suitable ancillary provision is created to meet the increase in demand to the site.

It should be noted that a potential way the Council could assist in funding such a project would be to consider the rationalisation of pitch sites considered to be low value.

A site is considered to be of low value in terms of their current contribution to formal pitch supply with limited community use due to their geographical location. Investment in pitch quality improvements and ancillary provision at these sites is therefore unlikely to yield high returns given the scale of the facilities relative to the amount of investment that would be needed to deliver substantive enhancements to the sites as standalone facilities.

As standalone facilities, these sites are currently limited in respect of the sporting contribution they can make, and so, consideration could be given to releasing the sites for an alternative use subject to appropriate mitigation secured to address the loss in line with the National Planning Policy Framework Paragraph 97 and Sport England's Playing Field Policy.

In conclusion, a mixture of securing usage at specific educational sites and improving poor quality grass pitches and the creation of a multi pitch grass hub site in the UNNS&C Analysis Area has the potential to alleviate any future shortfall across Newcastle-under-Lyme.

Recommendations

- ◀ Protect existing quantity of pitches until all demand is being met (unless replacement provision meets Sport England requirements and is agreed upon and provided).
- ◀ Sustain pitch quality and seek improvements where necessary via utilisation of the FA's Pitch Improvement Programme.
- ◀ Explore opportunities to gain long-term access to sites where community use is not currently offered.
- ◀ Work to accommodate future demand at sites which are not operating at capacity or at sites not currently available for community use that could be moving forward.
- ◀ Improve ancillary facilities where this is a clear need to do so.
- ◀ Ensure clubs playing within, or with aspirations to play within, the football pyramid can progress.
- ◀ Explore the creation of a within grass pitch hub site in the UNNS&C Analysis Area in order to provide clubs better quality ancillary and pitch provision in order to address shortfalls.

4.2 Third Generation turf (3G) pitches

Assessment Report summary

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

Scenarios

Accommodating football training demand

As evidenced in the preceding Assessment Report, in order to satisfy current football training demand (based on the FA's model of one full size 3G pitch being able to cater for 38 teams) there is a need for three full size 3G pitches, one each in the Kidsgrove, Rural South and UNNS&C analysis areas to accommodate training demand.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.6: Current demand for 3G pitches by analysis area

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

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

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

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

Moving match play to 3G pitches

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

Table 4.7: Number of teams currently using council pitches (peak time)

Pitch type	Pitch size	Peak period	No. of teams
Adult	11v11	Sunday AM	6
Youth	11v11	Sunday AM	11
Youth	9v9	Sunday AM	7
Mini	7v7	Sunday AM	5
Mini	5v5	Sunday AM	5
Total			34

² Based on increased demand forecasted from team generation rates and club aspirational demand, both re-applied to the Area where the club is based for training purposes

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

Table 4.8: Full size 3G pitches required for the transfer of council pitch demand

Format	No teams per time (x)	No matches at PEAK TIME (y) = x/2	3G units per match (z)	Total units required formats (A)=(y)*(z)	3G pitches required B= (A)/64
Adult	6	3	32	96	1.5
11v11	11	5.5	32	176	2.75
9v9	7	3.5	10	35	0.54
7v7	5	2.5	8	20	0.31
5v5	5	2.5	4	10	0.15

Given that peak time is the same for each pitch type, the number of 3G pitches required needs totalling together. This equates to the demand for six 3G pitches (rounded up from 5.25). As this figure is substantially more than the number of 3G pitches required to accommodate current and future training needs, it suggests that this is not a feasible option as creating so many 3G pitches will result in the stock being unsustainable. A less intensive approach could be to transfer demand in a phased approach, such as youth 11v11 matches (with three full size 3G pitches being required).

Creating additional full size 3G pitches for football

As discussed in the preceding Assessment Report the creation of new full size 3G pitches should work towards providing one additional pitch in the Kidsgrove, Rural South and UNNS&C analysis areas and a smaller sized floodlit 3G pitch in the Rural South Analysis Area.

In the UNNS&C Analysis Area the key strategic site for football Roe Lane Playing Fields as this accommodates demand from the largest club in Newcastle-under-Lyme, Newcastle Town FC. The Club has long term security of tenure on the site through a long term lease from the Council. It should be noted that before any new full size pitch provision is created in the area it is recommended that the pitch at The Gordon Banks Sports Centre is refurbished and put on the FA register.

In comparison the best location for a full size 3G pitch in the Kidsgrove Analysis Area is undetermined. A potential option would be Birchenwood Pavilion to accompany grass football pitches and multiple teams already utilising the site. This being said the feasibility of the creation of any 3G provision within the Analysis Area would need to be fully explored as part of the PPS Stage E review.

Potential options for a small size 3G provision in the Rural South Analysis Area is limited due to its geographical size, however, due to the increase in demand from City of Stoke FC there is scope to create such provision at North Staffs Sports Club. Alternatively, if there is creation of any new sporting provision within Loggerheads Parish Council there is possibility to create a small size 3G pitch in situ. Similarly, the feasibility of the creation of any 3G provision within the Rural South Analysis Area would need to be fully explored as part of the PPS Stage E review.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

If additional 3G provision is created in the Authority potential future overplay on grass pitches on mini and youth grass pitches could be alleviated. This would require any new provision to meet the correct specifications (FA certification) in order to accommodate competitive mini and youth teams for competitive fixtures. In the interim, as suggested above, it is recommended that the pitch at The Gordon Banks Sports Centre is refurbished and put on the FA register in order to alleviate current and future overplay, particularly on youth and mini pitches.

World Rugby compliant 3G pitches

World Rugby has produced a 'performance specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22'. This contains the necessary technical detail to produce pitch systems appropriate for rugby union.

There is currently one World Rugby compliant 3G pitch in Newcastle-under-Lyme that is located at Keele University Sports Centre. This is reportedly being used to capacity midweek meaning there is no availability for either Newcastle RUFC or Linley & Kidsgrove RUFC to access it for training demand. It should be stated that Keele University RFC do access the 3G pitch for training demand. This is not an issue as neither Newcastle RUFC nor Linley & Kidsgrove RUFC reports an immediate aspiration to access 3G provision for training.

Recommendations

- ◀ Protect current stock of 3G pitches.
- ◀ Create two additional full size 3G pitches to alleviate all current shortfalls with one each in the Kidsgrove and UNNS&C analysis areas.
- ◀ Look to create a further small size 3G pitch to address future shortfalls in the Rural South Analysis Area
- ◀ Ensure that any new 3G pitches have community use agreements in place.
- ◀ Ensure all current and future providers have in place a sinking fund to ensure long-term sustainability.
- ◀ Ensure that all new 3G pitches are constructed to meet FA/ World Rugby recommended dimensions and quality performance standards.
- ◀ Ensure the pitch at The Gordon Banks Sports Centre is refurbished and put on the FA register with regular relevant testing.
- ◀ Encourage more match play demand to transfer to 3G pitches and ensure that pitches remain suitable to accommodate such demand through appropriate certification when it is required.
- ◀ Ensure that any new 3G pitches are priced competitively against the cost of hiring a grass pitches and are aimed at local grassroots clubs.

4.3 Cricket pitches

Assessment report summary

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

Scenarios

Loss of unsecured sites

There are two cricket clubs which have unsecure tenure at sites which they access.

Table 4.9: Summary of unsecure cricket demand across Newcastle-under-Lyme

Site ID	Site name	Analysis area	Club name	Amount of unsecure demand ³
47	Scot Hay Cricket Club	Rural Central and Keele	Porthill Park CC	46

³ Match equivalent sessions

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site name	Analysis area	Club name	Amount of unsecure demand ³
106	Hales Cricket Club	Rural South	Audley CC	17

If access to these sites was lost there will be a need to accommodate 63 match equivalent sessions per season elsewhere in Newcastle-under-Lyme. This equates to 46 match equivalent sessions per season in the Rural Central and Keele Analysis Area and 17 match equivalent sessions in the Rural South Analysis Area.

There is no capacity to accommodate additional demand at senior peak time across the Borough. Therefore, there would be a need to create new provision in each of the two analysis areas if these clubs were to lose access to their existing sites. Any new provision created would also need to meet ECB ball strike regulations.

Alternatively, an option would be to secure tenure for the above clubs at their current sites through a long-term lease or licence agreement with the owners. Both clubs are known to have aspirations to formalise long-term usage agreements at their respective second sites. However, Audley CC reports issues accessing its secondary venue Hales Cricket Club. The Club currently travels across the Borough approximately 30 minutes (16 miles) to access Hales Cricket Club from Audley Cricket Club. It indicates the ground was the closest it could find with spare capacity on a Saturday having examined surrounding provision including education sites. The Club would prefer to create a secondary square closer to its home venue. To meet current demand, this site would need to accommodate at least five grass wickets.

Alleviating overplay

As seen in the table below, a total of three sites are overplayed by 20 match equivalent sessions per season across the Borough and have no capacity to accommodate additional play. This equates to 14 match equivalent sessions of overplay per season in Rural Central and Keele Analysis Area and six match equivalent sessions of overplay per season in UNNS&C Analysis Area.

Table 4.10: Summary of overplay on grass cricket squares across Newcastle-under-Lyme

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

As a guide, those sites which display overplay of less than 10 matches per season (Newcastle and Hartshill Cricket Club and Porthill Park Cricket Club) are generally able to sustain this with appropriate and rigorous maintenance.

For Porthill Park CC, one solution could be to consider installing non-turf wickets to accompany the grass wickets. Please note that inclusion of a non-turf wicket for the management of fixtures would alleviate overplay issues, however this would be subject to league rules and minimum pitch specifications (the overall ground size is 115m which can accommodate a nine strip square (see ECB S9 pitch layout). Where possible the addition of a non-turf wicket could be considered for junior cricket (up to U15s) and potentially lower league cricket which will take the burden off remaining wickets due to intensification of use.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

All Stars - Future demand

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

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

The table below examines the current supply and demand analysis of cricket provision across Newcastle-under-Lyme. This is then compared to if each of the above clubs had future growth of one additional junior team generated from All Stars. These additional teams have been accredited four match equivalent sessions which is the average for a junior team in the Study Area.

If this increase were to occur, projected future shortfalls in four of the five analysis areas would be further exacerbated, whilst the Rural South Analysis area would remain at capacity. After considering potential demand generated from All Stars Cricket, there is expected to be a future shortfall of 96 match sessions per season across the Borough.

Table 4.11: Supply and demand analysis of cricket across the Authority with anticipated All Stars Cricket demand

Sub area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Kidsgrove	-	-	-	20	20
Rural Central and Keele	-	14	14	-	14
Rural North	-	-	-	12	12
Rural South	-	-	-	-	-
UNNS&C	-	6	6	20	26
Total	-	20	20	52	72
Sub area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
<i>With anticipated All Stars Demand</i>					
Kidsgrove	-	-	-	24	24
Rural Central and Keele	-	14	14	8	22
Rural North	-	-	-	20	20
Rural South	-	-	-	-	-
UNNS&C	-	6	6	24	30
Total	-	20	20	76	96

Dynamos cricket future growth

A key development area for the ECB in delivering on the outcomes of 'Inspiring Generations' will be the Dynamos Cricket programme for 8-11 year olds launching in 2020. This builds on the significant growth of the All Stars Cricket programme for 5-8 year olds established in 2017 and will develop the pathway to retain juniors progressing from All Stars Cricket into Dynamos Cricket.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Where All Stars Cricket seeks to engage children in cricket activity and learning the skills, Dynamos Cricket seeks to engage children in learning how to play, introducing a modified soft ball format as competitive progression with a view to eventual transition through to hardball cricket. The programme will be strongly linked to The Hundred, a new short format competition also launching in 2020.

Based on the success of All Stars cricket in Newcastle-under-Lyme it is also thought likely that the launch of Dynamos will grow participation at the these ages and as such will have some impact on the capacity of cricket provision in the Area in a similar way to All Stars.

Women's and girls' cricket - future demand

Women's and girls' cricket is a national priority and there is a target to establish two girls' and one women's team in every local authority over the next five years. 8-10% of the Whole Sport Plan funding is focused around women and girls and talent ID. Currently, Porthill Park CC is the only community club with dedicated women and girls' teams, with one senior women's team and two junior girls' teams. The Club acts as a focus for women's and girls' cricket development in the area.

Audley CC, Newcastle & Hartshill CC and Whitmore CC have all stated that they are starting women and girls' softball sessions for the start of the 2020 season.

Similar to the All Stars future demand, the table below examines if each of the abovementioned clubs had future growth of one additional women's team generated. These additional teams have been accredited five match equivalent sessions which is the average for a women's team in the Study Area.

Table 4.12: Supply and demand analysis of cricket across the Authority with anticipated women's and girls' demand

Sub area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Kidsgrove	-	-	-	20	20
Rural Central and Keele	-	14	14	-	14
Rural North	-	-	-	12	12
Rural South	-	-	-	-	-
UNNS&C	-	6	6	20	26
Total	-	20	20	52	72
Sub area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
<i>With anticipated Women's and Girls increase</i>					
Kidsgrove	-	-	-	20	20
Rural Central and Keele	-	14	14	-	14
Rural North	-	-	-	17	17
Rural South	-	-	-	5	5
UNNS&C	-	6	6	25	31
Total	-	20	20	67	87

As seen in the table above, after considering the potential impact of growth from women and girls' cricket in the Borough, all five analysis areas are expected to become overplayed, with an overall shortfall of 87 match sessions per season.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

It should be noted the scenarios of growth from All Stars and Women's and Girls above do not take into consideration individual sites. If sites do not have capacity to accommodate additional demand due to poor quality or overplay it is recommended that no further play takes place until these issues are resolved. Therefore, an increase in provision is likely to be required to accommodate future demand in the Borough, whether this be through the creation of more grass cricket squares in the Authority or the installation of NTPs.

Recommendations

- ◀ Protect all cricket squares in current use.
- ◀ Work with clubs and grounds staff to review quality issues on squares to ensure appropriate quality is achieved at sites assessed as standard and sustained at sites assessed as good.
- ◀ Look to sustain minimal levels of overplay at Newcastle and Hartshill Cricket Club and Porthill Park Cricket Club through dedicated levels of enhanced maintenance and monitor future levels of demand.
- ◀ Examine the feasibility of installing an NTP at Scot Hay Cricket Club in order to alleviate overplay.
- ◀ Explore options to accommodate expressed future demand through the provision of additional grass cricket squares to the installation of NTPs, with preferences towards the latter.
- ◀ Support Audley CC to provide a second square closer to its existing home venue.
- ◀ Ensure security of tenure for all clubs with lease arrangements in place by ensuring agreements have over 25 years remaining.
- ◀ Support pavilion developments where it is required.
- ◀ Explore options to provide large clubs without practice nets with suitable provision at their home ground/s.
- ◀ Any new cricket provision created should have a ball strike assessment carried out as a matter of due course. Where new housing or building developments are under consideration within proximity to existing facilities a ball strike risk assessment should be undertaken. In addition, any clubs which could be potentially affected by this issue should be signposted to the ECB.
- ◀ Deliver the All Stars Cricket and women & girls programmes and seek to increase junior and female participation as a result.
- ◀ Work to increase women and girls' participation in line with the emerging Inspiring Generations ECB Strategy and protect existing provision so that women and girls have a suitable place to practise and play.

4.4 Rugby union - grass pitches

Assessment report summary

- ◀ **Overall, there is a current shortfall of 4.5 match equivalent sessions per week on senior rugby union pitches to meet current demand. This is further exacerbated when considering future demand, resulting in a shortfall of six match equivalent sessions.**
- ◀ Within Newcastle-under-Lyme there are 11 senior pitches, two junior pitches and two mini pitches provided, with all but four pitches being available for community use.
- ◀ Since the previous PPS in 2014 there are two sites which has stopped maintaining rugby union provision. These are North Staffs Sports Club and Madeley High School.
- ◀ Both Newcastle (Staffs) RUFC and Linley & Kidsgrove RUFC either rent or lease from the Council are each considered to have secure tenure.
- ◀ Of the community available pitches in Newcastle-under-Lyme, four are assessed as good quality and seven as poor quality.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◀ The quality of ancillary facilities at Newcastle RUFC is good with Newcastle (Staffs) RUFC investing into the provision in order to sustain its condition. In comparison Linley & Kidsgrove RUFC has access to poor quality changing rooms at Bathpool Country Park.
- ◀ There are two community rugby union clubs based in Newcastle-under-Lyme, in addition to demand generated from Keele University, providing a total of 20 teams.
- ◀ Newcastle (Staffs) RUFC aspires to install floodlights on an unused grassed area to utilise for training in order to alleviate demand off its main pitch.
- ◀ Newcastle (Staffs) RUFC is the only Club through consultation to indicate aspirations to increase the number of teams it fields.
- ◀ There are five sites which display potential spare capacity to accommodate additional play in Newcastle-under-Lyme totalling 16.5 match equivalent sessions; however, in practice, there is no actual spare capacity for an increase in senior demand.
- ◀ All 4.5 match equivalent sessions of overplay is located in the UNNS&C Analysis Area at just one site which is Newcastle RUFC.

Scenarios

Improving pitch quality at secure sites

Newcastle RUFC, Bathpool Country Park and Clough Hall Park are the only rugby union sites in the Borough that are considered to have secure tenure. Newcastle RUFC is overplayed by a total of 4.5 match equivalent sessions per week whilst spare capacity at Bathpool Country Park and Clough Hall Park is discounted due to poor pitch quality.

As shown in the table overleaf, improving maintenance from poor (M0) to standard (M1) or standard (M1) to good (M2) at sites with secure tenure would create additional capacity of 2.5 match equivalent sessions per week, as well as alleviating overplay equating to 0.5 match equivalent sessions per week.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.13: Increasing maintenance by one increment

Site ID	Site name	Analysis Area	No. of pitches	Pitch type	Floodlit?	Current quality	Current capacity rating ⁴	Improved quality	New capacity rating ⁵
38	Newcastle RUFC	UNNS&C	1	Senior	Yes	Good (M2/D1)	4	Good (M2/D1)	4
38	Newcastle RUFC	UNNS&C	1	Senior	No	Poor (M0/D1)	0.5	Standard (M1/D1)	
38	Newcastle RUFC	UNNS&C	2	Junior	No	Poor (M0/D1)		Standard (M1/D1)	1
83	Bathpool Country Park	Kidsgrove	1	Mini	No	Poor (M0/D1)		Standard (M1/D1)	0.5
83	Bathpool Country Park	Kidsgrove	1	Senior	No	Poor (M0/D1)	1	Standard (M1/D1)	1.5
101	Clough Hall Park	Kidsgrove	1	Senior	No	Poor (M0/D1)	1	Standard (M1/D1)	1.5

As shown above, overplay on the poor senior quality pitch at Newcastle RUFC would be alleviated whilst pitches played to capacity at Newcastle RUFC and Bathpool Country Park would now provide capacity of one and 0.5 match equivalent sessions per week respectively. Actual spare capacity at Bathpool Country Park and Clough Hall Park would no longer be discounted due to poor quality.

