



EAST STAFFORDSHIRE OUTDOOR SPORT DELIVERY & INVESTMENT PLAN

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Integrity, Innovation, Inspiration

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EAST STAFFORDSHIRE OUTDOOR SPORT DELIVERY & INVESTMENT PLAN

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1. INTRODUCTION

This Plan has been prepared by Knight Kavanagh and Page on behalf of East Staffordshire Borough Council, Sport England and partners. It builds on the Council's adopted [Playing Pitch Strategy](#) and supporting evidence base¹ that was adopted in 2009 and sets out an approach to deliver high quality outdoor sports facilities for existing and future residents of East Staffordshire.

The Partners include:

- ◀ Sport England (SE)
- ◀ Sports Across Staffordshire (CSP)
- ◀ The Football Association (FA)
- ◀ Rugby Football Union (RFU)
- ◀ England & Wales Cricket Board (ECB)
- ◀ England Hockey (EH)
- ◀ The Lawn Tennis Association (LTA)

Inter-agency coordination with others such as Staffordshire County Council, local sports clubs/societies and agents/developers will also be needed to help to deliver this Plan.

Purpose

This Plan for East Staffordshire sets out a strategic framework for the development of outdoor sports facilities set in the context of the Council's overarching strategic priorities and those of key partners and provides suggestions for potential sources of funding.

The proposal arose following a suggestion from Sport England to formalise an approach to the delivery of new sports facilities and the protection of existing sites following a history of planning applications threatening sports facilities in the Borough and the submission of the first of many applications for housing growth in the Borough. A number of sport sites and issues have been identified. This has resulted in the need for a strategy to protect sites and, where appropriate identify suitable alternative provision where appropriate prior to the adoption of a replacement Local Plan.

The Preferred Option Local Plan, published for consultation during July to September 2012 proposed a scale and location of housing development across the Borough. The preparation of this document provides an opportunity to dovetail with this process to ensure housing development is sustainable in terms of social infrastructure provision for outdoor sport. The Council is considering the preparation of a Community Infrastructure Levy (CIL) document which this Investment Plan could help to inform in terms of appropriate tariffs should the Council opt for this approach. Section 106 agreements will otherwise be the main tool for delivering new provision either through direct provision of commuted sum payment for off-site provision of qualitative improvements to existing facilities.

This Plan is therefore a starting point for discussion with developers. The Strategy may change over time. It has to be subject to other plan considerations material in the decision making process.

¹ [PPG17 Open Space Sport and Recreation Study 2009](#) (Outdoor Sports Assessment)

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Structure of the Document:

- ◀ **Section 2:** Context – This sets out the Policy Context for the document setting out national policy in the form of the NPPF; local policy in the form of relevant saved policies from the Adopted Local Plan and related Supplementary Planning Document and the emerging Local Plan.
- ◀ **Section 3:** Updating the Evidence Base – This section sets out the key issues identified in the 2009 Playing Pitch Strategy which this Plan seeks to address and uses the Sport England Facilities Planning Model, Playing Pitch Model and supply and demand changes since the publication of the Playing Pitch Strategy to update the current position in terms of deficiencies and surpluses and level of future provision needed.
- ◀ **Section 4:** Framework For Improvements – This sets out inter-agency coordination as the main strategic issue and proposes the formation of a working group with partners to: Discuss planning applications as they arise; clarify sites to be retained/protected and where appropriate including mitigation for the loss of playing fields to meet Sport England requirements. It also sets out objectives for each sport and how the planning system contributes to sports provision.
- ◀ **Section 5:** Recommendations for Delivery and Investment - Defines and sets out the advantages of developing a series of Hubs in the Borough and a broad mechanism for achieving this goal. It identifies the location of two new potential hubs in addition to those sites that are already considered to meet the hub criteria. It also includes an action plan setting out the Issues and potential solutions which need to be made for sites that are currently, or may in the future, under threat.

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2. CONTEXT

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

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

In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities. We advocate that the methodology to undertake such assessments should be informed by best practice including Sport England's 'Towards a Level Playing Field' (TALPF) and previous planning policy (i.e., Planning Policy Guidance 17 (PPG17)). Despite the latter being replaced by the NPPF it still offers relevant guidance about undertaking a needs assessment.

The East Staffordshire Local Plan 2006 saved policy L1 states that...*'If an application will result in a reduction in supply of facilities where a current or future demand exists for those facilities, consent will be refused unless a suitable replacement is provided which is equivalent or better in terms of accessibility, size, usefulness and quality and is capable of being maintained adequately through the management and maintenance agreements.'*

Policy L1 also refers to the Council's Greenspace and Playing Pitch Strategy. This reference relates to the KKP Playing Pitch Strategy of 2009 and the results of this were carried forward into an Open Space Supplementary Planning Document (SPD).

The Council is preparing a replacement plan for the period 2012 to 2031 and consulted on its Preferred Option Local Plan document during July, August and September 2012. This sets out a locally derived housing target of 8935 dwellings to be delivered throughout this plan period. It also sets out a draft strategic policy (SP7) for the provision, protection, enhancement and management of open space and playing pitches.

The investment plan is about confirming direction, making choices and determining priorities which are realistic and sustainable. These relate to need; that which is statistically self-evident in the light of additional dwellings to be built in East Staffordshire alongside issues and aspirations raised and included as a consequence of consultation with partners. It will also help to target investment and provide certainty with regard to current and future planning applications. The site specific tables at the rear of this report identify key issues and potential solutions which the Study partners and other stakeholders, including developers or landowners, will have regard to as part of the efforts to implement the Playing Pitch Strategy.

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Methodology/approach

The sports covered within the Plan include the outdoor sports facilities incorporated in the current Playing Pitch Strategy (football, cricket, rugby, hockey, bowls, and tennis) with the exception of athletics and golf. The Plan excludes indoor sports. A separate evidence base report has been prepared for indoor sports and pool facilities².

The existing East Staffordshire [Playing Pitch Strategy](#) (PPS) was prepared in 2009 as part of the East Staffordshire Borough Council PPG17 Open Space, Sport and Recreation Study. This document was used as the basis of the Council's adopted Open Space SPD which carries forward the playing pitch and other standards for open space. Although some desk based refreshing of this evidence base (particularly the audit) has been undertaken, there remains a reliance on the key demand issues, in addition to the population growth, identified in 2009. The work involved drawing together the recommendations from the PPS (taking into account any supply side changes to the audit) with the facility plans and investment priorities of the relevant National Governing Bodies (NGBs), the viable aspirations of local sports clubs and the proposals for primary school expansion in the Borough. The study included consultation with the following key stakeholders:

- ◀ ESBC planning policy, development control and leisure officers.
- ◀ Joint meeting with NGBs, Sport England and Sports Across Staffordshire.
- ◀ Staffordshire County Council Education Authority.
- ◀ Key users (sports clubs and leagues) by telephone and email.

² [ESBC FPM Strategic Assessment of Sports Halls and Pools](#)

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3. UPDATING EXISTING EVIDENCE BASE

Introduction

This section summarises the issues identified in the 2009 Playing Pitch Strategy and sets out the changes in the position as a result of rerunning the Sport England Facilities Planning Model (FPM) for Artificial Grass Pitches (AGPs) and the Playing Pitch Model (PPM) for grass pitch sports following changes to the supply and demand position.

ESBC Playing Pitch Strategy (2009)

The 2009 Playing Pitch Strategy identified the following key issues which the action plan within this Strategy seeks to address:

- ◀ **School Facilities** - Lack of availability of school facilities (due to the increasing loss of control the Local Education Authority has over schools that are opting for Academy status) and the need for regular, coordinated access to school sports facilities.
- ◀ **Overplay of Pitches** - Identified overplay (across four sites equating to 28 matches) (Site capacity is calculated by applying the carrying capacity (i.e. matches per week) that should be played on the pitch based on its current quality) and latent demand for one senior and eight junior football pitches and anticipated future demand for mini and junior football pitches (18 junior teams).
- ◀ **Changing Facilities** - A lack of changing facilities at Newton Recreation Ground. There are also no changing facilities at parish council owned sites; Silver Lane Playing Fields and Craythorne Field and local authority site Anglesey Park.
- ◀ **Cricket Pitches** - Although it is difficult to fully express overplay through calculating the capacity of cricket pitches, it would appear that through analysis of play using team generation Rates (TGRs) that current pitches are operating at capacity. Furthermore, there is a shortfall of pitches in the Rural and Uttoxeter areas.
- ◀ **Bowling Greens** - A general decline in the number of bowling greens available in recent years due to a loss at industrial sports and social clubs i.e. clubs previously attached to businesses such as Pirelli or the breweries. Local bowling leagues do not consider there to have been a reduction in participation.
- ◀ **Tennis** - In terms of tennis, According to LTA guidelines, there is some spare capacity at Grange, Barton and Abbots Bromley clubs to accommodate more teams without the need for more courts.
- ◀ Quality of tennis courts in the Burton area is generally poor; in particular, the three courts at Shobnall Leisure Complex. It is unlikely that by increasing the quality of provision, casual usage would increase at Shobnall. The grass courts at Grange Tennis Club are also deemed to be of poor quality.

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Update to the Playing Pitch Strategy

The 2011 Sport England Facilities Planning Model (FPM)³

The FPM is a computer model (developed and used on license from Edinburgh University), which helps to assess the strategic provision of community sports facilities. In addition to indoor sports facilities, the Model includes synthetic turf pitches, otherwise known as Artificial Grass Pitches (AGPs).

The Model has been developed as a means of:

- ◀ Assessing requirements for different types of community sports facilities on a local, regional or national scale.
- ◀ Helping local authorities determine an adequate level of sports facility provision to meet their local needs.
- ◀ Testing 'what if' scenario's in provision and changes in demand, this includes testing the impact of opening, relocating and closing facilities and the impact population changes would have on the needs of the sports facilities.

In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility. In order to estimate the level of sports facility provision in an area, the Model compares the number of facilities (supply), by the demand for that facility (demand) that the local population will produce.

Artificial Grass Pitches (AGPs)

East Staffordshire accommodates five Artificial Grass Pitches (AGPs) (three floodlit sand based and two floodlit third generation (3G) pitches):

Table 1.1: AGP Pitches in East Staffordshire

Name of site	Quantity of AGP's	Year of construction	Surface
Shoball Leisure Complex	1	1992	Sand Based
Denstone College Sports Centre	1	1990	Sand Based
Thomas Alleyne's High School	1	2006	Sand Based
Robert Sutton Catholic School	1	2008	Rubber crumb pile (3G)
St George's Park	1	2012	Rubber crumb pile (3G)

This includes a new outdoor 3G floodlit pitch located at St Georges Park (The FA National Centre) which became available for community use in September 2012 but excludes the indoor 3G pitch. However, the extent of its availability is limited being one of several pitches that will be available at weekends and in some instances during the week, used in rotation. FPM analysis indicates that the Borough's AGPs are operating at 98% used capacity. Denstone College (private site) is operating at 85% used capacity. However, due to school use/fixtures the pitch has limited community use to cater for competitive hockey matches.

³ Local Assessment of Artificial Grass Pitch Provision Facility Planning Model December 2011: Sport England

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It should be noted there are small sized artificial grass pitches which are used by football teams to accommodate recreational and competitive football. However, these have not been included in the FPM as this only includes full size AGPs.

Table 1.2 Number of AGP pitches per 10,000 population

No. of pitches per 10,000 population	Merged	Football	Hockey
England	0.32	0.28	0.24
West Midlands	0.32	0.30	0.24
Staffordshire	0.37	0.35	0.25
East Staffordshire	0.45	0.45	0.27

Football and Hockey

East Staffordshire has an overall shortfall of 0.3 pitches (0.2 for football and 0.1 for hockey) according to the model. However, this does not take account of locally identified demand. The table below grosses the figure across the Borough and illustrates the breakdown of unmet demand for football and hockey:

Table 1.3: Summary of unmet demand for football and hockey

Unmet demand	Merged Football and hockey		Football		Hockey	
	% unmet demand	Pitch equivalent	% unmet demand	Pitch equivalent	% unmet demand	Pitch equivalent
East Staffordshire	7.8	0.3	7.7	0.2	8.1	0.1

A map indicating where most unmet demand is located can be found in Appendix One. Unmet football demand is predominantly located in the Burton East and Burton West areas. However, a small amount can also be found in the southern tip of the Rural and Uttoxeter areas. Unmet demand for hockey is small and is concentrated in Burton East and Burton West areas.

East Staffordshire accommodates nearly 1,900 visits per week to AGPs in the peak period which represents a high percentage of satisfied demand (83%). The Borough therefore retains most of its own demand because it has a better supply of facilities.

Changes to Supply since Publication of the Playing Pitch Strategy

The following updates were identified to have occurred since the 2009 PPS and which are likely to have a significant impact on the current supply and demand for outdoor sports provision across East Staffordshire:

- ◀ The opening of a new nationally important sports facility with some community access, St Georges Park National Football Centre, just outside Burton. Three grass pitches will be made available to the community for bookings through ESBC.
- ◀ The loss of industrial playing fields, including the redevelopment of the Pirelli site and the closure of Belvedere Sports Club. Audit changes to sites/pitches i.e., Meadow Lane which provides one senior pitch is not currently available for community use.

In addition, the primary school expansion programme could threaten playing fields on existing school site (by extensions) but could also offer opportunities through the delivery of new schools, for example, Tutbury School.

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Changes to Demand since Publication of the Playing Pitch Strategy

Recent (2012) consultation with key users and NGBs further identified specific unmet sports demand for access to additional and better quality pitches in the Borough:

- ◀ Relocation of Burton Rugby Club to a new larger site in Tatenhill, for which consent has already been granted.
- ◀ Burton Hockey Club expresses significant latent and displaced demand for access to peak time AGP.
- ◀ The proposals for development of Uttoxeter Quarry to accommodate Uttoxeter Cricket Club relocation from Uttoxeter Racecourse and to satisfy local sports club demand. Issues with regards to position of a proposed wind turbine and its affect upon the proposals.
- ◀ High demand expressed by Uttoxeter Rugby Club, predominately through current overplay at Oldfields Sports Club.
- ◀ Long standing latent demand for access to a second home ground for Rolleston Cricket Club.

Housing growth

Using the 2011 population data as a base and adding the expected population from the draft allocations from the Preferred Option Local Plan to be located in each analysis area, growth for the period 2012 to 2031 for East Staffordshire is set out below. Additional population is estimated at 14,062 people. The subsequent projected change in households equates to an additional 8,935, of which 2,223 dwellings have already been given consent. This leaves 6,712 dwellings to be allocated according to the Spatial Strategy set out in the Council's Preferred Option consultation published in July 2012. However, given the very recent release of the 2011 Census data a refresh of the SHMA update has been commissioned. Developers are advised to discuss the level of sports provision with East Staffordshire Borough Council and Sport England at the earliest opportunity.

