



WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

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QUALITY, INTEGRITY, PROFESSIONALISM

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ABBREVIATIONS

3G	Third Generation (artificial grass pitch)
AGP	Artificial Grass Pitch
CC	Cricket Club
CFA	County Football Association
CSP	County Sports Partnership
EH	England Hockey
FC	Football Club
FE	Further Education
FPM	Facilities Planning Model
GIS	Geographical Information Systems
HC	Hockey Club
HE	Higher Education
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
ECB	England and Wales Cricket Board
LMS	Last Man Stands
NGB	National Governing Body
ONS	Office of National Statistics
PF	Playing Field
PQS	Performance Quality Standard
RFC	Rugby Football Club
RFL	Rugby Football League
RFU	Rugby Football Union
RLFC	Rugby League Football Club
S106	Section 106
TGR	Team Generation Rate
U	Under

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PART 1: INTRODUCTION

1. This is the Playing Pitch Strategy (PPS) for Wyre Forest District Council (WFDC) and its partners. Building upon the preceding Assessment Report it provides a strategic framework for the maintenance and improvement of existing playing pitches and ancillary facilities for the period 2017-2034 (in line with the Local Plan Review period). It forms part of a wider Open Space, Sport & Recreation Study.
2. Pitch sports were assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. The PPS covers the following playing pitches:
 - ◀ Football pitches (including grass and 3G pitches)
 - ◀ Rugby union pitches (including grass and 3G pitches)
 - ◀ Cricket pitches
 - ◀ Hockey pitches i.e. artificial grass pitches (AGPs)
3. A Project Team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time, within the cost envelope and to the required quality standard to meet Sport England guidance.
4. Further to this, the Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from the District Council, Sport England, Sports Partnership Herefordshire and Worcestershire and the pitch sport NGBs.
5. It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:
 - ◀ Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
 - ◀ Ensure implementation of the PPS's recommendations and action plan.
 - ◀ Monitor and evaluate the outcomes of the PPS.
 - ◀ Ensure that the PPS is kept up to date and refreshed.

Why the PPS is being developed?

6. As part of the preparation of the current Core Strategy (Adopted 2010), the study "Open Space Sport and Recreation Assessment" was published in October 2008.
7. To support the current review of the Wyre Forest Local Plan the District Council wishes to prepare a new evidence base in respect of playing pitch, built facilities and other sport, leisure and open space requirements so that:
 - ◀ it can inform the preparation of the Local Plan Review Preferred Option and, in particular, the Pre-Submission version of the Local Plan Review
 - ◀ it is in conformity with recent Sport England guidance;
 - ◀ it assists the Council to prepare a robust and up to date assessment of need to meet all of the requirements of the Framework, especially paragraph 73 of the NPPF and assist, where appropriate, the implementation of paragraph 74 of the NPPF;

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- ◀ the Council has an up-to-date robust overall assessment of supply/demand, and identification of new playing field and built facility requirements to meet the planned growth to enable the development of appropriate policy within the Local Plan Review;
 - ◀ the Council has an up-to-date robust assessment of informal leisure, open space and other green infrastructure assets' requirements to meet the needs of the Local Plan Review;
 - ◀ the Council has a robust evidence base to:
 - ◀ negotiate and apply provision at the major growth sites that may be proposed in the Local Plan Review.
 - ◀ inform the negotiation of public open space section 106 contributions with developers.
 - ◀ inform the infrastructure requirements as part of the preparation by the Council of a revised Infrastructure Delivery Plan and associated work on CIL, should the Council choose to pursue a CIL Charging Schedule.
8. The corporate approach of the Wyre Forest District Council Directorate of Community & Wellbeing is to concentrate investment in improving the quality of existing provision in the District. In respect of urban areas of the District, this often means that development is expected to contribute to off-site improvements. In the future as part of the Local Plan Review, if development is proposed on greenfield sites adjacent to the urban areas, then a more conventional approach of on-site provision may be appropriate.
9. There is a need to build key partnerships between the Council, National Governing Bodies of Sport, Sport England, schools, further education providers, town/parish councils, community clubs and private landowners to maintain and improve playing pitch provision. In these instances, the potential for the District Council to take a strategic lead is more limited (except in terms of Section 106 Agreements/future Community Infrastructure Levy). This document will provide clarity about the way forward, and allow key organisations to focus on the key issues that they can directly influence and achieve.

Monitoring and updating

10. It is important that there is regular annual updating of the baseline data and monitoring and review against the actions identified in the Strategy. This update and monitoring should be led by the District Council and supported by the Steering Group. As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off by the Steering Group, then Sport England and the NGBs would consider the PPS and the information on which it is based to be out of date. If the PPS is used as a 'live' document, and kept up to date, the time frame can be extended to five years.
11. The PPS should be reviewed on an annual basis from the date it is formally signed off by the Steering Group. This will help to maintain the momentum and commitment that would have been built up when developing the PPS. Taking into account the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed. Part 7 of this strategy report contains a suggested process for carrying out the update and monitoring. The Steering Group will need to agree the process prior to adoption of this strategy.

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1.1: Structure

12. The Strategy has been developed from research and analysis of playing pitch provision and usage within Wyre Forest to provide:
 - ◀ A range of sport by sport and local authority wide scenarios to help inform policy recommendations and prioritisation of actions.
 - ◀ A vision for the future improvement and prioritisation of playing pitches
 - ◀ 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.
13. The Strategy and Action Plan recommends a number of priority projects for Wyre Forest. 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 (see Appendix Four: Funding Plan1).

Context

14. The primary purpose of the Playing Pitch Strategy (PPS) is to provide a strategic framework which ensures that the provision of outdoor playing pitches meet the local needs of existing and future residents across Wyre Forest. The Strategy has been produced in accordance with Sport England Playing Pitch Strategy Guidance (October 2013 as updated in March 2014) and provides robust and objective justification for future playing pitch provision throughout the District.
15. One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.
16. The Wyre Forest Local Plan needs to be based upon a robust evidence base. Paragraphs 73 of the NPPF requires “planning policies to be based on robust and up-to-date assessments of needs. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.” Paragraph 74 of the NPPF require assessments to be used to inform the protection of “existing open space, sports and recreational buildings and land, including playing fields.”
17. Planning Policy and other relevant sport related corporate strategies must be based upon a robust evidence base in order to ensure planning and sports development policy can be implemented efficiently and effectively.
18. The Playing Pitch Strategy will complement the objectives and action plan associated with the strategy and other local strategies as follows.

¹ Please note that Sport England funding streams will be subject to change throughout 2017.

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Wyre Forest District Council: Core Strategy (2006-2026)

19. Wyre Forest's Core Strategy identifies the type of place the District will be in 2026. To achieve this, the strategy lists 13 key development objectives, which are listed below.

Table 1.1: WFDC's key development objectives

Number	Objective
1	To provide a range of high-quality, highly energy efficient, and affordable housing options for residents of all ages and needs to achieve sustainable communities.
2	To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3	Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
4	Support the viability of the District's villages and rural areas and assist in opportunities for diversification.
5	Safeguard and enhance the District's unique landscape character, Green Belt, natural environment and green infrastructure.
6	To conserve and enhance the District's heritage assets.
7	Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
8	Safeguard and replenish the District's rich and varied biodiversity and geodiversity, including that within the three town centres.
9	Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
10	Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
11	Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.
12	Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both the urban and rural areas
13	Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved health care and education across the District for the benefit of all residents.

20. To help foster healthy lifestyles, The District Council will resist the loss of any community services and facilities, including leisure facilities, unless an appropriate alternative is provided or, evidence is presented that the facility is no longer required and suitable alternative uses have been considered. Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.
21. The District Council is currently in the early stages of undertaking a Local Plan Review. The new Local Plan will replace the current Adopted Core Strategy, Site Allocations and Policies Local Plan and Kidderminster Central Area Action Plan. It is anticipated that the new Local Plan will be adopted in late 2017.

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Sports Partnership Herefordshire and Worcestershire: Sports Facilities Framework 2010-2026

22. The Sports Facilities Framework 2010-2026 provides a strategic and coherent link between the West Midlands Regional Sports Facilities Framework (2007) and the relevant existing or emerging strategies of the individual local authorities and other key partners within the sub-region.
23. The Framework highlights gaps in facility provision across Herefordshire and Worcestershire, and identifies the most appropriate options to address them. In relation to the sports covered in this needs assessment, this framework recommends the following which are specifically related to the Wyre Forest District.
 - ◀ Badminton: A Community Badminton Centre should be developed in Wyre Forest District Council. The facility should be appropriately designed, with a minimum of a four court sports hall. The site should be located on a school site, ideally linked to an existing club.
 - ◀ Basketball: develop a specialist basketball centre in response to need, geographically spread in urban location to maximise accessibility. The Centre would need to be in a six court sports hall, however it doesn't specify which authority should house it.
 - ◀ Gymnastics: enhance existing provisions to cater for a wide range of disciplines.
 - ◀ Rowing: to improve access to rivers and improved club houses and ancillary facilities.
 - ◀ Swimming: Currently there is no 50m competition pool in the County. A feasibility study would be required to determine the viability. In addition, pools should have a minimum number of hours specified to support performance training.
24. The above Framework was developed at a time when local authorities were operating within a different financial climate and there was the opportunity to develop facilities through a range of funding initiatives including Sport England Grant funding, NGB funding and Building Schools for the Future. Therefore, it is relevant to note that today's financial climate is totally different and the aspiration to achieve these developments is somewhat curtailed.

Worcestershire Health and Wellbeing Board: Joint Health & Wellbeing Strategy 2016-21

25. The strategy's vision is to ensure Worcestershire residents are healthier, live longer, and have a better quality of life, especially those communities and groups whose health is currently the poorest. To achieve this vision, the key priorities are as follows:
 - ◀ Good mental health and well-being throughout life.
 - ◀ Being active at every age.
 - ◀ Reducing harm from alcohol at all ages.
26. To achieve the priority of being active at every age, the strategy lists the key performance indicators:
 - ◀ Reduce the number of children aged 4 - 5 classified as overweight or obese.
 - ◀ Reduce the number of children aged 10 – 11 classified as overweight or obese.
 - ◀ Increase cycling and walking travel measures for adults
 - ◀ Increase the number of adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer (CMO) recommended guidelines on physical activity.
 - ◀ Develop programmes for older people taking up Strength and Balance training.
 - ◀ Enhance the numbers of people, including volunteers, taking part in health walks.

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1.2 Study area

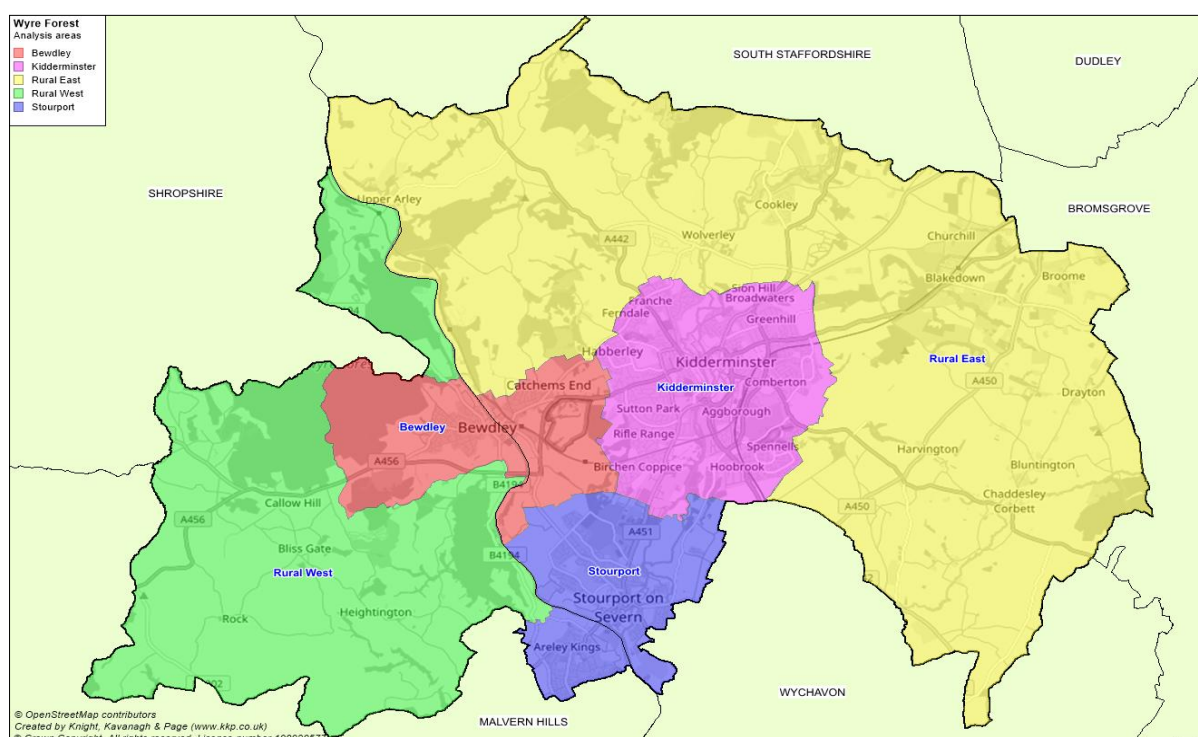
27. Wyre Forest is a district in Worcestershire, covering the towns of Kidderminster, Stourport-on-Severn and Bewdley, and several civil parishes and their villages. Indeed, there are 12 parish town/councils covering the Area, some of which, own/manage playing pitch provision. It is bordered by the local authorities including South Staffordshire, Dudley, Bromsgrove, Wychavon and Malvern Hills.
28. The total population, from the 2015 Mid-Year Estimates in Wyre Forest was 99,503² with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest (18%) compared to the West Midlands (15.9%). This age group will increase in size over the coming years as people live longer. These residents are likely to be retired and time rich, with a need to be as physically active as possible in order to remain independent. As a combination of factors, it suggests careful consideration should be given to the development of sport and physical activity offers within the area.
29. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

Sub areas

30. The District has been split into five distinct areas for the purpose of this study to further recognise how the different sports are played across District.

- ◀ Bewdley
- ◀ Stourport
- ◀ Kidderminster
- ◀ Rural East
- ◀ Rural West

Figure 1.1: Study area map



² Source: ONS 2015 Mid Year Estimate

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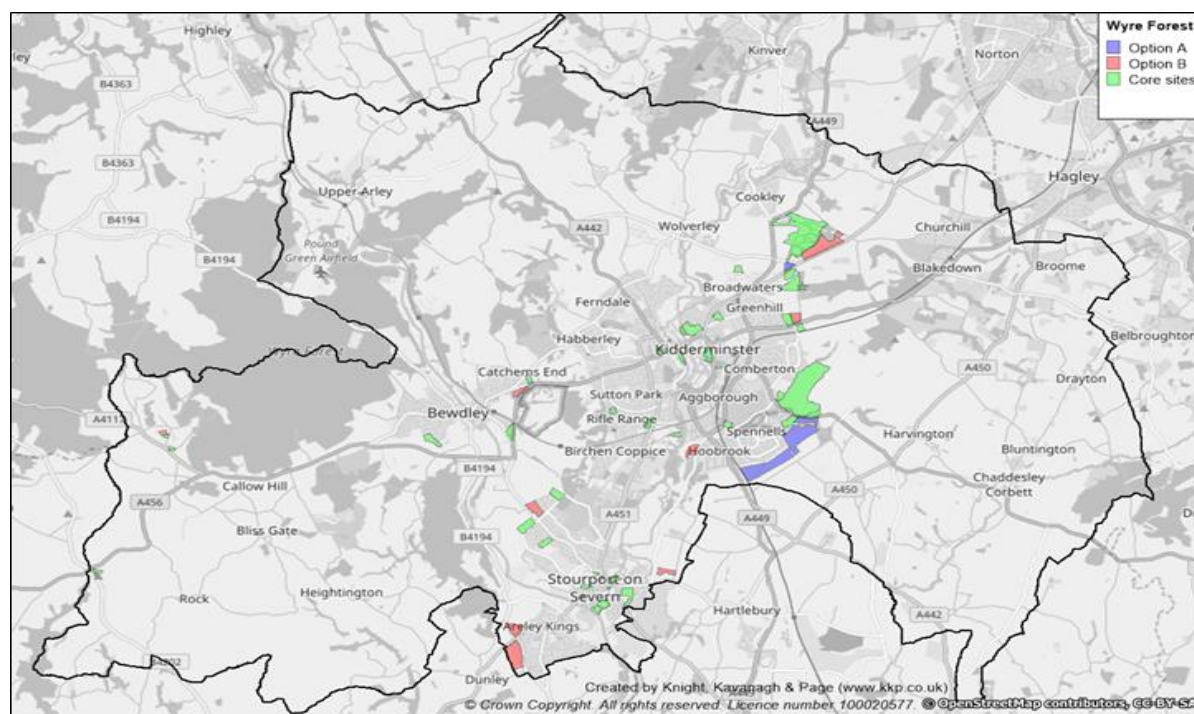
Population growth

31. The resident population in Wyre Forest is recorded as 99,503 and by 2034 (in line with the Local Plan Review timeframe), the District's population is projected to increase to approximately 104,000, an increase of just under 4,500 (or equivalent to a percentage increase of 4.5%) according to ONS data.
32. Team generation rates were used to provide an indication of how many people it may take to generate a team (by gender and age group), in order to help estimate the change in demand for pitch sports that may arise from any population change in the study area and are set out in the Assessment Report.

