

Sandwell
Metropolitan Borough Council

**Safer Neighbourhoods
and Active Communities
Scrutiny Board**

**Thursday 4 July, 2019 at 5.45pm
in Committee Room 1
at the Sandwell Council House, Oldbury**

Agenda

(Open to Public and Press)

1. Apologies for absence.
2. Members to declare:-
 - (a) any interest in matters to be discussed at the meeting;
 - (b) the existence and nature of any political Party Whip on any matter to be considered at the meeting.
3. To confirm the minutes of the meeting held on 28 March, 2019 as a correct record.
4. Sandwell Playing Pitch Strategy Refresh Needs Assessment Report and Strategic Document (October 2018).
5. Work Programming 2019-20.

J Britton

Chief Executive

Sandwell Council House
Freeth Street
Oldbury
West Midlands

Distribution:

Councillors Moore (Chair);

Councillor P M Hughes (Vice-Chair);

Councillors Bawa, Bostan, Akhter, Cherrington, Edwards, M Gill, M Y Hussain, S Jones and Padda.

Co-opted Member:-

Mr J Cash

**Agenda prepared by Alex Goddard
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Safer Neighbourhoods and Active Communities Scrutiny Board

Apologies for Absence

The Board will receive any apologies for absence from the members of the Board.

Safer Neighbourhoods and Active Communities Scrutiny Board

Declaration of Interests

Members to declare:-

- (a) any interest in matters to be discussed at the meeting;
- (b) the existence and nature of any political Party Whip on any matter to be considered at the meeting.

**Minutes of the Safer Neighbourhoods and Active Communities
Scrutiny Board**

**28th March, 2019 at 5.30 pm
at Sandwell Council House, Oldbury**

Present: Councillor Ahmed (Chair);
Councillors Crompton and Hevican (Vice-Chairs);
Councillors Allcock, Chidley, M Hussain,
M Y Hussain and White.

Apology: Councillor Phillips.

In attendance: Chris Jones (Commonwealth Games 2022
Aquatics Centre - Project Director).

4/19 **Minutes**

Resolved that the minutes of the meeting held on 21st February, 2019 be approved as a correct record.

5/19 **Review of the Legacy Plans for the Sandwell Aquatics Centre and Commonwealth Games 2022**

The Commonwealth Games 2022 Aquatics Centre - Project Director attended the meeting and presented a report on the legacy plans for the Sandwell Aquatics Centre and the wider Commonwealth Games 2022.

It was reported that, to date, the priority of the project had been around the design of the Aquatics Centre; this was solely to ensure that the facility was delivered on time for the Commonwealth Games 2022. However, it was recognised that the lasting benefits that could be achieved from the delivery of the Centre and the Games was far broader than just the construction of the facility.

An overview of the design of the Centre and the various facilities that were available was presented to the Scrutiny Board.

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As the design and build element of the project was on programme, and the Project Team was at full capacity, it was timely to start considering the launch of a Legacy Workstream for the project.

The Commonwealth Games 2022 Member Steering Group had agreed to focus the Legacy Workstream initially on five themes:-

- Sports Development and Clubs;
- Public Health and Physical Activity;
- Skills and Education;
- Regeneration, Job, Tourism and Place Building; and
- Culture and Communities.

These themes supported the delivery of Vision 2030 and linked with the Commonwealth Games 2022 Birmingham Legacy Pillars. Focus groups would be held with members, officers, key partners and stakeholders including schools. The outcomes identified from the focus groups would be aligned against the themes and contribute to the creation of a Legacy Plan.

From the comments and questions by members of the Scrutiny Board, the following responses were made and issues highlighted:-

- the proposals for the Centre had been approved at Planning Committee and would be considered by Council at its meeting in April;
- in addition to the Centre, the site would include a football pitch, children's play area, a water pool for improving biodiversity at the site and space for walking;
- once the facility was delivered, there would be more trees on the site than were currently on the playing fields;
- the Centre would be located centrally within the site to minimise any impact on the local community;
- the main feature of the Centre was its competition-size pool which would include features such as movable floors and booms to create a flexible swimming resource for Sandwell;

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- the Centre would also include a diving pool and a dry diving facility which would provide Sandwell and the wider West Midlands with a venue to train in that sport;
- there would also be a smaller community pool at the Centre; this could be made completely private, for example, to facilitate single-sex swim sessions;
- in accordance with Sport England guidelines, the Centre featured a unisex changing village. The Board was assured that privacy had been built into the design for this and there were also single sex changing areas to ensure that all users would feel comfortable;
- photovoltaic panels installed at the Centre would contribute to the energy requirements. Gas boilers would be used for the pools. Biomass boilers had been considered for the pools, but it was determined that they were unable to achieve the necessary levels of efficiency to be viable;
- the Centre, including the competition pool, was designed to be accessible. It was thought that the competition pool would be the only such pool in the world to be fully accessible;
- there would be an adequate number of toilets located throughout the site;
- following the Commonwealth Games, management of the Centre would be handled by Sandwell Leisure Trust, with the building remaining the property of the Council;
- the Council was working with partners, including Transport West Midlands, to develop a Transport Plan for the Commonwealth Games. The Games had been designated a 'Public Transport Games' and parking at venues would not be permitted;
- it was intended to carry out wide-ranging consultation on the legacy workstream, including with all of Sandwell's schools;
- alternative uses for the existing leisure facilities that the Centre would replace would be developed.