The Preferred Option Local Plan of 2012 identifies this broad distribution of growth is anticipated to be approximately 58% in and around Burton, 16% in and around Uttoxeter and a further 13% on brownfield sites in Burton and Uttoxeter and 13% in the rural areas. This has been broken down by analysis area – see Appendix Two for a map of the analysis areas. This translates as follows:

Table 1.4: Summary of growth

Population projections	Census 2011	2031 Estimated population	Population difference	% difference
Burton	69,252	78,780	9,528	13.75
Rural 1*	19,858	21,230	1,372	6.9
Rural 2	10,475	10,990	515	9.16
Uttoxeter	13,089	15,736	2,647	24.64
East Staffs	112,674	126,736	14062	12.48

(* Excludes population at Dovegate Prison, Marchington)

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Analysis of Supply and Demand

Sport England's [Playing Pitch Model \(PPM\)](#) is used to assess whether the supply of grass playing pitches (rugby, football and cricket) is sufficient to meet peak time demand. The current and future picture has been updated (2012) to reflect recent supply side changes since the 2009 Playing Pitch Strategy.

On an area by area basis this should be used to help guide future planning applications that may affect the provision of playing fields. It should be supplemented with further consultation with clubs playing in the area affected. A summary of current surpluses and deficiencies as calculated using the PPM is shown below.

Table 1.5: Summary of surpluses (in black) and deficiencies (in red) of playing pitches

Pitch type	Burton		Rural 1		Rural 2		Uttoxeter	
	Current	2031	Current	2031	Current	2031	Current	2031
Senior football	5.5	2.7	4.5	4.0	-0.5	-1.0	-0.5	-1.6
Junior football	-16.0	-19.2	-1.5	-1.7	1.0	0.8	-0.5	-0.6
Mini football	-40.0	-45.8	0.5	0.5	1.0	1.0	-	-
Cricket	-1.2	-2.1	-3.3	-4.2	0.9	0.8	-0.5	-1.1
Senior rugby	2.0	1.4	-	-	-	-	0.5	0.1
Youth rugby	-2.0	-2.4	2.0	2.0	-	-	-1.5	-1.9

Please note that where there are no figures, there is no demand or provision identified in this area.

How much new provision is needed?

The following table uses the local provision standards set within the 2009 Playing Pitch Strategy and apply this to future population growth (based on housing growth figures detailed earlier) to provide a guideline about how much new playing pitch provision is needed to strategically serve the Borough until 2031.

Analysis area	Standard* (ha per 1,000 population)	Future population (2031)	Total new provision required (ha)	Current provision in 2012 (ha)	Deficiency in provision (ha)
Burton	1.73	78,780	136.28	70.84	65.44
Rural 1	2.47	21,230	52.43	42.29	10.14
Rural 2	2.12	10,990	23.29	18.50	4.79
Uttoxeter	1.40	15,736	22.03	14.03	8.00

*The standards developed in 2009 use current hectareage and population and also incorporate latent demand identified within the PPS.

Please refer to Appendix 3 for an example of the calculation and guidance/recommendations on how to use developer contributions to help secure funding and investment in meeting future deficiencies.

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Summary Surpluses and deficiencies by sport

The identification of surpluses and deficiencies in provision for grass pitch sports shown in **Table 1.5** is primarily driven by Sport England's Playing Pitch Model (PPM). For AGP provision, surpluses and deficiencies are highlighted through the Facilities Planning Model (FPM). Both of these tools are a starting point upon which to identify local demand from clubs.

Deficiencies in the supply of playing pitches are expressed by a range of instances which include an overall shortage and/or when existing pitch(es) cannot accommodate existing demand, particularly at peak periods and as a result of poor quality facilities which do not offer sufficient capacity.

It is important that some surpluses (i.e. spare capacity) are built into the pitch provision and indeed all outdoor sports facilities as an integral aspect of allowing rest and rotation of pitches and also ensuring that pitches are available for training purposes and to support informal play.

Football pitches

Latent demand expressed for junior football equating to the need for five junior football pitches is expressed in Burton. This is coupled with a deficiency in the provision of junior and mini pitches. There is some scope to convert senior pitches to cater for this but there is an overall need to secure more access to pitches. Overplay as a result of poor quality pitches is also most significant in Burton.

In Rural Area 1, the oversupply of senior football pitches is as a result of current spare capacity at St Georges Park where three pitches are allocated as being available for community use but no play is assigned as this has not yet been defined.

No significant surpluses or deficiency in provision expressed in Rural Area 2 and also in Uttoxeter and therefore existing levels of provision should be maintained in these areas. New development that may come forward will need to provide additional facilities in line with the current local standard.

Rugby pitches

Although there is a surplus of senior rugby pitches expressed in Burton this is not during the peak period. Training on match pitches also affects capacity and more realistically there is a small shortfall of pitches both now and in the future. This should be factored into the need to consolidate playing commitments for Burton RFC which currently play across a number of sites across Burton.

Existing provision in the rural areas is deemed to be about right and as such provision should be maintained. There is a deficiency of rugby pitches expressed in Uttoxeter, which coupled with demand expressed by Oldfields RFC suggests the need for access to more pitches both now and in the future to sustain growth.

Cricket pitches

There is a current deficiency of one cricket pitch in Burton, which is further exacerbated in the future. This is mirrored in Uttoxeter, where there is also a small deficiency of cricket pitches.

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The deficiency of cricket pitches highlighted in the rural area is particularly attributed to overplay at Rolleston CC and the long standing latent demand expressed for access to a second pitch.

AGPs

According to the FPM, East Staffordshire has an overall shortfall of 0.3 pitches (0.2 for football and 0.1 for hockey). However, local demand is expressed for a full size 3G pitch to accommodate local football training but predominately as a competitive surface to service Burton Junior Central League (mini soccer). It expresses displaced demand to accommodate two U10 divisions currently playing outside the Borough at Pingle School in South Derbyshire and future demand to accommodate growth in mini soccer (predicted to be seven teams and development of the FA's youth development review. Furthermore, the League has plans to increase its number of teams from 280 to 310 (increase of 30 teams by 2012/2013).

St Georges Park may be able to accommodate some of this demand, however, it is not thought likely that it will meet all demand expressed (if any), particularly for rugby as the AGP is not IRB compliant. However, this is yet to be fully determined by The FA.

Burton Rugby Club expresses demand for a 3G (60mm) surface to accommodate its training needs (and potentially some competitive fixtures). It currently trains on pitches at Robert Sutton Catholic High School, Shobnall Leisure Complex and its home ground at Peel Croft. As part of its re-location plans from Peel Croft to Tatenhill, the granted planning permission includes development of a full size AGP.

Although there is only a small proportion of unmet demand identified for hockey (8.1%) additional demand is identified to further justify provision of an AGP. Burton Hockey Club (BHC) currently fields 24 teams and its playing membership has increased by 100% over the previous five years. It reports displaced demand for its teams currently playing outside the Borough at Repton Sports Complex in South Derbyshire, St Benedict's School in Derby and King Edwards School in Lichfield. The Club also aspires to consolidating its play across two sites in close proximity. Its primary home grounds are Shobnall Leisure Complex in Burton and Thomas Alleyne's School in Uttoxeter.

In addition, BHC also expresses latent demand, quantified as two extra teams per year for the next three years. It also suggests that there are a number of local secondary schools where hockey has not traditionally been played which would benefit from access to an AGP.

Although the FPM shows only a small shortfall of AGPs, there is significant demand (both latent and displaced) from hockey to warrant the need for a sand based surface. However, this is not to say that such a new facility is sustainable without further evidence for other off peak uses such as football training, school use etc.

Tennis courts

According to LTA guidelines, there is some spare capacity at Grange, Barton and Abbots Bromley clubs to accommodate more teams without the need for more courts.

Quality of tennis courts in the Burton area is generally poor; in particular, the three courts at Shobnall Leisure Complex. It is unlikely that by increasing the quality of provision, casual usage would increase at Shobnall. The grass courts at Grange Tennis Club are also deemed to be of poor quality.

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Bowling greens

There has been a general decline in the number of bowling greens available in recent years due to a loss at industrial sports and social clubs. Local bowling leagues do not consider there to have been a reduction in participation. Analysis of club memberships shows that over half (58%) of clubs report membership remained static over the last three years.

Although nine clubs have plans to increase the number of playing members/teams, evidence suggests that it is not thought likely that there will be significant growth in participation over the next 10 years. Sport England's market segmentation further supports this and illustrates latent demand for bowls is consistently low across the Borough. The older population in the Borough (aged 65–95+) is projected to increase by 57% by 2031 which is significantly higher than other age proportions in the Borough.

School pitches

Clearly, schools (both public and private) are essential to provision of sustainable high quality facilities in East Staffordshire. Education-based provision accounts for 46% of overall provision in East Staffordshire compared to West Midlands (51%) and national (47%) averages⁴ and reinforces the importance of community access to schools. In a nutshell, the efficient, effective programming and use of outdoor sports facilities (plus associated changing accommodation, on-site parking etc.) for community benefit is vital to the achievement increasing and sustaining participation levels.

Examples of the level of provision on school sites:

- ◀ 81 of the Borough's playing pitches (of all types including AGPs) are on school sites.
- ◀ 66 of the Borough's tennis courts are on school sites.
- ◀ 56 of the Borough's netball courts are located on schools sites.
- ◀ Five of the Borough's secondary schools (including colleges and independent schools) presently claim to offer some form of community use.
- ◀ A small proportion of primary schools (four in total) report that their outdoor playing fields are available for community use but only one reports actual usage.
- ◀ There is no competitive community use of school tennis and netball courts in East Staffordshire.
- ◀ Community use at school sites tends to be ad hoc and there are no known formal community use agreements drawn up for the use of outdoor sports facilities. Schools tend to adopt a policy that playing fields are only to be used by those aged under 18 and therefore only cater for junior use.
- ◀ In the majority of instances, where pitches are available and in use, access to school changing accommodation is limited or non-existent.

⁴ Source: Active Places Power January 2012 Measure: Number of sporting facilities

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4. FRAMEWORK FOR IMPROVEMENTS

This section sets out the need for improved inter-agency coordination as the main issue to be addressed to improve the delivery of high quality sports facilities accessible to all. It sets out the need for a working group to discuss planning applications as they arise, seek funding opportunities for investment and clarify/agree priority sites in line with sports specific objectives and sets out how the planning system contributes to sports provision.

The Borough has a good track record of investment in facilities and opportunities to participate in sport and recreation. The latest Sport England Active People Survey 5 results (Dec 2011) are positive with regard to the number of people participating in sport each week (10.1%) – see Appendix 4.

Notwithstanding these promising trends, to date, ‘the sum of the parts’ has probably not exceeded the whole. There are strong leagues, clubs, characters plus interested and committed key people and agencies but the overall result, particularly in protecting facilities from development and securing appropriate planning contributions, has not always been fully reflected in the outputs and outcomes achieved.

At a time when opportunity and threat present themselves in tandem it is essential that the way in which sport and recreation in the Borough is planned, coordinated and measured is consistent and effective.

Inter-agency coordination

Arguably, inter-agency coordination is the main strategic issue facing the Borough. Making sure that work to service groups and networks really does result in cohesive, unified approaches to development and generating a ‘sustainability mindset’ amongst partners is an essential facet in the improvement process that delivery of this plan should engender. The numerous positive, willing and committed agencies and partners in the Borough include (e.g.):

- ◀ East Staffordshire Borough Council (ESBC)
- ◀ Sport England (SE)
- ◀ Sports Across Staffordshire (CSP)
- ◀ The Football Association (FA)
- ◀ Rugby Football Union (RFU)
- ◀ England & Wales Cricket Board (ECB)
- ◀ England Hockey (EH)
- ◀ The Lawn Tennis Association (LTA)
- ◀ Burton & District Bowls Association (BDBA)
- ◀ England Athletics (EA)
- ◀ Staffordshire County Council (SCC)
- ◀ Burton College (BC)
- ◀ Private sports clubs, landowners and leagues

In order to further broker partnerships, not just with NGBs but with other key stakeholders such as Staffordshire County Council and Burton College, the Council should formalise a working group to oversee the delivery and investment of the plan. The long term benefits of this being to provide a cohesive and transparent approach to future planning and investment in outdoor sports facilities.

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In particular this group should:

- ◀ Discuss new planning applications as they arise and within the strategic context as set out in this plan.
- ◀ Seek to identify internal and external opportunities for partnership and capital investment.
- ◀ To clarify which sites are to be retained/protected and where appropriate mitigation for the loss of playing fields to meet Sport England requirements.

Sports specific objectives

KKP have developed in consultation with Sport England and the NGBs the following objectives for each sport to help drive protection and investment in outdoor sports provision in East Staffordshire.

Football

- ◀ Current level of provision to be maintained and protected. Where there is current spare capacity or surpluses, senior pitches should be retained and where possible, converted to junior and mini pitches.
- ◀ Meet latent deficiencies in junior pitches by utilising pitch provision at school sites (please refer to the Assessment Report for specific sites where this could apply). Invest in central venue sites i.e. Community Sports Hub sites to accommodate anticipated growth in junior football.
- ◀ All sites with two or more pitches to be well drained and have access to appropriate quality changing facilities to cater for junior requirements.
- ◀ Support clubs in the management and development of facilities. Where appropriate, develop lease arrangements with clubs to manage their own 'home' sites thus facilitating club development. This could include varying levels of shared management. Development and management criteria need to be established in order to maintain the viability and financial security of these sites.
- ◀ Support the development of Community Sports Hubs to accommodate the Burton Junior Football League.
- ◀ Identified deficiencies in provision will be met through a combination of Community Sports Hub provision and converting some senior pitches to accommodate deficiencies in junior pitches.
- ◀ We suggest that there is enough demand expressed in East Staffordshire to justify provision of one 3G pitch to service (ideally) football and rugby.
- ◀ Based upon the findings of the FPM, together with an appraisal of local sites and demand expressed at clubs, we recommend that one 3G pitch should be at Burton Rugby Club, Tatenhill. However, this should be subject to further analysis of the availability of the pitch at St George's Park and its impact upon demand.

Cricket

- ◀ Current level of provision to be maintained and new pitches to be sought to ensure that clubs have access to two pitches (as demand requires).
- ◀ Continue to support clubs in the management and development of facilities. Where possible, work with landowners and clubs in order to maintain the viability and financial security of sites.
- ◀ Support existing clubs to maintain and develop their ancillary facilities to cater for junior and girls/women's cricket.
- ◀ Support Uttoxeter CC to relocate when the lease runs out on its current facility at Uttoxeter Racecourse in 2014.