Overplay of the main pitch at Newcastle RUFC would not be affected as the pitch is already maintained to the highest level.

Installing or improving drainage systems at secure sites would also improve pitch quality and increase the carrying capacity of pitches.

As shown in the table overleaf, improving drainage systems from (D1) to good (D2) at sites with secure tenure would create additional capacity of 1.25 match equivalent sessions per week, as well as reducing overplay by 0.5 match equivalent sessions per week.

Pitch improvements via qualitative enhancements to drainage, in addition to the increase of maintenance on pitches can be seen overleaf.

⁴ Match equivalent sessions include both training and competitive demand

⁵ Match equivalent sessions

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.14: Increasing drainage and maintenance by one increment (where applicable)

Site ID	Site name	Analysis Area	No. of pitches	Pitch type	Floodlit?	Current quality	Current capacity rating ⁶	Improved quality	New capacity rating ⁷
38	Newcastle RUFC	UNNS&C	1	Senior	Yes	Good (M2/D1)	4	Good (M2/D2)	3.75
38	Newcastle RUFC	UNNS&C	1	Senior	No	Poor (M0/D1)	0.5	Standard (M1/D2)	0.5
38	Newcastle RUFC	UNNS&C	2	Junior	No	Poor (M0/D1)		Standard (M1/D2)	2
83	Bathpool Country Park	Kidsgrove	1	Mini	No	Poor (M0/D1)		Standard (M1/D2)	1
83	Bathpool Country Park	Kidsgrove	1	Senior	No	Poor (M0/D1)	1	Standard (M1/D2)	2
101	Clough Hall Park	Kidsgrove	1	Senior	No	Poor (M0/D1)	1	Standard (M1/D2)	2

As shown above, total overplay at Newcastle RUFC would fall from 4.5 to f3.75 match equivalent sessions per week whilst the junior pitches on site would have spare capacity equating to two match equivalent sessions per week. Actual spare capacity at Bathpool Country Park and Clough Hall Park would no longer be discounted due to poor quality, generating an additional five match equivalent sessions of capacity per week.

⁶ Match equivalent sessions include both training and competitive demand

⁷ Match equivalent sessions

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

This shows that focus should be placed on improving maintenance of secure pitches alone is sufficient to alleviate the majority of capacity issues across the Borough, whilst improving drainage is likely to have minimal effect on capacity.

After accounting for pitch maintenance improvements, the only persisting issue regarding overplay is the main pitch at Newcastle RUFC where overplay would remain at four match equivalent sessions per week. The Club has indicated ambition to take ownership of an unused patch of grass located adjacent to its first team pitch in order to install floodlights on the land to create a training area. If achievable, it would be able to transfer training demand off its main pitch to the new area in order to alleviate demand off its main pitch.

Currently, the Club's training demand equates to five match equivalent sessions per week. Therefore, the provision of a training area for the Club would alleviate overplay of the main pitch on site.

Recommendations

- ◀ Existing quantity of rugby union pitches to be protected or be fully mitigated to meet National Planning Policy.
- ◀ Improve pitch quality at secure sites to alleviate overplay and create actual spare capacity.
- ◀ Support Newcastle RUFC in its ambition to create a training area adjacent to its first team pitch.
- ◀ Work with Linley & Kidsgrove to improve poor quality changing provision at Bathpool County Park.
- ◀ Secure both clubs to long term agreements for respective home venues, providing each with security of tenure.
- ◀ Continue to develop strong relationships between rugby clubs and schools through curricular and extracurricular programmes in order to increase levels of mini and junior participation.

4.5 Hockey pitches (sand/water-based AGPs)

Assessment report summary

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◀ North Stafford HC and Newcastle-under-Lyme School have ambitions to create a second full size hockey suitable AGP at the School.
- ◀ Market Drayton HC currently imports three men's teams from neighbouring authority Shropshire to the hockey suitable AGP at Keele University Sports Centre.
- ◀ North Stafford HC exports partial senior competitive demand to The Excel Academy (Stoke-on-Trent) when there is fixture congestion on Saturdays.

Scenarios

Hockey Suitable AGP at Keele University Sports Centre

As discussed in the preceding Assessment Report, the hockey suitable AGP at Keele University Sports Centre is poor quality having not been resurfaced since 2007, this means it is substantially over its 10 year recommended lifespan.

It is currently being used by three teams from Market Drayton HC (imported from Shropshire) on a Saturday (senior competitive peak time) in addition Keele University HC for training midweek and one competitive team at peak time.

However, the latter club reports it frequently is forced to export its demand out of Newcastle-under-Lyme to the pitch at Crewe Vagrants Sports Club in Cheshire East due to its poor quality.

If the pitch at Keele University Sports Centre deteriorates to such a level where it cannot be used this demand would need to find alternative venue. The only remaining suitable full size hockey suitable provision within Newcastle-under-Lyme were this demand could be relocated; Clayton Hall Academy or Newcastle-under-Lyme School.

The former site is also poor quality having not been refurbished since 2009, therefore, it is recommended no further demand be placed on this pitch until quality is improved. In comparison, the pitch at Newcastle-under-Lyme School is at capacity at peak time and cannot accommodate any additional demand.

As a result, if the hockey suitable AGP is lost at Keele University Sports Centre the demand would either be forced to relocate out of the Borough or dissipate.

Given most of the demand at peak time is imported (Market Drayton HC) it is likely this would return back to Shropshire. However, there is limited available pitch options for Market Drayton HC to access in its own Authority, this issue has led the club to import its demand into Newcastle-under-Lyme. Consequently, if the pitch at Keele University Sports Centre became unusable it is possible Market Drayton HC would fold if it could not find an alternative venue.

In comparison, Keele University HC already exports its competitive demand to Cheshire East. Hence it is likely this will remain the same if it could not use the one at the University.

Returning of imported demand

Market Drayton HC currently imports three teams at senior peak time (Saturday) to the hockey suitable AGP at Keele University Sports Centre from the neighbouring authority of Shropshire.

If this demand were to return to its original Authority, it would create spare capacity for an additional three teams in Newcastle-under-Lyme. This could potentially allow for the exported demand from North Stafford HC from Stoke-on-Trent to return back into the Borough. Alternatively, it could allow the Club to actualise its latent demand, which it currently cannot

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

establish, as it does not have access to sufficient pitches at its home venue (Newcastle-under-Lyme School).

It should be noted this is based on the hockey suitable AGP at Keele University Sports Centre being refurbished as it is not recommended the pitch continue to be used whilst it is in poor condition.

Furthermore, as mentioned, this would require there to be enough suitable provision available for Market Drayton HC to return to Shropshire. Presently there is not enough provision for the Club in its own Authority as all the pitches in the locality or Market Drayton Town are used to capacity. As a result, the Club will likely remain exporting its demand into Newcastle-under-Lyme unless a new community accessible pitch is created in north east of Shropshire.

Creation of a full size hockey suitable AGP

North Stafford HC and Newcastle-under-Lyme School have ambitions to create a second full size hockey suitable AGP at the School. The main reason for this is to enable future growth and return aforementioned exported demand from Stoke-on-Trent as the current pitch is operating at capacity.

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

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

It should be noted that the creation of any new provision would need to take into consideration other provision in the Borough. For example, if the pitch at Keele University Sports Centre is refurbished and demand from Market Drayton HC returns back into Shropshire there would be capacity created for North Staffs HC to grow, however, on the assumption this does not take place there would still be other requirements needed.

For a new pitch to be viable its usage would need to be maximised. According to Sport England's Facilities Planning Model a full size AGP has an overall peak period of 34 hours, this is 18 hours midweek (Monday to Thursday 17:00-21:00; Friday 17:00-19:00) and 16 hours at the weekend (09:00-17:00).

Therefore, the School and Club would need to provide evidence that it could maximise midweek usage through curricular and extracurricular activity, hockey club training, other sport club training and EH initiatives such as Back to Hockey and Hockey Heroes.

The pitch would also need to be maximised at the weekend, again through curricular and extracurricular activities or through additional senior teams from North Stafford HC. If the Club by itself had to maximise Saturday usage it would require an additional five teams.

In addition, there would also need to be a comprehensive business plan created with evidence on how the pitch would be funded, managed, operated and maintained with evidence of a revenue stream and sinking fund.

Recommendations

- ◀ Protect all existing full size sand-based AGPs for hockey use.
- ◀ As priority, seek to refurbish the pitch at Keele University Sports Centre in the near future and ensure a sinking fund is in place for long-term sustainability.
- ◀ There is also a need to refurbish the pitch at Clayton Hall Academy, however, this does not currently accommodate hockey demand.
- ◀ Explore the potential of returning Market Drayton HC demand back into Shropshire, if suitable provision can be obtained, in order to create additional capacity for hockey growth in Newcastle-under-Lyme.
- ◀ Explore the feasibility of creating a second full size hockey suitable AGP at Newcastle-under-Lyme School to better service both club, curricular and extracurricular demand.
- ◀ Ensure that future demand from new England Hockey initiative, Hockey Heroes (aimed at growing participation for under 10s) can be accommodated.
- ◀ When the 3G pitch stock increases, encourage the transfer of football demand from the sand-based AGPs in order to free up increased capacity for hockey activity.

4.6 Tennis courts

Assessment report summary

- ◀ **There is a sufficient supply of courts to accommodate club based demand.**
- ◀ **There is also spare capacity existing on non-club courts, meaning the focus should be on improving quality and encouraging further usage.**
- ◀ There are 64 tennis courts identified in Newcastle-under-Lyme across 15 sites, with 54 courts available for community use.
- ◀ Both the LTA and Basford TC report aspirations to develop dedicated indoor tennis provision in Newcastle-under-Lyme. There is potential to establish indoor tennis provision at Newcastle-under-Lyme School through a potential development of a sports hall through Newcastle Town NC.
- ◀ Since the 2014 PPS there has been a reduction in courts at Chesterton Community College, Madeley High School, Wolstanton High School, Keele University Sports Centre and Chesterton Park.
- ◀ There are disused courts at Knutton Recreation Centre and Westlands Sports Centre.
- ◀ Basford LTC reports holding the freehold on its four artificial courts. Comparatively the Council owns at operates a total of 20 courts.
- ◀ The majority of courts in Newcastle-under-Lyme have a macadam surface (78%).
- ◀ Following a non-technical assessment, of the 54 community available courts, 18 were assessed as good quality, 27 as standard quality and nine as poor quality.
- ◀ Basford LTC is the only tennis club currently operating within Newcastle-under-Lyme. The Club reports it has 103 senior and 58 junior members.
- ◀ Since the previous PPS in 2014 Westlands TC, that were based at Westlands Sports Centre, has folded. The LTA reports it is in contact with the Council to discuss potential ways to re-establish demand on the site.
- ◀ Latent demand across the Authority is actually higher than current levels of active participation.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenarios

Informal tennis

The LTA has developed a package of support for LA to grow the use of park tennis courts by removing key barriers to participation. The three products are ClubSpark, Rally and Gate Access and can be used individually or in combination. The products are used to provide a remote booking and access system.

Instead of providing free access, some local authorities are now securing their courts as per a membership scheme that allows members access through the use of a fob system following payment of a small yearly fee. Not only does this deter unofficial use of courts but it also allows official use to be tracked, thus providing data on how well and how often courts are being accessed. In addition, it provides income generation that can go towards ongoing maintenance of the courts.

The LTA has identified Birchenwood Pavilion, Clough Hall Park, Silverdale Park, Bradwell Lodge, Westlands Sports Centre and Wolstanton Park as key sites across the Borough for the development of informal tennis. In order to facilitate this demand, it is likely that floodlights would have to be provided, in addition to court improvements and potential provision or improvement of changing facilities.

Recommendations

- ◀ Retain and sustain quality of club courts for competitive play through implementation of appropriate maintenance regimes.
- ◀ Support Basford TC with its aspiration to resurface two of the courts on site in the next few years.
- ◀ Examine re-establishing demand at Westlands Sports Centre.
- ◀ Explore the potential to establish indoor tennis provision at Newcastle-under-Lyme School through a potential development of a sports hall through Newcastle Town NC.
- ◀ Improve quality of key local authority courts and accompanying ancillary provision, first and foremost focusing on sites that best accommodate informal play.
- ◀ Explore implementation of ClubSpark, Rally and Gate Access schemes at appropriate sites to enhance available provision for informal tennis.
- ◀ Consider the feasibility of operating LTA programmes such as Tennis for Kids, Tennis for Free and Great British Tennis Weekend in the Borough to attract new players to the sport.

4.7 Bowling greens

Assessment report summary

- ◀ **All clubs are willing to accept new members. As such, it is considered that anyone within Newcastle-under-Lyme that would like to start participating could so at the clubs and greens already in existence. This means there is enough supply of greens within the Authority.**
- ◀ **Any club aspiration to improve their ancillary offering as achieving this will likely be the most beneficial action to bowls. Further to this, improving the quality of existing bowling greens, which are not good quality, will likely improve the capacity for provision to accommodate increase levels of demand.**
- ◀ There are 12 bowling greens in Newcastle-under-Lyme located across ten sites. This includes two double greens sites at Westlands Sports Centre and Wolstanton Park with the remaining eight sites accommodating one green each.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◀ Across the Borough there are five sites which have previously accommodate at least one bowling green these are Bichenwood Pavilion, Bradwell Lodge, Clough Hall Park, Knutton Recreation Centre and Silverdale Park.
- ◀ Exactly half of the 12 bowling greens in Newcastle-under-Lyme are owned and managed by the Council. The remaining greens are either managed by their respective sports clubs, privately or through a community organisation with no issue with access.
- ◀ The majority of greens (Nine or 75%) are assessed as good quality with three greens assessed as standard quality.
- ◀ Most (75%) greens in Newcastle-under-Lyme are not serviced by floodlighting.
- ◀ Across Newcastle-under-Lyme there are 228 participants playing bowls where known through consultation.
- ◀ This is an overall total future demand of 11 senior and five junior members.

Scenarios

As no clubs in Newcastle-under-Lyme indicate a requirement to access an additional green or report that green quality has deteriorated, it is considered that the current provision for bowls is sufficient to meet current and future demand in the Borough. Therefore, focus should be on increasing participation and improving or maintaining the current stock of bowling greens in the Authority.

Recommendations

- ◀ Retain existing quantity of greens.
- ◀ Improvements of standard quality greens to good quality through and enhanced maintenance regime is required at Wolstanton Park and Wolstanton High Street Club
- ◀ Assist clubs, where possible, with any future ancillary provision improvements
- ◀ Support clubs with plans to increase membership so that growth can be maximised.

4.8 Golf courses

Assessment report summary

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenarios

With three golf courses and one driving range (Keele Driving Range) across the Borough, it is considered that the supply of golf facilities is sufficient to meet current and future levels of demand. Therefore, focus should be on preserving the current stock of golf courses and clubs in Newcastle-under-Lyme as well as exploring the feasibility of providing non-traditional golf formats in the District to attract different profiles of golfing members to the game.

Keele Driving Range is the only Driving Range provision in Newcastle-under-Lyme and accommodates demand from within the Authority, including Keele University, as well as demand from surrounding local authorities such as Staffordshire, Cheshire and Shropshire. It provides 26 floodlit covered bays over a 250 yard outfield.

If this facility were to be lost there would be a loss of associated participation in the Borough. Therefore, it is recommended there would be a need to replace this provision if it were to be repurposed.

It is proposed that the most suitable locations to relocate would be one of the golf courses currently in the Authority; Newcastle-under-Lyme Golf Club, Onneley Golf Club or Wolstanton Golf Club. This is on the basis that these sites would be best suited as they already accommodate golfing demand and have the relevant infrastructure in situ to meet the demand.

This being said, before any relocation takes place a dedicated and comprehensive feasibility study should be undertaken.

Recommendations

- ◀ Retain all current golf courses.
- ◀ Sustain course quality and seek improvements where necessary through implementation of appropriate maintenance regimes.
- ◀ Support clubs in membership retention and potential growth.
- ◀ Encourage clubs and providers to work more collaboratively in terms of creating pathways for existing and new players.
- ◀ Ensure that if the provision at Keele Driving Range is lost it is re provided at another suitable location such as one of the three golf courses in the Borough.

4.9 Netball courts

Assessment report summary

- ◀ **In summary, there is enough outdoor netball provision in Newcastle-under-Lyme to meet current demand therefore a priority should be placed on improving court quality and ensuring courts remain.**
- ◀ **There is a need to assist Newcastle Town NC in its aspirations to development a purpose built indoor facility at Newcastle-under-Lyme School.**
- ◀ In total, there are 28 outdoor macadam netball courts located across eight sites in Newcastle-under-Lyme.
- ◀ All outdoor netball courts in Newcastle-under-Lyme have a macadam surface.
- ◀ In Newcastle-under-Lyme all sites, apart from Kidsgrove Secondary and Wolstanton High School, are overmarked for tennis.
- ◀ In Newcastle-under-Lyme, there is one netball club (Newcastle Town NC) which generates some outdoor demand for courts.
- ◀ In order to grow, and to better facilitate its current levels of demand, Newcastle Town TC plans to create a purpose built indoor netball facility at Newcastle-under-Lyme School.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

- There are Back 2 Netball, Walking Netball and Netball Now sessions held at Newcastle-under-Lyme School, Michelin Sports Centre and Keele University Sports Centre, respectively.

Scenarios

Improving court quality at education sites

England Netball aspires to form closer links with education sites across Staffordshire to ensure that netball remains on the School curriculum. In order to facilitate this, it hopes to improve all netball courts at education sites to at least standard quality.