Housing growth

33. Notwithstanding ONS figures on population growth, it is recommended that regard is given to Wyre Forest's housing need.
34. Wyre Forest District Council has identified two potential options for new dwellings over the period to 2034. A set of "Core" sites common to both options, would potentially deliver 4,570 dwellings. These comprised, at the time of preparation of this report, 27 sites in Kidderminster (3,400 dwellings), 14 sites in Stourport (880 dwellings) and nine sites in Bewdley and the rural West of the District (300 dwellings). It is important to note that the sites ultimately consulted upon at the Preferred Options stage may have slightly changed from this anticipated make-up.
35. In addition to the above Core Sites above the Council is also considering two options (A and B) which will deliver an additional 1,380 (option A) or 1,340 (option B) dwellings. The map below identifies the Core Sites in green and options A and B in blue and red respectively. Again, there might be some slight changes to these numbers in the version ultimately consulted upon but the sites' essential size and distribution will remain unaltered.

Figure 1.2: Wyre Forest anticipated Preferred Options housing areas



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36. The current resident population of Wyre Forest District is 99,503 (based on the 2015 MYE)³. Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from all new developments are secured to provide for the sporting needs arising from the residents of that development. The proposed number of new homes for each scenario is set out below⁴:

Table 1.2: Dwellings/population by scenario

Scenario	Number of dwellings	Total population ⁵
Dwelling common to Option A and B	4,570	10,240
Total dwellings under Option A	5,950 (4,570 + 1,380)	13,330
Total dwellings under Option B	5,920 (4,570 + 1,340)	13,250

NB Data has been rounded so may not perfectly add up

37. The impact of housing growth on the need for pitches is set out within Part 7 of this report.

³ Source: ONS 2015 Mid-Year Estimates

⁴ The data in this section was correct at the time of preparation of this report. However, as a consequence of the ongoing refinement of the Preferred Options by WFDC until the date of publication the precise numbers may vary slightly but the essential volume and spatial distribution will not be different.

⁵ Based on an occupancy rate of 2.24 persons per household taken from the Wyre Forest Objective Assessment of Housing Need. Please note that this figure is for 2016 which is estimated to drop to 2.16 by 2034.

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1.3 Headline findings

The table overleaf highlights the quantitative headline findings from the Wyre Forest Playing Pitch Assessment Report:

Table 1.3: Quantitative headline findings

Sport	Analysis area	Current picture	Future demand (2033) ⁶
Football (grass pitches)	Bewdley	Current demand is being met	Future demand is being met
	Kidderminster	Shortfall of 0.5 mini 7v7 match sessions	Shortfall of 0.5 mini 7v7 match sessions
	Rural East	Current demand is being met	Shortfall of 1 youth 11v11 and 2 mini 5v5 match session
	Rural West	Shortfall of 0.5 adult match sessions	Shortfall of 0.5 adult and 0.5 youth 9v9 match sessions
	Stourport	Shortfall of 2 adult and 0.5 youth 9v9 match sessions	Shortfall of 2.5 adult, 0.5 youth 11v11 and 1.5 youth 9v9 match sessions
Football (3G pitches for training) ⁷	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Bewdley	Current demand is being met	No spare capacity for future demand
	Kidderminster	Current demand is being met	Future demand is being met
	Rural East	Current demand is being met	Future demand is being met
	Rural West	Current demand is being met	No spare capacity for future demand
	Stourport	Current demand is being met	No spare capacity for future demand
Rugby union	Bewdley	Current demand is being met	Future demand is being met
	Kidderminster	Shortfall of 2.5 match equivalent sessions on senior pitches.	Shortfall of 3 match equivalent sessions on senior pitches.
	Rural East	Shortfall of 1 equivalent session on senior pitches.	Shortfall of 2 equivalent sessions on senior pitches.
	Rural West	No current demand or supply	No future demand or supply
	Stourport	Current demand is being met	Future demand is being met
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

⁶ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

⁷ Based on accommodating 42 teams to one full size pitch for training.

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Conclusions

38. The current and future position for all pitch sports is either demand is being met or there is small a shortfall. As such, there is a need to protect existing playing pitch provision until demand is met; or, there is requirement to replace any lost provision to an equal or better quantity and quality.
39. In the main, shortfalls expressed can be met by improving pitch quality but in some instances this may also require access to existing unused pitches, such as at school sites, or the creation of new provision, particularly in key housing growth areas.

1.4 Definitions

Match equivalent sessions

40. 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 likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions.
41. Based on how they tend to be played this unit for football, rugby union and rugby league pitches relate 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.

Pitch capacity

42. The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing football. In extreme circumstances it can result in the inability of the pitch to cater for all or certain types of play during peak and off peak times. Pitch quality is often influenced by weather conditions and drainage.
43. As a guide, each NGB has set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity):

Table 1.4: Capacity by pitch type

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

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Shortfalls

44. Please note that shortfalls are expressed in match equivalent sessions rather than pitches as it is possible that shortfalls could be accommodated in various ways (e.g. through pitch improvements) and not just by providing more pitches.
45. For a full Glossary of terms please refer to Appendix Three.

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PART 2: VISION

2.1 Vision

46. A vision has been set out to provide a clear focus with desired outcomes for the Wyre Forest Playing Pitch Strategy. It seeks to support the Council and its partners in the creation of:

To create a network of high quality, accessible and sustainable sport and leisure facilities, which offer inclusive services for all; enabling the inactive to become active and more residents to fulfil their potential by participating in sport and physical activity, thus improving their long-term health and well-being

47. To achieve this strategic vision, the strategy seeks to deliver the following aims;
- ◀ Ensure that all valuable facilities are protected for the long term benefit of sport
 - ◀ Promote a sustainable approach to the provision of playing pitches and management of sports clubs
 - ◀ Ensure that there are enough facilities in the right place to meet current and projected future demand
 - ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and longer term aspirations.

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PART 3: OBJECTIVES

48. The following overarching objectives are based on the three Sport England themes (see Figure 1 below). Delivery of the Strategy is the responsibility of and relies on, the Steering Group.
49. It is recommended that the following are adopted by the Council and its partners to enable it to achieve the overall vision of the Playing Pitch Strategy and Sport England's requirements.

Aim 1

To **protect** the existing supply of playing pitches where it is needed for meeting current and future needs

Aim 2

To **enhance** playing fields, pitches and ancillary facilities through improving quality and management of sites

Aim 3

To **provide** new playing pitches where there is current or future demand to do so

Figure 1: Sport England planning objectives - Protect, Enhance and Provide



Source: Sport England 2017

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PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

50. 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 the playing pitch sports resulting in the sport specific recommendations.

Football – grass pitches

51. **Summary**

- ◀ The audit identifies a total of 95 grass football pitches within Wyre Forest across 32 sites. Of these, 83 are available, at some level, for community use across 24 sites.
- ◀ Many youth 11v11 teams (39) are playing on adult pitches, which may in part be due to a lack of youth 11v11 pitches rather than a preference for adult pitches. It may also be due to the Council not differentiating between adult and youth 11v11 pitches on its sites, allowing greater flexibility in relation to seasonal lettings.
- ◀ Of the pitches available for community use, two pitches are assessed as good quality, 64 as standard quality and 17 are deemed to be poor quality.
- ◀ In Wyre Forest there are number of football pitches overmarked onto other pitch types, whether this be other football pitch types or on cricket outfield. Overmarking of pitches can cause notable damage to the surface quality and lead to overuse beyond recommended capacity.
- ◀ In general, users report that there is an adequate standard of ancillary provision servicing sites in Wyre Forest although some sites do suffer from vandalism, for example, at Lea Castle Drive and at Stourport Swifts FC.
- ◀ No clubs report a concern regarding security of tenure in relation to an existing site or a preferred home venue.
- ◀ Many sites owned by the District Council have been leased to Worcestershire FA which has, in turn, sub-leased or licensed those sites to clubs or leagues. Kidderminster & District Sunday League has a licence on Brown Westhead, Springfield Park and White Wickets.
- ◀ A total of 140 teams were identified as playing within Wyre Forest across 38 clubs. This consists of 32 men's teams, four women's teams, 54 youth boys' teams, eight youth girls' teams, one girl's mini soccer team and 41 mixed mini soccer teams.
- ◀ There are three clubs in Wyre Forest that play within the football pyramid and must adhere to ground requirements set out by the FA; Bewdley Town, Kidderminster Harriers and Stourport Swifts.
- ◀ Applying the Wyre Forest team generation rates predicts growth of six youth boys' teams by 2034. Further to this, clubs report aspirations for future teams amounting to eight match equivalent sessions, the majority of which is identified in the Stourport Analysis Areas (3.5).
- ◀ There is a total of 23.5 match equivalent sessions of actual spare capacity across Wyre Forest with the most expressed on adult pitches and in Rural East Analysis Area.
- ◀ In Wyre Forest, 14 pitches are overplayed across five sites by a total of nine match equivalent sessions.
- ◀ Although there are no overall current shortfalls in Wyre Forest, there are shortfalls in some analysis areas for some pitch types. However, when taking into account future demand there are overall shortfalls on youth 11v11, youth 9v9 and mini 5v5 pitch types.
- ◀ Despite current spare capacity it should be considered that some of the spare capacity exists on school pitches which may not remain secure in the longer term. Despite spare capacity there is still a need to improve pitch quality, particularly where assessed as poor.

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Scenarios

Improving pitch quality

52. Improving pitch quality on overplayed pitches (i.e. through increased maintenance or drainage improvements) to either standard or good quality will increase pitch capacity and therefore help to accommodate expressed overplay.
53. In Wyre Forest, 14 pitches are overplayed across five sites by a total of nine match equivalent sessions. Of these, ten are assessed as poor quality across three sites, accounting for seven match equivalent sessions.
54. Six of the match equivalent sessions of overplay are one pitches at Birmingham Metropolitan College (Centre of Sporting Excellence), with these pitches being poor quality with significant drainage issues. Increasing the quality of pitches at the site, to a standard quality will address overplay, however, pitches would still be played to capacity. In order to build future capacity at the site addressing drainage issues and increasing pitch maintenance, all to a good standard would create 14 match sessions of spare capacity.
55. As the remaining pitches are less overplayed, small improvements to quality (mostly in relation to increasing maintenance) or if this is unachievable, transferring play to sites with spare capacity would address all overplay identified in Wyre Forest.

Table 4.1: Summary of overplay and quality

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Quality	Capacity rating
7	Bewdley Town Football Club	Rural West	Adult	2	Poor	0.5
14	Chester Road Cricket Ground	Kidderminster	Mini 7v7	2	Poor	0.5
16	Cookley Playing Fields	Rural East	Adult	2	Standard	1.5
20	Habberley Sports Field	Kidderminster	Adult	2	Standard	0.5

56. Given the costs of improving pitch quality, however, alternatives need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of 3G pitches for competitive matches.
57. Further to this, improving the quality of other poor quality pitches will build enough future capacity/strategic reserve to consider the value of continuing to provide smaller, low value sites for football.

Reducing over marked pitches

58. Over marking of pitches can cause notable damage to the surface quality and lead to overuse beyond recommended capacity. In some cases, mini pitches may be marked onto senior pitches or mini matches may be played widthways across adult or youth pitches. This can lead to targeted areas of surface damage due to a large amount of play focused on high traffic areas, particularly the middle third of the pitch. Over marking of pitches not only influences available capacity, it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time.

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59. In Wyre Forest, 39 youth 11v11 (u13-u16) teams currently use adult pitches and the following sites contain adult pitches that are used solely by youth 11v11 teams. These sites can therefore provide a starting point to increase youth 11v11 provision as no adult teams would be adversely affected by a pitch re-configuration:

- ◀ Bewdley Leisure Centre
- ◀ Habberley Sports Field

60. **Recommendations**

- ◀ Protect existing quantity of pitches (unless replacement provision is provided).
- ◀ Where pitches are overplayed, and assessed as poor or standard quality, prioritise investment and review maintenance regimes to ensure it is of an appropriate standard to sustain use and improve quality.
- ◀ Seek transfer of play from sites that remain overplayed to alternatives sites with spare capacity or to sites which are not currently available for community use.
- ◀ Work to provide security of tenure for all clubs using educational sites through community use agreements.
- ◀ Further develop partnerships and/or lease arrangements/asset transfer options with large, sustainable, development minded clubs to manage their own sites.
- ◀ Seek to support clubs in applying for funding to improve ancillary facilities.
- ◀ In the longer term, explore opportunities for access to additional 3G pitches to cater for grass pitch shortfalls and explore transfer of match play onto 3G.

Football – 3G pitches

61. **Summary**

- ◀ There are two, standard quality, full size 3G pitches within Wyre Forest, both of which are available to the community, floodlit and FIFA approved.
- ◀ There are also seven smaller size 3G pitches in the District.
- ◀ Both full size 3G pitches currently servicing Wyre Forest are reported as operating at or close to capacity.
- ◀ In order to satisfy current and future training demand, there is a need for four full size 3G pitches.
- ◀ Moving all competitive mini and 9v9 football matches from grass pitches to 3G pitches would require four full size 3G pitches.

Scenarios

Moving match play demand to 3G pitches

62. Moving match play to 3G pitches is supported by the FA, with it particularly keen to work with local authorities to understand the potential demand for full size floodlit 3G pitches should all competitive matches be transferred.

Table 4.2: Number of mini and 9v9 teams playing competitively

Pitch type	Pitch size	Peak period	No. of teams
Youth	9v9	Saturday AM	22
Mini	7v7	Saturday AM	22
Mini	5v5	Saturday AM	20
Total			64

This is then translated in to the number of 3G pitches required:

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Table 4.3: Number of 3G AGPs that may be required

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
5v5	20	10	4	40	0.6
7v7	22	11	8	88	1.4
9v9	22	11	10	110	1.7
Total:					3.7

63. In order to accommodate all of the mini and 9v9 match play on 3G pitches there would be a need for **four AGPs** across the District. There is currently two.

64. **Recommendations**

- ✦ Identify feasible sites to increase provision of full size 3G pitches to meet training and competitive demand.
- ✦ Encourage providers to have a sinking fund in place to ensure the long term sustainability of pitches.
- ✦ Carry out consultation with leagues/clubs to gauge acceptance of moving competitive play to 3G pitches in the future.