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Rugby union

- ◀ Current level of provision to be increased to meet the identified deficiencies in pitches.
- ◀ As a priority, support the relocation and development of facilities to service Burton RFC (and other sports) at the Tatenhill site.
- ◀ Seek to address overplay issues at Oldfields by Uttoxeter RFC. The ancillary facilities do not meet current usage demand.
- ◀ Decommission (and release for development, if feasible) poor quality sites where pitch drainage is unlikely to be improved i.e. Oxhay and transfer play to Community Sports Hub sites.
- ◀ Encourage and support development of junior girls' and women's' rugby. In particular, support Barton under Needwood RFC to extend its changing rooms in order to fully cater for juniors and girls/women's teams.
- ◀ Identified demand could justify and sustain the provision of one addition 3G pitch (ideally located at Burton Rugby Club) to service football and rugby.

Hockey

- ◀ Current level and quality of provision to be maintained and considered as the minimum level of provision.
- ◀ Invest in a contingency fund to address likely forthcoming carpet replacement for the existing sand based AGP at Shobnall over the next five years.
- ◀ We suggest that there is enough demand expressed in East Staffordshire to justify provision of one new sand based AGP to predominately service hockey. This should be located at Shobnall Leisure Complex. Please refer to Appendix 5 for a breakdown of the options for provision of AGPs in East Staffordshire.

Tennis

- ◀ Encourage further casual use of existing public tennis courts.
- ◀ Where demand exists, support tennis clubs to improve court quality and/or install floodlighting (in order to increase the capacity) of existing tennis court provision.
- ◀ Continue to support and encourage junior development at key tennis clubs in order to increase participation levels in the sport.
- ◀ Improve the quality of courts at Grange Tennis Club to meet future demand expressed by the Club.
- ◀ Protect existing actively used courts, any loss of unused courts and S106 contributions from new development are used to improve the quality of remaining courts/ancillary facilities.

Bowls

- ◀ Protect existing actively used greens, any loss of unused greens and S106 contributions from new development are used to improve the quality of remaining courts/ancillary facilities.
- ◀ Support Belvedere Bowling Club to ensure provision of a purpose built pavilion with adequate facilities (including electricity and water) and associated car parking.
- ◀ Improve the quality of the bowling green at Shobnall Leisure Complex (which is currently underutilised due to its quality).

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How the Planning System Contributes To Sports Provision

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and details how the document is expected to be applied. It provides a framework for Councils and local people to produce distinct local and neighbourhood plans based on sound strategic principles whilst reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs and recognises that access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities.

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

Sport England

[Planning Policy Statement – 'A Sporting Future for the Playing Fields of England'](#) identifies Sport England as a statutory consultee on proposals for development which affect playing fields. This policy document states that Sport England must oppose the granting of planning permission for any development which would lead to the loss of (or prejudice the use of) all or any part of a playing field unless:

- ◀ A carefully quantified and documented assessment of current and future needs has demonstrated to its satisfaction that there is an excess of playing field provision in the catchment, and the site has no special significance to the interests of sport. (It may object to the loss of a site, which has special significance; i.e., is one of exceptional quality or importance to the development of sport, even if it can be shown that there is an excess of provision within its catchment.
- ◀ The playing field(s), to be lost as a result of the proposed development, are replaced by a playing field or playing fields of an equivalent or better quality and of equivalent or greater quantity, in a suitable location and subject to equivalent or better management arrangements - prior to the commencement of development.

Sport England must also be satisfied that the sustainability of the (new) site is supported through the proposed developments. Capacity to cope with future management and maintenance costs must, therefore, be demonstrated via a clear business and management plan, created in conjunction with the site management.

This is, in effect, the starting point for protecting outdoor sports facilities or any negotiation for mitigation for the loss of playing fields. Evidence cited in the East Staffordshire Playing Pitch Strategy (PPS) should be used to identify additional demand with regards to quality and/or quantity and build this into future negotiations.

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The Borough Council, with its partners, should adopt a policy which is aimed at protecting the loss of private or public sports grounds recently used for formal sports such as football, rugby, cricket, hockey, tennis and/or bowling greens. Such loss should only be considered in exceptional circumstances if a fundamentally better sporting package, approved by the Council in conjunction with Sport England and the relevant NGB, can be put together. This could be achieved physically or through financial contributions and would need to provide equal or better provision for the particular sport(s) facilities which would be lost. In such situations the following should be adhered to:

- ◀ Relocation/replacement of the playing pitches or sports ground to be lost (including their former last use in the case of disused sports grounds) and any areas of playing field land with the capacity to be used for an appropriate sports ground.
- ◀ The loss of the actual playing field/sports ground area which would need to be offset by the creation of totally new playing fields on land which was not open space used for formal sport before.
- ◀ Auxiliary facilities including changing rooms, cricket pavilion, cricket nets, and other associated training facilities, etc. should be provided
- ◀ Details of any existing community/team use on sports pitches affected should be included within any planning application to demonstrate how they can be accommodated on satisfactory alternative sites
- ◀ Adopt good practice in the design and layout of new/redesign of existing sites so as to allow for pitch movement and rotation; thus enabling the higher quality attained via investment to be retained. To ensure facilities are fit for purpose, see SE Technical Design Guidance and seek NGB specific guidance:
http://www.sportengland.org/facilities_planning/design_guidance_notes.aspx
- ◀ Establish a business/viability plan to demonstrate sustainability.

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5. RECOMMENDATIONS FOR DELIVERY & INVESTMENT

KKP propose the creation of a further two sports hubs in the Borough to provide further locations where multi sports facilities can be located. This approach is more likely to provide economies of scale and economic security for sports clubs whilst at the same time providing improved quality of provision.

A network of sports hubs

The term community [sports hub](#) is defined by Sport England as a facility characterised by:

- ◀ Partnership working
- ◀ Sport at the heart of community hubs and co-location of services
- ◀ Growth and maturing of the third sector with best practice trust and asset transfer models
- ◀ Positive public/private sector partnerships
- ◀ Further coming together of education, health, community services and sports sectors through transformational building programmes

There are already a good number of multi pitch sites in East Staffordshire. However, the ever present threat to those sports facilities which remain unsecured (i.e. a number of bowling greens sites such as Burton Hospital and BTR remained unsecured and have been lost) has a detrimental effect on participation across a range of sports. As is often the case, clubs affected will relocate or disperse and subsequently demand is redirected to other sites. However, this does not necessarily indicate that demand for provision is reduced and therefore facilities are surplus to requirements.

In particular, existing sports hubs are recognised to be Shobnall Leisure Complex in the Burton Area, Oldfields Sports Club in Uttoxeter and as a rural hub, Holland Sports Ground.

The creation of, as a minimum, two new 'community sports hub' sites, one in Burton and one in Uttoxeter will bring some stability, in terms of continuity of provision, to the current known threats and accommodate growing demand. In addition, the financial, social and sporting benefits which can be achieved through development of 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

Sport England also provides quarterly information on indicative costs for improvements/additional sites. These are indicative only but are useful as a guide when planning new sports facilities.

http://www.sportengland.org/facilities_planning/planning_tools_and_guidance/planning_kitbag/facilities_costs_-_2nd_quarter.aspx

There is an opportunity within the Borough, with money to be collected through a number of planning contributions (both proposed and outstanding Section 106 Agreements) to ensure that future provision is secured. The level of additional housing development in the

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Borough will generate additional demand and either direct provision or contribution towards the creation/improvement in quality of the hubs in either Burton or Uttoxeter can be justified and meet the Section 106 tests of being necessary to make the development acceptable; directly related to the proposed development and; fairly and reasonably related in scale and kind to the proposed development. Other funding streams may be available – see Appendix 6. Proposed hub sites are located in accessible areas and would meet the identified needs of both the local community and proposed growth in population.

Within the context of creating sports hubs, the rationalisation of some small (single pitch or sport) sites may need to be considered. Capital receipts from the disposal of such low value sites should then be ring-fenced and prioritised for investment in the development/improvement of existing or proposed sports hubs. The aim should be to provide a network of high quality multi pitch sites servicing each key area i.e. Burton and Uttoxeter. For the rural areas, it is likely that a higher number of smaller parish sites will need to be maintained in order to service a more disparate population and travel patterns.

It is recommended that consultation with users of sites that are currently underused is undertaken before decommissioning takes place. Ideally, teams using pitches that might be under threat will want to be re-located to nearby sites or sites which are of a higher standard i.e., higher quality or better changing provision.

In summary, current and future demand could be met in East Staffordshire through the decommissioning of smaller less valuable sites coupled with the investment and development of Community Sports Hubs. These sites will need to be assessed for their suitability for alternative use against planning considerations and will need to be considered suitable and viable for alternative uses. The achievement of this strategy will only be possible through the sales receipt from these decommissioned sites for alternative uses being reinvested back into sport.

The following summarises the opportunities which currently exist for the creation of a further two community sports hub sites in East Staffordshire:

Hub site 1: Uttoxeter Quarry

We recommend that this site has the capacity/potential to address additional demand arising from housing growth and seek to replace other sites being decommissioned in the Area i.e. Pennycroft). In addition, this site could meet the needs of Uttoxeter Cricket Club and as such, ESBC should seek compensation if, in the future, a planning application is made on the Racecourse site (current home ground to Uttoxeter Cricket Club).

Opportunities

- ◀ Strategically located to service north of the Borough.
- ◀ Good accessible location.
- ◀ 10.4 hectare site owned by Aggregate Industries and leased long term (30 years to Uttoxeter Cricket Club).
- ◀ Uttoxeter CC due to vacate its racecourse site (lease due to expire in 2014).
- ◀ Formal partnership established with Uttoxeter Juniors FC (currently playing at Oldfields where the site is overplayed) regarding shared use.
- ◀ Both are key clubs with their respective NGB and eligibility for funding is positive.
- ◀ Multi pitch site catering for cricket and football but with further opportunity/site capacity to accommodate other sports.
- ◀ S106 funding opportunities from new housing.

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Hub site 2: Burton Rugby Club

We recommend that this site has the capacity/potential to address additional demand arising from housing growth and seek to replace other sites being decommissioned in the Area i.e. Newton Road). In addition, this site could seek to address the loss of key sites in Burton such as Belvedere.

Opportunities

- ◀ Strategically located to service south of the Borough.
- ◀ Good accessible location.
- ◀ Land purchased by the Club and planning permission granted for development of a multi pitch site in Tatenhill to centralise its play (particular juniors), which currently utilise a large number of sites. This will in turn release capacity at a range of sites including Washlands Sports Ground and local primary schools.
- ◀ Accredited club with local and regional significance.
- ◀ There is circa 90 acres of additional open space which could be developed as a multi-sport site to accommodate other local demand.
- ◀ Funding opportunity through mitigation for the loss of provision at Belvedere Park Sports & Social Club.
- ◀ S106 funding opportunities from new housing.

Please see map of existing and proposed sports hubs in Appendix 2.

Key community access schools

A priority is to secure, through agreement with Staffordshire County Council or individual schools, greater community use of school playing fields to cater for expressed and future demand in the Borough. Priority should be given to working with the following schools to maximise access to provision for local clubs:

- ◀ Abbot Beyne School (link to Winshill JFC).
- ◀ Abbots Bromley School for Girls (links with Abbots Bromley FC, Junior FC and Abbots Bromley CC).
- ◀ Paget School (link to by Trentside CC and Stapenhill Swifts FC).
- ◀ John Taylor High School (link to Burton Rugby Club).

Opening up community use at these sites may require some investment in upgrading pitch quality or increased maintenance to withstand additional use and will need to be established on a site by site basis in partnership with clubs.

Under education based capital investment programmes there is an opportunity to develop and adopt a consistent East Staffordshire definition of (and benchmark for) community use of schools' outdoor sports facilities. This could be achieved via development of structured, coordinated, 'no hassle' programming relationships with schools to maximise clubs & community use. To ensure that maximum benefit is achieved from the refurbishment and redevelopment of school sports facilities via future school redevelopment funds (e.g. PFI, Academies), the following protocols should be considered for adoption:

- ◀ Within the negotiations for the development of schools requirements for the type and role of community use should be set out ensuring that there is no ambiguity about the role of the school.

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- ◀ Management arrangements for community use of school sports facilities should be clearly identified prior to 'signing off' capital investment. They should reflect the best option for effective delivery and it should not be automatically assumed that the school or academy itself is best placed to do this.
- ◀ Operational arrangements will address school liability based and/or site supervisory issues related to caretaking and security looking, within appropriate health and safety parameters, to minimise cost making it both affordable and surplus-generating.
- ◀ All schools should go through a set process via which its process for delivery in respect of the community use standard is clearly identified.
- ◀ If it is not the school that manages community use, the operator should adopt an open book approach to management resulting in clearly defined financial benefits to school and operator as well as ensuring a contribution to future facility maintenance.
- ◀ The programming of school sports facilities should be fair to sports and clubs and complement programmes at other community and schools based sports facilities.
- ◀ Refer to Sport England's guide to opening up schools:
http://www.sportengland.org/support_advice/opening_schools.aspx

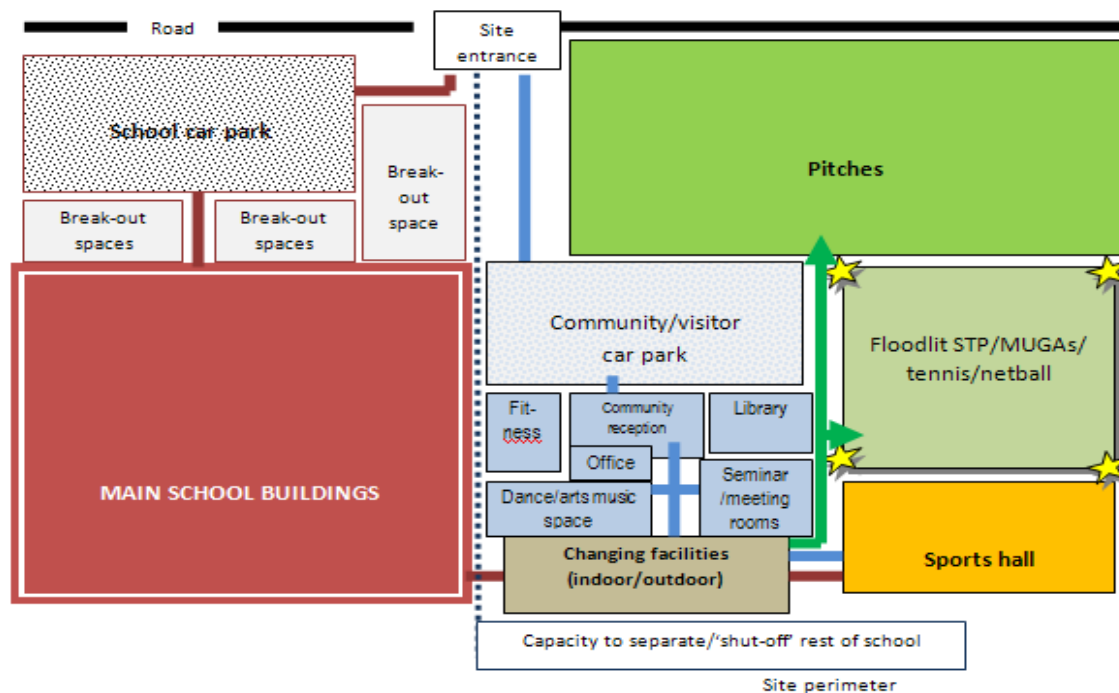
Facility planning, master-planning and design

Full consideration needs to continue to be given to all forms of end use of a facility, both from an educational and community use perspective. All new development on school sites should be designed to SE/NGB technical standards, in the context of master-planning and the technical specification of activity areas. All should meet NGB/Sport England technical design guidance standards as a minimum. The "exemplar" master-plan layout as detailed below should be the starting point for any school redevelopment and should remain the aspiration in order to achieve the highest possible standard.