Table 4.15: Netball courts at education sites in Newcastle-under-Lyme

Site ID	Site	Analysis area	Available for community use?	Floodlit?	Number of courts	Quality
17	Clayton Hall Academy	UNNS&C	Yes	No	4	Standard
24	Keele University Sports Centre	Rural Central and Keele	Yes	Yes	4	Good
36	Newcastle Academy	UNNS&C	Yes	No	2	Poor
39	Newcastle-under-Lyme School	UNNS&C	Yes	No	3	Standard
39	Newcastle-under-Lyme School	UNNS&C	Yes	No	3	Good
51	Sir Thomas Boughey High School	Rural North	Yes	No	1	Poor
51	Sir Thomas Boughey High School	Rural North	Yes	No	2	Standard
54	St John Fisher Catholic College	UNNS&C	No	No	3	Standard
60	Kidsgrove Secondary	Kidsgrove	No	No	4	Standard
63	Wolstanton High School	UNNS&C	No	No	2	Poor

The table above reveals the court quality at education sites across Newcastle-under-Lyme. In order to meet England Netball's aspiration, the courts at Newcastle Academy, Sir Thomas Boughey High School and Wolstanton High School would require improvements.

Recommendations

- Protect quantity of courts.
- Assist Newcastle Town NC in its aspirations to development a purpose built indoor facility at Newcastle-under-Lyme School.
- Seek to improve poor quality courts quality through resurfacing or improved maintenance.
- Look to continue and expand the use of courts for England Netball initiatives such as Back to Netball and Walking Netball.
- Facilitate improved engagement between England Netball and schools.

PART 5: STRATEGIC RECOMMENDATIONS

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

AIM 1

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

Recommendations:

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

Recommendation (a) – Ensure, through the use of the PPS, that playing pitch facilities are protected through the implementation of local planning policy.

The PPS shows that all existing playing pitch sites require protection or replacement and therefore no provision can be deemed surplus to requirements because of shortfalls now and in the future. Reflecting the outcomes of the PPS, local planning policy should echo this situation.

When shortfalls are evident, a playing pitch facility can only be permanently lost when the current picture changes to the extent that the site in question is no longer needed as a result of no shortfalls existing, or unless replacement provision is provided and agreed upon by all stakeholders.

NPPF paragraph 96 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Policy Exception E1:

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

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

Policy Exception E2

'The proposed development is for ancillary facilities supporting the principal use of the site as a playing field and does not affect the quantity and quality of playing pitches or otherwise adversely affect their use'.

Policy Exception E3

The proposed development affects only land incapable of forming part of a playing pitch and does not:

- ◀ Reduce the size of any playing pitch;
- ◀ Result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas);
- ◀ Reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or reposition playing pitches to maintain quality;
- ◀ Result in the loss of other sporting provision or ancillary facilities on the site;
- ◀ Prejudice the use of any remaining areas of playing field on the site'.

Policy Exception E4:

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

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

Policy Exception E5

'The proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice of use, of the area of playing field'.

Lapsed and disused sites should also be protected from development or replaced in accordance with Sport England's policy exceptions as they currently provide a solution to reducing identified shortfalls. Any disused/lapsed playing fields are included within the Action Plan together with a recommendation in relation to bringing the site back into use or to mitigate the loss on a replacement site to address the shortfalls identified.

It may be appropriate to consider rationalisation of certain low value playing pitch sites (i.e. one/two pitch sites with no changing provision) to generate investment in creating bigger and better venues (hub sites). It is vital, however, that there is no net loss of facilities and that replacement provision is in place and available for use prior to existing provision being lost.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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

A number of education sites are being used in the Borough for competitive play, predominately for football. The following schools are already used for community use at varying levels but have no secure community usage:

- ◀ Chesterton Community Sports College
- ◀ Churchfields Primary School (Playing Fields)
- ◀ Clayton Hall Academy
- ◀ Keele University Sports Centre
- ◀ Madeley High School
- ◀ Newcastle Academy Grass Pitches
- ◀ The Gordon Banks Sports Centre

Not having fully formalised usage presents a risk for those clubs using these sites as community use could technically be terminated at any time. Securing community use at such as will help to create additional pitch capacity and could help to address deficiencies as demonstrated within the Football Scenarios.

Further partnership working with NGBs should be carried out to encourage schools to put in place Community Use Agreement (CUA) including access to changing provision where required.

There are also some clubs playing on private sites in the Borough which are not considered to have secure tenure. For example,

- ◀ Holditch Miners Club – Hamptons Metals FC, Holditch United FC and Men Unite

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

In the context of the Government's 2010 Spending Review, which announced significant public spending cuts, it is increasingly important for the Council to work with voluntary sector organisations to enable them to take greater levels of ownership and support the wider development and maintenance of facilities. To facilitate this, where practical, the Council should support and enable clubs to generate sufficient funds, providing this is to the benefit of sport.

The Council should explore opportunities to grant clubs security of tenure through lease agreements (minimum 25 years as recommended by Sport England and NGBs). The focus should be on clubs at poor quality local authority sites where there is opportunity to improve pitch and / or ancillary facilities. Security of tenure would encourage clubs to take more care of the site through responsible play. It would motivate them to look at ways of enhancing their facilities by using external funding mechanisms that the local authority may not be able to access. Clubs with lease arrangements already in place with other owners should review existing agreements when the term dips below 25 years.

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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

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

Local sports clubs should be supported by partners including the Council and NGBs to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership work. All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)⁸. They should also be encouraged to work with partners locally – such as volunteer support agencies or local businesses.

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

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

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

For clubs with lease arrangements already in place, these should be reviewed when fewer than 25 years remain to improve security of tenure and aid the attraction of funding; clubs with fewer than 25 years remaining on a lease agreement are unlikely to be eligible for external funding.

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

To maximise community use, development of a more coherent, structured relationship with schools is recommended. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. A key issue in Newcastle-under-Lyme is a lack of access to high quality provision located at its several private educational establishments.

A large number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the schools and local clubs. It is, however,

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

common for school stock not to be fully maximised for community use, even on established community use sites.

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

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

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

AIM 2

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

Recommendations:

- d. Maintain quality and seek improvements where necessary
- e. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding
- g. Secure developer contributions

Recommendation (d) – Improve quality

There are a number of ways in which it is possible to improve quality, including, for example, addressing overplay and improving maintenance. Given that the majority of councils' face reducing budgets it is currently advisable to look at improving key sites as a priority (e.g. the largest sites that are the most overplayed or the poorest). The action plan within this document provides a starting point for this, identifying key sites, poor quality site and/or sites that are overplayed.

With such pressures on budgets, any wide-ranging direct investment into pitch quality is challenging and other options for improvements should be considered. This could be via asset transfer as highlighted in Objective 1, with clubs taking on maintenance, whilst other options may include equipment banks and the pooling of resources for maintenance.

Addressing quality issues

Quality across Newcastle-under-Lyme is variable but generally most pitches are assessed as poor or standard quality. Where facilities are assessed as standard or poor quality and/or overplayed, maintenance regimes should be reviewed and, where possible, improved to ensure that what is being done is of an appropriate standard to sustain/improve pitch quality. Ensuring continuance of existing maintenance of good quality sites is also essential.

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

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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

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

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

Poor quality refers to provision with, for example, inadequate grass cover, uneven surfaces and poor drainage. In terms of ancillary facilities, poor quality refers to inappropriate changing rooms with no showers, no running water and/or old, dated interiors. If a poor quality site receives little or no usage that is not to say that no improvement is needed, it may instead be the case that it receives no demand because of its quality, thus an improvement in said quality will attract demand to the site, potentially from overplayed standard or good quality sites.

Without appropriate, fit for purpose ancillary facilities, good quality pitches may be underutilised. Changing facilities form the most essential part of this offer and therefore key sites should be given priority for improvement.

In order to prioritise investment into key sites it is recommended that the Steering Group within each local authority works up a list of criteria, relevant to the authority, to provide a steer on future investment.

Addressing overplay

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

The FA, the RFU, the ECB and EH all recommend a number of matches that pitches should take based on quality, as seen in the table below. For other grass pitch sports, no guidelines are set by the NGBs although it can be assumed that a similar trend should be followed.

Table 5.2: Capacity of pitches

Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season		
Hockey	Full size AGP	4 per day	4 per day	4 per day

It is imperative to engage with clubs to ensure that sites are not played beyond their capacity. Play should therefore be encouraged, where possible, to be transferred to alternative venues that are not operating at capacity. This may include transferring play to 3G pitches or to sites not currently available for community use but which may be in the future.

A cost-effective way to reduce unofficial use (and therefore overplay), particularly for football, could be to remove goalposts in between match days, principally at open access, high traffic sites that are managed by clubs. This will, however, require adequate, secured storage to be provided.

For cricket, an increase in the usage of NTPs is key to alleviating overplay as this allows for the transfer of junior demand from grass wickets. It also does not require any additional playing pitch space as NTPs can be installed in situ to existing squares.

For rugby union, additional floodlighting can mitigate some of the overplay as it allows training demand to be spread across a greater number of pitches or unmarked areas. If permanent floodlighting is not possible, portable floodlighting is an alternative, as is the installation of a World Rugby compliant 3G pitch.

Increasing maintenance

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

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

In addition, PIP also aims to focus on developing an improved maintenance programmes with local authorities that can be utilised at local authority maintained sites.

For cricket and the ECB, the equivalent is the Grounds and Natural Turf Improvement Programme, which is jointly funded by the ECB, FA, Football Foundation and the GMA. Its aim is to raise the standards of sports surfaces as well as the understanding of sports turf management practices among grassroots sports clubs across England Wales.

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

Improving changing provision

There is a need to address changing provision at some sites in the Borough, these are generally centred at either club or parish council managed sites.

Sites which predominantly accommodate adult and/or older junior age group sports should be prioritised for improvements, whilst there is a trend for younger junior age groups (particularly for football) not to require use of changing provision, with suitable male and female toilet provision for players and spectators considered to be of greater importance. For example:

- ◀ Birchenwood Pavilion
- ◀ Chester Road Playing Fields
- ◀ Manor Road Playing Fields
- ◀ The Burntwood
- ◀ Scot Hay Cricket Club
- ◀ Hales Cricket Club

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

To allow for facility developments to be programmed on a phased basis the Council should adopt a tiered approach to the management and improvement of outdoor sport sites and associated facilities. Please refer to Part 6: Action Plan for the proposed hierarchy.

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

Partners should ensure that appropriate funding secured for improved sports provision is directed to areas of need, underpinned by a robust strategy for improvement in outdoor sport provision and accompanying ancillary facilities.

To address community need, target priority areas and reduce provision duplication, a coordinated approach to strategic investment is required. In delivering this recommendation, the Council should maintain a regular dialogue with local partners through the PPS Steering Group.

Although some investment in new provision will not be made by the Council directly, it is important that the Steering Group directs and leads a co-ordinated approach to facility development whether made at/by education sites, NGBs, sports clubs and the commercial sector. This is to ensure that the extent to which it addresses community need is optimised and duplication is avoided.

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

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

Recommendation (g) –Secure developer contributions

This strategy should inform policies and supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development, which is especially pertinent to Newcastle-under-Lyme given the level of identified housing growth within the Borough.

A development located within an accessible distance from a high-quality outdoor sport facility does not necessarily negate need for further provision or improvement to existing provision in the locality to accommodate additional demand arising from that development. The PPS should be used to help determine the likely impact of a new development on demand, the capacity of existing sites in the area, and whether there is a need for improvements to increase capacity or new provision is required.

For playing pitches, the Council should use Sport England's new Playing Pitch Demand Calculator (see Part 7) as a tool to determine developer contributions linking to sites within the locality. This uses team generation rates from the Assessment Report to determine how many new teams will be generated from an increase in population, as per that derived from housing growth. This is then converted into pitch requirements for each sport alongside the associated costs.

The guidance should be the basis for negotiation with developers to secure contributions to include provision within the development and/or enhancement of appropriate playing fields and subsequent maintenance on existing sites within the locality. Section 106 contributions can also be used to improve the condition and maintenance regimes of pitches which, in turn, will increase pitch capacity to accommodate more matches.

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

- ◀ Most new developments which create net additional floor space of 100 square metres or more or create a new dwelling.
- ◀ Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a Section 106/CIL Agreement or equivalent must be completed that specifies, when applied, the amount that will be linked to Sport England's Building Cost Information Service⁹ from the date of the permission and timing of the contribution/s to be made.
- ◀ Contributions should also be secured towards the first ten years of maintenance on new pitches. NGBs and Sport England can provide further and up to date information on the associated costs.
- ◀ External funding should be sought/secured to achieve maximum benefit from the investment into appropriate outdoor sport facility enhancement and its subsequent maintenance.
- ◀ Where new multiple pitches are provided, appropriate changing rooms and associated car parking should be located on site.
- ◀ All new or improved outdoor sport facilities on school sites should be subject to community use agreements.

⁹ <https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

AIM 3

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

Recommendations:

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

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

The Steering Group should use the Action Plan within this Strategy for improvements to the Council's own outdoor sports facilities whilst recognising the need to support partners. The Action Plan lists improvements to be made to each site focused upon both qualitative and quantitative improvements as appropriate on an area by area basis.

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

It is important that there is a joined-up approach between the relevant neighbouring authorities to ensure that 3G pitches are developed at the most appropriate sites, such as by selecting sites that can contribute towards accommodating demand from neighbouring authorities. This approach will also ensure there is no duplication of provision that will compete against each other to attract demand.

Where new schools are provided in major new residential developments, they should be designed to facilitate community access, with opportunities for meeting the community's outdoor sports needs explored at the planning stage to maximise potential demand and ensure the correct facility provision. For example, full size 3G pitches are often best suited to secondary school sites, whereas mini football pitches and MUGAs/small sided AGPs on primary school sites.

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

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

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

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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

Furthermore, retaining some spare capacity allows some pitches to be rested to protect overall pitch quality in the long-term. Therefore, whilst in some instances it may be appropriate to re-designate a senior pitch where there is low demand identified a holistic approach should be taken to re-designation for the reasons cited. The site-by-site action planning will seek to provide further clarification on where re-designation is suitable.

Likely future sport-by-sport demand trends

Sport	Future sports development trend	Strategy impact
Football	Demand for adult football is likely to be sustained with the FA focusing on retention. There is also likely to be some continued movement towards small sided football for adults.	Additional need for 3G pitches. Sustain current pitch stock but give consideration to pitch reconfiguration to accommodate youth 11v11 football. Qualitative improvements.
	Demand for mini and youth football is likely to increase and the FA has a key objective to deliver 50% of mini and youth football on 3G pitches.	Sustain current stock and consideration given to reconfigure pitches if required. Qualitative improvements. Where possible utilise new or existing 3G pitches to further accommodate this demand and ensure FA testing.
	The FA's strategy for Women's and Girls' football: 2017 – 2020 was released in March 2017. One of the major goals of the new strategy will be to double participation.	Demand for grass pitches and 3G pitches is likely to increase.
3G pitches	Demand for 3G pitches for football is high and will continue to increase. It is likely that future demand for the use of 3G pitches will increase for both training and match play purposes.	Requirement for new 3G pitches to be provided and a need for community use agreements to be in place for any new pitches as well as sinking funds. Requirement for 3G pitches to be FA/FIFA tested to host competitive matches. Utilise Sport England/NGB guidance on choosing the correct surface.
Cricket	Except for grounds identified as poor quality, ECB predicts further growth in cricket demand for pitch use over the next few years.	Pitches that are already identified in the PPS as being at capacity will not be able to accommodate additional playing demand generated and it is predicted there will be demand for additional cricket playing facilities or as an alternative the installation of NTP's at existing facilities.
	All Stars Cricket, the ECB national programme for 5-8 year olds, is engaging large numbers of children and has already been delivered over the past 3-4 years, with increasing numbers of participants year on year, alongside Chance to Shine cricket delivery in primary schools.	Greater usage of outfielders to accommodate demand from All Stars Cricket. Shorter formats of cricket, and additional formats including softball cricket, are also driving up demand for pitches. An increase stock of NTPs likely to be required to accommodate demand.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Future sports development trend	Strategy impact
	Dynamos Cricket is the latest launch by the ECB, building on the existing All Stars programme for 5-8-year-olds. Participants will continue to develop their skills and be introduced to a countdown style of cricket match.	
	Women's and girls' cricket is a national ECB priority and there is a target to establish more female teams in every local authority.	Increased requirement for peak time access to pitches. Need to ensure access to good quality facilities including, segregated changing and toilet provision.
Rugby union	Locally, the RFU want to ensure access to pitches satisfies existing demand and predicted growth. It is also an aim to protect and improve pitch quality, as well as ancillary facilities.	Clubs are likely to field more teams in the future. It is important, therefore, to work with the clubs to maintain the current pitch stock and support facility development. In particular, capital improvements are required to the existing natural turf pitches as is improvements to the quality of changing rooms, where appropriate. All clubs should have access to high quality floodlit pitches to support training and match play demand.
Hockey	Current playing level is likely to increase.	Ensure continued use of sand-based AGPs to accommodate current demand and ensure sinking funds are in place for long-term sustainability. Ensure that no 3G pitch conversions take place that are detrimental to hockey.
	High profile events (Hockey World Cup 2018 Legacy)	These high profile events aim to raise the profile of the game within England and there will be community events in the build-up within clubs and a promotional programme through clubs and local schools. This will inevitably raise the profile of the game with the aim to increase participation.
	New 2019 launched England Hockey initiative, Hockey Heroes (aimed at growing participation for under 10s).	Ensure that outfielders are able to accommodate additional future demand.
Bowls	No expected net increase in memberships.	Likely that any future increase could be accommodated on existing greens.
Tennis	The LTA has a key priority for the strategic development and growth of tennis at both a club and wider community level such as local parks.	Increases in participation can be accommodated through providing additional courts that are floodlit. An increase in casual play can be encouraged through adopting LTA initiatives such as digital access systems.
Netball	Membership of clubs is expected to increase.	Likely that any future increase could be accommodated on existing courts, however, providing more courts that are floodlit would be beneficial.
Golf	Declining membership expected to 'level off'. Non-traditional formats of play are becoming increasingly popular.	Clubs should tailor their offer towards non-traditional formats of play to attract new users.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 6: ACTION PLAN

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

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

The identification of sites is based on their strategic importance within the Borough i.e. they accommodate the majority of demand, or the recommended action has the greatest anticipated impact on addressing shortfalls (identified either on a sport-by-sport basis or across the Council area as a whole).

Table 6.1: Proposed tiered site criteria

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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

Key centres are more community focused sites, although some are still likely to service a wider analysis area. There may be more of a focus on a specific sport.

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

Local sites refer to those sites offering minimal provision or that are of minimal value to the wider community. Primarily they are sites with one facility or a low number of facilities that service just one or two sports. The level of priority attached to them for external investment may be relatively low.