Rugby union pitches

65. **Summary**

- ✦ Within Wyre Forest there are nine sites containing 11 senior and four mini rugby union pitches. Of these, ten senior and all mini pitches are available for community use.
- ✦ Of the pitches available to the community four are assessed as standard quality and ten are assessed as poor quality.
- ✦ Three rugby union clubs play within Wyre Forest, consisting of seven senior men's, seven junior boys' and 14 (mixed) mini teams.
- ✦ Kidderminster Carolians RFC accesses its floodlit for at least four match equivalent sessions per week for training purposes, whilst Stourport RFC access a floodlit pitch and Chaddesley Corbett RFC access a partially floodlit pitch; both for one match equivalent session per week for training purposes.
- ✦ It is predicted that future population increases (2034) will not generate additional teams. Participation increases will be absorbed in to existing teams.
- ✦ All clubs, in conjunction with the RFU, have set participation targets. In addition to these all three clubs want to create an additional mini team at the youngest age group each season. Kidderminster Carolians RFC also hopes to establish a junior girls' section although the exact extent of this was not identified by the Club.
- ✦ Four pitches are over played in Wyre Forest, three senior size and one mini, amounting to five match equivalent sessions.
- ✦ Although there is limited current community use on most education sites the unsecure nature of these pitches mean that they cannot be relied upon to provide sufficient capacity.
- ✦ Priority should therefore be placed on protecting and improving the existing stock of club pitches, as well as alleviating overplay to help accommodate future demand expressed by the clubs.
- ✦ Given the poor quality of many of the pitches in Wyre Forest emphasis should be placed on improving both maintenance and drainage systems of pitches, particularly those servicing community club use. Installing additional floodlighting across all community

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club sites should also be considered to allow increased dispersion of training demand and the option for evening fixtures.

Scenarios

Addressing overplay and poor quality

66. In most instances improving drainage alone will not sufficiently address overplay at sites in Wyre Forest. Four rugby pitches are overplayed in Wyre Forest; three senior and one mini; accumulating to five match equivalent sessions. The floodlit pitches at all club sites are overplayed, mainly as a result of accommodating clubs' training demand.
67. As clubs are generally reluctant to hire secondary venues, it is not as simple as to transfer play away from club home venues to a site with actual spare capacity. Instead, shortfalls should be reduced first and foremost through improving pitch quality. Clubs are reluctant for a number of key reasons including; cost, guaranteed access at peak times, transport and loss of income by moving training away from club venues.
68. Pitches at Kidderminster Carolians RFC are considered to be standard quality and as such the best option to address overplay and build future capacity is to secure access to additional pitches. Since the assessment took place, an additional rugby pitch has recently been provided at White Wickets by the District Council and leased to the Club. Once play is fully established and improvements to pitch quality made (increasing to good quality and secure from dog walkers and subsequent dog fouling) this will address overplay at the Club site (three match sessions). However, in order to build future capacity, there is a need to consider further floodlit training access.
69. Pitches at Chaddesley Corbett Sports Ground (Chaddesley Corbett RFC) are assessed as poor quality with the junior pitch being slightly overplayed. With significant improvements to maintenance programme, this would improve quality, address overplay and build future capacity. As the Club has poor match and training facilities, it is a high priority to obtain full pitch floodlighting which would allow hosting of training and evening matches and subsequently allow the Club to expand and grow. As this is likely to increase pressure put onto pitch, consideration should also be given to improving drainage capacity through new drainage systems. Further to this, the site is also serviced by poor ancillary facilities.
70. The pitches at Stourport RFC are overplayed and all pitches have a poor level of drainage and are located on a floodplain. On the same site there are plans for a third cricket square to be created, which will then mean the installation of pipe drainage for the rugby union pitches; improving pitch quality and capacity. Floodlighting (training facilities) is also poor at this site and strong consideration should be given to installing a full set of quality floodlights. Further to this, the site is also serviced by poor ancillary facilities.
71. **Recommendations**
 - ◀ Protect and improve the existing stock of pitches at club sites, as well as alleviating overplay at club sites through improving pitch quality (both drainage and maintenance) in order to address shortfalls and build future capacity (see action plan for site by site recommendations).
 - ◀ As a priority, improve access to floodlit pitches including for example, increasing the number of floodlit pitches at Kidderminster Carolians RFC and installing full floodlighting at Chaddesley Corbett RFC and Stourport RFC.
 - ◀ Work to ensure security of tenure for rugby clubs playing in Wyre Forest (minimum 25 year lease so that clubs are able to attract grant and/or loan funding to support capital improvements).

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- ◀ Explore opportunities for a World Rugby compliant surface linked to future proposals for full size 3G pitches in the Area.
- ◀ Improve ancillary facilities at Stourport RUFC and CC RUFC to aide recruitment and retention of participants.

Cricket pitches

72. **Summary**

- ◀ In total, there are 11 fine turf cricket squares identified in Wyre Forest. All 11 fine turf cricket squares in Wyre Forest which are available for community use in some capacity with none at school sites.
- ◀ The Rural East Area has the most pitches overall (55%) with the Rural West Area having no fine turf pitches.
- ◀ There are 15 NTPs located across 12 sites, of which, three are located at school sites. In total there are 13 NTPs available for community use in some capacity, with the two unavailable both located at school sites.
- ◀ Pitch quality ratings show two fine turf squares (18%) to be of good quality and nine (82%) to be of standard quality. No fine turf squares were deemed to be poor quality.
- ◀ Four clubs are considered to have security of tenure at their home venues, as a result of either owning or having a long term lease of the site.
- ◀ There are 65 affiliated cricket teams playing competitive matches in Wyre Forest made up of 38 senior men's cricket teams, one senior women's team and 26 junior teams.
- ◀ Future demand projections from TGRs predicts an increase of one junior boy's teams, whilst club future demand projections represent a total requirement for a further 35 senior match sessions and 20 junior match sessions.
- ◀ There is a high demand locally for midweek fixtures, whilst nationally there has been an increase of participation in shorter format games, often played midweek. If the national trend continues, then peak time for senior men's matches may change from Saturday afternoon to midweek.
- ◀ Of those sites with existing community use, there are six which show potential spare capacity on senior grass squares in Wyre Forest, totalling 180 match sessions per season. Only 5 are available at senior peak time (Saturday afternoon) when there are 3.5 match sessions available allowing for a further 120 matches per season between them.
- ◀ Only the fine turf square at Bewdley Cricket Ground is considered to be overplayed by a total of four matches per season. The fine turf pitches at Stourport are deemed to be at capacity.
- ◀ Overall there is sufficient supply of cricket pitches at present to cater for demand from clubs within Wyre Forest at peak times. However, in order to accommodate the level of future demand expressed, new senior teams would have to play outside the peak period i.e. Sunday or midweek.

Scenarios

Improving quality

73. The audit of cricket squares in Wyre Forest found the majority to be of a standard quality (nine squares). Maintaining high square quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and squares, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the square meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. The report identifies surface

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issues and suggests options for remediation together with likely costs. For further guidance on this, please contact the ECB.

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Accommodating future demand

74. Ensuring appropriate high level maintenance at Bewdley Cricket Ground will allow the square to continue accommodating minimal overplay (four match sessions per season). However, in order to build future capacity (and accommodated displaced demand), the Club has been searching for an appropriate second venue from which it can build capacity for future growth. The Club hopes that once a venue is located and a pitch is established to an appropriate standard then any overplay that currently exists at its home venue will be relocated to the new venue, along with some junior play, creating future capacity on both pitches.
75. Stourport CC recently obtained matched funding from Sport England to establish a new eight wicket fine turf square between existing rugby union pitches. The Club reports that the commencement of the project will be in Spring 2017. It suggests that the establishment of a new square will help alleviate play on existing pitches whilst also enabling it to build future capacity.
76. **Recommendations**
- ◀ Work with clubs and groundsmen to review quality issues on those pitches assessed as poor and standard to ensure appropriate quality is achieved and sustained.
 - ◀ Consider use of equipment banks to assist clubs that manage their own maintenance regime or have a desire to do so.
 - ◀ Support club growth and ensure future demand can be adequately accommodated.
 - ◀ Work to increase participation in order to maximise use of sites, particularly at smaller clubs by working to establish junior sections and greater informal use of village pitches.
 - ◀ Address overplay at Bewdley Cricket Ground through ensuring high quality maintenance.
 - ◀ Ensure tenure remains secure for all clubs.
 - ◀ Work to improve the quality of changing facilities, particularly those identified as poor quality.
 - ◀ Ensure sufficient access to training facilities of the required quality.

Hockey pitches (sand/water-based AGPs)

77. **Summary**
- ◀ There are three full size, sand-based AGPs in Wyre Forest, all of which are available to the community and floodlit, all located at Stourport Sports Club.
 - ◀ All full size AGPs are readily available to the community during the peak period, as identified by Sport England's Facilities Planning Model (FPM).
 - ◀ Stourport and Kidderminster hockey clubs are both based at Stourport Sports Club, where all three pitches are accessed, although there is some spare capacity for further hockey.
 - ◀ Further to the hockey use, the pitches are also heavily used for football training.
 - ◀ Two of the three pitches were either established or resurfaced in the last ten years (2013 and 2015 respectively). The third pitch is deemed poor quality and has not been resurfaced since it was first established in 2000.
 - ◀ Stourport HC has aspirations to increase the number of junior teams representing the Club and is undertaking outreach programmes at local primary schools to achieve this.
 - ◀ Kidderminster HC expects the recent trend of a decreasing number of teams will continue and that the Club will fold within the next 12 months.

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Scenarios

Accommodating current and future demand

78. Based on teams playing alternate home and away fixtures and based on a floodlit pitch being able to accommodate a maximum of four matches on one day, as suggested by England Hockey, there is sufficient supply to meet the current levels of demand. Additionally neither club report any issues regarding access for matches or training.
79. Priority should be focused on ensuring that all three pitches at Stourport Sports Club remain fit for purposes and that they are protected for hockey usage. It should be noted that as the only venue with hockey appropriate pitch provision all pitches should be retained.
80. Kidderminster HC is concerned that it will fold within the next 12 months with existing members either joining Stourport HC or ceasing to participate in the sport. It feels that the relocation away from Kidderminster has been a contributing factor to the reduced playing numbers. It is for this reason that neither of the two teams currently trains during the week as the distance from the players' locations to the currently used site.
81. **Recommendations**
 - ◀ Ensure that all three sand AGPs at Stourport Sports Club remain fit for purpose and that they are protected for hockey usage.
 - ◀ Ensure sinking funds are in place for long term sustainability.
 - ◀ Look to support Kidderminster HC to build future capacity and ensure participation levels are sustained.

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PART 5: STRATEGIC RECOMMENDATIONS

82. The strategic recommendations for the Strategy have been developed from the key issues cutting across all playing pitch sports and categorised under each of the Strategy Aims. They reflect overarching and common areas to be addressed which apply across outdoor sports facilities and may not be specific to just one sport.

Aim 1

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

Recommendations:

- a. Protect playing field sites through 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 there is a need to do so.

Recommendation a – Protect playing field sites through local planning policy

83. The PPS Assessment shows that all currently used playing field sites require protection and therefore cannot be deemed surplus to requirements because of shortfalls now and in the future. Therefore, based on the outcomes of the PPS, local planning policy should reflect this situation.
84. Paragraph 74 of the Framework 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.
85. **Lapsed and disused** – playing field sites that formerly accommodated playing pitches but are no longer used for formal or informal sports use within the last five years (disused) or longer (lapsed).
86. The PPS Assessment shows that currently used playing field sites require protection and therefore cannot be deemed surplus to requirements because of shortfalls now and in the future. In respect of lapsed and disused playing fields the following priority order of options should apply:
- ◀ Retain/allocate site as strategic reserve.
 - ◀ Explore feasibility to bring back into use.
 - ◀ Use as open space to meet local needs.
 - ◀ Redevelop site and use developer contributions to improve other playing pitch sites (quantity and/or quality).

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87. **New housing development** - where proposed housing development is located within access of a high quality playing pitch, this does not necessarily mean that there is no need for further pitch provision or improvements to existing pitches in that area in order to accommodate additional demand arising from that development.
88. Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from new developments are secured to provide for the sporting needs arising from the residents of that development.
89. The PPS should be used to help determine what impact the new development will have on the demand and capacity of existing sites in the area, and whether there is a need for improvements to increase capacity or if new provision is required. Housing Growth scenarios have been provided in Part 7 to estimate the additional demand generated by housing by sport and pitch type.
90. The exact nature and location of provision associated with these developments should be fully determined through the local planning process and in partnership with each specific NGB, which may, for example, include off site contributions in the form of upgrading pitches at existing sites where appropriate.
91. Experience shows that only housing sites with 600 dwellings or more are likely to generate demand in their own right; however, the cumulative impact of housing across the local authority clearly shows that there will be significant demand generated during the Local Plan period.
92. The Council could consider using CIL (if adopted) to obtain contributions to priority sites, or pooling S106 contributions from major housing schemes to invest in priority sites. In either case, the PPS Action Plan (Part 6) and future consultation with NGBs should inform the playing fields that most require investment.
93. **Development management** - the PPS should be used to help inform Development Management decisions that affect existing or new playing fields, pitches and ancillary facilities. All applications are assessed by the Local Planning Authority on a case by case basis taking into account site specific factors. In addition, Sport England as statutory consultee on planning applications that affect or prejudice the use of playing field will use the PPS to help assess that planning application against paragraph 74 of the National Planning Policy Framework (NPPF) and their Playing Fields Policy.
94. Sport England's playing field policy exception E1 only allows for development of lapsed or disused playing fields if a PPS shows a clear excess in the quantity of playing pitch provision at present and in the future across all playing pitch sports types and sizes.

Policy Exception E1:
 95. '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'.
 96. Where the PPS cannot demonstrate the site, or part of a site, is clearly surplus to requirements then replacement of the site, or part of a site, will be required to comply with Sport England policy exception E4.

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Policy Exception E4:

97. '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.
98. Further to this, all playing fields should be protected or replaced up until the point where all satisfied demand has been met within the study area or each individual sports catchment areas within a sub area.
99. Local authorities wanting to dispose of school playing field land need consent under Section 77 of the Schools Standards and Framework Act 1998, but consent is now also required for disposal of any land used by a school or academy under Schedule 1 to the Academies Act 2010.
100. It should be noted that consent under Section 77 of the Schools Standards and Framework Act does not necessarily mean subsequent planning approval will be granted. Therefore, any application for planning permission must meet the requirements of the relevant policy, in this case paragraph 74 of Framework, Local Plan Policy and Sport England policy. Indeed, applicants are advised to engage Sport England before submitting applications. Robust implementation of the statutory obligation will ensure protection of school playing fields for use by pupils (and sometimes the community as a whole) to ensure receipt is ploughed back into sports education.

Recommendation b – Secure tenure and access to sites for high quality, development minded clubs through a range of solutions and partnership agreements

101. A number of school sites are being used in Wyre Forest for competitive play, predominately for football. In all cases use of pitches has not been classified as unsecure, however, use is not necessarily formalised and further work should be carried out to ensure an appropriate Community Use Agreement (CUA) is in place (including access to changing provision where required).
102. NGBs can often help to negotiate and engage with schools where the local authority may not have direct influence.
103. Sport England has also produced guidance, online resources and toolkits to help open up and retain school sites for community use and can be found at:
<http://www.sportengland.org/facilities-planning/use-our-school/>
104. Local sports clubs should be supported by partners including the Council, NGBs or the County Sports Partnership (CSP) to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership working. For example, support club development and encourage clubs to develop evidence of business and sports development plans to generate an income through their facilities. All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)⁸. Clubs should also be encouraged to work with partners locally whether volunteer support agencies or linking with local businesses.