A key consideration of this strategic framework must be the extent to which it can be enshrined within the planning process. By including key aspects of the master-planning and community use framework in supplementary planning document for new or refurbished facilities the potential exists to ensure that good practice with regard to community use of sports facilities is adopted in the planning, consultation about, development and operation of any new school facilities.

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Figure 1.2: Example layout



The following key aspects should be considered for adoption:

- ✦ ESBC (and if appropriate its delegated sport provider) will automatically be consulted with regard to the development or refurbishment of any new school in the Borough and take a lead in identifying and facilitating consultation with appropriate NGBs to identify local sports specific need and influence the technical specification for all new sports facilities.
- ✦ If applicable, there must be a detailed and justified explanation as to why the location and access arrangements for a school sports facility deviate from SE/NGB technical standards.
- ✦ Must substantively comply with SE/NGB design guidance unless demonstrate facility still be fit for purpose.
- ✦ Planning policy should seek to secure community use on key school sites.
- ✦ The operator may be required to demonstrate community use in line with the above definition for the life of the school following the opening of the facility. The checking of this should pass from planners to leisure departments or, as applicable, external partners.
- ✦ All new developments on school sites should take into account findings from the Playing Pitch Model which identifies current and future deficiencies.

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Site specific action plan

The Action Plan outlines the key issues, potential solutions and decisions which need to be made to enable the Borough to progress and update its facility stock appropriately. It provides an initial investment programme (identifying key facility development priorities) which will help to optimise internal and external opportunities for partnership and capital investment.

Justification of sites within the action plan

The Action Plan details policy options relating to individual sites and the need to enhance and develop new sporting provision. Whilst this is a comprehensive list it is not exhaustive and there may be other solutions for particular sites that have not been set out. However, it is comprehensive in that it sets out the issues affecting each site and potential solutions the Council and Partners consider acceptable in seeking to retain and enhance a comprehensive network of sports provision. The following criteria have been used to identify priorities and justify the inclusion of sites within the Action Plan. Just one of the following may apply:

- ◀ Demand has been quantified for new and/or improved provision of either pitches or ancillary facilities.
- ◀ Plans are currently in place to enhance the existing provision but funding hasn't been secured.
- ◀ A mitigation package for the loss of playing fields is currently negotiated.
- ◀ The site has been identified as a hub site servicing a significant geographical area of East Staffordshire.
- ◀ The importance of the site or club is identified by the relevant NGB.

Management and development

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

- ◀ Financial viability.
- ◀ Security of tenure.
- ◀ Planning permission requirements and any foreseen difficulties in securing permission e.g. accessibility/transport.
- ◀ 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.

Priority: High: 1-2 years Medium: 3-5 years Low: 6+ years

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Burton:

Summary of surplus and deficiency in Burton (Expressed as No of Pitches)						
	Football			Cricket	Rugby union	
	Senior	Junior	Mini		Senior	Youth
Current (2012)	5.5	-16.0	-40.0	-1.2	2.0	-2.0
Future (2031)	2.7	-19.2	-45.8	-2.1	1.4	-2.4

Opportunity exists to create new playing pitch provision at Burton Rugby Club, Tatenhill. However, further consultation is required with the landowner as to the viability of this linked to the sale of the existing rugby club site in the town centre. In addition, the potential rationalisation of smaller sites in the area (such as Edgehill Recreation Ground and Newton Road Recreation Ground) could also provide investment.

The application of provision standards should be used as a priority to address the deficiency of junior/mini football pitches. The deficit is predominately due to a lack of dedicated junior/mini pitches with most pitches marked across senior pitches and marked out informally with cones. Some opportunity exists through creation of a hub site at Burton Rugby Club, Tatenhill to meet these deficiencies (both for football and rugby) in addition to mitigating the loss of provision in the Area (i.e. Belvedere). Changing the designation of some senior pitches to junior pitches will also help to address the deficiencies identified.

Although there is a deficit of cricket pitches expressed in Burton, new provision is not necessarily required and some additional capacity can be built into existing cricket club sites through the provision of artificial wickets. Further work with the ECB is required to fully determine priorities.

Site	Issues and potential solutions	Priority level	Partners/funders
Belvedere Sports Club	<p>Issues</p> <ul style="list-style-type: none"> ◀ Key multi pitch site containing 1 senior and 6 junior football pitches, 1 cricket pitch (not recently used), 3 bowling greens and 3 disused tennis courts. The site also contained a significant clubhouse which has now been demolished. The site has recently been acquired for the development of a primary school. The planning application will negotiate for the loss of sports provision. ◀ The site was used as a central venue by Burton Junior Football League to accommodate its U9 mini divisions. Since the site closure this has been accommodated at Washlands Sports Ground. However, the League plays across a number of sites (both within and outside of the Borough) and expresses latent and future demand for access to additional mini football pitches. ◀ Belvedere Bowling Club reports that its current and future demand can be consolidated onto 2 bowling greens. 	High	<ul style="list-style-type: none"> ◀ Staffordshire County Council ◀ ESBC ◀ The FA ◀ Football Foundation ◀ Burton Rugby Club

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Site	Issues and potential solutions	Priority level	Partners/funders
	<p>Solutions</p> <ul style="list-style-type: none"> ◀ Protect the playing field and bring it back into sporting use. ◀ If required, mitigation for the loss of playing field space if this meets with SE Exception E4/NPPF Par 74 should seek to provide appropriate junior/mini pitches (to be used as a central venue site for Burton Junior League) at Burton Rugby Club, Tatenhill (proposed Community Sports Hub). This package should be supported through wider site infrastructure requirements. Consult further with the League to establish full requirements. ◀ Part mitigation for the loss of clubhouse facility should seek to make improvements to changing provision at Washlands Sports Ground. This in turn will increase the capacity/accessibility of its pitches and the site to accommodate displaced teams. ◀ No demand is identified either through local clubs or the LTA for the tennis courts to be retained or replaced. However, quality improvements to Grange Tennis Club courts (which are poor quality) could be sought as mitigation for the loss of provision or, ◀ The tennis court area could be considered for a MUGA – further clarity should be sought in the East Staffordshire Open Space Strategy. ◀ If one bowling green is to be lost and deemed as surplus, mitigation should seek to ensure provision of a purpose built pavilion with adequate facilities (including electricity and water) and associated car parking for access to remaining greens to service the two retained/protected BGs. <p>Note: This site was granted planning permission in November 2012 for a two form entry primary school on the site of the clubhouse. The proposal does include some playing field provision and retains two bowling greens (one of which is to be relocated) and tennis court. A Memorandum of Understanding also states that £370,000 will be paid to East Staffordshire BC to upgrade/replace changing facilities at other sites in Burton.</p>		<ul style="list-style-type: none"> ◀ Burton Junior Football League
Marston's Social Club	<p>Issues</p> <ul style="list-style-type: none"> ◀ The Social Club Committee has agreed that the site can be used by Burton Albion FC as its training ground (on a lease agreement). This has resulted in Marston's Cricket Club relocating to Washlands Sports Ground where the quality of the changing accommodation is poor and will be unable to sustain its current league requirements. <p>Solutions</p> <ul style="list-style-type: none"> ◀ Marston's Cricket Club continues to use Washlands Sports Ground subject to investment in changing accommodation, which may be achieved through planning gain. 	Low	<ul style="list-style-type: none"> ◀ The FA ◀ Burton Albion FC ◀ ESBC ◀ Marston's Social Club ◀ ECB

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Site	Issues and potential solutions	Priority level	Partners/funders
St Pauls Bowling Club	<p>Issues</p> <ul style="list-style-type: none"> There remains a threat to the loss of this site to housing development. It is now closed and clubs have relocated/merged (St Pauls Bowling Club amalgamated with Stretton Bowling Club and John Carr SBK Bowling Club folded). However, local bowling leagues do not consider there to have been a reduction in participation. In addition, it is not thought likely that there will be a growth in participation in bowls in East Staffordshire over the next 10 years. Sport England's market segmentation also illustrates latent demand for bowls is consistently low across the Borough. <p>Solutions</p> <ul style="list-style-type: none"> Mitigation for the loss of provision at this site should seek contributions to improve the quality (which in turn will help to increase the capacity) of bowling green provision at Shobnall Leisure Complex (which is currently underutilised due to its quality) and provide appropriate shelter along the side of the green. This should also include increased availability and promotion of the greens for pay and play opportunities. 	Low	<ul style="list-style-type: none"> ESBC Bowls England
Grange Tennis Club	<p>Issues</p> <ul style="list-style-type: none"> The Club has aspirations to relocate to a larger site to enable the expansion of its current facilities, including provision of an indoor tennis facility. Land at Shobnall Sports and Social Club has previously been identified as an option. However, this would result in a loss of playing field for which there is already a deficiency and which is currently being used by Stretton Eagles FC and is subject to Football Foundation funding to improve pitch quality. Existing club courts are considered to be of poor quality and in need of upgrading. This would also help to increase capacity to accommodate future growth. <p>Solutions</p> <ul style="list-style-type: none"> The relocation of Grange Tennis Club is not considered a priority by the LTA. The Club has a declining and low playing membership (7 juniors and 89 seniors) and as such is not perceived to be sustainable enough to expand on its current site at this time. This situation should be reassessed in three years' time. Seek to make quality improvements to the existing courts through mitigation for the loss of provision at Belvedere Sports Club. 	Low	<ul style="list-style-type: none"> LTA ESBC Grange Tennis Club

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Site	Issues and potential solutions	Priority level	Partners/funders
Pirelli (Burton Albion FC)	<p>Issues</p> <ul style="list-style-type: none"> ◀ Outstanding planning obligations to contribute to replacing the cricket pitch and providing community access to a grass floodlit football pitch and bowling green pavilion. ◀ Decision outstanding regarding the need to mitigate the loss of the bowling green. Bowling clubs have now relocated/merged (Pirelli Bowling Club has merged with Marston's Bowling Club playing at Marston's Sports Club and Heaton Park Bowling Club now use Washlands Sports Ground). However, local bowling leagues do not consider there to have been a reduction in participation and it is not thought likely that there will be a growth in participation in bowls in East Staffordshire over the next 10 years. Sport England's market segmentation also illustrates latent demand for bowls is consistently low across the Borough. ◀ Rolleston CC expresses a long term need (latent demand) for access to a second home ground pitch. <p>Solutions</p> <ul style="list-style-type: none"> ◀ The FA do not consider re-provision of a floodlit grass pitch at the Burton Albion Stadium site a sustainable FA model due to restrictions on pitch access at peak times and in particular, car parking issues when there is a match being played at the Stadium. Therefore transferring mitigation for the loss of playing field at the Pirelli site to an alternative site is proposed. ◀ Unmet demand is identified through the Sport England's FPM and FAs assessments and local consultation for provision of a 3G artificial turf pitch in the Burton Area. Contributions should therefore be made for mitigation in the form of a 3G AGP at Burton Rugby Club reflecting the costs identified in the SE Facility costs, Tatenhill rather than a grass floodlit football pitch. ◀ Mitigation for the loss of bowling green and pavilion provision should seek to fund a pavilion, fencing and other quality improvements of the bowling green at Shobnall Leisure Complex in order to improve quality and sustain membership. ◀ Re-provision of the cricket pitch, should as a priority to ensure that Rolleston CC has access to a second pitch located on agricultural land adjacent to its existing home ground. This will also help to meet the shortfall of cricket pitches in Rural 1. 	High	<ul style="list-style-type: none"> ◀ ESBC ◀ ECB ◀ Bowls England ◀ The FA

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Site	Issues and potential solutions	Priority level	Partners/funders
Shobnall Sports & Social Club	<p>Issues</p> <ul style="list-style-type: none"> ◀ The playing field is currently being used by Stretton Eagles FC which has submitted funding applications to Sport England Inspired Facilities Fund and Football Foundation for a floodlit multiuse games area and to enclose the grass football pitch. ◀ Poor quality changing facilities identified at the site. <p>Solutions</p> <ul style="list-style-type: none"> ◀ Seek to support Stretton Eagles FC in retaining and improving the site for football use (including changing facilities). 	Medium	<ul style="list-style-type: none"> ◀ The FA ◀ Sport England ◀ Football Foundation ◀ ESBC
Shobnall Leisure Complex	<p>Issues</p> <ul style="list-style-type: none"> ◀ Bowling green provision at the site is currently underutilised and has spare capacity to accommodate more play if quality was improved. ◀ As a priority, the AGP carpet is approaching the end of its lifespan and will require full replacement in the next five years to continue to meet current demand. ◀ In addition, Burton Hockey Club expresses significant demand (latent and displaced) for access to additional peak time use. The Sports Facility Calculator (SFC) is a planning tool which helps to estimate the amount of demand for key community sports facilities that is created by a given population. Based on a population increase of 5,800, this creates demand for 0.2 pitches which should be provided through S106 contributions to meet the needs of new housing development. <p>Solutions</p> <ul style="list-style-type: none"> ◀ Work to improve the quality/capacity of bowling green provision, including increasing the availability and promotion of the greens for pay and play opportunities through compensation from the loss of disused sites in the area (i.e. St Pauls, Pirelli and Belvedere). ◀ Funding should be sought in partnership with Burton hockey Club and England Hockey for the upgrade/provision of a new AGP. ◀ New housing growth in the area should provide an opportunity to secure part funding for additional AGP provision in the future. Land is available on site to accommodate a second AGP on the site of an old redgra pitch. 	Medium	<ul style="list-style-type: none"> ◀ ESBC ◀ England Hockey ◀ Sport England - Inspired Facilities ◀ Burton Hockey Club