For local authority sites, consideration should be given, on a site-by-site basis, to the feasibility of a club taking on a long-term lease (if not already present), in order that external funding can be sought. Such sites will require some level of investment, either to the outdoor sport facilities or ancillary facilities, and is it anticipated that one of the conditions of offering a hire/lease is that the Club would be in a position to source external funding to improve/extend the provision.

Other sites considered in this tier may be primary school sites or secondary school sites that are not widely used by the community or that do not offer community availability.

Some local sites are suitable for rationalisation providing that capital receipts are allocated to replace the lost provision at larger, multi-pitch sites.

Management and development

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

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

Partners

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Priority

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

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

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

Costs

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

- ◀ (L) -Low - less than £50k;
- ◀ (M) -Medium - £50k-£250k;
- ◀ (H) -High £250k and above.

These are based on Sport England's estimated facility costs which can be found at:
<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

Timescales

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

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

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

Aim

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

KIDSGROVE ANALYSIS AREA

Sport	Analysis area	Current demand (2020)		Future demand (2037)
		Pitch type	Current capacity total in MES ^[1]	Future capacity total in MES
Football (grass pitches)	Kidsgrove	Adult	At capacity	Shortfall of 1
		Youth 11v11	At capacity	At capacity
		Youth 9v9	Shortfall of 1.5	Shortfall of 2.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	At capacity
	NUL	Adult	Spare capacity of 3.5	Shortfall of 1
		Youth 11v11	Shortfall of 1.5	Shortfall of 5.5
		Youth 9v9	Spare capacity of 1	Shortfall of 5
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	Spare capacity of 2.5	Shortfall of 6
Football (3G pitches)	Kidsgrove	Full size, floodlit	Shortfall of 1 full sized 3G pitch for team training	Shortfall of 1 full sized 3G pitch for team training
Cricket	Kidsgrove	Senior	At capacity	Shortfall of 20
		Junior	Spare capacity of 8	Spare capacity of 4
	NUL	Senior	Shortfall of 20	Shortfall of 72
		Junior	Spare capacity of 36	Shortfall of 20
Rugby union	Kidsgrove	Senior	At capacity	At capacity
	NUL	Senior	Shortfall of 4.5	Shortfall of 6
Hockey (sand AGPs)	NUL	Full size, floodlit	Adequate provision	Adequate provision
Tennis	NUL	Courts	Adequate provision	Adequate provision
Bowls	NUL	Greens	Adequate provision	Adequate provision
Netball	NUL	Courts	Adequate provision	Adequate provision
Golf	NUL	Courses (Driving ranges)	Adequate provision	Adequate provision
Other sports	NUL	Pitches	Adequate provision	Adequate provision

Key recommendations

- ◀ To meet the future shortfalls, improve poor quality football pitches through enhanced levels of maintenance.
- ◀ In addition, explore the feasibility of developing a of a full size floodlit 3G FA approved pitch to accommodate both competitive and training demand.
- ◀ Ensure future demand for cricket can be met through increase usage of onsite NTPs
- ◀ Assist clubs in ancillary provision improvements where required

^[1] MES – match equivalent sessions per week (per season for cricket)

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim	
10	Birchenwood Pavilion	Football	Council / Sports club	<p>Three adult, two youth 11v11, one youth 9v9, two mini 7v7 and two mini 5v5 pitches, all of standard quality. The youth 9v9 pitch is overplayed by 1.5 match equivalent sessions per week whilst all remaining pitch types are played to capacity at peak time. The pitch is reported to be poorly maintained, with grass often left overgrown.</p> <p>A PIP reported in 2019 established a mowing regime on site and once a license/lease agreement between Kidsgrove Lads & Dads and the Council is in place, the club will undertake additional improvements such as aeration and slitting.</p> <p>Ancillary facilities are reported to be in poor changing due to being tired and dated, as well as being unsuitable to accommodate male and female teams.</p>	<p>Improve pitch quality through enhanced maintenance regime in line with the PIP and LFFP.</p> <p>Support ancillary facility improvements in line with the LFFP.</p> <p>These improvements need to be led/funded by Kidsgrove Lads & Dads.</p>	<p>Council Sports Club SFA FF LTA BCGBA SFA</p>	Hub	H	L	H	<p>Protect Enhance Provide</p>	
		Tennis		<p>Two poor quality macadam tennis courts that are available for community use but without floodlighting.</p> <p>Courts have been decommissioned and let to Kidsgrove Lads & Dads as part of its lease.</p>				<p>Retain as current use with any improvements to provision led/funded by Kidsgrove Lads & Dads.</p>	M	M		M
		Bowls (disused)		<p>One disused bowling green that has stopped being maintained due to a lack of demand.</p> <p>Green has been decommissioned and let to Kidsgrove Lads & Dads as part of its lease.</p>				<p>Retain as current use with any improvements to provision led/funded by Kidsgrove Lads & Dads.</p>	-	-		-
14	Chester Road Playing Fields - Kidsgrove	Football	Council	<p>One poor quality adult pitch which has actual spare capacity although this has been discounted due to poor pitch quality.</p> <p>Butt Lane White Star FC aspires to invest in pitch maintenance improvements once a license/lease agreement is in place for the site. The Club also has plans to install fencing around the site to reduce dog fouling, unauthorised access and damage to the playing surface.</p> <p>The site is serviced by poor quality ancillary facilities. The building is reported to require improved heating and insulation.</p>	<p>Improve pitch quality through enhanced maintenance regime.</p> <p>Support Butt Lane White Star FC to agree a long-term usage agreement in order to further improve pitch quality and facilities on site.</p>	<p>Council Sports Club SFA FF</p>	Local	M	L	M	<p>Protect Enhance</p>	

¹⁰ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹¹ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim
20	Friarswood Primary School	Football	Education	One poor quality mini 7v7 pitch which is available for community use. The pitch has actual spare capacity although this has been discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	School SFA FF	Local	L	L	L	Protect
26	Kidsgrove Athletic Football Club	Football	Sports club	One adult pitch of standard quality that is played to capacity. The pitch suffers from poor drainage. The site is serviced by standard quality ancillary facilities. However, Kidsgrove Athletic FC reports that there is no dedicated female or officials changing rooms and the floodlights on site are in need of modernisation.	Sustain pitch quality through appropriate maintenance regime. Explore the feasibility of rectifying drainage issues on site. Support Kidsgrove Athletic FC to improve changing facilities and floodlighting on site.	Sports Club SFA FF	Local	L	L	M	Protect Enhance
27	Kidsgrove Cricket Club	Cricket	Sports club	One good quality grass cricket square with 10 wickets and an NTP. The site is serviced by good quality ancillary facilities. The square is played to capacity at peak time.	Sustain square quality through appropriate maintenance regime.	Sports Club ECB	Local	L	L	L	Protect
46	Salop Place - Kidsgrove	Football	Council	One poor quality adult football pitch which is unused although spare capacity is discounted due to poor pitch quality.	Determine future use of the provision based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and mitigate loss to meet Sport England Playing Field Policy requirements.	Council SFA FF	Local	L	L	L	Protect Enhance
52	Springhead Primary School	Football	Education	One mini 5v5 pitch of poor quality which is unused although spare capacity is discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime.	Education SFA FF	Local	L	L	L	Protect Enhance
55	St Saviours CE Primary School	Football	Education	One mini 7v7 and one mini 5v5 pitch, both of poor quality. Spare capacity is discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime.	Education SFA FF	Local	L	L	L	Protect Enhance
60	Kidsgrove Secondary	Hockey (AGP)	Education	One small-size hockey suitable AGP which is without floodlighting and unavailable for community use.	Sustain pitch quality through appropriate maintenance regime for curricular demand.	Education EH	Local	L	L	L	Protect
		Tennis		Three standard quality tennis courts that are without floodlighting and unavailable for community use.	Sustain court quality through appropriate maintenance regime for curricular demand.			L	L	L	
		Netball		Four standard quality netball courts that are without floodlighting and unavailable for community use.	Sustain court quality through appropriate maintenance regime for curricular demand.			L	L	L	
61	Kidsgrove Secondary (Gloucester Road Pitches)	Football (disused)	Education	An unattached school playing field that previously accommodated two youth 11v11 and one adult football pitch. It is unknown when the site was last actively used, however, according to satellite	Determine future use of the provision based on the following priority order of options: 1) Retain/allocate site as strategic reserve.	Education Council SFA FF	Local	-	-	-	-

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim			
				imaginary the were at last visibly marked <i>circa</i> 2011.	2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and mitigate loss to meet Sport England Playing Field Policy requirements.									
71	Clough Hall Bowls Club	Bowls	Sports Club	One good quality green that is used by Clough Hall BC.	Ensure green quality through sustained levels of dedicated maintenance.	Sports club BCGBA SBA	Local	L	L	L	Protect			
73	Dovebank Primary School	Football	Education	One mini 7v7 pitch of poor quality which is unused although spare capacity is discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime.	Education SFA FF	Local	L	L	L	Protect Enhance			
83	Bathpool Country Park	Rugby union	Council	One senior and one mini pitch, both of poor (M0/D1) quality. The pitches on site have issues with dog fouling and litter. The mini pitch is played to capacity through training demand by Linley & Kidsgrove RUFC using portable floodlights. The senior pitch has spare capacity although this has been discounted due to poor pitch quality. Ancillary facilities on site are said to be in poor condition.	Improve pitch quality through enhanced maintenance regime. Assist to secure the Club long term tenure. Changing room is to be added to Ski Club lease and rugby club changing relocated to Clough Hall Park.	Council RFU	Local	L	L	L	Protect Enhance			
97	St. Thomas' CE Primary School	Football	Education	One mini 5v5 of poor quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	Education SFA FF	Local	L	L	L	Protect			
101	Clough Hall Park	Rugby union	Council	One senior pitch of poor (M0/D1) quality. The pitch has issues with dog fouling and litter. The pitch has spare capacity although this has been discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime. Seek to lease the facility to Linley & Kidsgrove RFU and enhance changing provision.	Council RFU LTA BCGBA SBA	Local	L	L	L	Protect Enhance Provide			
		Tennis		Two poor quality macadam tennis courts that are available for community use but are without floodlighting. The site has been identified by the LTA as a key site in the Borough to develop informal tennis.	Improve court quality and explore the feasibility of installing floodlighting on site to facilitate informal tennis demand. This is dependent on community consultation and master planning currently in progress.							M	M	M
		Bowls (disused)		Two disused bowling greens that have stopped being maintained due to a lack of demand.	Based on levels of no identified demand for the use of these greens they are to be decommissioned with alternative use to be determined by master planning. Any alternative use needs to take into consideration Sports England Guidelines.									
105	The King's Church of England School	Hockey (AGP)	Education	One poor quality small-size AGP which has floodlighting. The site was closed to the community in 2017.	Look to enhance pitch quality to meet the requirements for curricular and extra curricular demand.	Education EH FF SFA	Local	L	L	M	Protect Enhance			

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim
118	Clough Hall Playing Fields	Rugby union (lapsed)	Education / Council	Two lapsed rugby union pitches last formally marked circa 2011. Site is leased to Kings CE(VA) School (formerly Clough Hall High).	As there is no strategic need identified for the site either 1) Use as open space to meet local needs. 2) Redevelop site following Sport England Playing Field Policy requirements.	Education Council RFU	Local	-	-	-	-

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

RURAL CENTRAL AND KEELE ANALYSIS AREA

Sport	Analysis area	Current demand (2020)		Future demand (2037)
		Pitch type	Current capacity total in MES ^[1]	Future capacity total in MES
Football (grass pitches)	Rural Central and Keele	Adult	Spare capacity of 1	At capacity
		Youth 11v11	At capacity	Shortfall of 1.5
		Youth 9v9	Spare capacity of 0.5	Shortfall of 1
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	Shortfall of 1
	NUL	Adult	Spare capacity of 3.5	Shortfall of 1
		Youth 11v11	Shortfall of 1.5	Shortfall of 5.5
		Youth 9v9	Spare capacity of 1	Shortfall of 5
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	Spare capacity of 2.5	Shortfall of 6
Football (3G pitches)	Rural Central and Keele	Full size, floodlit	At capacity	At capacity
Cricket	Rural Central and Keele	Senior	Shortfall of 14	Shortfall of 14
		Junior	Spare capacity of 2	Shortfall of 10
	NUL	Senior	Shortfall of 20	Shortfall of 72
		Junior	Spare capacity of 36	Shortfall of 20
Rugby union	Rural Central and Keele	Senior	At capacity	At capacity
	NUL	Senior	Shortfall of 4.5	Shortfall of 6
Hockey (sand AGPs)	NUL	Full size, floodlit	Adequate provision	Adequate provision
Tennis	NUL	Courts	Adequate provision	Adequate provision
Bowls	NUL	Greens	Adequate provision	Adequate provision
Netball	NUL	Courts	Adequate provision	Adequate provision
Golf	NUL	Courses (Driving ranges)	Adequate provision	Adequate provision
Other sports	NUL	Pitches	Adequate provision	Adequate provision

Key recommendations

- ◆ To meet the future football shortfalls secure access to educational sites through CUAs in addition to improve poor pitch quality through enhanced levels of maintenance.
- ◆ Examine the feasibility of the refurbishment of hockey suitable AGP at Keele Sports University Sports Centre to better accommodate future and imported demand. This need to take into consideration on going develops in the neighbouring authority of Shropshire (Market Drayton)

^[1] MES – match equivalent sessions per week (per season for cricket)

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◀ Look to secure tenure for Porthill CC at Scot Hay Cricket Club in conjunction with ancillary and square improvements.
- ◀ Assist clubs in pitch and ancillary provision enhancements where required.

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
24	Keele University Sports Centre	Football	University	Five adult pitches and one youth 9v9 pitch. One of the adult pitches is of good quality whilst the remaining pitches are of standard quality. All pitch formats have spare capacity although this has been discounted due to unsecure tenure. Ancillary facilities on site are said to be of standard quality although are considered to be dated and tired.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreements to provide users with security of tenure. Explore the feasibility of improving ancillary facilities on site.	University SFA FF RFU ECB EH LTA EN	Hub	M	L	L	Protect Enhance
		Football (3G)		One full-size 3G pitch which is FA and WR certified, as well as a small-size 3G pitch. Both pitches are floodlit and available for community use. The full-size pitch is good quality. Despite the full-size pitch being WR compliant, it does not meet minimum dimensions to accommodate competitive demand. Ancillary facilities on site are said to be of standard quality although are considered to be dated and tired.	Sustain pitch quality through appropriate maintenance regime. Explore the feasibility of improving ancillary facilities on site.			L	L	L	
		Rugby union		Three senior rugby union pitches of which all are good quality (two of M2/D2 and one M2/D1). Ancillary facilities on site are said to be of standard quality although are considered to be dated and tired. Ancillary facilities on site are said to be of standard quality although are considered to be dated and tired. All three pitches have spare capacity although this has been discounted due to spare capacity.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreements to provide users with security of tenure. Explore the feasibility of improving ancillary facilities on site.			M	L	L	
		Cricket (disused)		There was previously a grass cricket square on site with six wickets although this was not provided for the 2019 season to reduce expenditure. The two University teams will play at Leycett Cricket Club although the University reports it will reinstate the square if there is a significant level of demand.	Explore the feasibility of reinstating the cricket wicket based on levels of demand.			-	-	-	
		Hockey (AGP)		One full-size AGP which is floodlit and actively used by community hockey clubs (Keele University HC, Market Drayton HC and ad hoc use by North Stafford HC). The pitch was last resurfaced in 2007 and does not drain adequately, leading to the build-up of moss and mildew on the playing surface.	Improve pitch quality through resurfacing as soon as feasibly possible to ensure continued use for hockey. Ensure pitch is retained as a hockey suitable surface to meet levels of demand in Newcastle-under-Lyme. Explore the feasibility of improving ancillary facilities on site.			H	S	H	

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

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

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
				Ancillary facilities on site are said to be of standard quality although are considered to be dated and tired. The University aspires to modernise the building although finances to improve the facilities are reported to be limited.							
		Tennis		Five good quality macadam tennis courts that are floodlit and available for community use.	Sustain court quality through appropriate maintenance regime.			L	L	L	
		Netball		Four good quality macadam netball courts that are floodlit and available for community use.	Sustain court quality through appropriate maintenance regime.			L	L	L	
31	Madeley High School	Football	Education	Two standard quality adult pitches that are available for community use. Both pitches have spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreements to provide users with security of tenure.	Education SFA FF ECB RFU LTA	Local	M	L	L	Protect
		Cricket (NTP)		One standalone NTP which is unavailable for community use.	Sustain wicket quality through appropriate maintenance regime.			L	L	L	
		Rugby union (disused)		One senior rugby union pitch which is no longer marked on site.	Explore the feasibility of reinstating the pitch based on levels of demand.			-	-	-	
		Tennis (disused)		Two macadam courts that are no longer maintained and only used for recreational purposes. Tree roots are now cracking the tarmac. The School aspires to improve court quality in the long-term although it does not currently have available funds for resurfacing work.	Explore opportunities to bring back into use for alternative uses.			-	-	-	
32	Manor Road Playing Fields	Football	Sports club	One adult, one youth 11v11, one youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of standard quality. The youth 9v9 pitch has 0.5 match equivalent sessions of actual spare capacity whilst the remaining pitch types are all played to capacity at peak times. A PIP report on site recommended an enhanced maintenance regime including slitting, aeration and weed killing. The site is serviced by poor quality ancillary facilities. The Club reports that it requires a purpose built clubhouse to meet league requirements and allow its senior team to return to the site. Manor Road Playing Fields was identified in the LFFP for ancillary facility improvements.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand. Support Madeley White Star FC to improve ancillary facilities on site.	Sports Club SFA FF	Local	M	M	M	Protect Enhance