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

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Community involvement

105. Given the increasing financial pressures faced by the District Council, consider if and how community involvement of managing facilities is a viable option.
106. As well as improving the quality of well-used, local authority sites, there are a number of sites which have poor quality (or no) ancillary facilities. **The District Council should further explore opportunities where security of tenure could be granted to the clubs playing on these sites so the clubs are in a position to apply for external funding to improve the facilities.**
107. Further to this there could be examples in Wyre Forest where long term leases could be put into place for the continued use of a site. Each club should be required to meet service and/or strategic recommendations. However, an additional set of criteria should be considered, which takes into account the quality of the club, aligned to its long term development objectives and sustainability.
108. In the context of the Comprehensive Spending Review, which announced public spending cuts, it is increasingly important for the District Council to work with voluntary sector organisations in order that they may be able to take greater levels of ownership and support the wider development and maintenance of facilities.
109. To facilitate this, the Council should support and enable clubs to generate sufficient funds to allow this.
110. Recommended criteria for lease of sport sites to clubs/organisations is below. This should be amended if required in order to better suit the needs of Wyre Forest.

Table 5.1: Leasing criteria

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

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

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112. A series of core outcomes could be established to derive from clubs taking on a lease arrangement to ensure that the most appropriate clubs are assigned to sites. As an example outcome may include:
- ◀ Increasing participation.
 - ◀ Supporting the development of coaches and volunteers.
 - ◀ Commitment to quality standards.
 - ◀ Improvements (where required) to facilities, or as a minimum retaining existing standards.
113. In addition, clubs should be made fully aware of the associated responsibilities/liabilities when considering leases of multi-use public playing fields.
114. The District Council should continue to work towards adopting a policy which supports community management and ownership of assets to local clubs, community groups and trusts. This presents sports clubs and national governing bodies with opportunities to take ownership of their own facilities; it may also provide non-asset owning sports clubs with their first chance to take on a building.
115. The Sport England Community Sport Asset Transfer Toolkit is a bespoke, interactive web based tool that provides a step by step guide through each stage of the asset transfer process: <http://www.sportengland.org/facilities-planning/tools-guidance/asset-transfer/>

Recommendation c – Maximise community use of education sites where there is a need to do so

116. Given the mix of provider in Wyre Forest, there is a need for the District Council and NGBs to work with other partners, for example, town and parish councils to help maximise use of outdoor sports facilities and in particular grass pitches.
117. In order to maximise community use of educational facilities it is recommended to establish a more coherent, structured relationship with schools. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. In Wyre Forest pricing policies at facilities can be barrier to access at some of the education sites but physical access and resistance from schools to open up provision is also an issue.
118. A number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the school/college and the local clubs. The District Council and other key partners must work with schools and colleges to develop an understanding of the issues that restrict or affect community access. Support should be provided, where appropriate, to address underlying problems.
119. Where appropriate, it will be important for schools to negotiate and sign formal and long-term agreements that secure community use.
120. It is not uncommon for school pitch stock not to be fully maximised for community use. Even on established community use sites, access to grass pitches for community use is limited.
121. In some instances grass pitches are unavailable for community use due to poor quality and therefore remedial works will be required before community use can be established.

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122. As detailed earlier, Sport England has also produced guidance, online resources and toolkits to help open up and retain school sites for community use and can be found at:
123. Community use: <http://www.sportengland.org/facilities-planning/accessing-schools/>
Use our schools toolkit: <http://www.sportengland.org/facilities-planning/use-our-school/>

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Aim 2

To **enhance** playing fields, pitches and ancillary facilities through improving quality and management of sites

Recommendation:

- d. Improve quality
- e. Adopt a tiered approach (hierarchy of provision) for the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding

Recommendation d – Improve quality

124. There are a number of ways in which it is possible to increase pitch quality and these are explored below. One way for improving quality on football sites is via the FA's pitch improvement programme.

The FA Pitch Improvement Programme (PIP)

125. The key principles behind the service are to provide football clubs with advice/practical solutions on a number of areas and discounts on machinery and materials to support improving the clubs' playing surface. The programme should be utilised in order to help any clubs that take on the management and maintenance of sites or which are currently managing and maintaining their own pitch site.
126. The PIP is an essential toolkit in supporting self-management/maintenance of sites, particularly on adult sites that have historically been maintained by councils.

Addressing quality issues

127. Generally, where pitches are assessed as standard or poor quality and/or overplayed, review/improve maintenance regimes to ensure it is of an appropriate standard to sustain/improve pitch quality. Ensuring existing maintenance of good quality pitches continues is also important.
128. Based on 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, provided in electronic format). The Strategy approach to these outdoor sports facilities achieving these standards should be to enhance quality and therefore the planning system should seek to protect them.
129. For the purposes of the Quality Assessments, this Strategy will refer to pitches and ancillary facilities separately as Good, Standard or Poor quality. In Wyre Forest, for example, some good quality sites have poor quality elements i.e. changing rooms or a specific pitch.

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130. Good quality refers to pitches that have, for example, a good maintenance regime coupled with good grass cover, an even surface, are free from vandalism, litter etc. In terms of ancillary facilities, good quality refers to access for disabled people, sufficient provision for referees, juniors/women/girls and appropriate provision of showers, toilets and car parking. For rugby union, a good pitch is also pipe and/or slit drained.
131. Standard quality refers to pitches that have, for example, an adequate maintenance regime coupled with adequate grass cover, minimal signs of wear and tear, goalposts may be secure but in need of minor repair. In terms of ancillary facilities, standard quality refers to adequately sized changing rooms, storage provision and provision of toilets. For rugby union, drainage is natural and adequate.
132. Poor quality refers to pitches that have, for example, poor levels of maintenance coupled with inadequate grass cover, uneven surface and damage. In terms of ancillary facilities, poor quality refers to inappropriate size of changing rooms, no showers, no running water and old dated interior. For rugby union, drainage is natural and inadequate.
133. Please refer to the Sport England/NGB quality assessments. Sites played beyond capacity may require remedial action to help reduce this.
134. 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 such as those mentioned above should be given priority for improvement.
135. In order to prioritise investment into key sites **it is recommended that the steering group works up a list of criteria, relevant to the Area, to provide a steer on future investment.**
136. For improvement/replacement of AGPs refer to Sport England and the NGBs 'Selecting the Right Artificial Surface for Hockey, Football, Rugby League and Rugby Union' document for a guide as to suitable AGP surfaces:

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

Addressing overplay

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

Table 5.2: Capacity by pitch type

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

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Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Rugby union*	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	N/A	N/A
	One synthetic wicket	60 per season		

138. * Please note that the RFU believes that it is most appropriate to base the calculation of pitch capacity upon an assessment of the drainage system and maintenance programme afforded to a site.
139. There are also a number of sites that are poor quality but are not overplayed. These sites should not be overlooked as often poor quality sites have less demand than other sites but demand could increase if the quality was to increase. Improving pitch quality should not be considered in isolation from maintenance regimes.
140. Whilst it works both ways in so much as poor pitch condition is a symptom of pitches being over played, potential improvements may make sites more attractive and therefore more popular.
141. There is also a need to balance pitch improvements alongside the transfer of play to alternative pitch sites. Therefore, work with clubs to ensure that sites are not played beyond their capacity and encourage play, where possible, to be transferred to alternative venues which are not operating at capacity.

Increasing pitch maintenance

142. 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.
143. For example, the FA, ECB and RFL in partnership have recently introduced a Pitch Advisor Scheme and have been working in partnership with Institute of Groundsmanship (IOG) to develop a Grass Pitch Maintenance service that can be utilised by grassroots football clubs with the simple aim of improving the quality of grass pitches. The key principles behind the service are to provide football clubs with advice/practical solutions on a number of areas, with the simple aim of improving the club's playing surface.
144. In relation to cricket, maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. The ECB recommends full technical assessments of wickets and pitches available through a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether the pitch meets the Performance Quality Standards that are benchmarked by the Institute of Groundsmanship. Please note that PQS assessments are also available for other sports.

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

145. To allow for facility developments to be programmed within a phased approach tiered approach to the management and improvement of playing pitch sites and associated facilities should be used. Please refer to Part 6: Action Plan for the proposed hierarchy.

Recommendation f – Work in partnership with stakeholders to secure funding

146. Partners, led by the District Council, should ensure that appropriate funding secured for improved sports provision is directed to areas of need, underpinned by a robust strategy for improvement in playing pitch facilities.
147. In order to address the community's needs, to target priority areas and to reduce duplication of provision, there should be a coordinated approach to strategic investment. In delivering this recommendation the District Council should maintain a regular dialogue with local partners and through the Playing Pitch Steering Group.
148. Some investment in new provision will not be made by the District Council directly, it is important, however, that it therefore seeks to direct and lead a strategic and co-ordinated approach to facility development by education sites, NGBs, sports clubs and the commercial sector to address community needs whilst avoiding duplication of provision.
149. Please refer to Appendix Two for further funding information which includes details of the current opportunities, likely funding requirements and indicative project costs.
150. Sport and physical activity can have a profound effect on peoples' lives, and plays a crucial role in improving community cohesion, educational attainment and self-confidence. However, one of sport's greatest contributions is its positive impact on public health. It is therefore important to lever in investment from other sectors such as health and wellbeing for example.

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Aim 3

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

Recommendations:

- g. Rectify quantitative shortfalls in the current pitch stock.
- h. Identify opportunities to add to the overall stock to accommodate both current and future demand.

Recommendation g - Rectify quantitative shortfalls in the current pitch stock

151. The District Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the Assessment Report and the sport by sport specific recommendations.
152. It is important that the current levels of grass pitch provision are protected, maintained and enhanced to secure provision now and in the future. For most sports the future demand for provision identified in Wyre Forest can be overcome through maximising use of existing pitches through a combination of:
 - ◀ Improving pitch quality in order to improve the capacity of pitches to accommodate more matches.
 - ◀ The re-designation of pitches for which there is an oversupply.
 - ◀ Securing long term community use at school sites.
 - ◀ Working with commercial and private providers to increase usage.
153. There may be an opportunity to use some senior pitches to provide senior, junior or mini pitches (through different line markings/coning areas of the pitch). However, further work should be undertaken on this as an action for the District Council/NGBs. Furthermore, the re-designation of adult pitches that are not currently used may lead to a deficiency of adult pitches in the medium to longer term as younger players move up the ages. It is likely that for some sports, particularly football, that the provision of new pitches and facilities will be required in the future to support the predicted future demand.
154. 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.
155. 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.

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

Sport	Future 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 based on TGRs and the FA has a key objective to deliver 50% of mini and youth football on 3G AGP's.	Sustain current stock and consideration given to reconfigure pitches if required. Qualitative improvements. Where possible utilise new or existing 3G pitches to further accommodate this demand and ensure FA testing.
Cricket	Demand is likely to remain static for grass wickets for adult participation.	Isolated pockets of demand for access to additional facilities where pitches are overplayed.
	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.	Support clubs to ensure access to segregated changing and toilet provision and access to good quality cricket pitches to support growth.
Rugby union	Locally, the RFU wants to ensure access to pitches that satisfies existing demand and predicted growth. It is also an aim to protect and improve pitch quality, as well as ancillary facilities including changing rooms and floodlights.	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 increase where possible support facility development where appropriate and increase the number of floodlit pitches where necessary.
	The RFU investment strategy into AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. To achieve this, the RFU is keen to work locally with partners such as the Council and the FA to look at sites of mutual interest.	Consider requirement for a World Rugby compliant 3G pitch given shortfalls identified on grass pitches and level of training demand on grass pitches.
Hockey	Potential increase of participation particularly junior teams.	Sinking funds in place to improve quality and ensure continued use of provision for current and future hockey demand.
	High profile events (Hockey World Cup 2018)	These high profile events aim to raise the profile of the game within England and there will be community events in the build-up within clubs and a promotional programme through clubs and local schools. This will inevitably raise the profile of the game with the aim to increase participation.
	Play Hockey	The launch of the Play Hockey website ensures that those wishing to play the game are able to find their local facility and club.

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

156. The District Council should use, and regularly update, the Action Plan within this Strategy for improvements to its own pitches whilst recognising the need to support partners. The Action Plan lists improvements to be made to each site focused upon both qualitative and quantitative improvements as appropriate for each area.
157. Furthermore any potential school sites which become redundant over the lifetime of the Strategy may offer potential for meeting community needs on a localised basis. Where schools are closed their playing fields may be converted to dedicated community use to help address any unmet community needs.
158. Some sites (or adjacent land) in Wyre Forest may also have the potential to accommodate more pitches which may be a solution to meeting shortfalls identified.

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PART 6: ACTION PLAN

Introduction

159. The site-by-site action plan list seeks to address key issues identified in the accompanying Assessment Report. It provides recommendations based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement.
160. 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. Recommendation e below explains the hierarchy of priorities on the list. It is imperative that action plans for priority projects should be developed through the implementation of the strategy.
161. It should be 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.

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

162. To allow for facility developments to be prioritised and programmed within a phased approach a tiered model to for the improvement of playing pitch sites and associated facilities is useful.
163. The identification of sites is based on their strategic importance in a District-wide context i.e. they accommodate the majority of demand or the recommended action has the greatest impact on addressing shortfalls identified either on a sport by sport basis or across the District as a whole.
164. **NB:** Where education sites are identified as hub sites or key centres, further investigation and clarification on accessibility, security of tenure and community use agreements will be required as part of the wider 'access to schools' recommendation. Where community use of a site is not guaranteed the education site should be reclassified within the hierarchy.

Table 6.1: Recommended tiered site criteria

Hub sites	Key centres	Local sites	Reserve sites
Strategically located. Priority sites for NGB.	Strategically located within the analysis area.	Serves the local community. Likely to include education sites.	Serves the local community.
Accommodates three or more good quality grass pitches. Including provision of at least one AGP.	Accommodates two or more good quality grass pitches.	Accommodates more than one pitch.	Likely to be single-pitch site.
Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.	Supports informal demand and/ or training etc.
Maintenance regime aligns with NGB guidelines.	Maintenance regime aligns with NGB guidelines.	Standard maintenance regime either by the club or in house maintenance contract.	Basic level of maintenance i.e. grass cutting.

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Hub sites	Key centres	Local sites	Reserve sites
Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Appropriate access changing to accommodate both senior and junior use concurrently (if required).	No requirement for access changing to accommodation.

165. **Hub sites** are of District wide importance where users are willing to travel to access the range and high quality of facilities offered and are likely to be multi-sport. These have been identified on the basis of high impact on addressing the issues identified in the assessment.
166. The financial, social and sporting benefits which can be achieved through development of strategic sites (also known as hub sites) are significant. Sport England provides further guidance on the development of community sports hubs at:
http://www.sportengland.org/facilities_planning/planning_tools_and_guidance/sports_hubs.aspx
167. **Where development of Hub sites includes provision of 3G pitches for football it is recommended that further modelling/feasibility work is carried out to ensure sustainability of new 3G pitches to accommodate competitive fixtures.** However, as a priority consultation should be carried out with leagues/clubs to gauge acceptance/buy in of moving competitive play to 3G pitches in the future.
168. **Key centres** although these sites are more community focused, some are still likely to service a wider analysis area (or slightly wider). However, there may be more of a focus on a specific sport i.e. a dedicated site.
169. It is considered that some financial investment will be necessary to improve the ancillary facilities at both Hub sites and Key Centres 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.
170. **Local sites** refer to those sites which are generally one and two pitch sites and may be Council owned hired to clubs for a season or are sites which have been leased on a long-term basis. However, they are also likely to be private club sites serving one particular sport.
171. The level of priority attached to them for Council-generated investment may be relatively low and consideration should be given, on a site-by-site basis, to the feasibility of a club taking a long-term lease on the site (if not already present), in order that external funding can be sought.
172. It is possible that sites could be included in this tier which are not currently hired or leased to a club, but have the potential to be leased to a suitable club. NGBs would expect the facility to be transferred in adequate condition that the club can maintain. In the longer term, the Club should be in a position to source external funding to improve/extend the facilities.
173. **Reserve sites** could be used as overspill for neighbouring sites and/or for summer matches/competitions, training or informal play. They are most likely to be single-pitch sites with no ancillary facilities or school sites where there is no current demand for community use.