**Safer Neighbourhoods and Active Communities Scrutiny Board –
28th March, 2019**

The Scrutiny Board thanked the Project Director for attending the meeting and providing detailed information and points for discussion.

Resolved:-



- (1) that the approach for developing the Legacy Workstream for the Aquatics Centre and Commonwealth Games be endorsed;
- (2) that the Aquatics Centre and Commonwealth Games Legacy Plan be brought back for consideration by the relevant Scrutiny Board prior to approval by Cabinet.

(Meeting ended at 6.16 pm)

Contact Officer: Alex Goddard Democratic Services Unit 0121 569 3178
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REPORT TO SAFER NEIGHBOURHOODS AND ACTIVE COMMUNITIES SCRUTINY BOARD

04 July 2019

Subject:	Sandwell Playing Pitch Strategy Refresh Needs Assessment Report and Strategic Document (October 2018)
Cabinet Portfolio:	Cllr. Maria Crompton - Leisure and Recreation
Director:	Alan Caddick – Director – Housing and Communities
Contribution towards Vision 2030:	 
Contact Officer(s):	Gemma Ryan

DECISION RECOMMENDATIONS

That the Safer Neighbourhoods and Active Communities Scrutiny Board:

1. Consider whether the Council should proceed with our existing application for the Parklife Football Hubs Programme.
2. Consider alternative options for the delivery of the required number of Artificial Grass Pitches in Sandwell.
3. Recommend that the Sandwell Playing Pitch Strategy Refresh Needs Assessment Report and Strategy Document (October 2018) be presented to Cabinet for approval.
4. Consider the policy and recommendations regarding the loss of playing fields.

1 PURPOSE OF THE REPORT

- 1.1 To update the Safer Neighbourhoods and Active Communities Scrutiny Board regarding the Sandwell Playing Pitch Strategy refresh, and associated considerations, prior to seeking Cabinet approval.

2 IMPLICATIONS FOR VISION 2030

- 2.1 The implementation of the Playing Pitch Strategy (PPS) will help improve and maintain our sport and active leisure offer in the borough by ensuring that Sandwell is equipped with the required outdoor sport facilities for both current and future demand. This will directly support the Vision 2030 ambition 2 by providing opportunities for Sandwell's residents to live healthy lives.
- 2.2 The delivery of the PPS will improve and maintain the quantity and quality of Sandwell's outdoor sports facilities which will support ambition 8 in creating centres of community life, leisure and entertainment.

3 BACKGROUND AND MAIN CONSIDERATIONS

- 3.1 The primary purpose of a Playing Pitch Strategy is to provide a strategic needs assessment report (appendix 1) and a strategy document (appendix 2) which ensures that the provision of outdoor playing pitches meet the local needs of existing and future residents within an area.
- 3.2 A PPS Needs Assessment report informs the development and implementation of planning policy by providing evidence and context for the National Planning Policy Framework (NPPF) paragraph 97, which states;

“Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless;

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

- 3.3 The scope of a PPS is to carry out a Needs Assessment (Appendix 1) assessing the quality and quantity of outdoor sports facilities based upon current and projected future demand. It then makes recommendations within a supplementary Strategy Document, including Action Plan (appendix 2). This includes identifying facilities that require improvements and which existing facilities and / or additional facilities are required to meet current and future demand.
- 3.4 The following sports facilities are covered within the PPS needs assessment and strategy document;

- Football pitches
- Cricket pitches
- Rugby
- Sand based and third generation (3G) pitches
- Tennis Courts
- Bowling greens
- Netball courts
- Athletics tracks
- Golf Courses