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
47	Scot Hay Cricket Club	Cricket	Sports club	One standard quality grass cricket square with eight wickets. The square is overplayed by 14 match equivalent sessions per season and suffers from unsecure tenure. The square is serviced by poor quality ancillary facilities. Porthill CC hopes to improve ancillary provision on site although states that this is not currently financially viable.	Sustain square quality through appropriate maintenance regime. Explore the feasibility of installing an NTP on site to alleviate overplay. Look to formalise a long-term usage agreement to provide security of tenure. Support Porthill CC to improve ancillary facilities on site.	Sports Club ECB	Local	H	S	M	Protect Enhance Provide
74	Leycett Cricket Club	Cricket	Sports club	One good quality grass cricket square with 14 wickets. The square is played to capacity at peak time. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Sports Club SFA FF	Local	L	L	L	Protect
76	Onneley Cricket Club	Cricket	Sports club	One good quality grass cricket square with eight wickets. The square is played to capacity at peak time. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime. Explore increasing the capacity on the site if future demand is actualised.	Sports Club SFA FF	Local	L	L	L	Protect
110	Onneley Golf Club	Golf	Sports Club	One 18-hole golf course. The Club is currently in the process of redesigning three holes on site. Club membership has increased over recent years but remains below the national average, with 324 members.	Sustain course quality through appropriate maintenance regime.	Sports Club EG	Local	L	L	L	Protect
112	Keele Driving Range	Golf	Commercial	A 26 bay, floodlit, covered driving range with a 250 yard outfield. The Council has plans to develop housing on site.	Sustain range quality through current maintenance regime. Ensure that the site is retained or adequately re-provided as part of the Keele growth corridor exercise.	Commercial Council EG	Local	H	L	L	Protect
-	Previous Onneley Cricket Club	Cricket (lapsed)	Private	A grass cricket square which has been unused since Onneley CC vacated the site in 2014 due to increased rental costs. The future of the site is unknown.	There was no demand identified in the proceeding Assessment Report to bring the course back into use.	Private ECB	Local	-	-	-	-
-	Keele Golf Course	Golf (lapsed)	Council	The site has been closed to the public since 2014 and is now accessed as open space by local residents. The site has been identified for potential housing development by the Borough Council, however, as it sits within green belt land it requires the land to be released through the development of the new local plan.	There was no demand identified in the proceeding Assessment Report to bring the course back into use.	Council EG	Local	-	-	-	-

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

RURAL NORTH ANALYSIS AREA

Sport	Analysis area	Current demand (2020)		Future demand (2037)
		Pitch type	Current capacity total in MES ^[1]	Future capacity total in MES
Football (grass pitches)	Rural North	Adult	Spare capacity of 0.5	Spare capacity of 0.5
		Youth 11v11	Spare capacity of 1	Spare capacity of 1
		Youth 9v9	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	At capacity
	NUL	Adult	Spare capacity of 3.5	Shortfall of 1
		Youth 11v11	Shortfall of 1.5	Shortfall of 5.5
		Youth 9v9	Spare capacity of 1	Shortfall of 5
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	Spare capacity of 2.5	Shortfall of 6
Football (3G pitches)	Rural North	Full size, floodlit	At capacity	At capacity
Cricket	Rural North	Senior	At capacity	Shortfall of 12
		Junior	Spare capacity of 28	Spare capacity of 12
	NUL	Senior	Shortfall of 20	Shortfall of 72
		Junior	Spare capacity of 36	Shortfall of 20
Rugby union	Rural North	Senior	At capacity	At capacity
	NUL	Senior	Shortfall of 4.5	Shortfall of 6
Hockey (sand AGPs)	NUL	Full size, floodlit	Adequate provision	Adequate provision
Tennis	NUL	Courts	Adequate provision	Adequate provision
Bowls	NUL	Greens	Adequate provision	Adequate provision
Netball	NUL	Courts	Adequate provision	Adequate provision
Golf	NUL	Courses (Driving ranges)	Adequate provision	Adequate provision
Other sports	NUL	Pitches	Adequate provision	Adequate provision

Key recommendations

- ◆ Sustain pitch quality through sustained levels of dedicated maintenance.
- ◆ Assist clubs in pitch and ancillary provision enhancements where required.
- ◆ Explore options to increase cricket capacity at sites, such as installing NTPs or creation of additional wicket, if future demand is actualised.

^[1] MES – match equivalent sessions per week (per season for cricket)

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁴	Cost ¹⁵	Aim
1	Audley & District FC	Football	Sports club	Two adult pitches and one mini 7v7 pitch. One adult pitch is of good quality whilst the remaining two pitches are of standard quality. The good quality adult pitch has one match equivalent session of actual spare capacity per week whilst the mini 7v7 pitch has 0.5 match sessions of actual spare capacity. The second adult pitch is played to capacity at peak time. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Sports Club SFA FF	Local	L	L	L	Protect
5	Alsagers Bank Sports Ground	Football	Community organisation	One adult, one youth 11v11 and one youth 9v9 pitch, all of standard quality. The youth 11v11 pitch has one match equivalent session of actual spare capacity whilst the adult and youth 9v9 pitch each have 0.5 match equivalent sessions of actual spare capacity at peak time. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Community SFA FF	Local	L	L	L	Protect
7	Audley Cricket Club	Cricket	Sports club	One good quality grass cricket square with 15 wickets. The square is played to capacity at peak times. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Sports Club ECB	Local	L	L	L	Protect
8	Betley Cricket Club	Cricket	Sports club	One good quality grass cricket square with 12 wickets. The square is played to capacity at peak times. The site is serviced by standard quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Sports Club ECB SFA FF	Local	L	L	L	Protect Enhance
		Football		One poor quality adult football pitch which is currently unused although spare capacity has been discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.			L	L	L	
9	Bignall End Cricket Club	Cricket	Sports club	One good quality grass cricket square with 12 wickets. The square is played to capacity at peak times. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime.	Sports Club ECB	Local	L	L	L	Protect
51	Sir Thomas Boughay High School	Football	Education	Two youth 11v11 pitches of poor quality that are unavailable for community use.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	Education SFA FF LTA EN	Local	L	L	L	Protect Enhance
		Cricket (NTP)		One NTP that is unavailable for community use. The wicket is reported to be of poor quality.	Improve wicket quality through resurfacing to better accommodate curricular demand.			L	L	L	

¹⁴ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹⁵ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁴	Cost ¹⁵	Aim
		Tennis		Four macadam tennis courts that are available for community use but without floodlighting. Three courts are of standard quality and the remaining court is of poor quality.	Sustain court quality through appropriate maintenance regime for curricular demand.			L	L	L	
		Netball		Three macadam netball courts that are available for community use but without floodlighting. Two courts are of standard quality whilst the remaining court is of poor quality.	Sustain court quality through appropriate maintenance regime for curricular demand.			L	L	L	
65	Wood Lane Cricket Club	Cricket	Sports club	One good quality grass cricket square with ten wickets. The square is played to capacity at peak times. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime. Explore increasing the capacity on the site if future demand is actualised.	Sports Club ECB	Local	L	L	L	Protect
68	Betley Youth FC	Football	Sports club	One poor quality adult pitch that has actual spare capacity of 0.5 match equivalent sessions although this has been discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Sports Club SFA FF	Local	L	L	L	Protect Enhance
85	Halmerend Sports Ground	Football	Community organisation	One poor quality adult pitch that has actual spare capacity of 0.5 match equivalent sessions although this has been discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Community SFA FF	Local	L	L	L	Protect Enhance

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

RURAL SOUTH ANALYSIS AREA

Sport	Analysis area	Current demand (2020)		Future demand (2037)
		Pitch type	Current capacity total in MES ^[1]	Future capacity total in MES
Football (grass pitches)	Rural South	Adult	Spare capacity of 0.5	Spare capacity of 0.5
		Youth 11v11	Shortfall of 0.5	Shortfall of 2
		Youth 9v9	Spare capacity of 0.5	Shortfall of 0.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	At capacity	Shortfall of 1
	NUL	Adult	Spare capacity of 3.5	Shortfall of 1
		Youth 11v11	Shortfall of 1.5	Shortfall of 5.5
		Youth 9v9	Spare capacity of 1	Shortfall of 5
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	Spare capacity of 2.5	Shortfall of 6
Football (3G pitches)	Rural South	Full size, floodlit	Shortfall of a small sized 3G pitch for team training	Shortfall of a small sized 3G pitch for team training
Cricket	Rural South	Senior	At capacity	At capacity
		Junior	Spare capacity of 4	Shortfall of 4
	NUL	Senior	Shortfall of 20	Shortfall of 72
		Junior	Spare capacity of 36	Shortfall of 20
Rugby union	Rural South	Senior	At capacity	At capacity
	NUL	Senior	Shortfall of 4.5	Shortfall of 6
Hockey (sand AGPs)	NUL	Full size, floodlit	Adequate provision	Adequate provision
Tennis	NUL	Courts	Adequate provision	Adequate provision
Bowls	NUL	Greens	Adequate provision	Adequate provision
Netball	NUL	Courts	Adequate provision	Adequate provision
Golf	NUL	Courses (Driving ranges)	Adequate provision	Adequate provision
Other sports	NUL	Pitches	Adequate provision	Adequate provision

Key recommendations and likely impact on shortfalls identified

- ◀ To meet the future shortfalls, improve poor/standard quality football pitches through enhanced levels of maintenance.
- ◀ In addition, explore the feasibility of developing a of a small size floodlit 3G FA approved pitch to accommodate both competitive and training demand.
- ◀ Assist clubs in pitch and ancillary provision enhancements where required.
- ◀ Improve cricket square quality through enhance levels of maintenance.
- ◀ Look to secure tenure for Audley CC at Hales Cricket Club in conjunction with ancillary and square improvements.

^[1] MES – match equivalent sessions per week (per season for cricket)

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁶	Cost ¹⁷	Aim				
3	The Burntwood	Football	Parish Council	One poor quality adult pitch which is played to capacity. Loggerheads Parish Council is applying for planning permission in order to install basic changing rooms to accommodate Loggerheads FC's senior team. Loggerheads Parish Council also has plans to create additional football pitches to allow for the future growth of the club.	Improve pitch quality through enhanced maintenance regime. Support the Parish to provide changing facilities on site. Explore the feasibility of assisting Loggerheads Parish Council in the creation of additional grass football pitches and small size floodlit 3G pitch.	Parish Council SFA FF	Local	L	L	M	Protect Enhance Provide				
40	North Staffs Sports Club	Football	Sports club	One adult, two youth 11v11, one youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of standard quality. The adult pitch and youth 9v9 pitches have actual spare capacity equating to 0.5 and one match equivalent session per week respectively. The youth 11v11 pitches are overplayed by 0.5 match equivalent sessions per week whilst the mini 7v7 and 5v5 pitches are played to capacity at peak time. City of Stoke FC has plans to develop additional pitches on site, as well as installation fencing, improving maintenance, creating a 'Step' standard pitch and improving ancillary provision. The Club also aspires to install a floodlit 3G pitch on site. The site is currently serviced by standard quality ancillary facilities.	Improve pitch quality through enhanced maintenance regime. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand. Support City of Stoke FC with its development plans. Explore the feasibility of creating a small size floodlit 3G pitch onsite.	Sports Club SFA FF ECB RFU	Key	M	M	H	Protect Enhance Provide				
		Cricket (lapsed)		A cricket square was previously located on site but is no longer maintained. It was last known to be maintained in 2014.								As identified shortfalls for cricket can be met through improvements to other sites in the analysis area use this area of playing fields land to accommodate demand from City of Stoke FC.	-	-	-
		Rugby union (lapsed)		The site previously accommodated a senior rugby union pitch although this has not been maintained since Handford RFC folded. The pitch was last known to be maintained in 2014.								As there is no current or future demand for rugby union provisions in the analysis area reconfigure the pitch to better suit the onsite requirements	-	-	-
62	Whitmore Cricket Club	Cricket	Sports club	One standard quality grass cricket square with 14 wickets. The square is played to capacity at peak time. The site is serviced by standard quality ancillary facilities. Whitmore CC aspires to improve training nets and provide more training equipment for children on site.	Improve square quality in order to create additional capacity to accommodate any future growth opportunities. Support Whitmore CC to improve training facilities.	Sports Club ECB	Local	L	L	L	Protect Enhance Provide				
96	St Marys CE Primary School	Football	Education	One poor quality mini 5v5 pitch which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	Education SFA FF	Local	L	L	L	Protect Enhance				

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

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

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁶	Cost ¹⁷	Aim
106	Hales Cricket Club (Audley CC 2nd Ground)	Cricket	Sports club	One standard quality grass cricket square with five wickets. The square is played to capacity. The site is serviced by poor quality ancillary facilities and is without training facilities and develop clubhouse provision if it cannot identify an alternate site closer to its home venue.	Improve square quality in order to create additional capacity to accommodate any future growth opportunities. Support Audley CC to improve facilities on site if it cannot find an alternate venue. Assis the Club in securing long term tenure on the site.	Sports Club ECB	Local	L	L	L	Protect Enhance

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

URBAN NEWCASTLE NORTH, SOUTH AND CENTRAL ANALYSIS AREA

Sport	Analysis area	Current demand (2020)		Future demand (2037)
		Pitch type	Current capacity total in MES ^[1]	Future capacity total in MES
Football (grass pitches)	UNNS&C	Adult	Spare capacity of 0.5	Shortfall of 1
		Youth 11v11	Shortfall of 2	Shortfall of 3
		Youth 9v9	Spare capacity of 0.5	Shortfall of 1.5
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Spare capacity of 0.5	Shortfall of 4
	NUL	Adult	Spare capacity of 3.5	Shortfall of 1
		Youth 11v11	Shortfall of 1.5	Shortfall of 5.5
		Youth 9v9	Spare capacity of 1	Shortfall of 5
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	Spare capacity of 2.5	Shortfall of 6
Football (3G pitches)	UNNS&C	Full size, floodlit	Shortfall of 1 full sized 3G pitch for team training	Shortfall of 2 full sized 3G pitches for team training
Cricket	UNNS&C	Senior	Shortfall of 6	Shortfall of 26
		Junior	Shortfall of 6	Shortfall of 22
	NUL	Senior	Shortfall of 20	Shortfall of 72
		Junior	Spare capacity of 36	Shortfall of 20
Rugby union	UNNS&C	Senior	Shortfall of 4.5	Shortfall of 6
	NUL	Senior	Shortfall of 4.5	Shortfall of 6
Hockey (sand AGPs)	NUL	Full size, floodlit	Adequate provision	Adequate provision
Tennis	NUL	Courts	Adequate provision	Adequate provision
Bowls	NUL	Greens	Adequate provision	Adequate provision
Netball	NUL	Courts	Adequate provision	Adequate provision
Golf	NUL	Courses (Driving ranges)	Adequate provision	Adequate provision
Other sports	NUL	Pitches	Adequate provision	Adequate provision

Key recommendations

- ◀ To meet the future shortfalls, improve poor quality football pitches through enhanced levels of maintenance.
- ◀ Refurbish the 3G pitch at The Gordon Banks Sports Centre and ensure it goes on the FA pitch registry.
- ◀ In addition, explore the feasibility of developing a of a full size floodlit 3G FA approved pitch to accommodate both competitive and training demand.
- ◀ Ensure future demand for cricket can be met through qualitative improvements and/or increase usage of onsite NTPs
- ◀ Assist clubs in ancillary provision improvements where required.

^[1] MES – match equivalent sessions per week (per season for cricket)

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◀ Assist both rugby union clubs in secure tenure on the provision they utilise.
- ◀ Look to reduce rugby union shortfalls through the improvement of pitches through increased levels of maintenance and better drainage. In addition look to create a dedicated training area for Newcastle RUFC in order for it to transfer demand of its match pitches.

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
2	Crackley Bank - Chesterton	Football (lapsed)	Council	One adult pitch which was last marked circa 2011. The site is now used as open space.	Determine future use of the provision based on the following priority order of options: 1) Use as open space to meet local needs. 2) Redevelop site and mitigate loss to meet Sport England Playing Field Policy requirements.	Council SFA FF	Local	-	-	-	-
4	Wye Road - Clayton	Football (lapsed)	Council	The site previously accommodated two adult and one youth 9v9 pitch circa 2003. This decreased to one adult pitch until approximately 2012. No pitches have been maintained since.	Determine future use of the provision based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and mitigate loss to meet Sport England Playing Field Policy requirements. It should be noted that discussions are in progress with a local club for potential pitch hire/lease.	Council SFA FF	Local	-	-	-	-
11	Blackbank	Football	Sports club	Two adult, three youth 9v9 and two mini 7v7 pitches, all of poor quality. All three pitch formats have actual spare capacity although this has been discounted due to poor pitch quality. Site has historically been disused until a recent short term lease was given to Knutton Community FC by land owner Staffordshire County Council. The Club has ambitions to develop both pitch and ancillary provision, however, this would require a longer term agreement. It should be noted that this site has been identified in the Knutton Village masterplan for housing.	As the site is identified in the Knutton Village masterplan for housing ensure the County Council complies with NPPF if the site is lost. Explore potential options to relocate the club to a suitable site, if required. If the site is not lost explore giving the club long term tenure on the site in addition to improving pitch quality.	County Council SFA FF	Key	M	L	L	Protect Enhance
12	Bradwell Community Centre	Football	Community organisation	One adult pitch of standard quality which has actual spare capacity equating to one match equivalent session per week. PIP report in 2019 revealed that drainage on site is repaired and enhanced maintenance is undertaken including fertilisation, aeration and weed killing. The site is serviced by poor quality ancillary facilities. The LFFP identified	Improve pitch quality as advised by the PIP report. Support Wolstanton United FC to improve ancillary facilities on site in line with the LFFP. Seek to utilise actual spare capacity via the transfer of demand from overplayed sites or through future demand.	Community SFA FF	Local	M	L	M	Protect Enhance

¹⁸ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹⁹ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
				Bradwell Community Centre for ancillary improvements.							
15	Chesterton Community Sports College	Football	Education	One youth 11v11 and one youth 9v9 pitch, both of standard quality. The youth 11v11 pitch is played to capacity whilst the youth 9v9 pitch has actual spare capacity although this has been discounted due to unsecure tenure. The site is serviced by poor quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreements to provide users with security of tenure.	Education SFA FF	Local	L	L	L	Protect
		Football (3G)		One standard quality full-size 3G pitch which is floodlit and available for community use. The site is serviced by poor quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Ensure sinking fund is in place for when refurbishment/resurfacing is required.			L	L	L	
16	Churchfields Primary School (Playing Fields)	Football	Education	One poor quality adult pitch which is available for community use and has actual spare capacity although this has been discounted due to unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise community use agreement to provide users with security of tenure.	Education SFA FF	Local	L	L	L	Protect Enhance
17	Clayton Hall Academy	Football	Education	One youth 11v11 and one mini 7v7 pitch, both of poor quality. The youth 11v11 pitch is played to capacity whilst the mini 7v7 pitch is played to capacity at peak time. The site suffers from unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise community use agreement to provide users with security of tenure.	Education SFA FF RFU EH LTA EN	Local	L	L	L	Protect Enhance
		Rugby union		One mini pitch of poor (M0/D0) quality that is unavailable for community use. The pitch is played to capacity through curricular demand.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.			L	L	L	
		Hockey (AGP)		One full-size hockey suitable AGP of poor quality which is floodlit and available for community use.	Improve pitch quality through resurfacing as soon as feasibly possible. Ensure sinking fund is in place for future refurbishment/resurfacing when necessary.			H	S	H	
		Tennis		Five standard quality macadam tennis courts that are available for community use but without floodlights.	Sustain court quality through appropriate maintenance regime.			L	L	L	
		Netball		Four standard quality macadam netball courts that are available for community use but without floodlights.	Sustain court quality through appropriate maintenance regime.			L	L	L	
20	Friarswood Primary School	Football	Education	One poor quality mini 7v7 pitch which has actual spare capacity although this has been discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise community use agreements to provide users with security of tenure.	Education SFA FF	Local	L	L	L	Protect