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Management and development

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

- ◀ Financial viability.
- ◀ Security of tenure.
- ◀ Planning permission requirements and any foreseen difficulties in securing permission.
- ◀ Adequacy of existing finances to maintain existing sites.
- ◀ Business Plan/Masterplan – including financial package for creation of new provision where need has been identified.
- ◀ Analysis of the possibility of shared site management opportunities.
- ◀ The availability of opportunities to lease sites to external organisations.
- ◀ Options to assist community groups to gain funding to enhance existing provision.
- ◀ Negotiation with landowners to increase access to private strategic sites.
- ◀ Availability of funding for hub site development.
- ◀ Impact on all sports that use a site regardless of the sport that is the subject of enhancements.

Action plan columns

Partners

175. The column indicating Partners refers to the main organisation that the District Council should liaise with in helping to deliver the actions. The next stage in the development of the action plan will be to agree a Lead Partner to help deliver the actions.

Site hierarchy tier and priority level

176. Although **Hub sites** are mostly likely to have a high priority level as they have District 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 and therefore some Key Centres are also identified as having a high priority level. It is these projects/sites which should generally be addressed within the short term (1-2 years).

177. It is recommended that as the Steering Group reviews and updates the action plan that medium and low priority sites are then identified as the next level of sites for attention. As a guide it is recommended that:

178. **Key centres** are a medium priority and have analysis area importance and have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment. Where there are no Hub sites are identified within the analysis area, the prioritisation of these sites is further increased.

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

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Costs

180. The strategic actions have also been ranked as low, medium or high based on cost. The brackets in which these sit are:
181. (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 <http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/cost-guidance/>

Timescales

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

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

Aim

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

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BEWDLEY ANALYSIS AREA

Table 6.2: Bewdley Area summary

Sport	Analysis area	Current picture	Future demand (2033) ⁹
Football (grass pitches)	Bewdley	Current demand is being met	Future demand is being met
Football (3G pitches for training) ¹⁰	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Bewdley	Current demand is being met	No spare capacity for future demand
Rugby union	Bewdley	Current demand is being met	Future demand is being met
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

⁹ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹⁰ Based on accommodating 42 teams to one full size pitch for training.

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Table 6.3: Bewdley action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹¹	Timescales	Aim
5	Bewdley Cricket Ground	Cricket	Sports Club	A standard quality cricket square which is overplayed by four match sessions per season. There is also an NTP alongside the grass square, accommodating training and some midweek demand. In order to build future capacity (and accommodated displaced demand), the Club has been searching for an appropriate second venue from which it can build capacity for future growth.	Seek to improve pitch quality through an improved maintenance regime to continue accommodating minimal overplay. Support the Club as appropriate to identify options for access to a second venue.	ECB	Local	L	S	Protect Enhance Provide
6	Bewdley Leisure Centre	Cricket	Leisure Trust	A poor quality, standalone NTP which is available for community use but currently unused.	Explore whether local demand exists for the continued presence of the NTP on the site. If so, seek to improve quality.	Trust ECB	Key Centre	L	S	Protect Enhance
		Football		Two adult pitches, both of standard quality. One pitch is overmarked with a youth 9v9 pitch. The adult pitches are only used by youth teams and have 1.5 match equivalent sessions of actual spare capacity. The youth 9v9 pitch has no actual spare capacity. Also used by neighbouring school Bewdley School & Sixth Form Centre.	Consider remarking the two adult pitches as youth 11v11 pitches to better accommodate demand. Seek to improve pitch maintenance. Ensure secured community use for users.	Trust FA		L	S	
		Rugby union		A standard quality senior pitch which is available for community use but is unused. Used by neighbouring school Bewdley School & Sixth Form Centre.	Explore whether local demand exists to establish community use.	Trust RFU		M	M	
28	St Annes C.E. Primary School	Football	School	A mini 7v7 pitch and a youth 9v9 pitch, both of which are standard quality. The pitches are subject to curriculum use but are also available for community use and solely used by Bewdley Town Youth FC. The youth 9v9 pitch is at capacity whilst the mini 7v7 pitch has 0.5 match equivalent sessions of actual spare capacity.	Seek to improve pitch quality through an improved maintenance regime. Ensure community use is secured through a community use agreement.	FA	Local	L	S	Protect Enhance
46	Bewdley School and Sixth Form Centre	Cricket	School	One standard quality, standalone NTP which is subject to curriculum use and unavailable for community use.	Explore whether local demand exists to establish community use.	ECB	Local	L	S	Protect
		Football		Two standard quality adult pitches which are available for community use but currently unused. The pitches are subject to curricular and extra-curricular activity.	Explore whether local demand exists to establish community use. Seek to increase pitch capacity through an improved maintenance regime.	FA		L	S	

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

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KIDDERMINSTER ANALYSIS AREA

Table 6.4: Kidderminster Area summary

Sport	Analysis area	Current picture	Future demand (2033) ¹²
Football (grass pitches)	Kidderminster	Shortfall of 0.5 mini 7v7 match sessions	Shortfall of 0.5 mini 7v7 match sessions
Football (3G pitches for training) ¹³	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Kidderminster	Current demand is being met	Future demand is being met
Rugby union	Kidderminster	Shortfall of 2.5 match equivalent sessions on senior pitches.	Shortfall of 3 match equivalent sessions on senior pitches.
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

¹² Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹³ Based on accommodating 42 teams to one full size pitch for training.

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Table 6.5: Kidderminster action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
1	Aggborough Stadium	Football	Sports Club	One standard quality adult pitch which has one match equivalent session of actual spare capacity at peak time. The site is the home venue of Kidderminster Harriers FC that competes at Step 2 of the football pyramid and therefore must comply with league ground requirements.	Seek to improve pitch quality where possible through an improved maintenance programme. Ensure that the site continues to meet league ground requirements as the Club progresses through the league system.	FA	Local	L	L	Enhance
4	Baxter Business and Enterprise College	Cricket	School	A standalone, standard quality NTP which is not available for community use but is subject to curricular and extra-curricular activity during the week.	Retain the pitches for educational purposes. Explore local demand for community use.	ECB	Key Centre	L	S	Enhance Protect
		Football		A mini 7v7 pitch which is standard quality but not available for community use. However, the pitch does receive curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	FA		L	S	
		3G AGP		A standard quality, medium pile 3G pitch which is FIFA approved. The pitch is floodlit and is available for community use. The accompanying changing facilities are of an adequate quality.	Maximise use to accommodate competitive football at weekends. Ensure that a sinking fund is in place for future refurbishment and resurfacing.	FA		M	M	
		Rugby union		A standard quality senior pitch that is unavailable for community use but is subject to curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	RFU		L	S	
14	Chester Road Cricket Ground	Cricket	Sports Club	One good quality square consisting of 14 grass wickets; a standard quality square consisting of nine natural grass wickets alongside an NTP; and a good quality, standalone NTP which is used by junior teams. Mini and youth football pitches are marked on cricket outfields. The site has capacity for an additional 50 match sessions per season and 0.5 match equivalent sessions during the peak period. The site is a multi-sport site and has poor quality ancillaries. The venue is home of Kidderminster CC.	Retain good quality wickets by continuing with existing maintenance programme. Seek to improve standard quality pitches where possible. Ensure that the outfield is not adversely affected by football pitches being marked during the cricket off-season. Seek to improve the ancillary facilities to allow the Club to develop.	ECB Club	Local	M	M	Enhance & Protect
		Football		Two poor quality mini 7v7 pitches and two poor quality youth 9v9 pitches, marked on cricket outfields. The mini pitches are overplayed by a combined 0.5 match equivalent sessions whilst the youth 9v9 pitches have no actual spare capacity. Ancillary facilities on site are poor quality and require improvement.	Seek to improve pitch quality through an increased maintenance programme. Seek to improve the ancillary facilities to allow the Club to develop.	FA Club		M	M	
19	Franche Primary School	Cricket	School	A standard quality NTP which is available for community use but is currently unused. The pitches do receive curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	ECB	Local	L	S	Enhance & Protect
		Football		Two mini 5v5; two mini 7v7; and two youth 9v9 pitches, all of which are available for community use but currently unused; and standard quality. Each pitch receives curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	FA		L	S	
		Rugby		Two poor quality mini pitches which are available	Retain the pitches for educational	RFU		L	S	

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

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
		union		for community use but unused. The pitches do receive curriculum use throughout the week.	purposes. Explore local demand for community use.					
20	Habberley Sports Field	Football	Sports Club	The site is leased by Kidderminster Athletic FC. Two adult pitches over marked with youth 9v9 pitches. Two youth 9v9 pitches which are overmarked with mini 7v7 pitches; an additional mini 7v7 pitch and three mini 5v5 pitches. All pitches are of standard quality. The adult pitches are overplayed by 0.5 match equivalent sessions and are exclusively used by youth teams, whilst the youth 9v9 pitches have two match equivalent sessions of actual spare capacity at peak time. The mini pitches do not have any actual spare capacity. Adequate changing facilities on site but communal showers and toilets.	Seek to improve pitch quality through an increased maintenance programme. Consider reallocating the adult pitches as dedicated youth pitches to accommodate demand. Explore whether reallocating the pitches to eliminate overmarking is a possibility. Consider improving the ancillary facilities to allow the Club to continue to develop.	Kidderminster Athletic FC FA WFDC	Local	M	M	Enhance
22	Kidderminster Carolians RFC	Rugby union	Sports Club	One mini and three senior size pitches, all of standard quality. One of the senior pitches is floodlit and receives all of the Club's midweek training demand. This senior pitch and the mini pitch are both overplayed, whilst one of the remaining senior pitches is at capacity and the other has minimal spare capacity. The ancillary facilities on site are of a good quality and will allow the Club to continue to develop. Tenure of the site is secure with a long term lease in place. Since the assessment took place, an additional rugby pitch has recently been provided at White Wickets by the District Council and leased to the Club.	In order to build future capacity, there is a need to consider further floodlit training access and improvements to pitch quality (both maintenance and drainage). Transfer senior overplay (three match sessions) to new White Wickets pitch, ensuring pitch quality is sustained at a good level.	RFU	Key Centre	M	M	Enhance & Provide
23	King Charles I Secondary School	Football	School	One good quality adult pitch which is unavailable for community use but is subject to curricular and extra-curricular use.	Retain the pitches for educational purposes.	FA	Local	L	S	Protect Enhance
		3G AGP		A full size, medium pile 3G pitch which is FIFA approved and standard quality. The pitch is used for community use and receives educational demand throughout the week. This pitch is only available until 8pm due to a noise abatement order, limiting pitch capacity.	Maximise use to accommodate competitive football at weekends. Ensure that a sinking fund is in place for future refurbishment and resurfacing. Explore the possibility of having the noise abatement order removed, increasing pitch capacity.	FA		M	S	
24	King Charles I Secondary School (Lower Site)	Football	School	One adult pitch and a youth 9v9 pitch, both good quality and subject to curriculum use. Neither pitch is available for community use.	Retain pitch quality by continuing with the existing maintenance programme. Explore local demand for community use, provided that pitch quality does not deteriorate and adversely affect curriculum use.	FA WFDC	Local	L	S	Protect

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
27	Springfield Park	Football	Football League	Two adult pitches, transferred from the Local Authority to Worcestershire FA, which in turn leased the site to Kidderminster & District Football League. The pitches are standard quality and have a combined two match equivalent sessions of actual spare capacity during the peak period. The changing facilities on site are adequate.	Seek to improve pitch quality through increased maintenance and maximise use. Retain ancillary quality by continuing with current maintenance.	FA WFDC	Local	L	S	Enhance & Protect
40	White Wickets Sports Field	Football	Football League	Two adult pitches, transferred from the Local Authority to Worcestershire FA, which in turn leases pitches to Kidderminster & District Football League. One pitch is standard quality but unused by the League, whilst the other pitch is poor quality and unusable, however, drainage work is progress which will make the pitch usable from Sept 2017.	Ensure adequate pitch quality through an increased maintenance regime. Work with the League to maximise use of the pitches.	FA WFDC	Key Centre	M	S	Enhance Protect
		Rugby union	Sports Club	One adult pitch recently provided and leased to Kidderminster Carolians RFC. The pitch is not currently subject to regular use by the Club but will be used frequently from the start of the 2017/18 season.	Pitch will require investment to improve quality and to secure it from dog walkers/dog excrement (this needs to be addressed to ensure safety of players). Once achieved, maximise use of the pitch to accommodate overplay from the Club's home venue (three match sessions).	RFU WFDC		L	S	
47	Lea Castle Drive	Football	Sports Club	Three standard quality adult pitches which have three match equivalent sessions of actual spare capacity during the peak period. The third adult pitch is in close proximity to the first therefore those two pitches cannot be used concurrently. Ancillary facilities on site are poor quality and without electricity, gas and water The site has been subject to a high amount of vandalism with maintenance equipment also being stolen.	Seek to improve pitch quality by increasing the maintenance programme and seek to maximise use. Seek to improve the ancillary facilities, establishing utilities within the facility. Consider investing in increased security of the site to reduce vandalism and theft.	FA	Local	M	M	Enhance, Provide & Protect
48	Cookley Seabright Primary School	Football	School	One mini 7v7 pitch which is standard quality, unavailable for community use and subject to curriculum demand.	Retain the pitch for educational use.	FA	Local	L	L	Enhance & Protect
49	St Catherine's Primary School	Football	School	A mini 7v7 pitch that is standard quality and available for community use but is unused. However, the pitch is subject to curriculum use.	Retain the pitches for educational purposes. Explore local demand for community use.	FA	Local	L	S	Enhance & Protect
		Rugby union		A poor quality mini pitch which is subject to curriculum use and available to the community. The pitch is used by Kidderminster Carolians RFC mini teams and is at capacity. The Club use the site in exchange for the School utilising space on the adjacent club site.	Work with the Club and seek to improve pitch quality through an increased maintenance programme.	RFU		L	S	
50	St John's CE Primary School	Football	School	One youth 9v9 pitch which is standard quality, unavailable for community use and subject to curriculum demand.	Retain the pitch for educational use.	FA	Local	L	L	Protect Enhance
52	Wyre Forest Leisure Centre	3G AGP	Leisure Trust	Six medium pile 3G pitches that are all floodlit. Five of the pitches are 5v5 size and one is 7v7 size. All pitches are standard quality; available for community use are used for training purposes by clubs in addition to ad-hoc social use.	Ensure adequate pitch quality through an increased maintenance programme. Ensure sinking fund is in place for future refurbishment/replacement.	Trust	Local	M	M	Enhance
53	Sutton Park Community	Football	School	One mini 7v7 pitch which is standard quality, unavailable for community use and subject to	Retain the pitch for educational use.	FA	Local	L	L	Protect Enhance

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
	Primary School			curriculum demand.						
54	Hartlebury C of E Primary School	Football	School	One mini 5v5 pitch which is standard quality, unavailable for community use and subject to curriculum use.	Retain the pitch for educational use.	FA	Local	L	L	Protect Enhance

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

RURAL EAST ANALYSIS AREA

Table 6.6: Rural East Area summary

Sport	Analysis area	Current picture	Future demand (2033) ¹⁵
Football (grass pitches)	Rural East	Current demand is being met	Shortfall of 1 youth 11v11 and 2 mini 5v5 match session
Football (3G pitches for training) ¹⁶	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Rural East	Current demand is being met	Future demand is being met
Rugby union	Rural East	Current demand is being met	Future demand is being met
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