- 3.5 The Sandwell Playing Pitch Strategy Needs Assessment Report and Strategy Document (October 2018) have been developed by external consultants, 4 Global Ltd, in line with Sport England's 'Playing Pitch Strategy Guidance' (October 2013).
- 3.6 In line with this guidance a steering group was formed including Sport England, the Council and a representative from all sports included in the scope of the PPS. It is recommended that this steering group 'sign off' the PPS before it can be finalised.
- 3.7 This version of the PPS has been developed via a refresh process as opposed to a full update. It is a refresh of the existing version 'Sandwell Playing Pitch Strategy (October 2014) (appendix 3), which was approved by the Cabinet on 16 September 2015 (Key Decision Ref. No. LVS002, Minute No. 156/15) (appendix 4: Cabinet Report and appendix 5: Cabinet Minutes).
- 3.8 The refresh approach was followed on the recommendation of Sport England primarily to ensure the Artificial Grass Pitch (AGP) modelling section was up to date for the purposes of the Council's Parklife Football Hubs Application. A full update is usually conducted every 3 to 5 years, depending on the extent of changes in demand and supply over that time.
- 3.9 In January 2017 the Council submitted an Expression of Interest (EOI) (appendix 6) to the Football Foundation to enter into the application process for the Parklife Football Hubs Programme. This was agreed by the Cabinet on 11 January 2017 (Key Decision Ref. No. SMBC1654, Minute No. 13/17).
- 3.10 As outlined within the Cabinet report (appendix 7) and the Cabinet Minutes (appendix 8) the Parklife Football Hubs programme committed the Council to a contribution of 40% of the overall project costs in partnership funding (circa £2,400,000 contribution from the Council).

- 3.11 The Council's EOI was successful and were invited to proceed to stage 2 of the application process, subject to carrying out an update (refresh) of the existing Playing Pitch Strategy (October 2014).
- 3.12 The refresh was primarily required to provide the evidence of need for further 3G AGP pitches in Sandwell to support the Council's application for 4 x 3G AGP's as part of the Parklife Football Hubs Programme.
- 3.13 The Parklife Football Hubs programme outlines a set of principles (appendix 9) and aims to develop hub sites for football which include at least two Artificial Grass Pitches (AGP's), natural turf (grass) provision and the required ancillary facilities.
- 3.14 The overarching aim of the Parklife Football Hubs Programme is to provide sustainable and better quality football facilities for the development of youth football.
- 3.15 The Parklife Football Hubs Programme recognises reducing budgets that local authorities have to maintain grass football pitches and the challenge for the development of the game in relation to cancellation of fixtures and poor-quality surfaces. It aims to provide facilities to move a substantial proportion of junior football from natural turf pitches to AGPs, which is a priority objective with The Football Association (The FA) Strategy (August 2015).
- 3.16 The refreshed PPS outlines that Sandwell requires four additional 3G AGPs to meet current demand. To meet future demand, it recommends that a further one will be required. Therefore, Sandwell requires five additional 3G AGPs, to meet current and future demand for football.
- 3.17 The refreshed PPS outlines that the current level of existing natural turf (grass) football pitches are required to meet current and future demand. Therefore, if any grass pitches were lost in the future there would need to be a 'like for like' replacement of provision. Section 1 of the needs assessment (appendix 1) and Section 2 of the strategy document (appendix 2) outlines Sport England's guidance and expectations for the replacement of any natural turf (grass) football pitches.

4 THE CURRENT POSITION

- 4.1 The Sandwell PPS Needs Assessment Report and Strategy Document, (October 2018) have been 'signed off ' by the PPS steering group, including Sport England.
- 4.2 Sport England recommend that the Council 'adopt' the refreshed PPS by seeking approval from the Cabinet. If the PPS is not adopted there could

be implications for future strategic planning decisions and for securing external funding to develop facilities in the future.

- 4.3 The main outcomes of the PPS identify;
 - The need for a further 5 3G AGP's in Sandwell
 - The approach required for any potential loss of playing fields
- 4.4 Following the completion and 'sign off' of the PPS the Council are now required to formally respond to the Football Foundation to indicate whether the Council are committed to proceeding to stage 2 of the Parklife Football Hubs application process. This would commit the Council to a capital contribution of circa £2,400,000 or 40% of total project costs.
- 4.5 A number of local stakeholders, including schools, have expressed an interest in taking the lead on the development of a 3G AGP. This would include obtaining external funding, providing partnership funding and managing and maintaining the facility. Proceeding with the Parklife Football Hubs Programme would prohibit external local stakeholders from securing Football Foundation or Sport England support for such projects as Parklife would absorb all of the required need for 3G AGP's (i.e. 4 x 3G pitches in total).
- 4.6 An options appraisal is currently being undertaken by Council Officers to identify an efficient and effective strategy to deliver the required number of 3G AGP's in Sandwell. This will include site feasibility and consider local need in line with the PPS. This options appraisal includes the Parklife Football Hubs programme and will also consider other options.
- 4.7 The above options appraisal will consider the option of working with local partners who have expressed an interest in developing a 3G AGP as an alternative approach to the Parklife Football Hubs Programme to achieve the quantitative gain of 3G AGP's required in Sandwell. This would significantly reduce / eliminate the capital financial commitment of the Council and allow local stakeholders to develop their own schemes. The Council may wish to consider contributions to projects on an individual basis.
- 4.8 A further options appraisal is currently being undertaken by Council Officers to identify sites that can be utilised for the future development of new natural turf pitches, if required. This is being carried out in consultation with Sport England and in line with their guidance as set out in the Exemptions in Section 1 of needs assessment report and section 2 of strategic document.
- 4.9 The above options appraisal will include a feasibility study and will identify sites in Sandwell where new natural turf pitches and associated ancillary facilities can be developed.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