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
21	Holditch Miners Club	Football	Private	One standard quality adult pitch which is overplayed by 0.5 match equivalent sessions per week. The site is serviced by good quality ancillary facilities.	Improve pitch quality through enhanced maintenance regime to alleviate overplay. Look to formalise community use agreements to provide users with security of tenure.	Private SFA FF	Local	M	L	L	Protect Enhance
22	Jollies Field (Silverdale Park)	Football	Sports club	One poor quality adult pitch which is played to capacity.	Improve pitch quality through enhanced maintenance regime.	Sports Club SFA FF	Local	L	L	L	Protect Enhance
25	Kents Lane Community Building	Football	Sports club	One adult and youth 9v9 pitch, both of standard quality. The adult pitch has 0.5 match equivalent sessions of actual spare capacity whilst the youth 9v9 pitch is played to capacity at peak times. The site is serviced by good quality ancillary facilities, however, Silverdale Athletic report an aspiration to apply for grant funding to further improve on site facilities.	Sustain pitch quality through appropriate maintenance regime.	Sports Club SFA FF	Local	L	L	L	Protect
28	Knutton St Marys Primary School	Football	Education	One mini 7v7 pitch of poor quality which has spare capacity although this has been discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise a community use agreement to provide potential users with security of tenure.	Education SFA FF	Local	L	L	L	Protect Enhance
29	Langdale Primary School	Football	Education	One mini 7v7 pitch of poor quality which has spare capacity although this has been discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise a community use agreement to provide potential users with security of tenure.	Education SFA FF	Local	L	L	L	Protect Enhance
34	Michelin Sports and Conference Centre	Football	Commercial	One standard quality adult football pitch which is played to capacity at peak time. The site is serviced by good quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime. Look to formalise a community use agreement to provide potential users with security of tenure.	Commercial SFA FF	Local	L	L	L	Protect
35	Newcastle Academy Grass Pitches	Football	Education	Three standard quality adult football pitches that have actual spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Look to formalise a community use agreement to provide potential users with security of tenure.	Education SFA FF RFU	Local	M	L	L	Protect Enhance
		Rugby union		One senior rugby union pitch of poor (M0/D1) quality. The pitch has potential spare capacity although this has been discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise a community use agreement to provide potential users with security of tenure.			L			
36	Newcastle Academy	Tennis	Education	Two good quality macadam tennis courts that are available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime.	Education LTA EN	Local	L	L	L	Protect
		Netball		Two poor quality macadam netball courts that are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime.			L			

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
37	Newcastle and Hartshill Cricket Club	Cricket	Sports club	One good quality grass cricket square with 13 wickets and an NTP. The square is currently overplayed by four match equivalent sessions per season. The site is serviced by good quality ancillary facilities.	Sustain wicket quality through appropriate maintenance regime. Consider increased utilisation of the NTP on site to alleviate overplay.	Sports Club ECB	Local	M	S	L	Protect
38	Newcastle RUFC	Rugby union	Sports club	Two senior and two junior pitches. One senior pitch is good (M2/D1) quality and is floodlit. The Club has a long-term lease agreement in place for this pitch. This pitch is currently overplayed by four match equivalent sessions per week due to match and training demand. The remaining senior and two junior pitches are rented on an annual basis from the Council. These pitches are without floodlighting and are of poor (M0/D1) quality. This senior pitch is overplayed by 0.5 match equivalent sessions per week whilst the junior pitches are played to capacity. The site is serviced by good quality ancillary facilities. The Club aspires to convert a patch of grass adjacent to the main pitch into a floodlit training area to accommodate training demand.	Improve pitch quality through enhanced maintenance regime. Support the Club's aspiration to construct a training area to alleviate overplay from the match pitches. Assist to secure the Club long term tenure on all its pitch stock.	Sports club Council RFU	Local	H	L	M	Protect Enhance Provide
39	Newcastle-Under-Lyme School	Football	Education	Two youth 9v9 and one mini 7v7 pitch all of good quality. None of the pitches are available for community use.	Sustain pitch quality through appropriate maintenance regime for curricular demand.	Education SFA FF RFU ECB EH LTA EN	Key	L	L	L	Protect Provide
		Rugby union		Three senior pitches of good (M2/D1) quality which are all floodlit and unavailable for community use.	Sustain pitch quality through appropriate maintenance regime for curricular demand.			L	L	L	
		Cricket		Two good quality grass cricket squares, one with eight wickets and the second with five wickets and an NTP. There is also a standalone NTP on site. The squares are available for community use but are played to capacity at peak times through curricular demand. The site is serviced by good quality ancillary provision.	Sustain square quality through appropriate maintenance regime.			L	L	L	
		Hockey (AGP)		One good quality full-size, hockey suitable AGP which is floodlit and available for community use. The pitch is played to capacity at peak time. The School aspires to create a second full-size, hockey suitable AGP on site in partnership with North Stafford HC.	Sustain pitch quality through appropriate maintenance regime. Explore the feasibility of creating a second full size hockey suitable AGP on the site to better accommodate clubs and school demand. This would be dependant on the quality and accessibility of other pitch in Newcastle-			L	L	L	

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
					under-Lyme (Keele University Sports Centre)						
		Tennis		Six macadam tennis courts that are without floodlighting and eight artificial tennis courts that are floodlit which are overmarked on the hockey suitable AGP. All courts are available for community use. The School is applying for planning permission to create a new sports hall for indoor tennis although this would require three macadam tennis courts to be lost. Three of the six macadam courts are of standard quality whilst the remaining macadam and artificial courts are of good quality.	Sustain court quality through current maintenance regime. Consider the feasibility of providing a sports hall for indoor tennis.			L	L	L	
		Netball		Three standard and three good quality netball courts. The School is applying for planning permission to create a new sports hall for indoor netball although this would require three macadam netball courts to be lost.	Sustain court quality through current maintenance regime. Consider the schools aspiration to provide a sports hall for indoor netball.			L	L	L	
41	Pool Dam	Football	Sports club	One youth 11v11, one youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of standard quality. All pitches are currently played to capacity at peak time. Newcastle Lads & Dads aspire to improve drainage on site. A PIP from 2019 recommends inspecting the existing drainage system, investment into maintenance equipment and aerating and weed killing the pitches.	Sustain pitch quality through current maintenance regime. Support Newcastle Lads & Dads to improve pitch quality through enhanced maintenance.	Sports Club SFA FF	Local	L	L	L	Protect
42	Red Industries Lyme Valley Stadium	Football	Sports club	One good quality adult pitch which has actual spare capacity although this has been discounted to preserve pitch quality for Step football. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime.	Sports Club SFA FF	Local	L	L	L	Protect
43	Red Street Community Centre	Football	Sports club	One adult and one youth 11v11 pitch, both of good quality. The youth 11v11 pitch is played to capacity at peak times whilst the adult pitch has actual spare capacity this has been discounted to preserve pitch quality for Step football. The site is serviced by standard quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime.	Sports Club SFA FF	Local	L	L	L	Protect
44	Redgate Clayton Football Club	Football	Council	One adult football pitch of poor quality which is overplayed by 1.5 match equivalent sessions per week. The site is serviced by good quality ancillary provision, however, there is a	Improve pitch quality through enhanced maintenance regime. Support Redgate Clayton FC to improve ancillary facilities.	Council SFA FF	Local	H	L	H	Protect Enhance Provide

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
				need to install a hard standing area for supporters, floodlights and extended changing rooms for ground grading requirements.	Any funding for the above improvements needs to be led by the club.						
45	Roe Lane Playing Fields	Football	Sports club	Three adult, one youth 11v11, three youth 9v9, two mini 7v7 and three mini 5v5 pitches, all of good quality. The adult, youth 9v9 and mini 5v5 pitches all have actual spare capacity, equating to two, 2.5 and 0.5 match equivalent sessions per week respectively. The youth 11v11 pitch is overplayed by one match equivalent session per week whilst the mini 7v7 pitches are played to capacity at peak time. The site is serviced by good quality ancillary facilities. The LFFP identified the site as a priority for a full size 3G pitch development.	Sustain pitch quality through appropriate maintenance regime. Look to reallocate fixtures/reconfigure pitch types to alleviate overplay on site. Consider the feasibility of the provision of a full-size 3G pitch on site.	Sports Club SFA FF	Strategic	M	S	H	Protect Provide
48	Seabridge Primary School	Football	Education	One poor quality mini 7v7 pitch which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	Education SFA FF	Local	L	L	L	Protect
49	Silverdale Cricket Club	Cricket	Sports club	One good quality grass cricket square with ten wickets and an NTP. The square is played to capacity at peak times. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime. Explore creating additional capacity on the site if future demand is actualised.	Sports Club ECB	Local	L	L	L	Protect
53	St Giles And St George's C of E Academy	Football	Education	One mini 7v7 pitch of standard quality which is unavailable for community use.	Sustain pitch quality through appropriate maintenance regime for curricular demand.	Education SFA FF	Local	L	L	L	Protect
54	St John Fisher Catholic College	Tennis	Education	Four macadam tennis courts that are unavailable for community use and are without floodlighting.	Sustain court quality through appropriate maintenance regime.	Education LTA EN	Local	L	L	L	Protect
		Netball		Three standard quality netball courts that are unavailable for community use and are without floodlighting.	Sustain court quality through appropriate maintenance regime.			L	L	L	
56	Stoke City FC Training Ground (Clayton Wood)	Football	Private (Sports Club)	Six adult, one youth 11v11, one youth 9v9, three mini 7v7 and two mini 5v5 pitches, all of good quality. The pitches are unavailable for community use. The site is serviced by good quality ancillary facilities.	Sustain pitch quality through appropriate maintenance regime.	Sports Club SFA FF	Local	L	L	L	Protect
		Football (3G)		One full-size, standard quality floodlit 3G pitch which is FIFA registered but unavailable for community use.	Sustain pitch quality through appropriate maintenance regime. Ensure sinking fund is in place for refurbishment/resurfacing when necessary.			L	L	L	
57	The Gordon Banks Sports Centre	Football	Education	Two adult, one youth 11v11 and one youth 9v9 pitch, all of standard quality. The adult and youth 11v11 pitches are	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Education	Key	M	S	L	Protect Enhance

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
				overplayed by 0.5 and one match equivalent session per week respectively, whilst spare capacity on the youth 9v9 pitch has been discounted due to unsecure tenure. The site is serviced by good quality ancillary facilities.	Look to formalise community use agreement to provide users with security of tenure.	SFA FF					
		Football (3G)		One standard quality, full-size, floodlit 3G pitch which is available for community use. Resurfacing of this pitch was identified as a priority project, as well as ensuring the pitch features on the FA register.	Improve pitch quality through resurfacing when necessary. Ensure sinking fund is in place for refurbishment/resurfacing when necessary. Seek to get the pitch featured on the FA register.			M	M	H	
30	Lower Milehouse	Football	Council	One poor quality adult football pitch which has actual spare capacity although this has been discounted due to poor pitch quality.	Explore the feasibility of creating a multi grass pitch hub site to alleviate identified shortfalls in the area. This would involve the creation of ancillary provision and improve pitches to a minimum standard quality.	Council SFA FF	Local (potential Hub)	H	M	H	Protect Enhance Provide
58	The Wammy	Football	Council	Two poor quality adult football pitches which are currently unused. The pitches have actual spare capacity although this has been discounted due to quality. Site currently is not serviced by ancillary provision.	Explore having an anchor club as a tenant on a long term agreement, such as Newcastle Town FC, in order to assist in raising funds for ancillary and pitch improvements in addition to maintaining the site.						
63	Wolstanton High School	Football	Education	One youth 11v11 and two youth 9v9 which are all of poor quality. All three pitches are played to capacity through curricular demand.	Improve pitch quality through enhanced maintenance regime. Look to formalise community use agreements through security of tenure.	Education SFA FF ECB LTA EN	Local	L	L	L	Protect Enhance
		Cricket (NTP)		One poor quality standalone NTP which is unavailable for community use. Due to poor quality, the wicket is now disused by the School.	Improve wicket quality through resurfacing to better accommodate curricular demand.			L	L	L	
		Tennis (disused)		Two macadam courts that were previously marked for tennis although are now only marked for netball.	Re-mark tennis if demand arises from the School.			L	L	L	
		Netball		Two poor quality macadam tennis courts that are unavailable for community use.	Improve court quality through enhanced maintenance regime to better accommodate curricular demand.			L	L	L	
69	Bradwell Lodge	Tennis	Council	One poor quality macadam tennis court which is available for community use but without floodlighting.	If future demand increases examine the feasibility of improving court quality. If demand does not increase explore alternative potential sporting and recreational uses.	Council LTA BCGBA SBA	Local	L	L	L	Protect Enhance
		Bowls (disused)		One disused bowling green that has stopped being maintained due to a lack of demand.	Alternative use already determined and leased to local business for dog exercise/training.						
70	Chesterton Park	Bowls	Council	One good quality bowling green that is used by Chesterton BC.	Ensure green quality through sustained levels of dedicated maintenance. Improvements and funding needs to be led by the Club.	Council BCGBA SBA	Local	L	L	L	Protect

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
		Tennis (disused)		Previously three tennis courts which now lie disused.	Consider alternative sporting or recreational uses.	LTA		-	-	-	-
72	Knutton Recreation Centre	Bowls Tennis (disused)	Council	Four disused macadam tennis courts and one bowling green. The site has been identified for potential housing development. The 3G pitch which was previously on the site has been relocated the Keele University Sports Centre.	As there is no local demand identified to bring back into use for tennis and bowls (although further evidence of this may be required) mitigation for loss of the site should be to invest in other sites locally. Identify where and if there is demand for mitigation in line with Sports England guidance.	Council BCGBA LTA	Local	-	-	-	-
75	London Road Bowling Club	Bowls	Sports club	One good quality bowling green that is used by London Road BC.	Ensure green quality through sustained levels of dedicated maintenance.	Sports club BCGBA SBA	Local	L	L	L	Protect
77	Porthill Park Cricket Club	Cricket	Sports club	One good quality grass cricket square with 12 wickets. The square is overplayed by two match sessions per season. The site is serviced by good quality ancillary facilities.	Sustain square quality through appropriate maintenance regime. Consider the feasibility of installing an NTP on site to alleviate overplay.	Sports club ECB	Local	M	L	L	Protect Provide
78	Westlands Sports Centre	Tennis	Council	Ten standard quality macadam tennis courts that are available for community use but without floodlighting. There are also two disused artificial courts on site with are overgrown with moss and lichen. These were last formally marked circa 2006. The LTA and Council are currently in discussions regarding re-establishing participation on site after Westlands TC (the previous tenants) folded.	Sustain court quality through appropriate maintenance regime. Explore methods including LTA schemes in order to increase participation on site. Explore community appetite to form club/manage the site.	Council LTA BCGBA SBA	Key	H	L	L	Protect
		Bowls		Two good quality bowling greens that are used by Westlands BC.							
80	Wolstanton Park	Tennis	Council	Four standard quality macadam tennis courts that are available for community use but without floodlighting.	Sustain court quality through appropriate maintenance regime. Improve green quality with an enhanced maintenance regime. These improvements need to be led by the club.	Council LTA BCGBA SBA	Local	L	L	L	Protect Enhance
		Bowls		Two standard quality bowling greens used by Wolstanton Park BC.							
81	Wolstanton High Street Club	Bowls	Sports club	One standard quality bowling green used by Wolstanton High Street BC.	Improve green quality with an enhanced maintenance regime.	Sports club BCGBA SBA	Local	L	L	L	Enhance
86	Bradwell County Primary School	Football	Education	One youth 9v9 pitch of poor quality which is available for community use although it is played to capacity through curricular demand.	Improve pitch quality to better accommodate curricular demand. Look to formalise community use agreements to provide potential users with security of tenure.	Education SFA FF	Local	L	L	L	Protect
88	St Margaret's Junior School	Cricket (NTP)	Education	One standalone NTP which is unavailable for community access. The	Improve wicket quality through enhanced maintenance regime or	Education ECB	Local	L	L	L	Protect Enhance