¹⁵ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹⁶ Based on accommodating 42 teams to one full size pitch for training.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Table 6.7: Rural East action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁷	Timescales	Aim
3	Arley Sports & Social Club	Cricket	Sports Club	A natural grass square consisting of six standard quality grass wickets. The pitch has capacity for an additional 18 match sessions per season and one match equivalent session of actual spare capacity. The ancillary facilities on site are of a good quality.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained.	ECB	Local	L	S	Protect Enhance
12	Brown Westhead	Cricket	Local Authority	Three standard quality NTPs which are all standalone. The pitches are available for community use but are currently unused.	Work with ECB to establish future demand to provide NTPs. Explore opportunities for ECB initiatives to be delivered at the site.	WFDC ECB	Key Centre	L	S	Protect Enhance
		Football	Football League	Six standard quality adult pitches, two of which are overmarked with youth 9v9 pitches. There is also a mini 7v7 pitch of good quality. One match equivalent sessions of actual spare capacity exists on the mini pitch with 2.5 and 0.5 existing on other pitch types. The site is leased to Worcestershire FA from the Local Authority which in turn licences the site to Kidderminster & District Football League.	Seek to improve pitch quality through an increased maintenance regime and maximise use. Explore whether the two overmarked pitches could be reappointed as dedicated youth pitches, ensuring that remaining adult pitches do not become overplayed.	FA WFDC		L	S	
13	Chaddesley Corbett Sports Ground	Cricket	Sports Club	Two standard quality squares consisting of 12 and seven natural grass wickets. The square with 12 grass wickets also has a standard quality NTP alongside. On site there is potential capacity for 35 additional match sessions per season and 0.5 match equivalent sessions of actual spare capacity. Ancillary facilities are deemed adequate and the site is used by Chaddesley Corbett, West Hagley and Waterfront cricket clubs.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained. Explore options of accommodating some junior play on the NTP to prevent potential overplay of natural grass wickets. Consider options to improve the ancillary facilities to appropriately accommodate the multi-sport aspect of the site.	ECB	Key Centre	M	M	Protect Enhance
		Football		An adult pitch which overlaps a cricket outfield. The pitch is standard quality and has one match equivalent session of actual spare capacity. Changing facilities are adequate and are shared with rugby union and cricket clubs.	Seek to improve pitch quality by improving the maintenance programme. Consider options to improve the ancillary facilities to appropriately accommodate the multi-sport aspect of the site.	FA		M	M	
		Rugby union		A poor quality senior pitch and a poor quality junior pitch which is partially floodlit and receives all training demand from Chaddesley Corbett RFC. No actual spare capacity exists on the site and the junior pitch is overplayed by one match equivalent session. Therefore anticipated growth cannot be accommodated. Some mini rugby union takes place on an area in front of the clubhouse, with pitches marked by cones. Ancillary facilities are shared with cricket and football clubs and are deemed standard quality.	As the Club has poor match and training facilities, it is a high priority to obtain full pitch floodlighting which would allow hosting of training and evening matches and subsequently allow the Club to expand and grow. Seek to improve pitch quality by improving the maintenance programme. In the longer term, consider installing a formal drainage system. Formalise a mini pitch in the area currently used by mini teams in front of the clubhouse. Consider options to improve the ancillary facilities to appropriately accommodate the multi-sport aspect of the site.	RFU		M	M	
15	Churchill & Blakedown Sports Centre	Cricket	Local Authority	A standard quality natural grass square which has seven wickets and a standard quality NTP alongside. The pitch has capacity for an additional 30 match sessions per season and is the home venue of Gas CC.	Work with club to review quality issues to ensure appropriate quality is achieved and sustained. Consider options for long term lease of the site to the Club.	WFDC ECB	Local	L	S	Protect Enhance

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

**WYRE FOREST PLAYING PITCH STRATEGY
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁷	Timescales	Aim
16	Cookley Playing Fields	Cricket	Sports Club	One cricket square consisting of 12 natural grass wickets and an NTP. All wickets are standard quality. The pitch has capacity for an additional 30 match sessions per season, however, no actual spare capacity exists during the peak period for senior cricket. Ancillary facilities are deemed good quality and the site is the home venue for Cookley CC.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained.	ECB	Key Centre	L	S	Protect Enhance
		Football		Two adult pitches, two mini 7v7 pitches and one youth 9v9 pitch; all standard quality and all marked on a cricket outfield. The adult pitches are overplayed by 1.5 match equivalent sessions whilst actual spare capacity only exists on the mini 7v7 pitches, amounting to 0.5 match equivalent sessions. The ancillary facilities on site are good quality and the venue is the home of Cookley Sports FC.	Seek to improve pitch quality through an improved maintenance programme; increasing capacity and reducing current overplay. Explore options to reduce overplay by relocating some matches away from the site. Retain varying pitch types to accommodate diverse formats of the game.	FA		L	S	
21	Heathfield School	Football	School	One mini 7v7, two youth 11v11 and a youth 9v9 pitch. All are of standard quality, unavailable for community use and subject to curriculum demand.	Retain the pitches for educational purposes.	FA	Local	L	S	Protect Enhance
32	Stone Cricket Club	Cricket	Sports Club	One standard quality natural grass square with ten wickets. The pitch has capacity for an additional 17 match sessions per season. The outfield is uneven but this does not significantly affect overall pitch quality. Stone CC has a lease on the site which has five years remaining. The ancillary facilities require significant improvement to allow the Club to progress.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained. Work to ensure long term lease agreement remains in place. Consider funding options to replace the current ancillary facilities with a purpose built structure to enable club growth.	ECB	Local	H	L	Protect Enhance
43	Wolverley CE Secondary School	Cricket	School	One standard quality, standalone NTP which is available for community use but currently unused.	Retain the pitch for educational use.	School	Local	L	S	Protect Enhance
		Football		One adult and two mini 7v7 pitches, all of standard quality and used for community use. The mini pitches have a combined two match equivalent sessions of actual spare capacity. The pitches are also used for curricular use.	Seek to improve pitch quality through and increased maintenance regime. Ensure community use is secured through a community use agreement.	FA		L	S	
		Sand AGP		A sand dressed AGP which is half size and not floodlit. The pitch is available for community use. The School has applied for floodlighting for the pitch and is awaiting a decision. Should floodlighting be granted then this pitch would be able to accommodate some training demand.	Retain pitch quality by continuing with the current maintenance regime. Ensure sinking fund is in place for future refurbishment. Continue to explore whether floodlighting can be installed to enable the pitch to be used by the community in the evenings throughout the football season.	EH WFDC		M	M	
		Rugby union		A poor quality senior pitch which is available for community use but is currently unused.	Retain the pitch for educational use.	RFU		M	M	
44	Wolverley Playing Fields	Football	Sports Club	Two adult pitches of standard quality. One of those pitches is overmarked with a youth 9v9 pitch on which there is currently no play and one match equivalent session of actual spare capacity exists.	Seek to improve pitch quality where possible through an improved maintenance regime. Consider whether there is demand for a youth 9v9 pitch to be marked on the site.	FA	Local	L	S	Protect Enhance

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

RURAL WEST ANALYSIS AREA

Table 6.8: Rural West Area summary

Sport	Analysis area	Current picture	Future demand (2033) ¹⁸
Football (grass pitches)	Rural West	Shortfall of 0.5 adult match sessions	Shortfall of 0.5 adult and 0.5 youth 9v9 match sessions
Football (3G pitches for training) ¹⁹	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Rural West	Current demand is being met	No spare capacity for future demand
Rugby union	Rural West	Shortfall of 1 match equivalent session	Shortfall of 2 match equivalent sessions
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

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

¹⁹ Based on accommodating 42 teams to one full size pitch for training.

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Table 6.9: Rural West action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ²⁰	Timescales	Aim
7	Bewdley Town Football Club	Football	Sports Club	Two poor quality adult pitches which are overplayed by a combined 0.5 match equivalent sessions. The pitches are the home venue of Bewdley Town which competes at Step 6 of the football pyramid and must adhere to league ground requirements. The ancillary facilities at the Club are deemed good quality.	Seek to improve pitch quality through an increased maintenance regime. Consider installing a more drainage to aid the current system, as this is the main issue for the pitches. Ensure that the site continues to meet league requirements should the Club be promoted up the football pyramid.	FA	Local	M	M	Protect Enhance
17	Far Forest Society Pavilion and Sports Ground	Football	Trust	Two poor quality adult pitches from which actual spare capacity has been discounted due to it exceeding potential spare capacity. One pitch is also overmarked with a mini 7v7 pitch. The mini 7v7 pitch is available for community use but is currently unused.	Seek to improve pitch quality through an improved maintenance regime. Explore whether local demand exists for the continued overmarking of a mini 7v7 pitch on an adult pitch. Consider whether one pitch should be reallocated to an alternative format to accommodate current and future demand.	FA	Local	L	S	Protect Enhance

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

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

STOURPORT ANALYSIS AREA

Table 6.10: Stourport Area summary

Sport	Analysis area	Current picture	Future demand (2033) ²¹
Football (grass pitches)	Stourport	Shortfall of 2 adult and 0.5 youth 9v9 match sessions	Shortfall of 2.5 adult, 0.5 youth 11v11 and 1.5 youth 9v9 match sessions
Football (3G pitches for training) ²²	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Stourport	Current demand is being met	No spare capacity for future demand
Rugby union	Stourport	Current demand is being met	Shortfall of 1 match equivalent session
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

²¹ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

²² Based on accommodating 42 teams to one full size pitch for training.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Table 6.11: Stourport action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ²³	Timescales	Aim
2	Areley Kings Sports Ground	Football	Sports Club	Two adult; one mini 5v5; one mini 7v7; and a youth 9v9 pitch which are all standard quality. None of the pitches are floodlit and only the adult pitches have actual spare capacity amounting to 0.5 match equivalent sessions.	Seek to increase pitch capacity by improving the current maintenance programme. Continue to make the pitches available for community use, ensuring that pitch quality does not deteriorate through overplay.	FA	Local	L	S	Protect Enhance
9	Birmingham Metropolitan College (Centre of Sporting Excellence)	Football	School	Four adult pitches, overplayed by 4.5 match equivalent sessions; two youth 9v9 pitches which are overplayed by 1.5 match equivalent sessions; and a mini 7v7 pitch which is at capacity. The site is the home venue of Kidderminster Harriers Development Club and Kidderminster Harriers FC women's team. Classrooms being used as ancillary facilities, with no showers or formal changing rooms on site. The car parking is also inadequate. Utilities work on site will result in the removal and resupply of three adult pitches on the site. Once this work has been completed these three pitches will be re-established, resulting in an overall increase of three adult pitches.	Improve pitch quality with a more through maintenance programme. Consider installing a formal drainage system to aid pitch improvement. Establish formal ancillary facilities on-site, removing the need to utilise classroom space. Explore options of relocating some teams away from the site, to reduce overplay, until pitch quality improves, increasing capacity. Ensure that resupplied pitches are of a good quality, enabling the current amount of use to be accommodated.	FA WFDC	Key Centre	H	M	Provide Enhance
26	Morgan Advanced Ceramics Ltd	Football	Commercial	A poor quality adult pitch for which actual spare capacity has been discounted due to it exceeding potential spare capacity. The site is the home venue of Bewdley Arches FC.	Seek to improve pitch quality by increasing the maintenance regime. Explore enhancing security of tenure for both the pitch and the Club.	FA	Local	L	S	Protect Enhance
33	Stourport High School	Cricket	School	A standard quality NTP which is available for community use but unused and subject to curricular use.	Retain for educational use.	ECB	Local	L	S	Protect Enhance
		Football		Two youth 11v11 pitches, of standard quality. Both are used for community use and have a combined 1.5 match equivalent sessions of actual spare capacity. The pitches are also subject to curricular use.	Seek to improve pitch quality through an increased maintenance regime. Ensure community use agreement is in place.	FA		L	S	
34	Stourport Rugby Football Club	Rugby union	Sports Club	Two poor quality senior pitches which are not floodlit and have minimal spare capacity. An additional senior pitch (also poor quality) is partially floodlit receives all midweek training demand and is overplayed. The site is shared with Stourport CC which has plans to install an additional square, meaning that the floodlit pitch will move and have pipe drainage installed, improving quality and increasing capacity. Poor changing facilities which are shared with Stourport CC.	Seek to improve pitch quality and explore funding to install a formal drainage system on all pitches to improve pitch quality and increase capacity. Strong consideration should be given to installing a full set of quality floodlights. To cater for training and mid-week evening match play demand. Seek to improve the ancillary facilities to allow both rugby union and cricket clubs to utilise the site simultaneously.	RFU ECB Sport England	Key Centre	H	M	Protect Provide Enhance

²³ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ²⁴	Timescales	Aim
38	Stourport Cricket Club	Cricket	Sports Club	Two fine turf cricket squares with eight and four wickets respectively. Combined the pitches are at capacity. The pitch with eight wickets is good quality whilst the square with four wickets is standard quality. There are plans to establish a third cricket square on site which will require relocating a rugby union pitch and installing drainage. The changing facilities on site will need updating to support this increased capacity; they are also of poor quality and are shared with Stourport RFC.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained. Consider installing an NTP on site to accommodate training demand and some junior play. Seek to improve the changing facilities to enable all cricket pitches to be used simultaneously, as well as rugby union and cricket teams using the facility concurrently.	ECB		M	M	
36	Stourport Swifts FC	Football	Sports Club	One standard quality adult pitch which has one match equivalent sessions of actual spare capacity. Home venue of Stourport Swifts FC which competes at Step 5 of the football pyramid. The ancillary facilities on the site are of standard quality but have been subject to vandalism.	Seek to improve pitch quality through an increased maintenance programme. Ensure that the ground continues to meet minimum league requirements as the Club progresses through the leagues. Seek to improve security on the site to reduce incidents of vandalism.	FA		M	S	
35	Stourport Sports Club	Sand AGP	Sports Club	Two good quality sand based pitches and an additional poor quality sand dressed pitch. The poor quality pitch was last resurfaced in 2000 and therefore is due refurbishment. The site is the home venue of both Stourport HC, which leases the site as part of Stourport Sports Club; and Kidderminster HC which rents pitches on a match-by-match basis. The pitches are used by Stourport High School for curriculum use during the school day. Ancillary facilities on the site are of good quality.	Retain all three pitches for hockey and seek to improve the poor quality pitch through resurfacing. Ensure sinking fund is in place for future refurbishment/replacement.	EH	Hub	M	M	Protect Enhance
41	Wilden Top	Cricket	Sports Club	One standalone NTP of standard quality. The outfield is subject to a high amount of unofficial use, dog fouling and litter. The ancillary facilities on the site are good quality. Home venue of Wilden Village CC.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained.	ECB	Local	L	S	Protect Provide
		Football		One adult pitch which is overmarked with a youth 9v9 pitch; and a mini 7v7 pitch. All are standard quality, with the adult and youth pitch both having one match session of actual spare capacity.	Retain some spare capacity to ensure that pitch quality does not deteriorate. Seek to improve pitch quality with an increased maintenance regime.	FA		L	S	
51	Burlish Park Primary School	Football	School	A mini 5v5 pitch and a mini 7v7 pitch, both of standard quality, available for community use but both unused. The pitches are subject to curriculum use.	Retain the pitches for educational purposes. Explore local demand for community use.	FA	Local	L	S	Protect Enhance

²⁴ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

PART 7: HOUSING GROWTH SCENARIOS

184. The PPS provides an estimate of demand for pitch sport based on population forecasts and club consultation to 2034 (in with the Local Plan). This future demand is translated into teams likely to be generated, rather than actual pitch provision required. The Playing Pitch Demand Calculator adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved by taking the current demand/team generation rates (TGRs) and population 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.
185. The scenarios below show the additional demand for pitch sports generated from housing growth. Please note that the scenarios can be updated as required over the Local Plan period and throughout the lifespan of the PPS to reflect population projections, TGRs and change in the average household size.