5.1 The process of developing the Sandwell Playing Pitch Strategy Needs Assessment Report and Strategy Document (October 2018) included consultation with the following stakeholders;

- Sport England
- England Netball
- England Hockey
- England Athletics
- England Golf
- ECB (England Cricket Board)
- LTA (Lawn Tennis Association)
- RFU (Rugby Football Union)
- Birmingham County F.A
- Staffordshire Cricket

5.2 Internal stakeholders that have been engaged in the process and in the development of the above options appraisals include;

- Parks and Green Spaces
- Legal services
- Planning
- Property services

6 ALTERNATIVE OPTIONS.

6.1 To cease the Council's application for the Parklife Football Hubs Programme and seek to deliver the required number of 3G AGP's via alternative means, to be agreed.

6.2 Should the Council not 'adopt' the PPS there would be implications for external funding applications and future planning policy and protection of outdoor sports facilities.

7 STRATEGIC RESOURCE IMPLICATIONS

7.1 Should the Council apply for external funding for the development of sports facilities, based upon the recommendations in the PPS, up to 40% partnership funding would be required.

7.2 In the absence of external funding, the delivery of minor facility improvements, outlined within the PPS, must be delivered within current service budgets.

8 LEGAL AND GOVERNANCE CONSIDERATIONS

- 8.1 Sport England are a statutory consultee in planning applications which involve developments that could result in the loss of playing fields. Therefore, the exemptions outlined with their 'Playing Fields Policy and Guidance' Document which are included within the PPS must be considered when approving the loss of any playing fields in Sandwell.

9 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

- 9.1 The improvement and maintenance of outdoor sports facilities ensures the provision of opportunities for local people to be active.
- 9.2 Outdoor sports facilities provide young people with the opportunity to participate in positive activities.

10 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

- 10.1 The majority of sites included within the scope of the PPS are Council owned or managed, therefore the delivery of the PPS will impact upon Council land.

11 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

- 11.1 The Sandwell Playing Pitch Strategy Refresh Needs Assessment Report and Strategy Document (October 2018) be presented to Cabinet for approval, as recommended by Sport England.
- 11.2 Seek approval from the Cabinet to withdraw from the Parklife Football Hubs application process and consider alternative options for the delivery of required 3G AGP's. This will allow the Council to work with local partners to secure the partnership funding required.

12 APPENDICES:

- Appendix 1: Playing Pitch Strategy Refresh Needs Assessment (October 2018)
- Appendix 2: Playing Pitch Strategy Strategy Document (October 2018)
- Appendix 3: Playing Pitch Strategy October 2014
- Appendix 4: Report to Cabinet – Revised Playing Pitch Strategy, 16 September 2015
- Appendix 5: Minutes of Cabinet 16 September 2015

- Appendix 6: Parklife Football Hubs National Programme – Expression of Interest (EOI) Form
- Appendix 7: Parklife Cabinet Report 11 January 2017
- Appendix 8: The Cabinet Minutes 11 January 2017
- Appendix 9: Parklife Football Hubs Prospectus (2017)

Alan Caddick
Director – Housing and Communities

SANDWELL METROPOLITAN BOROUGH COUNCIL
PLAYING PITCH STRATEGY REFRESH
NEEDS ASSESSMENT REPORT
OCTOBER 2018

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1 INTRODUCTION AND METHODOLOGY

This is the Playing Pitch Assessment Report prepared by 4global Consulting for Sandwell Council (SC).

This report presents a supply and demand assessment of playing pitch facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. It has been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches and other outdoor sports facilities.

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

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

Stages A-C are covered in this report.

Stage A: Prepare and tailor the approach

Why the PPS is being developed

The Playing Pitch Strategy will provide a strategic approach to playing pitch provision in Sandwell. During times of change for local authorities, the PPS will provide direction and set priorities for pitch sports. The PPS sits within the context of the Strategy for Physical Activity and Sport in Sandwell 2017 – 2022 – “Towards an Active Sandwell”.

In turn, the above demonstrates the direct links with Sandwell Council's vision 2030 and the ten ambitions to ensure that by 2030, Sandwell is a thriving, optimistic and resilient community. It's where we call home and where we are proud to belong – where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future and benefitting fully from a revitalised West Midlands.

Increasing physical activity levels and the resulting health, social and economic benefits will contribute significantly to the achievement of the Vision 2030 and the ten ambitions. Increasing physical activity is at the heart of our aims for Sandwell's six towns to have a strong sense of local identity and pride. Being physically active and having a healthy weight will have a positive impact on self-esteem, community resilience and inclusive economic growth.