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Site	Issues and potential solutions	Priority level	Partners/funders
Burton RFC	<p>Issues</p> <ul style="list-style-type: none"> ◀ Planning permission granted to redevelop central single pitch site and for a replacement multi-pitch site in Tatenhill. Centralising rugby play (particularly from a junior perspective) will release capacity at a range of sites including Washlands Sports Ground and various primary schools. However, the extent of the development at the Tatenhill site is subject to achieving a market rate value for the sale of their current town centre home ground (Peel Croft). ◀ Planning permission has been granted (expires August 2012) for a two storey clubhouse facility, seven senior rugby pitches (of which two will be floodlit), 3G pitch, cricket square and associated car parking. There is circa 40 acres of additional open space which the Club suggest could also be developed for other sporting uses. The Club has been approached by local sports club with an interest in developing facilities at the site. <p>Solutions</p> <ul style="list-style-type: none"> ◀ ESBC should play a key role in master planning other commercial sites in the town centre to help achieve this plan. Until the Peel Croft site is unlocked many of the other actions cannot take place. In addition, meetings should be held with the rugby club to ensure they understand potential 106 monies may be earmarked for their future site both in terms of planning the site but also the potential for agreeing on a reduced market value on the knowledge that other 106 monies may make up the shortfall. ◀ Set up a working group and seek to agree a way forward with the rugby club and as a priority, provide support to renewing the planning permission for Tatenhill and develop a masterplan for the Community Sports Hub. ◀ Further investigate the opportunity to attract additional funding to deliver a sustainable multi-sport venue and East Staffordshire hub site. Support should be given for the development of the town centre site to enable the development of the Tatenhill site. ◀ Planning compensation to mitigate the loss of playing field and ancillary facilities at Belvedere Sports Club should be (if deemed feasible) spent at this site. This should include the opportunity for Belvedere Park FC to relocate and creation of a central venue site for the Burton Junior Football League. ◀ There is significant opportunity for this site to developed for playing pitches both as mitigation for the loss of provision at Belvedere Sports Club but also to meet population growth needs (33.43 ha of outdoor sports space in Burton). In addition, there is capacity at this site for provision of 3G AGP through Pirelli compensation. 	High	<ul style="list-style-type: none"> ◀ Burton Rugby Club/RFU ◀ ESBC ◀ The FA ◀ Football Foundation ◀ Sport England ◀ Burton Junior Football League

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Site	Issues and potential solutions	Priority level	Partners/funders
Washlands Sport Ground	<p>Issues</p> <ul style="list-style-type: none"> ◀ Locally significant site managed by the Washlands Sports Trust (leased from ESBC). Facilities include football pitches, tennis courts, bowling greens and a cricket wicket. Changing provision is poor quality. The site is located on a floodplain and this has a major impact in most years. Sustainability of the Trust is also highlighted as an issue. ◀ Marston's CC has relocated to the site from Marston's Social Club and Heaton Park Bowling Club from Pirelli. Poor quality changing provision is unsustainable for Marston's CC due to league requirements. 	Medium	<ul style="list-style-type: none"> ◀ Washlands Sports Trust ◀ ESBC – planning gain ◀ Sport England
	<p>Solutions</p> <ul style="list-style-type: none"> ◀ In the long term there remains a need for provision of Washlands Sports Ground. As a key multisport venue servicing Burton, there is potential to improve the ancillary facilities if capital funding becomes available and the sustainability of the present management is secured. Full feasibility study required for the site. ◀ Mitigation for the loss of the clubhouse at Belvedere Sports Club should seek to fund refurbishment/improvements to ancillary facilities and the pavilion in order to improve quality and sustain membership. 		
Tutbury Road Primary School	<p>Issues</p> <ul style="list-style-type: none"> ◀ Residential development including a new primary school, open space and vehicular access on land located off Tutbury Road. New school development which will provide some playing field space not yet determined but with the potential to be secured for community use. 	Medium	<ul style="list-style-type: none"> ◀ Staffordshire County Council ◀ ESBC
	<p>Solutions</p> <ul style="list-style-type: none"> ◀ Given the population growth in the area demand for playing field space will be increased and this site could help to meet identified local deficiencies in the future. 		

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Uttoxeter:

Summary of surplus and deficiency in Uttoxeter (Expressed as No of Pitches)						
	Football			Cricket	Rugby union	
	Senior	Junior	Mini		Senior	Youth
Current (2012)	-0.5	-0.5	-	-0.5	0.5	-1.5
Future (2031)	-1.6	-0.6	-	-1.1	0.1	-1.9

The application of provision standards should be used to address deficiencies identified above, and as a priority, rugby pitches, as this is most pronounced in Uttoxeter and should be linked to the development of Uttoxeter Quarry as a hub site. The deficit of cricket pitches is a result of overplay at Uttoxeter Cricket Club (Racecourse pitch) and results in demand for access to a second pitch to accommodate current demand.

In addition, the potential rationalisation of smaller sites in the Area (such as Pennycroft Community Park) could also provide investment opportunity. This site in particular is not deemed to be surplus to requirements but could be re-provided within a more sustainable development of a hub site.

Site	Issues and potential solutions	Priority level	Partners/funders
Uttoxeter Quarry	<p>Issues</p> <ul style="list-style-type: none"> ◀ Uttoxeter Cricket Club's lease of its home ground at Uttoxeter Racecourse is due to expire in 2014 and will not be renewed. Plans for the racecourse are unknown but are likely to result in the eventual loss of the cricket pitch and pavilion. ◀ Uttoxeter Cricket Club and Uttoxeter Juniors FC (nomadic team playing at Oldfields) have formed a partnership to jointly seek opportunities to develop provision at the Uttoxeter Quarry site. ◀ Aggregate Industries (quarry owner) has plans support the provision of a sports facility but also to submit a planning application to erect a wind turbine on the site adjacent to the proposed pitches. ◀ Additional land linked to the site could be made available to further meet local demand for playing pitch provision i.e. rugby. 	High	<ul style="list-style-type: none"> ◀ Aggregate Industries ◀ Uttoxeter Racecourse ◀ ESBC ◀ The FA ◀ ECB ◀ Sport England ◀ Football Foundation

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Site	Issues and potential solutions	Priority level	Partners/funders
	<p>Solutions</p> <ul style="list-style-type: none"> ◀ The need for cricket provision equates to two cricket pitches and appropriate changing rooms (this includes replacement provision and demand expressed by the Club for access to a second pitch to accommodate current demand – expressed through the PPM) and should be directed to Uttoxeter Quarry to accommodate Uttoxeter CC. The quarry site should be ready prior to Uttoxeter CC vacating the site. ◀ Further investigate the opportunity to attract additional funding to deliver a sustainable multi-sport venue and East Staffordshire hub site. This should also seek to accommodate Uttoxeter Juniors FC and provide four mini pitches on the cricket outfield. ◀ The Sports Impact Assessment for the proposed wind turbine is being carried out, the outcomes of which should be used to develop a management solution for use of the site for sport. ◀ Seek to establish the long term opportunities to develop rugby pitches on adjacent land. ◀ If planning permission is sought in the future for Uttoxeter Racecourse ensure mitigation is sought for the loss of a pitch and clubhouse. ◀ Maximise investment in this site both through developer contributions linked to housing growth (1,000 units in Uttoxeter) to widen the site to other outdoor sporting uses. 		
Oldfields Sports Club	<p>Issues</p> <ul style="list-style-type: none"> ◀ Multi sport site for football, cricket and rugby. It is used by Uttoxeter RFC, Uttoxeter Juniors FC and on an ad hoc basis by local cricket clubs. Managed by Oldfields Sports Club (leased from ESBC). The site is overplayed and there is often a conflict of use between cricket and football. ◀ Uttoxeter RFC has plans to increase its teams by two junior boys and also develop junior girls. However, this cannot be accommodated at Oldfields due to the pitches being overplayed. Due to the land locked nature of the site it is not possible to extend. ◀ Uttoxeter RFC currently uses Oldfield Middle School for overspill. Adjacent school playing fields at Windsor Park C of E Middle School and St. Joseph's Catholic Primary School have previously been used but the management of both have been resistant to access with this providing no solution. ◀ Changing provision at the site is considered poor quality and do not meet current usage demand. 	Medium	<ul style="list-style-type: none"> ◀ ECB ◀ RFU ◀ Oldfields Sports Club ◀ ESBC

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Site	Issues and potential solutions	Priority level	Partners/funders
	<p>Solutions</p> <ul style="list-style-type: none"> ◀ Seek access to more pitches for the rugby club. This should include protecting and extending Oldfield Middle School. ◀ If spare capacity becomes available on site due to the relocation of other sports, ensure rugby club access as a priority. ◀ Explore opportunities to develop rugby pitches as an extension to Uttoxeter Quarry to meet both current and future demand expressed by the club (linked to housing growth in the area). If this option is unsuccessful, re-allocate part of Bramshall Road, Uttoxeter as recreation space to develop for rugby. ◀ Continue to maintain the site to accommodate cricket needs. ◀ Further investigate the options for developing pitches at County Council owned land adjacent to Oldfields. 		
Land located at Bramshall Road, Uttoxeter	<p>Issues</p> <ul style="list-style-type: none"> ◀ Agricultural land with potential to accommodate local demand for outdoor sports facilities. However, it is currently identified with the ESBC Draft Site Allocations as housing development land. 	High	<ul style="list-style-type: none"> ◀ RFU ◀ ESBC ◀ Staffordshire County Council
	<p>Solutions</p> <ul style="list-style-type: none"> ◀ If rugby can't be accommodated on adjoining land at Uttoxeter Quarry, seek to develop Bramshall Road accordingly in partnership with Uttoxeter RFC and the RFU. ◀ Raise investment through housing S106 contributions to meet additional demand. 		

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Rural areas:

Summary of surplus and deficiency in Rural 1 (Expressed as No of Pitches)						
	Football			Cricket	Rugby union	
	Senior	Junior	Mini		Senior	Youth
Current (2012)	4.5	-1.5	0.5	-3.3	-	2.0
Future (2031)	4.0	-1.7	0.5	-4.2	-	2.0

The application of provision standards should be used to address deficiencies identified above. For example, Alrewas CC (ECB focus club) and King's Bromley CC currently share a pitch which is significantly overplayed. This could be addressed through provision of additional pitches. However, new provision is not necessarily required and some additional capacity can be built into existing cricket club sites through the provision of artificial wickets. Further work with the ECB is required to fully determine priorities. The shortfall of junior football pitches can be met through converting pitches as appropriate from the surplus of senior football pitches.

The need for a second pitch for Rolleston Cricket Club (linked to Pirelli funding) and improving the quality of provision at Holland Sports Ground should be addressed through mitigation for the loss of provision.

Site	Issues and solutions	Priority level	Partners/funders
St Georges Park (FA National Centre)	<p>Issues</p> <ul style="list-style-type: none"> Provision of three senior sized grass football pitches will be available to ESBC for community use lettings at weekends. The extent to which these pitches will be available to accommodate regular additional play is, however, unknown at this stage, until the programming for the site as a whole is complete by the FA. <p>Solutions</p> <ul style="list-style-type: none"> Work with St Georges Park Community Steering Group to implement the community use agreement (legally binding) in order to ensure the continued and regular use of the pitches. In the short term, the pitches should be used by ESBC to accommodate Burton & District Football Association, Burton Junior Football League and Burton Albion Women FC in addition to usage for representative cup matches. 	High	<ul style="list-style-type: none"> The FA ESBC Burton Albion FC
Holland Sports Ground	<p>Issues</p> <ul style="list-style-type: none"> Multi sports site where clubs have expressed aspirations to improve/expand (tennis and cricket). The changing accommodation has recently had some basic improvements. However, it is unable to support junior/women and girls' development. 	Medium	<ul style="list-style-type: none"> ECB RFU The FA

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Site	Issues and solutions	Priority level	Partners/funders
	<p>Solutions</p> <ul style="list-style-type: none"> Support Barton RFC to seek funding to upgrade changing accommodation. In particular, explore potential for joint NGB funding to facilitate this. 		
Burton College Playing Fields, Rolleston on Dove	<p>Issues</p> <ul style="list-style-type: none"> Playing fields owned by Burton College in Rolleston currently underutilised due to a lack of access granted by the College. ESBC Leisure and East Staffordshire Sports Council have pressed the college over several years to allow access to this land for community use but the College has not co-operated. The site is now threatened by loss due to a current housing development proposal. Parish Council expressed desire for tennis courts. However, this is not necessarily substantiated by the LTA. <p>Solutions</p> <ul style="list-style-type: none"> Given the shortfall and local demand identified for cricket pitches and tennis courts, the playing field should be protected. If planning permission for housing is considered overriding then mitigation for the loss of provision should be sought. Consider the option of utilising a proportion of the site to accommodate a cricket pitch as a second home ground for Rolleston Cricket Club and compensate the remaining loss/use S106 monies from housing development to improve the changing rooms at Craythorne Field to increase the capacity. Ownership of the retained cricket pitch should be transferred to the parish council for management as part of an extended Craythorne Field PF. An alternative is to provide a new cricket pitch at Rolleston Cricket Club on adjacent agricultural land as well as improving the changing rooms at Craythorne. Further explore potential demand for public tennis provision in Rolleston previously identified by Rolleston on Dove Parish Council and if justified, utilise S106 monies. 	Medium	<ul style="list-style-type: none"> ESBC - developer contributions/ planning gain Burton College Rolleston on Dove Parish Council The FA
Craythorne Field	<p>Issues</p> <ul style="list-style-type: none"> Owned by Rolleston on Dove Parish Council and located adjacent to the College Playing Fields. Investment in Craythorne Field could further increase the capacity of the site to accommodate more teams (including a wider range of age groups i.e. junior and mini). The site has potential to serve a large catchment. The site also has poor quality changing accommodation. 	Medium	<ul style="list-style-type: none"> Parish Council ESBC Football Foundation

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Site	Issues and solutions	Priority level	Partners/funders
	<p>Solutions</p> <ul style="list-style-type: none"> As a priority seek funding opportunities to improve the quality of the changing accommodation, which will in turn help to increase the capacity of the site to accommodate growth (see Burton College above). 		<ul style="list-style-type: none"> Sport England–Protecting Playing Fields/Inspired Facilities Fund
Rolleston Cricket Club	<p>Issues</p> <ul style="list-style-type: none"> Identified deficiency of cricket pitches in the area. Current pitch/wickets being played over capacity. Long standing latent demand identified for access to a second pitch. Displaced demand created by teams travelling outside of the area to access cricket provision at Marchington (10 miles away). <p>Solutions</p> <p><i>Option 1:</i></p> <ul style="list-style-type: none"> Support the Club in purchasing agricultural land (privately owned) directly adjacent to its existing home ground which would enable development of a second pitch through the use of outstanding planning obligations from Pirelli and potential losses at Burton College. This would also free up capacity at Marchington CC to accommodate local club growth. Further improvements would also be required to the existing ancillary facilities at Rolleston CC to accommodate additional team usage. <p><i>Option 2:</i></p> <ul style="list-style-type: none"> If the above is unsuccessful, should a planning application come forward in relation to the development of Burton College Playing Fields, consider the feasibility of utilising a proportion of the site to accommodate a cricket pitch for the Club. Access to ancillary facilities at Craythorne Playing Fields would be required. 	Medium	<ul style="list-style-type: none"> ESBC - planning gain Sport England ECB

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Rural 2

Summary of surplus and deficiency in Rural 2 (Expressed as No of Pitches)						
	Football			Cricket	Rugby union	
	Senior	Junior	Mini		Senior	Youth
Current (2012)	-0.5	1.0	1.0	0.9	-	-
Future (2031)	-1.0	0.8	1.0	0.8	-	-

There are no significant shortfalls in provision identified. The small amount of oversupply relates to small amounts of overplay expressed across sites in the area and as such does not equate to over provision. However, Abbots Bromley FC and Abbots Bromley Cricket Club are currently playing at Abbots Bromley School for Girls with no security of tenure (therefore this site has not been included within the PPM analysis). These teams, in addition to Abbots Bromley Junior FC have formed an Alliance known as Abbots Bromley Sports Association (ABSA).