Housing growth scenarios

186. The current resident population of Wyre Forest District is 99,503 (based on the 2015 MYE)²⁵. Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from all new developments are secured to provide for the sporting needs arising from the residents of that development. The anticipated number of new homes for each of the Preferred Options is set out below²⁶:

Table 7.1: Dwellings/population by scenario

Scenario	Number of dwellings	Total population ²⁷
Dwellings common to Option A and B	4,570	10,240
Total dwellings under Option A	5,950 (4,570 + 1,380)	13,330
Total dwellings under Option B	5,920 (4,570 + 1,340)	13,250

NB Data has been rounded so may not perfectly add up

Table 7.2: Dwellings/population by area for each scenario

Scenario	Kidderminster		Stourport		Bewdley/Rural West	
	Number of dwellings	Total population	Number of dwellings	Total population	Number of dwellings	Total population
Dwellings common to Option A and B	3,400	7,620	880	1,960	300	660
Total dwellings under Option A	4,780	10,710	880	1,960	300	660

²⁵ Source: ONS 2015 Mid-Year Estimates

²⁶ The data in this section was correct at the time of preparation of this report. However, as a consequence of the ongoing refinement of the Preferred Options by WFDC until the date of publication the precise numbers may vary slightly but the essential volume and spatial distribution will not be different.

²⁷ Based on an occupancy rate of 2.24 persons per household taken from the Wyre Forest Objective Assessment of Housing Need. Please note that this figure is for 2016 which is estimated to drop to 2.16 by 2034.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Scenario	Kidderminster		Stourport		Bewdley/Rural West	
	Number of dwellings	Total population	Number of dwellings	Total population	Number of dwellings	Total population
Total dwellings under Option B	3,940	8,820	1,580	3,530	410	910

NB Data has been rounded so may not perfectly add up

187. Using team generation rates²⁸ from the PPS Assessment Report it is possible to estimate the likely minimum level of provision to be generated from developments in each area:

Table 7.3: Scenario 1 Dwellings common to Option A and B

Area	Pitch type	Requirement
Kidderminster	Adult football	1.53 pitches
	Youth football	2.22 pitches
	Mini football	0.67 pitches
	Rugby union	0.67 pitches
	Hockey	0.25 artificial grass pitches
	Cricket	1.03 pitches
<i>Total capital cost of £788,477, total life cycle cost (per annum) of £144,382</i>		
Stourport	Adult football	0.39 pitches
	Youth football	0.57 pitches
	Mini football	0.41 pitches
	Rugby union	0.17 pitches
	Hockey	0.06 artificial grass pitches
	Cricket	0.27 pitches
<i>Total capital cost of £203,071 total life cycle cost (per annum) of £37,185</i>		
Bewdley/Rural West	Adult football	0.13 pitches
	Youth football	0.19 pitches
	Mini football	0.14 pitches
	Rugby union	0.06 pitches
	Hockey	0.02 artificial grass pitches
	Cricket	0.09 pitches
<i>Total capital cost of £68,415 total life cycle cost (per annum) of £12,528</i>		
Total	Adult football	2.06 pitches
	Youth football	2.98 pitches
	Mini football	2.16 pitches
	Rugby union	0.90 pitches
	Hockey	0.33 artificial grass pitches
	Cricket	1.39 pitches
<i>Total capital cost of £1,059,962 total life cycle cost (per annum) of £194,095</i>		

²⁸ District wide team generation rates, not Analysis Area level

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Table 7.4 Scenario 2 Total dwellings under Option A

Area	Pitch type	Requirement
Kidderminster	Adult football	2.15 pitches
	Youth football	3.12 pitches
	Mini football	2.26 pitches
	Rugby union	0.94 pitches
	Hockey	0.35 artificial grass pitches
	Cricket	1.45 pitches
<i>Total capital cost of £1,108,401, total life cycle cost (per annum) of £202,964</i>		
Stourport	Adult football	0.39 pitches
	Youth football	0.57 pitches
	Mini football	0.41 pitches
	Rugby union	0.17 pitches
	Hockey	0.06 artificial grass pitches
	Cricket	0.27 pitches
<i>Total capital cost of £203,071 total life cycle cost (per annum) of £37,185</i>		
Bewdley/Rural West	Adult football	0.13 pitches
	Youth football	0.19 pitches
	Mini football	0.14 pitches
	Rugby union	0.06 pitches
	Hockey	0.02 artificial grass pitches
	Cricket	0.09 pitches
<i>Total capital cost of £68,415 total life cycle cost (per annum) of £12,528</i>		
Total	Adult football	2.68 pitches
	Youth football	3.89 pitches
	Mini football	2.81 pitches
	Rugby union	1.17 pitches
	Hockey	0.44 artificial grass pitches
	Cricket	1.8 pitches
<i>Total capital cost of £1,378,886 total life cycle cost (per annum) of £252,677</i>		

Table 7.5: Scenario 3 Total dwellings under Option B

Area	Pitch type	Requirement
Kidderminster	Adult football	1.77 pitches
	Youth football	2.57 pitches
	Mini football	1.86 pitches
	Rugby union	0.78 pitches
	Hockey	0.29 artificial grass pitches
	Cricket	1.19 pitches
<i>Total capital cost of £912,576, total life cycle cost (per annum) of £167,106</i>		
Stourport	Adult football	0.71 pitches
	Youth football	1.03 pitches
	Mini football	0.74 pitches
	Rugby union	0.31 pitches
	Hockey	0.12 artificial grass pitches
	Cricket	0.48 pitches
<i>Total capital cost of £365,154, total life cycle cost (per annum) of £66,865</i>		

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Area	Pitch type	Requirement
Bewdley/Rural West	Adult football	0.18 pitches
	Youth football	0.26 pitches
	Mini football	0.19 pitches
	Rugby union	0.08 pitches
	Hockey	0.03 artificial grass pitches
	Cricket	0.12 pitches
<i>Total capital cost of £93,876, total life cycle cost (per annum) of £17,190</i>		
Total	Adult football	2.66 pitches
	Youth football	3.86 pitches
	Mini football	2.80 pitches
	Rugby union	1.17 pitches
	Hockey	0.43 artificial grass pitches
	Cricket	1.79 pitches
<i>Total capital cost of £1,371,606 total life cycle cost (per annum) of £251,161</i>		

Scenario 4: Kidderminster East Urban Extension

188. Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the largest of these proposed in Wyre Forest under Option A as follows:

Scenario	Number of dwellings	Total population
Kidderminster East Urban Extension ²⁹	1,330	2,980

189. Using team generation rates from the PPS Assessment Report it is also possible to estimate the likely minimum level of provision to be generated from each development:

Table 7.6: Kidderminster East Urban Extension

Pitch sport	Requirement
Adult football	0.6 pitches
Youth football	0.87 pitches
Mini soccer	0.63 pitches
Rugby union	0.26 pitches
Hockey	0.1 artificial grass pitches
Cricket	0.4 pitches
<i>Total capital cost of £308,332 total life cycle cost (per annum) of £56,460</i>	

190. The proposed level of contribution identified above should also be supplemented by seeking to address the following actions identified against nearest sites:
191. **Stone Cricket Club (ID:32)**
- ◀ Review quality issues to ensure appropriate quality is achieved and sustained.
 - ◀ Consider funding options to replace the current ancillary facilities with a purpose-built structure to enable club growth.
 - ◀ Indicative cost: £250k and above.

²⁹ Includes Land at Stone Hill (south), Land off Stanklyn Lane and Land r/o Spennells & Easter Park

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King Charles I Secondary School (ID:24:)

192. The school has two sites, with the lower school site containing one adult and one youth 9v9 football pitch, is the closest to the development site. Although the pitches are not currently available for community use there is an opportunity to explore this further which may require pitch improvements. Indicative cost: less than £50k.
193. Further to this, Kidderminster East Urban Extension predominately falls within Kidderminster Analysis Area (although some of it also falls within Rural East Analysis Area). Two sites are identified as Key Centres in Kidderminster Analysis Area; White Wickets Sports Field (ID:40) and Baxter Business and Enterprise College (ID:4) meaning that they 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. Consideration should also be given to making contributions to these sites as identified within the action plan.

Scenario 5: North Kidderminster Urban Extension

194. Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the next largest of these proposed in Wyre Forest which is common to options A and B as follows:

Scenario	Number of dwellings	Total population
North Kidderminster urban extension (at the Lea Castle Hospital site)	600	1,344

195. Using team generation rates from the PPS Assessment Report it is also possible to estimate the likely minimum level of provision to be generated from each development:

Table 7.7: North Kidderminster Urban Extension

Pitch sport	Requirement
Adult football	0.27 pitches
Youth football	0.39 pitches
Mini soccer	0.28 pitches
Rugby union	0.12 pitches
Hockey	0.04 artificial grass pitches
Cricket	0.18 pitches
<i>Total capital cost of £139,210 total life cycle cost (per annum) of £25,491</i>	

196. The proposed level of contributions identified above should be supplemented by seeking to address the following actions identified against nearest sites:
197. **Lea Castle Drive (ID:47)**
- ◀ Seek options to improve pitch quality.
 - ◀ Seek options to improve the ancillary facilities, establishing utilities within the facility. Consider investing in increased security of the site to reduce vandalism and theft.
 - ◀ Indicative cost: £50k-£250k.

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198. Further to this, North Kidderminster urban extension falls within Kidderminster Analysis Area where two sites are identified as Key Centres: White Wickets Sports Field (ID:40) and Baxter Business and Enterprise College (ID:4) meaning that they 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. Consideration should also be given to making contributions to these sites as identified within the action plan.

Playing pitch requirements for individual development sites

199. The housing growth scenarios above consist of individual development sites. The specific open space requirements for each individual development site is set out overleaf.
200. The exact nature and location of provision associated with these developments should be fully determined through the local planning process and in partnership with each specific NGB, which may, for example, include off site contributions in the form of upgrading pitches at existing sites where appropriate. In the table above we have sought to identify potential existing playing pitch sites located nearby for investment which additional demand is likely to migrate to.
201. Experience shows that only housing sites with 600 dwellings or more are likely to generate demand in their own right; however, the cumulative impact of housing across the local authority clearly shows that there will be significant demand generated during the Local Plan period. The table overleaf also details the nearest playing pitch sites which should be considered for offsite contributions for investment.
202. The Council could consider using CIL (if adopted) to obtain contributions to priority sites, or pooling S106 contributions from major housing schemes to invest in priority sites. In either case, the preceding Action Plan and future consultation with NGBs should inform the playing fields that most require investment.
203. It is important that the Council secures appropriate contributions from new developments to provide for the sporting needs arising from the residents of that development.

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Table 7.8: Playing pitch requirements for individual development sites

Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement								Potential nearest playing pitch sites for investment (if required)
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)	
Bewdley													
Stourport Road (triangle), Bewdley	WA/BE/1	A & B	80	180	0.04	0.05	0.04	0.02	0.02	0.01	£18,630	£3,411	6: Bewdley Leisure Centre 5: Bewdley Cricket Ground
Land off Highclere	BR/BE/6	A & B	60	135	0.03	0.04	0.03	0.01	0.02	-	£13,973	£2,559	28: St Anne's Primary School 5: Bewdley Cricket Ground
Land South of Habberley Road, Bewdley (The Gardens)	WA/BE/5	A & B	70	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	6: Bewdley Leisure Centre 5: Bewdley Cricket Ground
Catchems End, Bewdley	WA/BE/3	B	90	200	0.04	0.06	0.04	0.02	0.03	0.01	£20,700	£3,791	5: Bewdley Cricket Ground
Kidderminster													
Land rear of Spennells / Easter Park	AS/10	A	200	450	0.09	0.13	0.09	0.04	0.06	0.01	£46,576	£8,529	24: King Charles I Secondary School 32: Stone Cricket Club
Former Lea Street School Site	AS/6	A & B	24	55	0.01	0.02	0.01	-	0.01	-	£5,693	£1,042	14: Chester Road Cricket Ground
Comberton Place	AS/1	A & B	28	65	0.01	0.02	0.01	0.01	0.01	-	£6,728	£1,232	1: Aggborough Stadium
Oasis Factory, Goldthorn Road, Kidderminster	FPH/6	A & B	91	205	0.04	0.06	0.04	0.02	0.03	0.01	£21,218	£3,885	52: Wyre Forest Leisure Centre
Land rear of Baldwin Road, Kidderminster	OC/4	A & B	75	170	0.03	0.05	0.04	0.01	0.02	0.01	£17,595	£3,222	47: Lea Castle Drive 14: Chester Road Cricket Ground
Captains and The Lodge, Bromsgrove Road, Stone	WFR/ST/1	A & B	135	300	0.06	0.09	0.06	0.03	0.04	0.01	£31,051	£5,686	23: King Charles I Secondary School 14: Chester Road Cricket Ground
Victoria Carpets Sports Ground, Spennells Valley Road, Kidderminster	AS/5	A & B	45	100	0.02	0.03	0.02	0.01	0.01	-	£10,350	£1,895	1: Aggborough Stadium 23: King Charles I Secondary School
County Buildings and Blakebrook School, Bewdley Road, Kidderminster	BHS/18	A & B	50	110	0.02	0.03	0.02	0.01	0.01	-	£11,385	£2,085	50: St John's CE Primary School
Sladen School, Hurcott Road, Kidderminster	BW/3	A & B	72	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	27: Springfield Park 14: Chester Road Cricket Ground
Stourminster School, Comberton Road, Kidderminster	OC/11	A & B	56	125	0.03	0.04	0.03	0.01	0.02	-	£12,938	£2,369	23: King Charles I Secondary School 14: Chester Road Cricket Ground
Lea Castle Hospital	WFR/WC/15	A & B	600	1,345	0.27	0.39	0.28	0.12	0.18	0.04	£139,210	£25,491	47: Lea Castle Drive
Naylor's Field	FPH/18	A & B	35	80	0.02	0.02	0.02	0.01	0.01	-	£8,280	£1,516	53: Sutton Park Primary School
Dowles Road Community Centre	FPH/17	A & B	11	25	0.01	0.01	0.01	-	-	-	£2,588	£474	53: Sutton Park Primary School
Land Adjacent Hodge Hill Farm	OC/5	A & B	40	90	0.02	0.03	0.02	0.01	0.01	-	£9,315	£1,706	14: Chester Road Cricket Ground