The objects of the Strategy extend across multiple service areas and include:

- To help deliver the public health agenda
- To inform the investment strategy for sport initiatives
- To inform local planning policy and potential developer contributions
- To set the PPS within the context of the local plan and wider strategies for parks and green space, in particular the Green Space Strategy 2010 - 2020

- To inform sports development initiatives
- To reflect wider property services asset reviews
- To help facilitate community use of outdoor facilities on education sites

Agreed scope

The following types of outdoor sports facilities are included within the study:

- Football pitches
- Cricket pitches
- Rugby pitches
- Sand-based and third generation (3G) artificial grass pitches (AGPs)
- Tennis courts
- Bowling greens
- Netball courts
- Athletics tracks
- Golf courses

A full Playing Pitch Strategy was commissioned in 2014 and delivered in line with the Sport England Playing Pitch guidance (2013). Since 2014, Sandwell MBC has kept the assessment report and final strategy up to date, using regular steering group meetings with the project steering group.

It has been decided that to inform future investment decisions for sport facilities across Sandwell, an updated strategy is required, taking into consideration the latest data and priorities of key stakeholders. For time and cost efficiency, the updated strategy has been commissioned as a *PPS refresh*, which will maximise the use of data collected as part of the previous strategy, while seeking updated insight and data where the facility or participation landscape has substantively changed.

For the avoidance of doubt, the following 'new' data has been used to inform the 2018 PPS Needs Assessment and subsequent strategy:

Demand

- 2018 football demand data, via the latest (January 2018) FA Whole Game System affiliation report for the local authority
- Updated demand consultation with major football, rugby, cricket, hockey and athletics clubs, as directed by the relevant National Governing Bodies. Where team numbers have changed as a result of these consultations, the Stage B demand data has been changed accordingly

Supply

- Updated pitch type data, where substantive changes in pitch numbers have been identified by the project steering group, such as the change of surface for AGP provision.

Capacity analysis

- This needs assessment utilises the latest agreed methods of calculating capacity for grass and artificial grass pitches. Of particular relevance is the capacity of 3G AGP's and the ability of these facilities to meet the training and match play needs of

football and rugby clubs. This needs assessment utilises the latest calculation method of assuming 1 full size 3G AGP can satisfy the demand from 42 teams

Where new data has not been collected, either through consultation or quantitative analysis, data and information collected as part of the 2014 project has been used to ensure that a holistic view of the study area is included in the assessment. This data includes club consultation records (unless updated consultations have been undertaken) and pitch supply assessment data (unless advised otherwise by the project steering group.) Table 1.4 provides greater detail as to how new data has been combined with data from the 2014 study to provide a comprehensive understanding of current supply and demand.

Local context

Sandwell has invested heavily in sports provisions in the past few years. The overall sport offer in the Borough is good with demand increasing. The recent winters have had an impact on grass pitch quality at some locations. Investment in changing rooms and new provision provides a positive picture for Sandwell. Those grass sports pitches identified as poor are primarily associated with localised flooding and drainage problems.

The resident population in Sandwell is recorded as 322,631 (ONS 2016 mid-year estimate Population projections). By 2022, the population is projected to increase to 337,200 (equivalent to a percentage of 4%). By the end of 2036, the population is projected to increase to 364,000 (equivalent to a percentage of 13%).

It should be noted that the ONS 2016 mid-year population projections were released in May 2018, after the completion of analysis for the PPS Refresh needs assessment draft. As a result, TGR calculations undertaken in the body of the report reference 2014 mid-year projections. When comparing the population projections released as part of the two datasets, the 2016 mid-year estimates provide a total growth figure that is 2% lower than the equivalent figure for the 2014 dataset. As a result, there is unlikely to be any impact from using the 2014 mid-year estimates throughout the body of this report.

The number of school places is currently 54,352 (33,857 primary and 20,495 secondary places). The total number of school places needed by 2022 is 57,572 (34,187 primary and 23,385 secondary places). This is a further 3,220 school places required in total (330 additional primary and 2,890 additional secondary school places).

The Number of Schools in Sandwell is currently 117 (94 primary, 4 special and 18 secondary). The number of schools required by 2022 to meet demand is 121 (1 additional primary free school and 3 additional secondary schools).

Along with most other Local Authorities across the country, Sandwell MBC experiences significant budgetary pressures and is constantly seeking ways to improve efficiency, lower costs, attract inward investment and reduce costs.

Parks / greenspaces budgets have recently been squeezed which in turn has resulted in less funding being available for pitch maintenance, mowing, slitting, drainage, changing room refurbishment / repairs etc

Pressures to increase the number of dwellings is high as this supports the 10 ambitions described above. Council Tax receipts support the delivery of services to local residents. The current number of domestic dwellings in Sandwell is 132,886. This is anticipated to increase to 139,635 by 2022 and approximately 146,634 by 2022. It is estimated that the

remaining need for residential units between 2026 and 2036 is approximately 14,000 units although land to meet this demand is yet to be identified. Asset Management is also a high priority, converting un-used land and open space into commercial use not only increases Business Rate receipts but offers job creation, regeneration opportunities and disposable income for residents.