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
				wicket is in poor quality due to age and lack of suitable maintenance and is no longer used.	resurfacing to accommodate curricular demand.						
89	Basford Lawn Tennis Club	Tennis	Sports club	Four artificial tennis courts that are available for community use and floodlit. Two courts are of good quality whilst the remaining two courts are of standard quality. Ancillary facilities on site are standard quality and car parking is reported to be restricted.	Sustain and improve court quality through appropriate maintenance regime. In the longer term, consider the need to refurbish the ancillary facilities.	Sports Club LTA	Local	L	L	M	Protect Enhance
90	Chesterton Primary School	Football	Education	One mini 7v7 pitch of poor quality which is available for community use. The pitch is currently unused by the community although spare capacity has been discounted due to unsecure tenure and poor pitch quality.	Improve pitch quality through enhanced maintenance regime. Look to formalise community use agreement to provide potential users with security of tenure.	Education SFA FF	Local	L	L	L	Protect Enhance
91	Edenhurst Prep School	Football	Education	One standard quality mini 7v7 pitch which is available for community use although spare capacity has been discounted due to unsecure tenure.	Sustain pitch quality through appropriate maintenance regime. Look to formalise community use agreement to provide potential users with security of tenure.	Education SFA FF	Local	L	L	L	Protect
		Tennis		Three artificial tennis courts that are without floodlighting and unavailable for community use.	Sustain court quality through appropriate maintenance regime to accommodate curricular demand.			L	L	L	
92	Hempstalls Primary School	Football	Education	Two mini 5v5 pitches of poor quality. The pitches are unused by the community although spare capacity has been discounted due to poor pitch quality and unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise community use agreement to provide potential users with security of tenure.	Education SFA FF	Local	L	L	L	Protect Enhance
94	St Chad Primary School	Football	Education	One standard quality mini 7v7 pitch which is unavailable for community use.	Sustain pitch quality through appropriate maintenance regime for curricular demand.	Education SFA FF	Local	L	L	L	Protect
95	St Marys Catholic Primary School	Football	Education	One poor quality mini 5v5 pitch which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime to better accommodate curricular demand.	Education SFA FF	Local	L	L	L	Protect Enhance
98	Westlands Primary School	Football	Education	One mini 7v7 and one mini 5v5 pitch, both of standard quality. Both pitches are unavailable for community use.	Sustain pitch quality through appropriate maintenance regime to accommodate curricular demand.	Education SFA FF	Local	L	L	L	Protect
103	Silverdale Park	Tennis	Council	One poor quality macadam tennis court which is available for community use but without floodlighting.	If future demand increases look to improve court quality.	Council LTA BCGBA	Local	L	L	L	Protect Enhance
		Bowls (Disused)		One disused bowling green that has stopped being maintained due to a lack of demand.	As there is no demand for the green explore alternative recreation use.			-	-	-	
109	Newcastle under Lyme Golf Club	Golf	Sports club	One 18 hole course with a practice area, putting green and good quality clubhouse. The Club currently has 433 members.	Sustain course quality through appropriate maintenance regime.	Sports Club EG	Local	L	L	L	Protect

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
111	Wolstanton Golf Club	Golf	Sports club	One 18 hole course with a chipping green, putting green and short game practice area. The Club currently has 466 members.	Sustain course quality through appropriate maintenance regime.	Sports Club EG	Local	L	L	L	Protect
113	Sheldon Grove	Lapsed	Council	Site has been disused for 10 years and is now considered lapsed.	Use as open space to meet local needs.	Council	Local	-	-	-	-
114	Park Road	Lapsed	Council	Site has been disused for 10 years and is now considered lapsed. It is not currently used due to drainage issues.	Determine future use of the provision based on the following priority order of options: 1) Use as open space to meet local needs. 2) Redevelop site and use developer contributions to improve capacity at other playing pitch sites in line with Sport England Playing Field Policy. This site is included in the Keele masterplan which will determine its future use.	Council	Local	-	-	-	-
115	Conservative Club Bowling Green	Bowls (lapsed)	Council	Disused bowling green. The Bowling Association is not aware of any formal play on this site as there are no affiliated clubs that report use of the green.	Explore opportunities to bring back into use for alternative uses.	Council BCGBA	Local	-	-	-	-
116	Knype Way	Football (lapsed)	Council	Site has been disused for approximately eight years and is now considered lapsed. Previously accommodated one adult pitch as was stopped being used due to poor drainage.	Determine future use of the provision based on the following priority order of options: 1) Use as open space to meet local needs. 2) Redevelop site and use developer contributions to improve capacity at other playing pitch sites in line with Sport England Playing Field Policy.	Council SFA FF	Local	-	-	-	-

PART 7: HOUSING GROWTH SCENARIOS

The PPS provides an estimate of demand for pitch sports based on population forecasts and club consultation to 2037 (in line with the emerging Local Plan period). This future demand is translated into teams likely to be generated, rather than actual pitch provision required. The Sport England New Development Playing Pitch Calculator (NDC) adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved via team generation rates (TGRs) in the Assessment Report to determine how many new teams would be generated from an increase in population derived from housing growth and gives the associated costs of supplying the increased pitch provision.

Experience shows that only housing sites with 600 dwellings or more are likely to generate demand for new provision to be created. For large scale developments, it is likely that demand will be potentially generated for larger sports such as football and/or cricket. Consideration should be given to providing multi-pitch sites with suitable ancillary provision, including appropriate clubhouse/changing facilities and carparking. Single pitch sites which have been provided traditionally by developers are not considered to provide long term sustainable provision for pitch sports.

Where demand does not warrant new pitch provision, contributions should be used to enhance existing provision in the locality through, for example, improving quality or providing new or improved ancillary provision. The Action Plan in this document, as well as consultation with appropriate NGBs, should be used to assist in the selection of suitable sites and suitable enhancements.

The scenarios below show the additional demand for pitch sports generated from housing growth. The demand is shown in match equivalent sessions per week for the majority of sports, with the exception of cricket, where match equivalent sessions are by season. Training demand is expressed in either hours or match equivalent sessions. Where expressed in hours, it is expected that demand will be to either a 3G pitch (to accommodate football demand) or an AGP (to accommodate hockey demand). Where expressed in match equivalent sessions, it is expected training will take place on floodlit grass pitches.

The indicative figure assume that population growth will average 2.4 per dwelling. The indicative figure will be applied to the scenario as follows:

- ◀ **Scenario One** - additional demand for pitch sports generated from housing growth from 355 dwellings per annum over the emerging Local Plan time period (17 years) for Newcastle-under-Lyme totalling 6,035 dwellings.
- ◀ **Scenario Two** - additional demand for pitch sports generated from housing growth from 410 dwellings per annum over the emerging Local Plan time period (17 years) for Newcastle-under-Lyme totalling 6,970 dwellings.
- ◀ **Scenario Three** - additional demand for pitch sports generated from housing growth from 445 dwellings per annum over the emerging Local Plan time period (17 years) for Newcastle-under-Lyme totalling 7,565 dwellings.

Please note that scenarios take into consideration training demand for the individual sports which will give an exact requirement for provision required by housing growth.

In addition, the examples of the Sport England New Development Playing Pitch Calculator used in each of the abovementioned scenarios have been provided on the basis that there is

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

no adjustment in future demand (from participation growth) over and above population growth. It is suggested that this is monitored and updated as part of the Stage E review to monitor the impact of the ongoing COVID 19 pandemic and its likely impact on future participation levels.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenario One

The estimated additional population derived from housing growth from 6,035 dwellings with an occupancy rate of 2.4 per household is 14,484 people.

This population increase equates to 12.39 match equivalent sessions of demand per week for grass pitch sports, 1.17 match equivalent sessions of demand per week on AGPs for hockey and 99.11 match equivalent sessions of demand per season for cricket.

Training demand equates to 23.05 hours of use per week for football on 3G pitches and hockey equates to 2.15 hours of use per week on AGPs. There are also 0.95 match equivalent sessions per week of training for rugby union on a floodlit grass pitch.

Table 7.1: Likely demand for grass pitch sports generated from 6,035 dwellings

Pitch sport	Estimated demand by sport for 6,035 dwellings	
	Match demand (MES) per week ²⁰	Training demand ²¹
Adult football	2.95	23.05 hours
Youth football	5.18	
Mini soccer	3.40	
Rugby union	0.86	0.95 match equivalent sessions
Adult hockey	0.61	1.84 hours
Junior & mixed hockey	0.56	0.31 hours
Cricket	99.11	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.2: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost ²²	Lifecycle Cost (per annum) ²³	Number	Capital cost
Adult football	3 (2.95)	£268,540	£56,662	5.9	£926,462
Youth football	5 (5.18)	£376,969	£79,164	6.9	£1,083,786
Mini soccer	3 (3.40)	£77,269	£16,226	0	£0
Rugby union	1 (0.86)	£109,949	£23,529	1.73	£270,947
Cricket	2 (2.10)	£562,649	£113,655	4.19	£658,013
Sand based AGPs	0 (0.15)	£115,649	£3,585	0.31	£48,071
3G	1 (0.61)	£549,253	£22,332	1.21	£190,445
Total	15	£2,060,278	£315,153	20.24	£3,177,724

²⁰ As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

²¹ Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

²² Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

²³ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenario Two

The estimated additional population derived from housing growth from 6,970 dwellings with an occupancy rate of 2.4 per household is 16,728 people.

This population increase equates to 14.31 match equivalent sessions of demand per week for grass pitch sports, 1.35 match equivalent sessions of demand per week on AGPs for hockey and 114.46 match equivalent sessions of demand per season for cricket.

Training demand equates to 26.62 hours of use per week for football on 3G pitches and hockey equates to 2.48 hours of use per week on AGPs. There are also 1.09 match equivalent sessions per week of training for rugby union on a floodlit grass pitch.

Table 7.3: Likely demand for grass pitch sports generated from 6,970 dwellings

Pitch sport	Estimated demand by sport for 6,970 dwellings	
	Match demand (MES) per week ²⁴	Training demand ²⁵
Adult football	3.41	26.62 hours
Youth football	5.98	
Mini soccer	3.92	
Rugby union	1.00	1.09 match equivalent sessions
Adult hockey	0.71	2.12 hours
Junior & mixed hockey	0.64	0.36 hours
Cricket	114.46	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.4: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost ²⁶	Lifecycle Cost (per annum) ²⁷	Number	Capital cost
Adult football	3 (3.41)	£310,145	£65,441	6.82	£1,069,999
Youth football	6 (5.98)	£435,373	£91,428	7.97	£1,251,697
Mini soccer	4 (3.92)	£89,240	£18,740	0	£0
Rugby union	1 (1.00)	£126,984	£27,175	1.99	£312,924
Cricket	2 (2.42)	£649,820	£131,264	4.84	£759,959
Sand based AGPs	0 (0.18)	£133,567	£4,141	0.35	£55,519
3G	1 (0.70)	£634,349	£25,792	1.4	£219,950
Total	17	£2,379,925	£363,981	23.37	£3,670,048

²⁴ As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

²⁵ Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

²⁶ Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

²⁷ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenario Three

The estimated additional population derived from housing growth from 7,565 dwellings with an occupancy rate of 2.4 per household is 18,156 people.

This population increase equates to 15.53 match equivalent sessions of demand per week for grass pitch sports, 1.47 match equivalent sessions of demand per week on AGPs for hockey and 124.23 match equivalent sessions of demand per season for cricket.

Training demand equates to 28.90 hours of use per week for football on 3G pitches and hockey equates to 2.69 hours of use per week on AGPs. There are also 1.19 match equivalent sessions per week of training for rugby union on a floodlit grass pitch.

Table 7.5: Likely demand for grass pitch sports generated from 7,565 dwellings

Pitch sport	Estimated demand by sport for 7,565 dwellings	
	Match demand (MES) per week ²⁸	Training demand ²⁹
Adult football	3.70	28.90 hours
Youth football	6.49	
Mini soccer	4.26	
Rugby union	1.08	1.19 match equivalent sessions
Adult hockey	0.77	2.30 hours
Junior & mixed hockey	0.70	0.39 hours
Cricket	124.23	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.6: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost ³⁰	Lifecycle Cost (per annum) ³¹	Number	Capital cost
Adult football	4 (3.70)	£336,620	£71,027	7.4	£1,161,340
Youth football	6 (6.49)	£472,539	£99,233	8.65	£1,358,549
Mini soccer	4 (4.26)	£96,858	£20,340	0	£0
Rugby union	1 (1.08)	£137,824	£29,494	2.16	£339,637
Cricket	3 (2.63)	£705,292	£142,469	5.25	£824,833
Sand based AGPs	0 (0.19)	£144,969	£4,494	0.38	£60,258
3G	1 (0.76)	£688,501	£27,994	1.52	£238,726
Total	19	£2,582,603	£395,051	25.36	£3,983,343

²⁸ As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

²⁹ Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

³⁰ Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

³¹ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

Conclusions

Each of the above scenarios indicate that through housing growth, demand will be generated for each pitch sport (with the exception of rugby league) to a lesser or greater extent. That being said, the scenarios are based on accumulative demand for housing across Newcastle-under-Lyme over the lifespan of the emerging Local Plan. Therefore, it must be noted that this increase in demand will be gradual.

Experience shows that only significantly large housing sites are likely to generate demand in their own right; however, the cumulative impact of housing across the local authority will result in substantial demand generated across the local authority and in each analysis area. For Newcastle-under-Lyme it is recommended that priority should be placed on improving the quality of playing and ancillary provision of current sites in addition to the exploration of multi pitch hub sites, particularly in the locality of areas with large scale housing development.

For smaller developments not requiring on site provision, contributions should be focused on improving existing sites or the potential pooling of housing monies for larger scale investments into hub sites or the creation/refurbishment of more expensive projects involving 3G or hockey suitable AGPs. This is due to single pitch sites, which have been provided traditionally by developers, not being considered to provide long term sustainable provision for pitch sports. The preceding Action Plan and future consultation with NGBs should inform the playing fields that most require investment.

PART 8: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE

Delivery

The PPS provides guidance for maintenance/management decisions and investment made across Newcastle-under-Lyme. By addressing issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of the Authority can be met. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

Production of this Strategy is the start of the planning process. Successful implementation and the benefits to be gained depend upon regular engagement between all partners involved and the adoption of a mutually bought into strategic approach. It is important that this document is used in a practical manner, supports engagement with partners and encourages partnerships to be developed. This is to ensure that outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.

Each member of the Steering Group should take the lead to ensure the PPS is used and applied appropriately within their area of work and influence. The role of the Steering Group should not end with the completion of the Strategy and Action Plan.

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

The process of PPS development has already led to a number of benefits that assist its application and delivery. These include enhanced partnership work across different agendas and organisations, pooling of resources along with strengthened relationships and understanding between stakeholders, members of the Steering Group and the sporting community. The drivers behind the PPS and the work to develop the recommendations and action plan will have also highlighted, and helped the Steering Group to understand, the key areas to which its influence should be applied and strategy delivered enhanced.

Monitoring and updating

It is important that as part of the Stage E process there is need for regular annual monitoring and review against the actions identified in the Strategy. This is particularly pertinent due to the ongoing COVID19 Pandemic (March 2020) which is expected to continue to have a direct impact on participation and funding streams across all sports.

In the case of the Newcastle-under-Lyme PPS, it is advised the documents are reviewed within 12 months of adoption by the Council to further understand the impact of COVID 19 on the demand for outdoor sports. Depending on the outcomes of the PPS review, there may be a need to carry out alterations to the strategic recommendations within this document or add new recommendations.

As mentioned in Part 7: Housing Growth Scenarios, it is also suggested that any usage of Newcastle-under-Lyme's New Development Playing Pitch Calculator should be carried out as part of a Stage E review and updated following consultation with the NGBs in relation to adjusting future demand from participation.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

This should be led by the Council and supported by all members of, and reported back to, the Steering Group. Understanding and learning lessons from how the PPS has been applied should be a key component of monitoring its delivery and be an on-going role of the steering group.

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

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

A review should not be regarded as a particular resource intensive task. However, it should highlight:

- ◀ How delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase or reduce following the delivery of others).
- ◀ How the PPS has been applied and the lessons learnt.
- ◀ Any changes to particularly important sites and/or clubs in the area (e.g. the most used or high quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- ◀ Any development of a specific sport or particular format of a sport.
- ◀ Any new or emerging issues and opportunities.
- ◀ Impact of COVID 19.

Once the PPS is complete the role of the Steering Group should evolve so that it:

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Alongside regular Steering Group meetings a good way to keep the PPS up to date and maintain relationships is to hold annual sport specific meetings with pitch sport NGBs and other relevant parties. These could be part of a process of updating key supply and demand information plus, if necessary, amending assessment work, tracking progress in respect of implementing action plan recommendations and highlighting new issues and opportunities.

Meetings could be timed to coincide with annual NGB affiliation processes. This would help to signal changes in the number and nature of sports clubs in the area. Other information that is already collected on a regular basis such as pitch booking records for local authority and other sites should also feed into these meetings.

NGBs will also be able to confirm any further performance quality assessments undertaken within the study area. Discussions with league secretaries may also indicate annual league meetings may be useful to attend to pick up on specific issues and/or enable a review of the relevant club details to be undertaken.

The Steering Group should also regularly review and refresh the Action Plan, taking account of any changes in pitch quality (and hence changes in pitch capacity) and demand as well as new provision that has been created or any new negotiations for community use of education sites in the future.

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Checklists

In order for this Strategy to be signed off by the steering group, a Stage D Checklist: Develop the Strategy, is signed off.

Stage D Checklist: Develop the Strategy	Tick ✓	
	Yes	Requires Attention
Step 7: Develop the recommendations and action plan	✓	
1. Have a number of study area specific scenarios been looked at to help explore key issues and findings along with possible recommendations and actions?	✓	
2. Have any recommendations and actions regarding AGP provision taken into account the guidance in the 'Selecting the Right Artificial Surface' document and any NGB specific information?	✓	
3. Do the recommendations reflect the drivers, vision and objectives of the work?	✓	
4. Are the recommendations precise enough to enable the development of clear individual area, sport and site specific actions to help achieve them?	✓	
5. Have all relevant parties been engaged with the development of, and are signed up to the delivery of, the recommendations and actions?	✓	
6. Are the recommendations and actions clearly presented?	✓	
7. Has particular attention been paid to the situation at priority sites and those which are being significantly overlapped?	✓	
8. Have area, sport and site specific solutions been proposed to protect, enhance, and provide playing pitch provision to meet the current and future demand?	✓	
9. Has guidance on the future of any sites highlighted as being at risk been provided?	✓	
10. Do the recommendations and actions seek to make the best use of existing pitches?	✓	
11. Has the detriment and benefit of proposals to relocate provision been presented?	✓	
12. Has the level and type of any new playing pitch provision required been presented?	✓	
13. Has the importance of providing appropriate and fit for purpose ancillary facilities been highlighted in order to maximise the potential benefit to sport of any pitches?	✓	
14. Have the recommendations sought to ensure an adequate amount of spare capacity in the provision of accessible pitches with secured community use?	✓	
15. Does the PPS provide a steer as to the future of any spare capacity and any provision that may be genuinely surplus to requirements (paragraphs D12 to D15)?	✓	
16. Does the action plan cover the points listed in paragraph D17?	✓	
17. Does the action plan provide the most appropriate actions to improve provision in the study area rather than just those which the local authority can deliver?	✓	
18. Does the action plan represent an infrastructure plan for playing pitches with deliverable area, sport and site specific actions and projects?	✓	
Step 8: Write and Adopt the Strategy	✓	
1. Does the PPS document provide the reader with a clear understanding of the areas listed in paragraph D20?	✓	

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

2.	Is it clear from the PPS document why the recommendations and actions have been included, how they are to be delivered and what they will achieve?	✓	
3.	Does the PPS document indicate how it should be used and applied in different areas and circumstances along with the benefits of doing so?	✓	
4.	Has the PPS document been subject to appropriate consultation?	✓	
5.	Do all members of the steering group and other relevant parties endorse the PPS and recognise its lead role in guiding the improvement of pitches in the study area?	✓	
6.	Has the PPS document been formally adopted by the local authority and is its status recognised across all relevant departments?	✓	

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

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

For more information, see:

<https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport>

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

APPENDIX ONE: FUNDING PLAN

Funding opportunities

Please note that due to the ongoing COVID-19 Pandemic (2020) the below funding opportunities may alter or become less prevalent in the forthcoming years as NGBs prioritise new methods of funding as a reaction to the developing situation.