Site	Issues and solutions	Priority level	Partners/funders
Abbots Bromley School for Girls	<p>Issues</p> <ul style="list-style-type: none"> ◆ Abbots Bromley FC, Junior FC and Abbots Bromley Cricket Club all currently play on land associated with Abbots Bromley School for Girls. The clubs have come together under the ABSA Alliance. AB Junior FC currently travels to Melbourne, Derbyshire to fulfil fixtures required to be played on synthetic pitches owing to non-availability of suitable facilities in Abbots Bromley. ◆ Abbots Bromley School for Girls has plans to develop its playing fields within the next five years and are working with ABSA to relocate the teams to an alternative site located east of Lichfield Road, Rugeley. It is seeking to accommodate both sports on a long term lease. Proposals include a cricket pavilion, cricket pitch, practice nets, football pitches and associated parking/landscaping. <p>Solutions</p> <ul style="list-style-type: none"> ◆ Abbots Bromley FC and Abbots Bromley Junior FC gained the FA's Charter Standard in 2012. ESBC and the FA should work to support and explore funding opportunities to assist ABSA towards the relocation to this proposed site. ◆ Abbots Bromley Cricket Club holds the ECB Club Mark. ◆ Support and explore the funding opportunities (by supporting ABSA) to be relocated to the proposed site and seek to ensure appropriate access and security of tenure. 	Low	<ul style="list-style-type: none"> ◆ ECB ◆ FA ◆ Sport England ◆ Inspired Facilities ◆ SITA Trust

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Summary of actions by priority

Appendix 2 sets out these sites spatially,

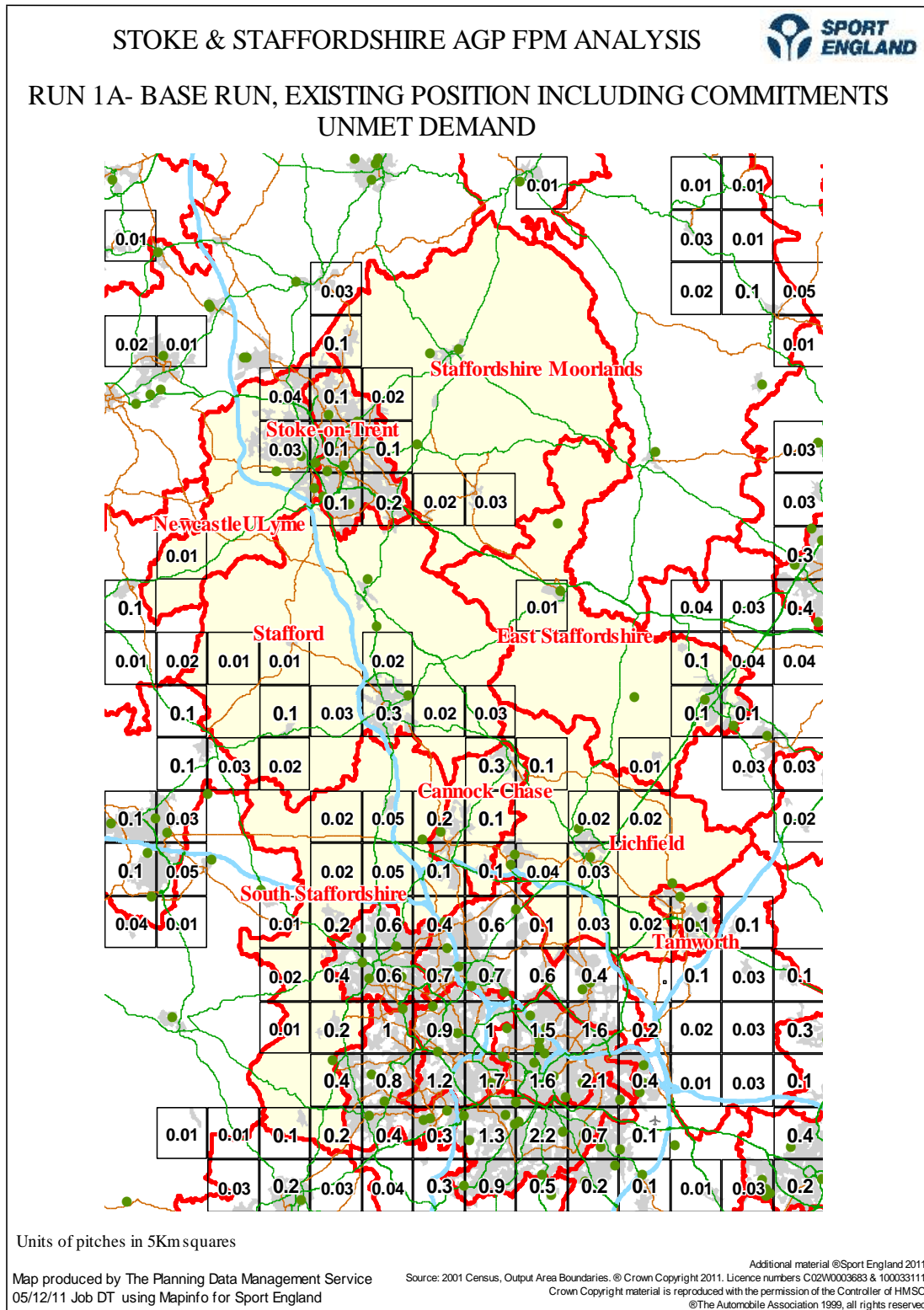
High priority			Medium priority			Low priority		
1	Belvedere Sports Club*	Burton West	6	Shobnall Sports & Social Club	Burton West	2	Marston's Sports Club	Burton West
5	Pirelli	Burton West	7	Shobnall Leisure Complex	Burton West	3	St Pauls Bowling Club	Burton West
8	Burton RFC	Burton	9	Washlands Sport Ground	Burton West	4	Grange Tennis Club	Burton West
12	Uttoxeter Quarry	Uttoxeter	11	Tutbury Road Primary School	Burton	16	Abbots Bromley School for Girls	Rural 2
14	Bramshall Road	Uttoxeter	13	Oldfields Sports Club	Uttoxeter			
15	St Georges Park	Rural 1	17	Burton College Playing Fields	Rural 1			
			18	Rolleston Cricket Club	Rural 1			
			10	Holland Sports Ground	Rural 1			

*Belvedere has been granted consent for a two form primary school and delivered improvements have been secured.

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APPENDIX ONE: SPORT ENGLAND FACILITIES PLANNING MODEL

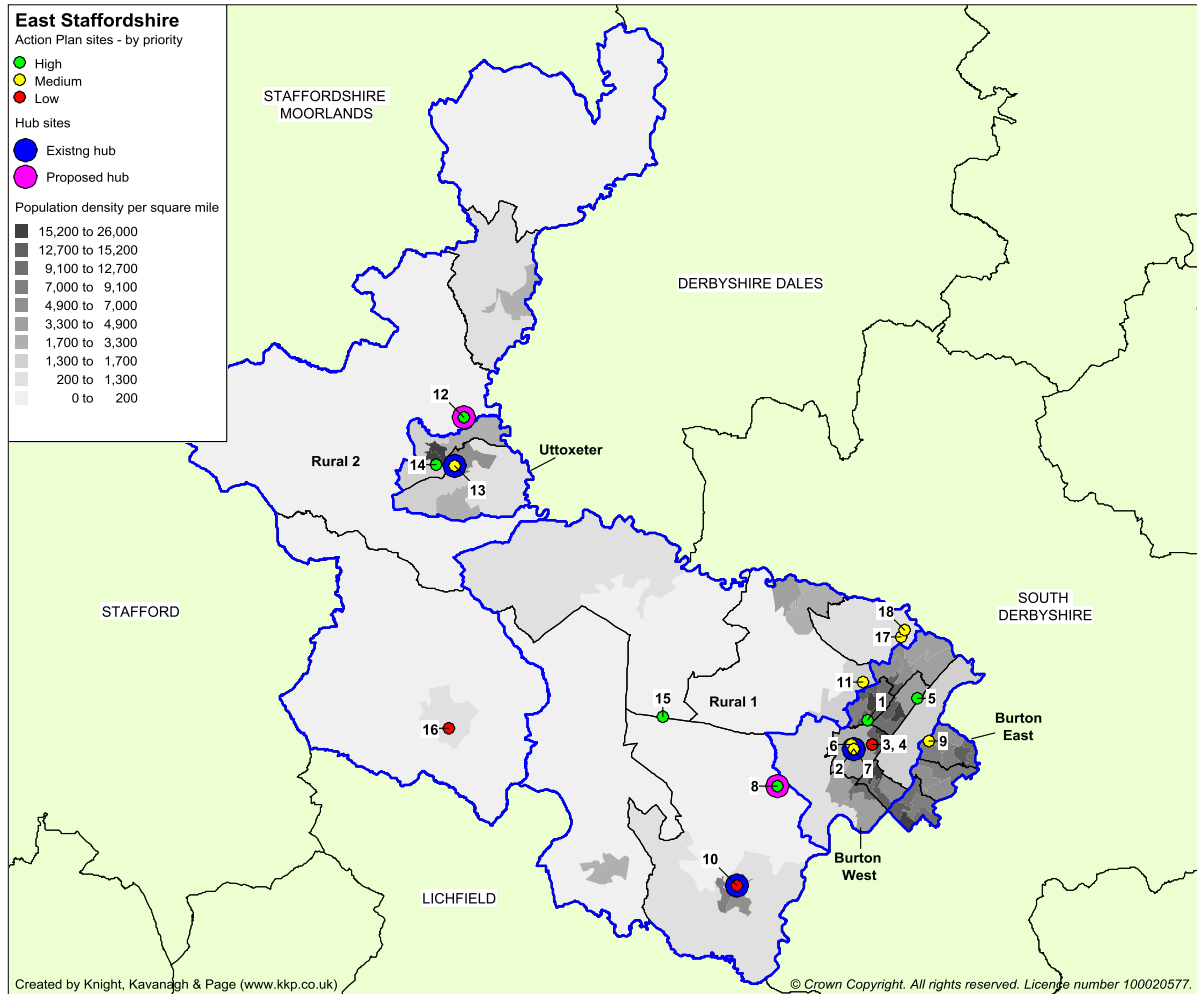
Unmet demand for artificial grass pitches



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APPENDIX TWO: ANALYSIS AREAS AND ACTION PLAN SITES

The figure below maps sites included within the action plan and which are either under threat or have constraints or can offer a solution to the issues of another site.

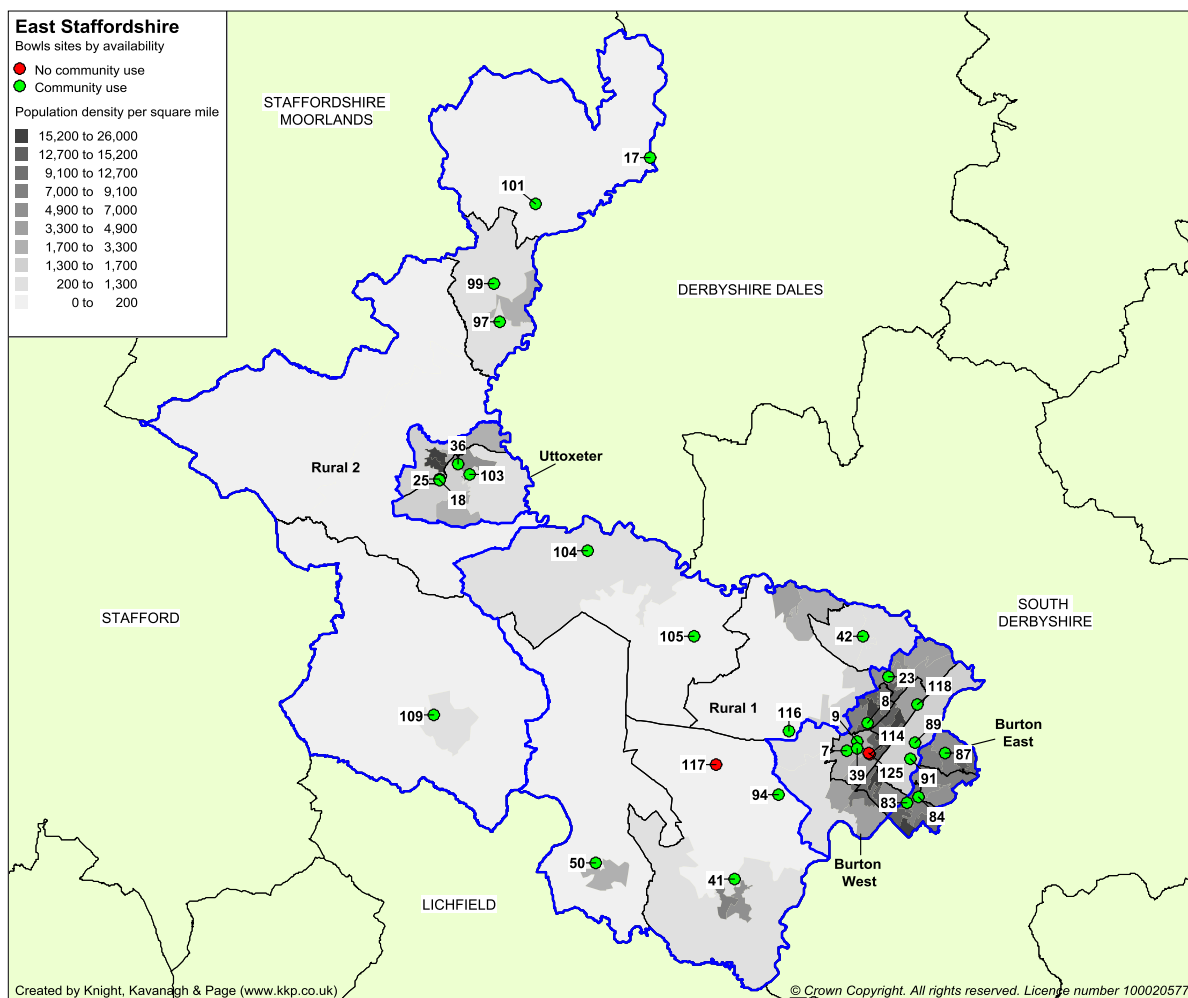


Key to map

Map reference	Site name	Analysis area	Status
7	Shobnall Leisure Complex	Burton West	Existing
8	Burton RFC	Rural 1	Proposed
10	Holland Sports Ground	Rural 1	Existing
12	Uttoxeter Quarry	Rural 2	Proposed
13	Oldfields Sports Club	Uttoxeter	Existing