Sandwell Council is keen to ensure that a correct balance is made between approving developments whilst also protecting areas of green, open space and sports grounds for residents to enjoy. It should be noted, however, that an increased demand for infrastructure and services (such as school places, transport or retail) caused by projected population growth, is likely to increase the risk of loss of grass pitches over the lifetime of the strategy.

Sandwell Council works closely with Sport England relating to planning issues and is aware of its recently updated policy around the protection of playing fields and the 'Playing fields policy and guidance' document. Sandwell Council recognises that Sport England will oppose the granting of planning permission for any development which would lead to the loss of, or would prejudice the use of:

- All or any part of a playing field, or
- Land which has been used as a playing field and remains undeveloped, or
- Land allocated for use as a playing field unless, in the judgement of Sport England, the development as a whole meets with one or more of the five specific exceptions.

These are below;

Exemption 1

A robust and up to date assessment has demonstrated, to the satisfaction of Sport England, that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted, and the site has no special significance to the interests of sport.

Exemption 2

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

Exemption 3

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

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

Exemption 4

The area of playing field to be lost as a result of the proposed development will be replaced prior to the commencement of development by a new area of playing field:

- Of equivalent or better quality, and
- Of equivalent or greater quantity and, and
- In a suitable location, and
- Subject to equivalent or better accessibility and management arrangements

Exemption 5

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

Should a situation arise whereby Sandwell Council deems it necessary to apply for planning permission which would result in the loss of a playing field then the Authority will endeavour to make every effort to consult with Sport England, the relevant NGB(s), residents, clubs and key stakeholders at an early stage in order to ensure that one or more of the exemptions detailed above are met and appropriate mitigations put in place.

It should be noted, however, that any losses of pitch provision across the study area will need to be justified to ensure one or more of the above exceptions are met.

Links to other strategies

There are a number of related strategies developed by Sandwell Council which have been adopted or are in the process of being developed, which will inform or be informed by the Playing Pitch Strategy:

- Vision 2030
- Sport and Leisure Vision
- Built Facilities Strategy
- Health and Wellbeing Strategy
- Corporate Asset Management Plan and capital Strategy 2010-2015
- Sandwell Local Plan
- Green Space Strategy 2010
- Community Infrastructure Open Space Quality and Quantity
- Street scene Business Plan
- Sports Facilities Strategy

Management arrangements

The project team (4global) is responsible for the day to day development of the PPS refresh and ensuring that tasks are completed in line with the project plan. In order to ensure effective and continued PPS management, it has been supported by the Steering Group comprising representatives from Sandwell Council, National Governing Bodies (NGBs) and Sport England. This Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:

- Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.

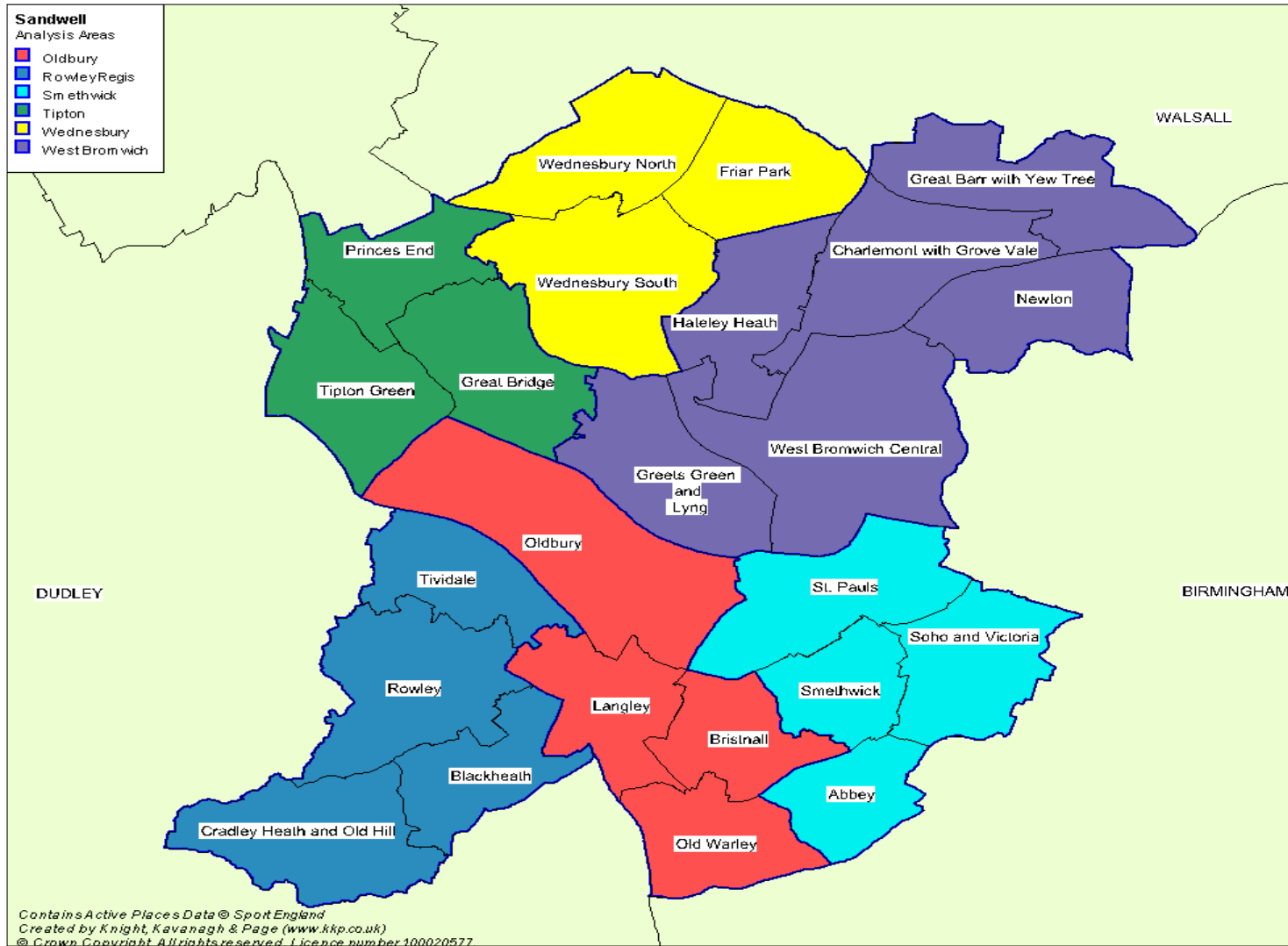
- Ensure implementation of the PPS's recommendations and action plan.
- Monitor and evaluate the outcomes of the PPS.
- Ensure that the PPS is kept up to date and refreshed.