³⁰ <https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

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Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement								Potential nearest playing pitch sites for investment (if required)
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)	
British Sugar Site Phase 2	FPH/10	A & B	70	155	0.03	0.05	0.03	0.01	0.02	0.01	£16,043	£2,938	52: Wyre Forest Leisure Centre
Comberton Lodge Nursery, Comberton Road, Kidderminster	OC/12	A & B	10	20	No requirement for contribution								
Hurcott ADR	BW/4	A & B	200	450	0.09	0.13	0.09	0.04	0.06	0.01	£46,576	£8,529	47: Lea Castle Drive 27: Springfield Park
Churchfields Business Park	BW/1	A & B	230	515	0.10	0.15	0.11	0.05	0.07	0.02	£53,303	£9,761	14: Chester Road Cricket Ground 27: Springfield Park
Land North of Stone Hill,	WFR/ST/3	A & B	70	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	24: King Charles I Secondary School 32: Stone Cricket Club
Sion Hill School	WFR/WC/18	A & B	46	105	0.02	0.03	0.02	0.01	0.01	-	£10,868	£1,990	21: Heathfield School 27: Springfield Park
Limekiln Bridge	BW/2	A & B	150	335	0.07	0.10	0.07	0.03	0.05	0.01	£34,673	£6,349	14: Chester Road Cricket Ground
Coopers Arms, Kidderminster	BHS/26	A & B	10	22	No requirement for contribution								
Yew Tree Inn, Chester Road North, Kidderminster	BW/6	A & B	10	22	No requirement for contribution								
78 Mill Street, Kidderminster	FHN/9	A & B	13	30	0.01	0.01	0.01	-	-	-	£3,105	£569	22: Kidderminster Carolians RFC 50: St John's CE Primary School
Park Lane Canalside	BHS/16	A & B	55	125	0.03	0.04	0.03	0.01	0.01	-	£12,938	£2,369	50: St John's CE Primary School
Land at Stone Hill (North)	OC/13	A & B	1200	2,690	0.54	0.78	0.57	0.24	0.36	0.09	£278,420	£50,983	24: King Charles I Secondary School 1: Aggborough Stadium
Bromsgrove Street Area	BHS/2	A & B	75	170	0.03	0.05	0.04	0.01	0.02	0.01	£17,595	£3,222	23: King Charles I Secondary School 1: Aggborough Stadium
Land rear of Baldwin Road (East part of site), Kidderminster	OC/4	B	75	170	0.03	0.05	0.04	0.01	0.02	0.01	£17,595	£3,222	47: Lea Castle Drive 14: Chester Road Cricket Ground
Former British Sugar Settling Ponds, Wilden Lane, Kidderminster	FPH/1	B	100	225	0.05	0.07	0.05	0.02	0.03	0.01	£23,288	£4,264	1: Aggborough Stadium 41: Wilden Top
Rural East													
Land south of Wolverley Road and Park Gate Lane, Kidderminster	WFR/WC/16	A	50	110	0.02	0.03	0.02	0.01	0.01	-	£11,385	£2,085	47: Lea Castle Drive 27: Springfield Park
Land off Stanklyn Lane	WFR/ST/2	A	330	740	0.15	0.22	0.16	0.07	0.10	0.02	£76,591	£14,025	24: King Charles I Secondary School 32: Stone Cricket Club
Land at Stone Hill (South)	OC/13	A	800	1,790	0.36	0.52	0.38	0.16	0.24	0.06	£185,268	£33,925	24: King Charles I Secondary School 32: Stone Cricket Club
East of Lea Castle	WFR/WC/32	B	360	805	0.16	0.23	0.17	0.07	0.11	0.03	£83,319	£15,257	47: Lea Castle Drive 21: Heathfield School
Rural West													
Allotments, Upper Arley	WA/UA/4	A & B	10	20	No requirement for contribution								

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Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement								Potential nearest playing pitch sites for investment (if required)
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)	
New Road, Far Forest (South)	BR/RO/7	A & B	20	45	0.01	0.01	0.01	-	0.01	-	£4,658	£853	17: Far Forest Society Pavilion and Sports Ground
Clows Top	BR/RO/1	A & B	30	65	0.01	0.02	0.01	0.01	0.01	0.01	£6,728	£1,232	17: Far Forest Society Pavilion and Sports Ground
Land behind Orchard House, Far Forest	BR/RO/6	A & B	15	35	0.01	0.01	0.01	-	-	-	£3,623	£663	17: Far Forest Society Pavilion and Sports Ground
Land adjacent Tolland bungalow, Far Forest	BR/RO/4	A & B	5	10	No requirement for contribution								
Land to rear of Walnut Cottage	BR/RO/26	A & B	5	10	No requirement for contribution								
New Road, Far Forest (North)	BR/RO/7	B	20	45	0.01	0.01	0.01	-	0.01	-	£4,658	£853	17: Far Forest Society Pavilion and Sports Ground
Stourport													
County Buildings, Stourport	MI/1	A & B	40	90	0.02	0.03	0.02	0.01	0.01	0.01	£9315	£1,706	51: Burlish Park Primary School
Bridge Street Basins	AKR/1	A & B	27	60	0.01	0.02	0.01	-	0.01	-	£6,210	£1,137	36: Stourport Swifts FC 38: Stourport-On-Severn Cricket Club 34: Stourport Rugby Football Club
Swan Hotel and Working Men's Club	AKR/7	A & B	20	45	0.01	0.01	0.01	-	0.01	-	£4,658	£853	34: Stourport Rugby Football Club 36: Stourport Swifts FC
Cheapside	AKR/2	A & B	72	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	34: Stourport Rugby Football Club 36: Stourport Swifts FC
Parsons Chain	MI/3	A & B	114	255	0.05	0.07	0.05	0.02	0.03	0.01	£26,393	£4,833	34: Stourport Rugby Football Club 51: Burlish Park Primary School
Baldwin Road	MI/5	A & B	52	115	0.02	0.03	0.02	0.01	0.02	-	£11,903	£2,180	51: Burlish Park Primary School 33: Stourport High School
Steatite Way, Stourport	MI/6	A & B	106	240	0.05	0.07	0.05	0.02	0.03	0.01	£24,840	£4,549	26: Morgan Advanced Ceramics Ltd
Land at Lickhill Road North (Bradley Paddocks and Field adjacent 17 Lickhill Road)	LI/6/7/8	A & B	152	340	0.07	0.10	0.07	0.03	0.05	0.01	£35,191	£6,444	26: Morgan Advanced Ceramics Ltd 51: Burlish Park Primary School
Wyre Forest Golf Club	LI/2	A & B	80	180	0.04	0.05	0.04	0.02	0.02	0.01	£18,630	£3,411	26: Morgan Advanced Ceramics Ltd 33: Stourport High School
Carpets of Worth, Stourport on Severn	AKR/20	A & B	170	380	0.08	0.11	0.08	0.03	0.05	0.01	£39,331	£7,202	34: Stourport Rugby Football Club 51: Burlish Park Primary School
35 Mitton Street, Stourport	MI/28	A & B	15	35	0.01	0.01	0.01	-	-	-	£3,623	£663	51: Burlish Park Primary School
Chichester Caravans, Vale Road, Stourport on Severn	MI/29	A & B	28	65	0.01	0.02	0.01	0.01	0.01	0.01	£6,728	£1,232	34: Stourport Rugby Football Club 36: Stourport Swifts FC
Land Rear of Stourport Manor	MI17	B	72	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	41: Wilden Top 54: Hartlebury C of E Primary School
Land at Burlish Crossing	LI/5	B	157	350	0.07	0.10	0.07	0.03	0.05	0.01	£36,226	£6,633	26: Morgan Advanced Ceramics Ltd 51: Burlish Park Primary School

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Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement								
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)	Potential nearest playing pitch sites for investment (if required)
Pearl Lane, Areley Kings	AKR14	B	340	760	0.15	0.22	0.16	0.07	0.10	0.02	£78,661	£14,404	36: Stourport Swifts FC 38: Stourport-On-Severn Cricket Club
Rectory Lane, Areley Kings	AKR/15	B	130	290	0.06	0.08	0.06	0.03	0.04	0.01	£30,016	£5,496	36: Stourport Swifts FC 38: Stourport-On-Severn Cricket Club

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PART 8: KEEP THE STRATEGY ROBUST AND UP TO DATE

Delivery

204. The Playing Pitch Strategy seeks to provide guidance for maintenance/management decisions and investment made across Wyre Forest. By addressing the issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of Wyre Forest can be satisfied. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.
205. It is important that this document is used in a practical manner, is engaged with partners and encourages partnerships to be developed, to ensure that outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.
206. The production of this Strategy should be regarded as the beginning of the planning process. The success of this Strategy and the benefits that are gained are dependent upon regular engagement between all partners involved and the adoption of a strategic approach.
207. Each member of the steering group should take the lead to ensure the PPS is used and applied appropriately within their area of work and influence. The role of the steering group should not end with the completion of the PPS document.
208. To help ensure the PPS is well used it should be regarded as the key document within the study area guiding the improvement and protection of playing pitch provision. It needs to be the document people regularly turn to for information on how the current demand is met and what actions are required to improve the situation and meet future demand. In order for this to be achieved the steering group need to have a clear understanding of how the PPS can be applied and therefore delivered. Key uses for the PPS include evidence for supporting funding bids, guidance to inform planning decisions and planning applications and decision making for capital investment.
209. The process of developing the PPS will hopefully have already resulted in a number of benefits that will help with its application and delivery. These may include enhanced partnership working across different agendas and organisations, pooling of resources along with strengthening relationships and understanding between different stakeholders and between members of the steering group and the sporting community. The drivers behind the PPS and the work to develop the recommendations and action plan will have also highlighted, and helped the steering group to understand, the key areas to which it can be applied and how it can be delivered.

Monitoring and updating

210. It is important that there is regular annual monitoring and review against the actions identified in the Strategy. This monitoring should be led by the local authority and supported by the Steering Group. Understanding and learning lessons from how the PPS has been applied should also form a key component of monitoring its delivery. This should form an on-going role of the steering group. It is possible that in the interim between annual reviews the steering group could operate as a 'virtual' group; prepared to comment on suggestions and updates electronically when relevant.

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211. As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off by the Steering Group, then Sport England and the NGBs would consider the PPS and the information on which it is based to be out of date. If the PPS is used as a 'live' document, and kept up to date, the time frame can be extended to five years.
212. Furthermore, the process of refreshing the PPS would be much less resource intensive if changes and updates have been made throughout the five years. If there are no updates to the document within the period the nature of the supply and in particular the demand for playing pitches is likely to have changed. 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.
213. The PPS should be reviewed on an annual basis from the date it is formally signed off by the Steering Group. This will help to maintain the momentum and commitment that would have been built up when developing the PPS. Taking into account the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.
214. An annual review should not be regarded as a particularly resource intensive task. However, it should highlight:
- ◀ How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others)
 - ◀ How the PPS has been applied and the lessons learnt
 - ◀ Any changes to particularly important sites and/or clubs in the area (e.g. the most used or high quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues
 - ◀ Any development of a specific sport or particular format of a sport
 - ◀ Any new or emerging issues and opportunities.
215. Once the PPS is complete the role of the steering group should evolve so that it:
- ◀ Acts as a focal point for promoting the value and importance of the PPS and playing pitch provision in the area
 - ◀ Monitors, evaluates and reviews progress with the delivery of the recommendations and action plan
 - ◀ Shares lessons learnt from how the PPS has been used and how it has been applied to a variety of circumstances
 - ◀ Ensures the PPS is used effectively to input into any new opportunities to secure improved provision and influence relevant programmes and initiatives
 - ◀ Maintains links between all relevant parties with an interest in playing pitch provision in the area;
 - ◀ Reviews the need to update the PPS along with the supply and demand information and assessment work on which it is based. Further to review the group should either:
 - ◀ Provide a short annual progress and update paper;
 - ◀ Provide a partial review focussing on particular sport, pitch type and/or sub area; or
 - ◀ Lead a full review and update of the PPS document (including the supply and demand information and assessment details).

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216. Alongside the regular steering group meetings it is recommended that Wyre Forest District Council holds annual sport specific meetings with the pitch sport NGBs and other relevant organisations. These meetings should look to update the key supply and demand information, if necessary amend the assessment work, track progress with implementing the recommendations and action plan and highlight any new issues and opportunities. Things to consider include formation of new teams or loss of teams, any new formats of the sports that would impact on facilities, changes in quality or creation of new facilities.
217. These meetings could be timed to fit with the annual affiliation process undertaken by the NGBs which would help to capture any changes in the number and nature of sports clubs in the area. Other information that is already collected on a regular basis such as pitch booking records for local authority and other sites could be fed into these meetings. The NGBs will also be able to indicate any further performance quality assessments that have been undertaken within the study area. Discussion with the league secretaries may also indicate annual league meetings which it may be useful to attend to pick up any specific issues and/or enable a review of the relevant club details to be undertaken.
218. The steering group should regularly review and refresh area by area plans taking account of any improvements in pitch quality (and hence increases in pitch capacity) and also any new negotiations for community use of education or other private sites in the future. Updating the action plans will make the task of updating the PPS much easier.
219. It is important that the Council maintains the data contained with the accompanying Playing Pitch Database. This will enable it to refresh and update area by area plans on a regular basis. The accompanying databases are intended to be refreshed on a season by season basis and it is important that there is cross-departmental working, including for example, grounds maintenance and sports, to ensure that this is achieved and that results are used to inform subsequent annual sports facility development plans. Results should be shared with partners via a consultative mechanism.

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Checklist

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

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

Stage E: Deliver the strategy and keep it robust and up to date	Tick 	
	Yes	Requires Attention
Step 9: Apply and 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 and up to date		
1. Has a process been put in place to ensure the PPS is kept robust and up to date?		
2. Does the process involve an annual update of the PPS?		
3. Is the steering group to be maintained and is it clear of its on-going role?		
4. Is regular liaison with the NGBs and other parties planned?		
5. Has all the supply and demand information been collated and presented in a format (i.e. single document that can be filtered accordingly) that will help people to review it and highlight any changes?		
6. Have any changes made to the Active Places Power data been fed back to Sport England?		

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APPENDIX ONE: STRATEGIC CONTEXT

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

National context

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

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

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

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

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

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

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

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

- ◀ Physical Wellbeing
- ◀ Mental Wellbeing
- ◀ Individual Development

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- ◀ Social & Community Development
- ◀ Economic Development

National Planning Policy Framework

The National Planning Policy Framework (the Framework) 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 Framework 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 Framework 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 Framework states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

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

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

The FA National Game Strategy (2015 – 2019)

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

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

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- ◀ Deliver new and improved facilities including new Football Turf Pitches.
- ◀ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

England and Wales Cricket Board (ECB) Champion Counties Strategic Plan 2014 – 2017

The England and Wales Cricket Board unveiled a new strategic plan in 2013 which seeks to deliver successful England teams at all levels, to produce a vibrant domestic game as well as increasing participation during the period 2014-17. It builds on the 2005 plan, Building Partnerships and the subsequent 2009 initiative, Grounds to Play.

The plan will take advantage of local partnerships developed in earlier plans and support local delivery of priorities through the County network. It targets operational excellence to make maximum use of scarce resources and facilities during a time of economic austerity.

Among the targets set under the four pillars of Effective Governance, Vibrant Domestic Game, Enthusiating Participation and Successful England teams, which are relevant to the playing pitch strategy, are:

- ◀ An increase in participation as measured by Sport England's Active People Survey from 183,400 to 197,500
- ◀ Expand the number of clubs participating in NatWest CricketForce from 2,000 to 2,200
- ◀ Increase the number of cricket's volunteers to 80,000 by 2017
- ◀ Expand the number of participants in women's and disabilities cricket by 10% by 2017
- ◀ To increase the number of TwelfthMan members from 220,000 to 250,000 by 2017
- ◀ Complete an approved Community Engagement programme with all 18 First Class Counties and MCC
- ◀ For each £1 provided in facility grants through the 'Sport England Whole Sport Plan Grant Programme' ensure a multiplier of three with other funding partners
- ◀ Provide a fund of £8.1m of capital investment to enhance floodlights, sightscreens, replay screens, power sub-stations and broadcasting facilities at First Class County venues
- ◀ Provide an interest-free loan fund to community clubs of £10 million
- ◀ Qualify and engage 50 Level 4 coaches to support the development of professional cricketers
- ◀ Expand the number of coaches who have received teacher level 1, 2 or 3 qualifications to 50,000
- ◀ Provide a fund of £2 million for community clubs to combat the impact of climate change
- ◀ Introduce a youth T20 competition engaging 500 teams by 2017

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

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

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

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

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

It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

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

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

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

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

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

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

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

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

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

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

- ◀ Grow our Participation
- ◀ Deliver International Success
- ◀ Increase our Visibility
- ◀ Enhance our Infrastructure
- ◀ Be a strong and respected Governing Body

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

‘The right pitches in the right places’³¹

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

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

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

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APPENDIX TWO: FUNDING PLAN

Funding opportunities³²

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 will change throughout 2016/17 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.
EU Life Fund http://ec.europa.eu/environment/funding/intro_en.htm	LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU.
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.

³² Up to date as of April 2017.

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Funder's requirements

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

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

Indicative costs

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

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

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

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APPENDIX THREE: GLOSSARY

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.

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

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

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

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

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

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Match equivalent sessions is an appropriate comparable unit for pitch usage. For football, 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.