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

Awarding body	Description
Big Lottery Fund http://www.biglotteryfund.org.uk/	Big invests in community groups and to projects that improve health, education and the environment. For example, Awards for All which is for small Lottery grants of between £300 and £10,000.
Sport England The current funding streams may change throughout 2018/19 so refer to the website for the latest information: http://funding.sportengland.org/funding/our-different-funds/	Sport England is keen to marry funding with other organisations that provide financial support to create and strengthen the best sports projects. Applicants are encouraged to maximise the levels of other sources of funding, and projects that secure higher levels of partnership funding are more likely to be successful.
Football Foundation http://www.footballfoundation.org.uk/funding-schemes/	This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.
Rugby Football Foundation http://www.rugbyfootballfoundation.org/index.php?option=com_content&view=article&id=14&Itemid=113	The Grant Match Scheme in particular provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a 'match funding' 50:50 basis to support a proposed project. Projects eligible for funding include: 1. Pitch Facilities – Playing surface improvement, pitch improvement, rugby posts, floodlights. 2. Club House Facilities – Changing rooms, shower facilities, washroom/lavatory, and measures to facilitate segregation (e.g. women, juniors). 3. Equipment – Large capital equipment, pitch maintenance capital equipment (e.g. mowers). Other loan schemes are also available.
The England and Wales Cricket Trust https://www.ecb.co.uk/be-involved/club-support/club-funding	Interest Free Loan Scheme provides finance to clubs for capital projects and the Small Grant Scheme is also open to applications from affiliated cricket clubs.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Awarding body	Description
Rugby Football League https://www.rlwc2021.com/facilities	Rugby League World Cup 2021 Capital Facilities legacy funding. Small Grants Scheme awards grants of up to £15,000 for the provision of capital items, kit and equipment or to refurbish/improve existing facilities. Large capital grants programme of £15,000 plus focused on supporting the development of new or refurbished local rugby league facilities. The programme is split into four themes: 1. Welcoming environments 2. More players 3. Community engagement 4. Innovation fund
National Hockey Foundation http://www.thenationalhockeyfoundation.com/	The Foundation primarily makes grants to a wide range of organisations that meet one of the areas of focus: Young people and hockey, Enabling the development of hockey at youth or community level.
LTA Transforming British Tennis Together https://www.lta.org.uk/workforce-venues/tennis-venue-support/tennis-facility-funding-and-advice/transforming-british-tennis-together/	Transforming British Tennis Together (TBTT) is the largest capital investment programme the LTA has undertaken. It aims to invest £125 million over the next ten years in tennis facilities which it hopes can be match funded by partners to bring £250 million into the sport.
BCGBA grants https://www.bcgba.org.uk/grants/	Provided a club is subscribed to the BCGBA it can apply for a grant a range of ancillary issues, providing it has not already received one in the previous five years.

Protecting Playing Fields

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

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

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

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

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

Sport England's Community Asset Fund³² programme will be delivered via funding rounds and replaced its previous Inspired Facilities Fund. The Community Asset Fund opened in late January 2017 with an annual budget of £15 million, anticipating funding applications to range anywhere from £1000 to £150,000.

A key difference of the new programme is that it not only aims to support improvement of facilities within traditional sports clubs and recreational or sporting environments, but seeks explore new ways to invest in communities where improvement of facilities can offer wider benefit for not just sporting groups but other physical activities and local organisations which use or could use the site. The change in approach reflects the Towards an Active Nation Strategy and a contribution to delivering the five outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.

The four main aims of the Community Asset Fund programme are:

- ◀ Improve and protect existing sports facilities that support the needs of local communities
- ◀ Invest in new and different places that meet the needs of local communities, which include our target audiences
- ◀ Ensure our capital investment reaches organisations who have not accessed our funding before
- ◀ Create a more resilient, sustainable, less grant dependent sport sector

Strategic Facilities Fund

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

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

³² <https://www.sportengland.org/media/11425/community-asset-fund-guide-january-2017.pdf>

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Key features which applications must demonstrate are:

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

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

The Strategic Facilities Fund will prioritise projects that:

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

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

Funder's requirements

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

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

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

Indicative costs

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

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

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

APPENDIX TWO: GLOSSARY

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

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

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

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

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

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

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

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

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

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

APPENDIX THREE: SPORTING CONTEXT

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

National context

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

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

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

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

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

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

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

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

- ◀ Physical Wellbeing
- ◀ Mental Wellbeing
- ◀ Individual Development
- ◀ Social & Community Development
- ◀ Economic Development

National Planning Policy Framework (2019)

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

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

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

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

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

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

The FA National Football Facilities Strategy (2018-28)

The Football Association's (FA) National Football Facilities Strategy (NFFS) provides a strategic framework that sets out key priorities and targets for the national game (i.e., football) over a ten-year period.

The Strategy sets out shared aims and objectives it aims to deliver on in conjunction with The Premier League, Sport England and the Government, to be delivered with support of the Football Foundation.

These stakeholders have clearly identified the aspirations for football to contribute directly to nationally important social and health priorities. Alongside this, the strategy is clear that traditional, affiliated football remains an important priority and a core component of the game, whilst recognising and supporting the more informal environments used for the community and recreational game.

Its vision is: *"Within 10 years we aim to deliver great football facilities, wherever they are needed"*

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£1.3 billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government's shared objectives for participation, individual well-being and community cohesion are to be achieved. Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years).

The NFFS investment priorities can be broadly grouped into six areas, recognising the need to grow the game, support existing players and better understand the different football environments:

- ◀ **Improve 20,000 Natural Turf pitches**, with a focus on addressing drop off due to a poor playing experience;
- ◀ **Deliver 1,000 3G AGP 'equivalents'** (mix of full size and small sided provision, including MUGAs - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers), enhancing the quality of playing experience and supporting a sustainable approach to grass roots provision;
- ◀ **Deliver 1,000 changing pavilions/clubhouses**, linked to multi-pitch or hub sites, supporting growth (particularly in women and girls football), sustainability and providing a facility infrastructure to underpin investment in coaching, officials and football development;
- ◀ **Support access to flexible indoor spaces**, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes, exploiting opportunities for football to positively impact on personal and social outcomes for young people in particular;
- ◀ **Refurbish existing stock to maintain current provision**, recognising the need to address historic under-investment and issues with refurbishment of existing facilities;
- ◀ **Support testing of technology and innovation**, building on customer insight to deliver hubs for innovation, testing and development of the game.

Local Football Facility Plans

To support in delivery of the NFFS, The FA has commissioned a national project. Over the next two years to 2020, a Local Football Facility Plan (LFFP) will be produced for every local authority across England. Each plan will be unique to its area as well as being diverse in its representation, including currently underrepresented communities.

Identifying strategic priorities for football facilities across the formal, recreational and informal game, LFFPs will establish a ten-year vision for football facilities that aims to transform the playing pitch stock in a sustainable way. They will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all will be identified via LFFPs. LFFPs will guide the allocation of 90% of national football investment (The FA, Premier League and DCMS) and forge stronger partnerships with local stakeholders to develop key sites. This, together with local match-funding will deliver over one billion pounds of investment into football facilities over the next 10-years.

It is important to recognise that a LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in a local area. Therefore, it cannot be used as a replacement for a Playing Pitch Strategy (PPS) and it will not be accepted as an evidence base for site change of use or disposal.

A LFFP will; however, build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities.

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The FA: National Game Strategy (2018-2021)

The FA launched its new National Game Strategy in July 2018 which aims to inspire a life-long journey in football for all. To achieve this, the strategy will focus on five key aspects of the game:

- ◀ A high quality introduction to football
- ◀ Developing clubs and leagues
- ◀ Embrace all formats of football and engage all participants
- ◀ Recruit, develop and support the workforce
- ◀ Develop sustainable facilities

Through these five pillars, The FA's objectives are to:

- ◀ Increase the number of male affiliated and recreational players by 10%.
- ◀ Double the number of female affiliated and recreational players via a growth of 75%.
- ◀ Increase the number of disability affiliated and recreational players by 30%.
- ◀ Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy (NFFS) investment priorities.

England and Wales Cricket Board (ECB) Inspiring Generations (2020-2024)

The England and Wales Cricket Board unveiled a new strategic plan in 2019. The strategic plan aims to connect communities and improve lives by inspiring people to discover and share their passion for cricket

The plan sets out six important priorities and activities, these are:

- ◀ ***Grow and nurture the core***
 - ◀ Create an infrastructure investment fund for First Class County Clubs (FCCs)
 - ◀ Introduce a new Community Investment Funding for FCCs and County Cricket Boards (CCBs)
 - ◀ Invest in club facilities
 - ◀ Develop the role of National Counties Cricket
 - ◀ Further invest in County Competitions
- ◀ ***Inspire through elite teams***
 - ◀ Increase investment in the county talent pathway
 - ◀ Incentivise the counties to develop England Players
 - ◀ Drive the performance system through technology and innovation
 - ◀ Create heroes and connect them with a new generation of fans
- ◀ ***Make cricket accessible***
 - ◀ Broaden crickets appeal through the New Competition
 - ◀ Create a new digital community for cricket
 - ◀ Install non-traditional playing facilities in urban areas
 - ◀ Continue to deliver South Asian Action Plans
 - ◀ Launch a new participation product, linked to the New Competition

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- ◀ **Engage children and young people**
 - ◀ Double cricket participation in primary schools
 - ◀ Deliver a compelling and coordinated recreational playing offer from age five upwards
 - ◀ Develop our safeguarding to promote safe spaces for children and young people

- ◀ **Transform women's and girls' cricket**
 - ◀ Grow the base through participation and facilities investment
 - ◀ Launch centres of excellence and a new elite domestic structure
 - ◀ Invest in girls' county age group cricket
 - ◀ Deliver a girls' secondary school programme

- ◀ **Support our communities**
 - ◀ Double the number of volunteers in the game
 - ◀ Create a game-wide approach to Trust and Foundations through the cricket network
 - ◀ Develop a new wave of officials and community coaches
 - ◀ Increase participation in disability cricket

The Rugby Football Union Strategic Plan (2017-2021)

The RFU has released its new strategic vision for rugby in England. The strategy is based on four main elements which are; Protect, Engage, Grow and Win. It covers all elements of rugby union ranging from elite rugby to grassroots, although the general relevancy to the PPS is centred around growing the game.

The RFU exists to promote and develop rugby union in England and ensure the long-term sustainability of clubs by growing player numbers and retaining them across all age groups. Responding to wider market influences, work will continue on developing new ways to take part in all forms of the game, without comprising the sports traditions. This will ensure a lasting legacy from elite success by attracting new players and encouraging current male and female adult players to play.

The four key aims to ensure long term sustainability are to:

- ◀ Improve player transition from age grade to adult 15-a-side rugby
- ◀ Expand places to play through Artificial Grass Pitches (AGPs)
- ◀ Engage new communities in rugby
- ◀ Create a community 7's offering

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.rffacilitystrust.co.uk provides further information on:

- ◀ The RFL Community Facility Strategy
- ◀ Clean, Dry, Safe and Playable Programme
- ◀ Pitch Size Guidance

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- ◀ 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

Rugby League World Cup ‘Inspired by 2021’ Legacy Programme

The Rugby League World Cup 2021 will develop a £10 million legacy programme with funds driven into local clubs and community projects. The government investment, delivered by Sport England, is part of RLWC 2021’s ambitious plan to grow the sport and make it more visible, engaging and welcoming to current and potential participants.

The funding will be split into large transformational community projects, such as changing room improvements and new artificial grass pitches with the remaining funding used for smaller scale initiatives such as supplying new kit and equipment to promote club and community development. The investment will focus on the following four key areas:

- ◀ Creating welcoming environments
- ◀ Encouraging participation growth
- ◀ Building community engagement
- ◀ Cultivating further investment

England Hockey (EH) - A Nation Where Hockey Matters 2013

The vision is for England to be a ‘Nation Where Hockey Matters’.

We know that delivering success on the international stage stimulates the nation’s pride in their hockey team and, with the right events in place, we will attract interest from spectators, sponsors and broadcasters alike. The visibility that comes from our success and our occasions will inspire young people and adults to follow in the footsteps of their heroes and, if the right opportunities are there to meet their needs, they will play hockey and enjoy wonderful experiences.

Underpinning all this is the infrastructure which makes our sport function. We know the importance of our volunteers, coaches, officials, clubs and facilities. The more inspirational our people can be, the more progressive we can be and the more befitting our facilities can be, the more we will achieve for our sport. England Hockey will enable this to happen and we are passionate about our role within the sport. We will lead, support, counsel, focus and motivate the Hockey Nation and work tirelessly towards our vision.

As a governing body, we want to have a recognisable presence to participants of the game, be that through club or association website or their communications, or through the work of the many outstanding coaches in our game, so that players understand that their club is part of a wider team working together to a common goal.

The core objectives are as follows:

1. Grow our Participation
2. Deliver International Success

3. Increase our Visibility
4. Enhance our Infrastructure
5. For England Hockey to be proud and respected custodians of the sport

Club participation

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

Hockey is clearly benefiting from a double Olympic legacy. After Great Britain's women won bronze in front of a home crowd in London in 2012 the numbers of young girls playing the sport doubled and a historic gold in Rio 2016 saw more than 10,000 players promptly joining clubs. These triumphs have inspired the nation to get active and play hockey. Thanks to the outstanding work of the network of clubs across the country, England Hockey has seen unprecedented growth at both ends of the age range. There has been an 80% increase in the number of boys and girls in clubs, as well as a 54% increase in players over the age of 46.

Hockey clubs have reaped the rewards of the improved profile of the sport, focussing on a link with schools to provide excellent opportunities for young players. Programmes such as Quick sticks – a small-sided version of hockey for 7-11 year olds – in Primary Schools have been hugely successful in allowing new players to take part in the sport from an early age. The growth in the sport since the eve of London 2012 has been seen across the country, examples being a 110% increase in under 16s club participation in London, and a 111% growth in the North West in the same age bracket.

England Hockey Strategy

England Hockey's Facilities Strategy can be found [here](#).

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

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

The 3 main objectives of the facilities strategy are:

1. PROTECT: To conserve the existing hockey provision

- There are currently over 800 pitches that are used by hockey clubs (club, school, universities) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.

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

- The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. England Hockey works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

3. DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.

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

England Netball - Your Game, Your Way 2013-17

Even though this Plan is out of date, England Netball remains committed to its '10-1-1' mission, vision and values that form the fundamentals for its strategic planning for the future for the sport and business.

To facilitate the successful achievement of Netball 10:1:1 and Goal 4, England Netball will:

- ◀ Accelerate the participation growth by extending our market penetration and reach through the activation of a range of existing and new participant-focused products and programmes that access new and targeted markets.
- ◀ Increase the level of long-term participant retention through targeting programmes at known points of attrition and easy transition through the market segments, supported by an infrastructure that reflects the participant needs and improves their netball experience.
- ◀ Build a sustainable performance pathway and system built on the principles of purposeful practice and appropriate quality athlete coach contact time.
- ◀ Develop sustainable revenue streams through the commercialisation of a portfolio of products and programmes and increasing membership sales. This will also include the creation of cost efficiencies and improved value for money through innovative partnerships and collaborations in all aspects of the business.
- ◀ Establish high standards of leadership and governance that protect the game and its people and facilitates the on-going growth and transformation of the NGB and sport.

British Tennis Strategy 2019

The new LTA Strategy includes seven strategies relating to three objectives which are built around the following vision and mission:

Vision: tennis opened up

Mission: to grow tennis by making it relevant, accessible, welcoming and enjoyable

Objectives

- ◀ Increase the number of fans on our database from [623,602] to [1,000,000] by 2023.
- ◀ More people playing more often;
 - ◀ Increase the number of adults playing tennis each year from [7.7% (4,018,600)] of the population to [8.5% (4,420,460)], and the frequency of adults playing tennis twice a month from [1.9% (858,700)] of the population to [2.2% (1,000,000)] by 2023.
 - ◀ The number of children playing tennis from [x] to [y] by 2023 (to be finalised December 2018 on publication of Sport England's new Child Participation Survey).
- ◀ Enable 5 new players to break into the top 100 by 2023 and inspire the tennis audience.

Strategies

1. Visibility -Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players.
2. Innovation - Innovate in the delivery of tennis to widen its appeal.
3. Investment - Support community facilities and schools to increase the opportunities to play

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL STRATEGY & ACTION PLAN

4. Accessibility - Make the customer journey to playing tennis easier and more accessible for anyone
5. Engagement - Engage and collaborate with everyone involved in delivering tennis in Britain, particularly coaches and volunteers to attract and maintain more people in the game.
6. Performance - Create a pathway for British champions that nurtures a diverse team of players, people and leaders.
7. Leadership - Lead tennis in Britain to the highest standard so it is a safe, welcoming, well-run sport.

British Crown Green Bowling Association

Please note there is no current facility guidance provided by British Crown Green Bowling Association responsible for crown green bowls in England.

<http://bcgba.org.uk/index.html>

Growing the Game of Golf in England (2017-2021)

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”.

The 2014 strategy helped achieve the following:

- ◀ 427,111 people being introduced to golf for the first time.
- ◀ 31,913 new members for England’s golf clubs from national initiatives.
- ◀ Over £25 million generated for golf clubs through new members.
- ◀ Four counties to merge their men’s and women’s unions associations.
- ◀ Support for 15,200 national, regional and county squad players.
- ◀ Over 150 championships and events organised across the country.

Following the above strategy, England Golf is now setting out to “grow the game” of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all.

The objectives are:

- ◀ Being customer focussed
- ◀ Stronger counties and club
- ◀ Excellent governance
- ◀ Improve image
- ◀ More members and players
- ◀ Outstanding championships, competitions and events
- ◀ Winning golfers