Study area

Analysis areas allow a more localised assessment of provision and examination of issues at a local level. Use of analysis areas also allows local circumstances and issues to be taken into account. Sandwell Metropolitan Borough is made up of six towns as follows:

- Rowley Regis
- Oldbury
- Smethwick
- Tipton
- West Bromwich
- Wednesbury

Figure 1.1 Map of analysis areas



Tailoring the approach¹

In tailoring the approach to the study area, 4global has sought to consider how the characteristics of the area impacts upon playing pitch provision, including:

Active Lives latest insight

Table 1.2 shows the level of activity in Sandwell, compared with regional and national averages, as well as data from 'nearest neighbours'. The table shows levels of activity, using data from the first two annual datasets for Sport England's Active Lives survey.

Table 1.2 Active Lives survey results for all adults – Sandwell and nearest neighbours

Geographical Area	Period	% Active (150+ minutes a week)	% Fairly Active (30 - 149 minutes a week)	% Inactive (<30 minutes a week)
Sandwell	Year 1 – Nov 15 to Nov 16	57.9	13.7	28.4
	Year 2 – May 16 to May 17	47.9	16.8	35.3
Stoke-on-Trent	Year 1	51.1	16.3	32.6
	Year 2	55.8	15.5	28.7
Walsall	Year 1	54.5	13.0	28.1
	Year 2	56.7	12.8	30.5
Wolverhampton	Year 1	56.3	16.5	27.2
	Year 2	49.8	13.5	36.8
West Midlands	Year 1	62.8	13.2	24.0
	Year 2	56.7	14.2	29.1
England	Year 1	65.4	12.6	22.0
	Year 2	60.8	13.8	25.6

Table 1.2 illustrates that Sandwell has a lower proportion of active residents than all three of its nearest neighbours, as well as having a higher level of inactive residents than two out of the three. When compared to the regional and national averages, Sandwell also has a lower proportion of active residents and a higher proportion of inactive residents than the rest of the country.

Participation in sport and physical activity

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

¹ The 'Nearest Neighbour' model was developed by the Chartered Institute of Public Finance and Accountancy (CIPFA) to aid local authorities in comparative and benchmarking exercises. It is widely used across both central and local government. The model uses a number of variables to calculate statistical similarity between local authorities. Examples of these variables include population, unemployment rates, tax base per head of population, council tax bands and mortality ratios.

Although the Active People Survey has now been replaced, it still provides valuable insight into levels of sports and physical activity participation across the country. At its inception, the Active People Survey (APS) was the largest ever survey of sport and active recreation to be undertaken in Europe. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It became a continuous process, with the final APS dataset completed in 2016.

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

Activity levels in the local population

Table 1.2 shows the final 4 iterations of APS results for Sandwell in comparison to the national and the Sport England Regional figures. Data for the nearest neighbours are also presented.