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Map of bowling greens by availability



Key to map

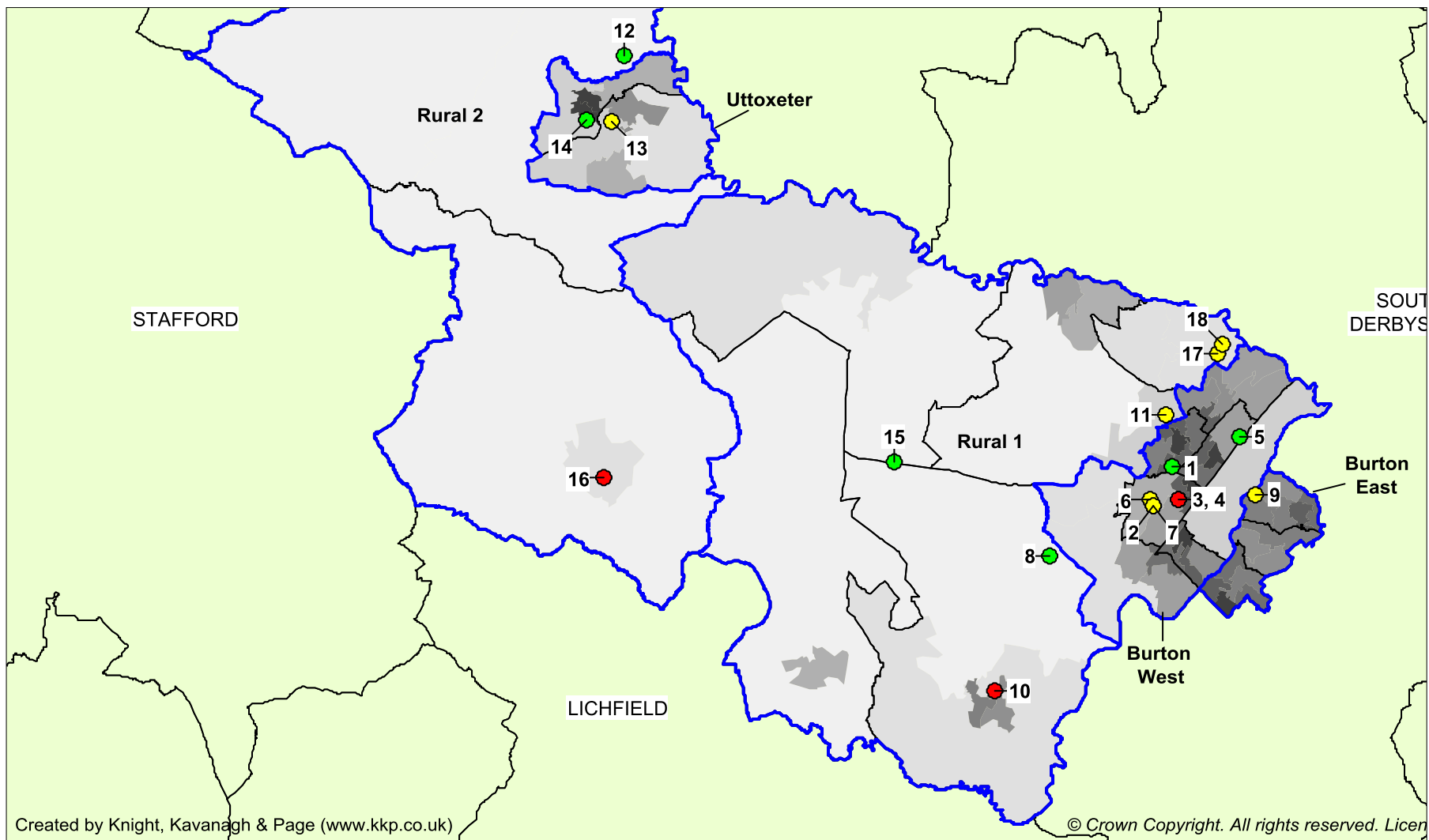
Map reference	Site name	Analysis area	Community use
83	The Gardens Hotel	Burton East	Yes
84	Stapenhill Bowling Club	Burton East	Yes
87	Anglesey Arms	Burton East	Yes
7	Marston's Sports Club	Burton West	Yes
8	Belvedere Park Sports & Social Club	Burton West	Yes
9	Shobnall Leisure Complex	Burton West	Yes
23	Stretton Bowls Club Ltd	Burton West	Yes
39	Shobnall Sports & Social Club	Burton West	Yes
89	Washlands Sports Club	Burton West	Yes
91	Burton Constitutional Club	Burton West	Yes
114	St Paul's Bowling and Social Club	Burton West	No
118	Pirelli (Burton Albion FC)	Burton West	Yes
125	The Grange Bowling Green	Burton West	No
41	Barton Bowls & Social Club	Rural 1	Yes
42	Rolleston Bowling Club	Rural 1	Yes
50	Weaverslake Sports Field	Rural 1	Yes

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Map reference	Site name	Analysis area	Community use
94	Tatenhill Bowls Club	Rural 1	Yes
104	Marchington Bowls and Tennis Club	Rural 1	Yes
105	Hanbury and Draycott Bowls Club	Rural 1	Yes
116	Henhurst and District Recreation Club	Rural 1	Yes
117	Rangemore Playing Fields Complex	Rural 1	No
17	Conygree Lane	Rural 2	Yes
97	Lakeside Club	Rural 2	Yes
99	Tom Boden Memorial Sports Trust	Rural 2	Yes
101	Ellastone Bowling Club	Rural 2	Yes
109	Abbots Bromley Bowls Club	Rural 2	Yes
18	Jubilee Bowling Club	Uttoxeter	Yes
25	Bramshall Park	Uttoxeter	Yes
36	Elkes Sports & Social Club	Uttoxeter	Yes
103	Bradley House Club	Uttoxeter	Yes

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Action plan sites, colour coded by a legend of priority (High - red, Medium – amber and Low - green)



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APPENDIX THREE: DEVELOPER CONTRIBUTIONS AND LOCAL STANDARDS

Setting playing pitch standards

Target quantity standards are a guideline as to how much provision per 1,000 people is needed to strategically serve East Staffordshire over the next ten years. One standard for outdoor sports (including playing pitch and non pitch sports) is provided in relation to demand, access and future population growth and are provided on an analysis area basis.

Within local plans many local authorities use the Fields in Trust (FIT - formerly known as the National Playing Fields Association) guidelines to set local standards for recreation provision. This is usually based on a number of hectares per 1,000 population which should be protected and maintained and designated as such in the local plan. The FIT standard outlines 1.21 hectares of formal recreation provision as an aspiration for provision. Local authorities can then use this figure as a benchmark. The standard suggests that for every 1,000 residents there should be 1.6 hectares (4 acres) for outdoor sport and recreation space.

Taking this analysis a step further to identify within the provision, adequate and inadequate provision and levels of latent demand in the area, makes the standard significantly more representative of the local situation. By factoring in this information a 'qualitative local standard' can be derived. That is to say a local standard that takes into account local qualitative information.

The qualitative local standard was calculated by adding the hectareage of provision available for community use to the identified shortfall/surplus of pitches (latent and future demand) and has been used in this report to determine how much new playing pitch provision is needed to strategically serve the Borough until 2031 as follows:

Analysis area	Standard ⁵ (ha per 1,000 population)	Future population (2031)	Total new provision required (ha)	Current ⁶ provision in 2012 (ha)	Deficiency in provision (ha)
	A	B	C	D	E
			=A*B/1000-D		=D-C

Within development plans, many local authorities use the FIT (Fields in Trust - old NPFA) guidelines to set local standards for outdoor sports provision. This is usually based on a number of hectares per 1,000 population, which should be protected and maintained as formal outdoor sports provision and designated as such in the LDF. FIT outlines 1.21 hectares of formal outdoor sports pitches as an aspiration for provision. Local authorities can then use this figure as a benchmark.

It is important that this document informs the replacement of policies L1 and L2 of the adopted local plan and supports the Open Space SPD by setting out the Council's approach to securing outdoor sport facilities through new housing development. The

⁵ The standards developed in 2009 use current hectareage and population and also incorporate latent demand identified within the PPS.

⁶ Taken from the audit of pitches and based on average pitch sizes as specified by Sport England.

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guidance should form the basis for negotiation with developers to secure contributions for the provision of appropriate facilities and their long term maintenance. Section 106 contributions or CIL (Community Infrastructure Levy) could also be used to improve the condition and maintenance regimes of the pitches. A number of objectives should be implemented to enable this to be delivered:

- ◀ Continue to ensure that where sites are lost, through development or closure, that facilities of the same or improved standard are provided to meet the continued needs of residents.
- ◀ Capital receipts from disposals of playing pitch and outdoor sports facilities should be ring-fenced specifically for investment into other playing pitch and outdoor sports facilities. They should be invested in accordance with the aims of the Strategy.
- ◀ Where new pitches are provided, changing rooms should be located on site.

The requirement for outdoor sports provision should be based upon the number of persons generated from the net increase in dwellings in the proposed scheme, using the average household occupancy rate of 2.4 persons per dwelling as derived from the Census 2001. On this basis 1,000 persons at 2.4 persons per household represents 417 dwellings.

This is based on the adopted current PPS.

The first stage is to calculate the total number of persons in the development (dwellings in the development multiplied by 2.4 (persons per dwelling). For example, 500 dwellings at 2.4 persons per household represent 1,200 persons.

The next stage is to calculate the hectareage required for the development. This is calculated by multiplying total persons in the development by the target local standard for the area where the development is taking place and dividing the total by 1,000. For example, 1,200 persons multiplied by a standard of 1.80 (hectares per 1,000 population) and divided by 1,000 equals 2.16 hectares required.

Based on the figure that a senior football pitch (including run off) is 0.64 hectares⁷, this would equate to, for example, two senior and two junior football pitches.

In addition to the standards calculations, the deficiencies and surpluses in provision identified within the PPM (Table 1.4) should also be taken into account, in terms of identifying where (by area) provision is required.

Calculation:

$$\begin{array}{ccccccc}
 \text{Number of} & & & & & & \text{Hectares} \\
 \text{dwellings} & & & & & & \text{required for} \\
 \times 2.32 & \times & \text{Local} & = & (\div 1,000) & = & \text{the} \\
 & & \text{standard} & & & & \text{proposed} \\
 & & & & & & \text{development}
 \end{array}$$

⁷ Dimensions of a senior football pitch have been taken from Sport England's cost guidance (100 x 64m = 6,400 sqm or 0.64 ha).

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Changing rooms

In the Borough, poor quality pitches are unable to accommodate the maximum number of weekly matches. In certain cases, this is due to either lack of changing facilities or current changing provision being poor quality. All playing pitches should be served by suitable, good quality ancillary facilities; these should be located in close proximity to the playing area.

To achieve an increase in participation in sport and physical activity in the Borough, it is imperative that in addition to the need to secure developer contributions for pitch provision, contributions should also be sought for improving and providing changing room accommodation using the following guidelines:

- ◀ Figures based on the sports facility costs from Sport England:
http://www.sportengland.org/facilities_planning/planning_tools_and_guidance/planning_kitbag.aspx
- ◀ The calculations below would need to change each quarter.
- ◀ Changing provision requirements are reliant on the number of pitches not the size of pitches. Changing facilities are required for new pitches, whether they are on or off site.

Example 1: Calculation for off-site contribution for playing pitches:

Hectares required	/	6,400sqm (or 0.64ha) (typical area of grass pitch identified by Sport England for calculation purposes)	x	£75,000 (cost of grass pitch per 6,400sqm as identified by Sport England for calculation purposes)	=	£ off-site contribution
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Example 2: Calculation for off-site contribution for changing rooms:

No. of Pitches (Need 2 team changing room per pitch)	x	£555,000 (cost of 4 team changing room as identified by Sport England for calculation purposes)	/	2 (based on 2 teams per pitch)	=	£ off-site contribution
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NB – the total figures do not include land value contribution or commuted sum for future maintenance.

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APPENDIX FOUR: LOCAL CONTEXT

The main report utilises the headline figures from the 2011 Census. However, not all of the Census data has been released and a further tranche of analysis will be released in 2013. The following context information is based in the 2010 mid-year estimates.

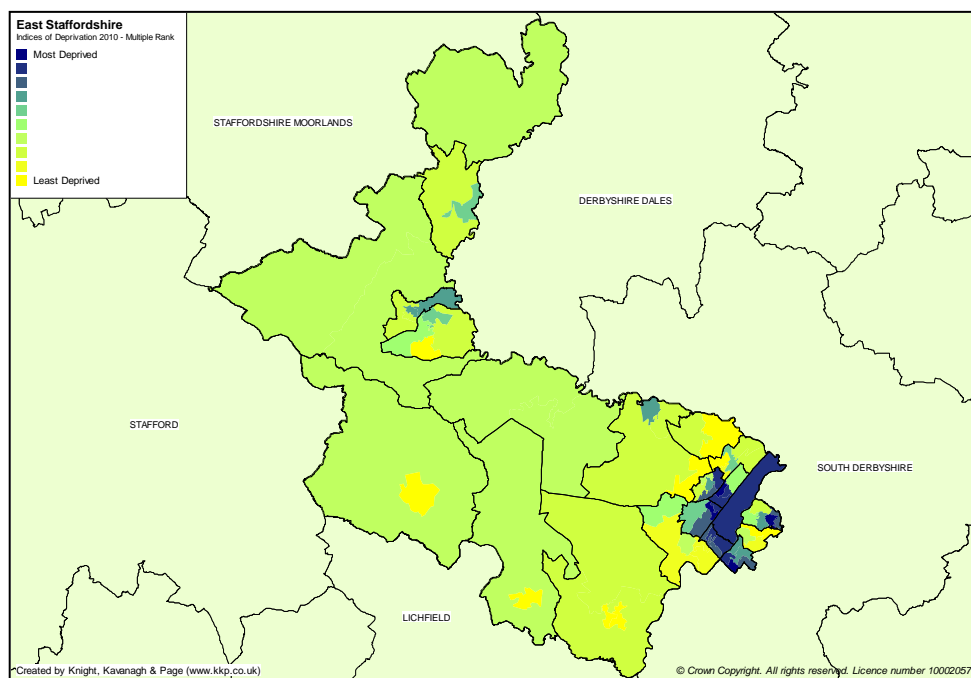
According to ONS 2010 Mid Year estimates, the current population of East Staffordshire is 109,400. Of these 54,000 are male and 55,500 female⁸. The overall number is predicted to grow to 117, 804 by 2031.

The black and minority ethnic (BME) population of East Staffordshire⁹ represented 6.1% of the total population. It is significantly higher than the Staffordshire figure of 2.4% but it is below the UK average of 7.9% and the West midlands average of 11.3% in 2001. There are four wards in East Staffordshire that have a BME population above the Borough average and are located within Burton upon Trent; Anglesey, Burton ward, Eton Park and Shobnall. These four wards have an ethnic minority rate of above 10% and two wards; Anglesey and Shobnall.

Overall deprivation

The 2010 Indices of Multiple Deprivation showed that East Staffordshire was ranked the 153rd¹⁰ most deprived local authority in England and 15th most deprived local authority in West Midlands¹¹. The map below shows the concentration of deprivation within the Borough boundary which highlights the most deprived areas are located in the South East of the Borough.

Indices of multiple deprivation



⁸ Figures are in thousands and have been rounded up to the nearest ten

⁹ Source: Census 2001

¹⁰ Rank in England (out of 353)

¹¹ Rank in West Midlands (out of 39)

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Active People Survey

The Active People Survey (APS) measures participation in sport and physical activity and related factors. It is based upon one of the largest national samples ever established for a sport and recreation survey and allows levels of detailed analysis previously unavailable. By selecting minimum numbers of respondents from each local authority area it is able to illustrate how participation varies from place to place and between different groups. The first dataset was released in 2006 with subsequent releases in 2008, 2009, 2010 and 2011. It should be noted that local authority sample sizes mean that variations in APS findings should be treated with caution.

The comparison of APS data has been compared to East Staffordshire's nearest neighbours¹²; North West Leicestershire, Rugby and Kettering. The following table shows the APS3, 4 and 5 survey results for East Staffordshire in comparison to the national. Of those surveyed in APS3 18.4% of residents in East Staffordshire took part in organised competitive sport in the previous three months, which was higher than its nearest neighbours and above the national average. However, APS5 found that those taking part in organised sport decreased (14.4%). In APS5 the number of residents that volunteered to support sport in East Staffordshire was significantly above the national averages and also higher than its nearest neighbours.

Comparison of KPI 2 – 5

KPI			National (NAT)%	East Staffordshire	North West Leicestershire	Rugby	Kettering
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	APS3	%	4.9	6.1	5.7	3.1	4.2
	APS4		4.7	3.9	5.7	3.9	3.7
	APS5		4.5	10.1	7.6	9.2	8.8
KPI 3 - Club member (all adults)	APS3	%	24.7	27.7	23.6	23.3	20.3
	APS4		24.1	24.7	22	21.5	21.4
	APS5		23.9	24.1	20.9	26.6	23
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	APS3	%	18.1	18.5	17.9	19.5	14.7
	APS4		17.5	15.4	17	15.5	15.3
	APS5		17.5	15.9	14.6	17.3	16.4
KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	APS3	%	14.6	18.4	13.4	11.2	14.5
	APS4		14.4	12.8	12.5	13.8	12.4
	APS5		14.4	14.3	13.5	15.8	15.1

¹² Data from the CIPFA Council Tax Demands and Precepts Statistics 2012-13.

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Market segmentation

Sport England has also developed a segmentation model with 19 ‘sporting’ segments to help better understand attitudes, motivations and perceived barriers to participation.

Knowing which segment is most dominant in the local population is important as it can help direct provision and programming for sport and recreation. For example, whilst the needs of the smaller segments should not be ignored, it may be useful for East Staffordshire to know the sports enjoyed by the largest proportion of the population. The segmentation may also be able to assist partners to make tailored interventions, communicate more effectively with target market(s) and to better understand participation in the context of life stage and lifecycles.

East Staffordshire: Sport England market segmentation

Code	Name	Description	Rate %
A02	Jamie	Sports Team Drinkers	5.1
A03	Chloe	Fitness Class Friends	4.1
A04	Leanne	Supportive Singles	4.0
B05	Helena	Career Focused Females	4.1
B06	Tim	Settling Down Males	8.1
B07	Alison	Stay at Home Mums	4.3
B08	Jackie	Middle England Mums	5.1
B09	Kev	Pub League Team Mates	5.7
B10	Paula	Stretched Single Mums	3.0
C11	Philip	Comfortable Mid-Life Males	9.5
C12	Elaine	Empty Nest Career Ladies	6.8
C13	Roger & Joy	Early Retirement Couples	6.8
C14	Brenda	Older Working Women	5.2
C15	Terry	Local ‘Old Boys’	3.9
C16	Norma	Later Life Ladies	1.9
D17	Ralph & Phyllis	Comfortable Retired Couples	4.0
D18	Frank	Twilight Year Gents	4.8
D19	Elsie & Arnold	Retirement Home Singles	8.9
Total			99.8%

Source: Sport England Local Area Profiles

The largest market segment (9.5% of the East Staffordshire population) is “Philip”, Comfortable mid-life male. This means that, of the 19, the greatest proportion would benefit from initiatives that appeal to “Philip”; sports such as keep fit/gym, swimming, football, golf and athletics (running). However, Elsie & Arnold (Retirement Home Singles – 8.9%), Tim (Settling Down Males – 8.1%), Roger & Joy (Early retirement couples – 6.8% and Elaine (Empty Next Career Ladies – 6.8%) are also significant.

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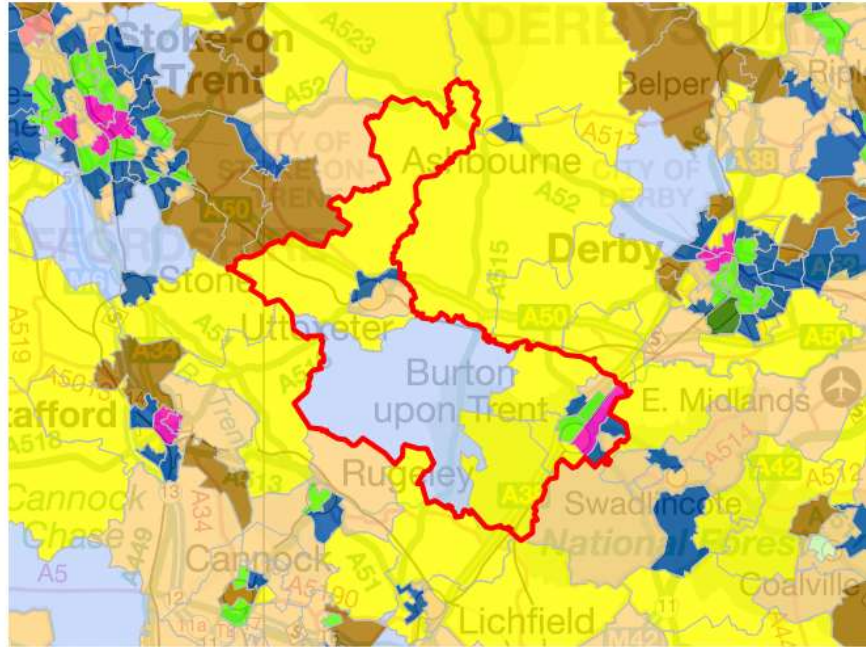
Location of dominant market segments in the Borough

Dominant market segment by population

Catchment area:
East Staffordshire District

- Ben - 1
- Jamie - 2
- Chloe - 3
- Leanne - 4
- Helena - 5
- Tim - 6
- Alison - 7
- Jackie - 8
- Kev - 9
- Paula - 10
- Philip - 11
- Elaine - 12
- Roger & Joy - 13
- Brenda - 14
- Terry - 15
- Norma - 16
- Ralph & Phyllis - 17
- Frank - 18
- Elsie & Arnold - 19

- Catchment area
- Middle Super Output Areas



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APPENDIX FIVE: AGP OPTIONS

The table below presents a number of options for provision of AGPs in East Staffordshire.

Options for provision of 3G pitches in East Staffordshire

Option A: Pirelli Stadium	
Pros	Cons
<ul style="list-style-type: none"> ◀ Derelict land available ◀ Funding available through outstanding S106 (on site) ◀ Grass floodlit pitch unsustainable at this site ◀ Would be utilised by Burton Albion FC to deliver its community programme which would free up capacity on other sites. ◀ Located in area of unmet demand (FPM). 	<ul style="list-style-type: none"> ◀ No on site management - programming control. ◀ Could potentially be absorbed by Burton Albion FC for its own usage. ◀ Site would not be suitable for competitive hockey.
Option B: Burton Rugby Club, Tatenhill	
Pros	Cons
<ul style="list-style-type: none"> ◀ Sustainable location – community hub site. ◀ Potential Availability of Sport England and joint NGB funding. ◀ Potential multi hub site. ◀ Located in area of unmet demand (FPM). ◀ Planning permission granted for 3G pitch. 	<ul style="list-style-type: none"> ◀ Rugby led site - suitable surface for both rugby and football. ◀ Capacity issues between rugby and football. ◀ Timescales for S106 spend and development of the site. ◀ Current planning permission expires August 2012.
Option C: Shobnall Leisure Complex	
Pros	Cons
<ul style="list-style-type: none"> ◀ Land available within the site. ◀ Funding available through outstanding S106 (from Pirelli). ◀ Sustainable location – on site Council management. ◀ Multi sports site. ◀ Located in area of unmet demand (FPM). 	<ul style="list-style-type: none"> ◀ Site already accommodates a sand based AGP predominately used for hockey. ◀ Hockey club expresses demand for additional sand based surface. ◀ Close proximity to St George's Park (which accommodates a full size 3G pitch).

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Options for provision of sand based/filled AGPs in East Staffordshire

Option A: Shobnall Leisure Complex	
Pros	Cons
<ul style="list-style-type: none"> ◀ Land available within the site. ◀ Sustainable location – on site Council management and club base. ◀ High demand expressed by hockey club. ◀ Two AGPs adjacent – regional facility and potential usage. ◀ Could also accommodate football training. ◀ Multi sports site ◀ Could accommodate other sporting needs. ◀ Located in area of unmet demand (FPM). 	<ul style="list-style-type: none"> ◀ Availability of funding. ◀ Additional pressure on current ancillary facilities i.e. changing accommodation and car parking.
Option B: Burton Rugby Club, Tatenhill	
Pros	Cons
<ul style="list-style-type: none"> ◀ Sustainable location – hub site. ◀ Availability of Sport England and joint NGB funding. ◀ Potential multi hub site. ◀ Could accommodate other sporting needs. ◀ Located in area of unmet demand (FPM). 	<ul style="list-style-type: none"> ◀ Unsuitable surface to accommodate rugby and football demand already expressed at the site.
Option C: John Taylor High School	
Pros	Cons
<ul style="list-style-type: none"> ◀ Sustainable location – school site. ◀ Could accommodate other sporting needs and school demand. ◀ Located in area of unmet demand (FPM). 	<ul style="list-style-type: none"> ◀ Availability of funding. ◀ Lack of access to changing accommodation. ◀ Located in close proximity to St Georges Park where a 3G pitch will be provided.

The table below summarises the different surface types, pile lengths and their suitability for different sports:

Surface	Length of pile	Suitability
3G	40mm	<ul style="list-style-type: none"> ◀ Recreational hockey ◀ Football training matches (presuming it is compliant).
3G	60 mm	<ul style="list-style-type: none"> ◀ Football training (preferred surface) and competitive matches (all versions of the game) ◀ Rugby union training. ◀ Rugby league training ◀ American football training ◀ Gaelic football training ◀ Competitive Lacrosse (preferred surface)
Sand based	18 mm/23mm	<ul style="list-style-type: none"> ◀ Competitive hockey ◀ Football training ◀ Competitive Lacrosse ◀ Recreational tennis (not competitive) ◀ Recreational netball (not competitive)

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APPENDIX SIX: FUNDING OPPORTUNITIES

In order to deliver much of the 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.

Funding opportunities

Issue	Explanation
Asset transfer	<p>As Council budgets come under increased pressure it should, in tandem with key partners, explore the extent of the appetite of all parties to explore asset transfer.</p> <p>This involves the transfer of the ownership of land or buildings from local authorities to community groups such as local sports clubs and trusts, often at discounted prices provided there is a benefit to the local community.</p> <p>This presents sports clubs (working closely with the City and the relevant NGBs) with options to take ownership of their own facilities.</p> <p>It may also provide presently non-asset owning sports clubs with their first chance to take on a building.</p>
Sport England: <ul style="list-style-type: none"> • Sustainable Facilities Fund • Sustainable facilities Fund • Sportmatch • Small Grants • Protecting Playing Fields • Inspired Facilities • Iconic Facilities • Improvement Fund http://www.sportengland.org/funding.aspx	<p>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.</p>
Attracting external revenue investment	<p>East Staffordshire is an area that will be 'on the radar' of a number of NGBs. It is vital that the Borough Council and partners maintain a dialogue with and are fully geared up to benefit from options to secure external partner support to establish and drive programmes in the City.</p> <p>There is a need for the Borough to be cohesively proactive and for partners to collectively make the case (for example, on the back of the outdoor sport delivery & investment plan and some of the innovative processes being developed to secure comprehensive access to school sports facilities) for such investment.</p>
Football Foundation http://www.footballfoundation.org.uk/	<p>This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.</p>

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Issue	Explanation
<p>Rugby Football Foundation - The Loans Scheme</p> <p>http://www.rfu.com/microsites/rff/index.cfm?fuseaction=loans.home</p>	<p>The Loans Scheme helps finance projects that contribute to the retention and recruitment of rugby players.</p> <p>Projects eligible for loans include:</p> <ol style="list-style-type: none"> 1. Club House Facilities: General structural improvements, general refurbishment, storerooms and offices, kitchen facilities, training areas. 2. Grounds (other than pitches): Car parking facilities, ground access improvements, fencing, security measures.
<p>Rugby Football Foundation - The Grant Match Scheme</p> <p>http://www.rfu.com/microsites/rff/index.cfm?fuseaction=groundmatch.home</p>	<p>The Grant Match Scheme provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players.</p> <p>Grants are available on a 'match funding' 50:50 basis to support a proposed project.</p> <p>Projects eligible for funding include:</p> <ol style="list-style-type: none"> 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).