Table 1.2 Active People survey results for all adults – Sandwell and nearest neighbours

KPI			National	West Midlands	Sandwell	Nearest neighbours		
						Wolverhampton	Walsall	Stoke-on-Trent
Adult (16+) participation in Sport (at least once a week)	2012/13	%	36.1	33.9	23.6	32.0	32.3	29.7
	2013/14		36.1	33.9	28.3	34.9	34.3	29.3
	2014/15		35.8	33.8	30.1	28.9	30.5	28.6
	2015/16		36.1	33.8	30.8	31.8	28.2	32.6
KPI3 – Club membership in the last 4 weeks	2012/13	%	21.0	19.7	11.7	15.8	17.8	21.2
	2013/14		21.6	20.6	20.9	13.7	19.7	19.4
	2014/15		21.8	19.5	16.1	13.5	19.3	13.6
	2015/16		22.2	21.4	13.2	19.6	16.5	26.0
KPI 4 - Received tuition / coaching in last 12 months.	2012/13	%	15.8	15.8	7.7	15.8	18.9	14.7
	2013/14		16.4	14.5	12.6	13.2	*	*
	2014/15		15.6	12.8	9.1	*	12.9	*
	2015/16		15.6	15.3	*	18.0	13.6	16.6
KPI 5 - Taken part in organised competitive sport in last 12 months.	2012/13	%	11.2	13.1	9.0	7.2	9.2	15.1
	2013/14		13.3	11.7	*	*	*	*
	2014/15		13.3	11.8	*	10.8	*	*
	2015/16		13.3	13.3	*	*	*	*
1x30 Indicator Participation in 30 minutes moderate intensity sport	2012/13	%	60.3	62.2	54.3	62.9	57.7	54.2
	2013/14		61.6	60.3	61.0	55.5	47.6	48.0
	2014/15		61.8	62.8	57.0	64.1	61.8	53.7
	2015/16		62.10	60.0	62.6	57.1	51.7	65.6

*Data not available due to sample size being too small

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

The table indicates that, while adult participation increased in Sandwell over the four years in this sample, participation in 2015/16 was still lower than both national and regional averages, as well as two of its nearest neighbours.

The table also indicates that club membership in Sandwell is considerably lower than national and regional averages, as well as those of its nearest neighbours, indicating that there is a low level of participation in affiliated, formal sport. This trend is mirrored by the results for KPI4, which show a low level of tuition and coaching received by Sandwell residents.

Market segmentation

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

Table 1.3 Sport England market segmentation summaries

Name	Title	Description	Top three participating sports nationally
Ben	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.	Football (33%) Keep fit/gym (24%) Cycling (18%)
Jamie	Sports Team Lads	Young blokes (aged 18-25) enjoying football, pints and pool.	Football (28%) Keep fit/gym (22%) Athletics (12%)
Chloe	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym (28%) Swimming (24%) Athletics (14%)
Leanne	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym (23%) Swimming (18%) Athletics (9%)
Helena	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym (26%) Swimming (23%) Cycling (11%)
Tim	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling (21%) Keep fit/gym (20%) Swimming (15%)
Alison	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym (27%) Swimming (25%) Cycling (12%)
Jackie	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym (27%) Swimming (20%) Cycling (9%)
Kev	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym (14%) Football (12%) Cycling (11%)
Paula	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym (18%) Swimming (17%) Cycling (5%)

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Name	Title	Description	Top three participating sports nationally
Philip	Comfortable Mid-Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling (16%) Keep fit/gym (15%) Swimming (12%)
Elaine	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym (21%) Swimming (18%) Cycling (7%)
Roger & Joy	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym (13%) Swimming (13%) Cycling (8%)
Brenda	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym (15%) Swimming (13%) Cycling (4%)
Terry	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision for retirement.	Keep fit/gym (8%) Swimming (6%) Cycling (5%)
Norma	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym (12%) Swimming (10%) Cycling (2%)
Ralph & Phyllis	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym (10%) Swimming (9%) Golf (7%)
Frank	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf (7%) Keep fit/gym (6%) Bowls (6%)
Elsie & Arnold	Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym (10%) Swimming (7%) Bowls (3%)

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

Dominant market segmentation in Sandwell by population

Figure 1.2 illustrates that Kev (as depicted by the light green coloured areas) is the market segment with the greatest coverage in Sandwell. Indeed, "Kev's" (pub league team mates) account for 11.5% of the Sandwell population. This means that, of the 19 segments, the greatest proportion would benefit from initiatives that appeal to "Kev's"; sports such as keep fit/gym, football and cycling.

"Elsie & Arnold" (retirement home singles) (10.6%) and "Brenda" (older working women) (9.2%) are the second and third largest market segments in Sandwell. Typically, "Elsie & Arnold" participate in sports such as keep fit/gym, swimming and bowls while "Brenda's" participate in sports such as keep fit/gym, swimming and cycling.

Figure 1.2 Map of dominant market segments in Sandwell

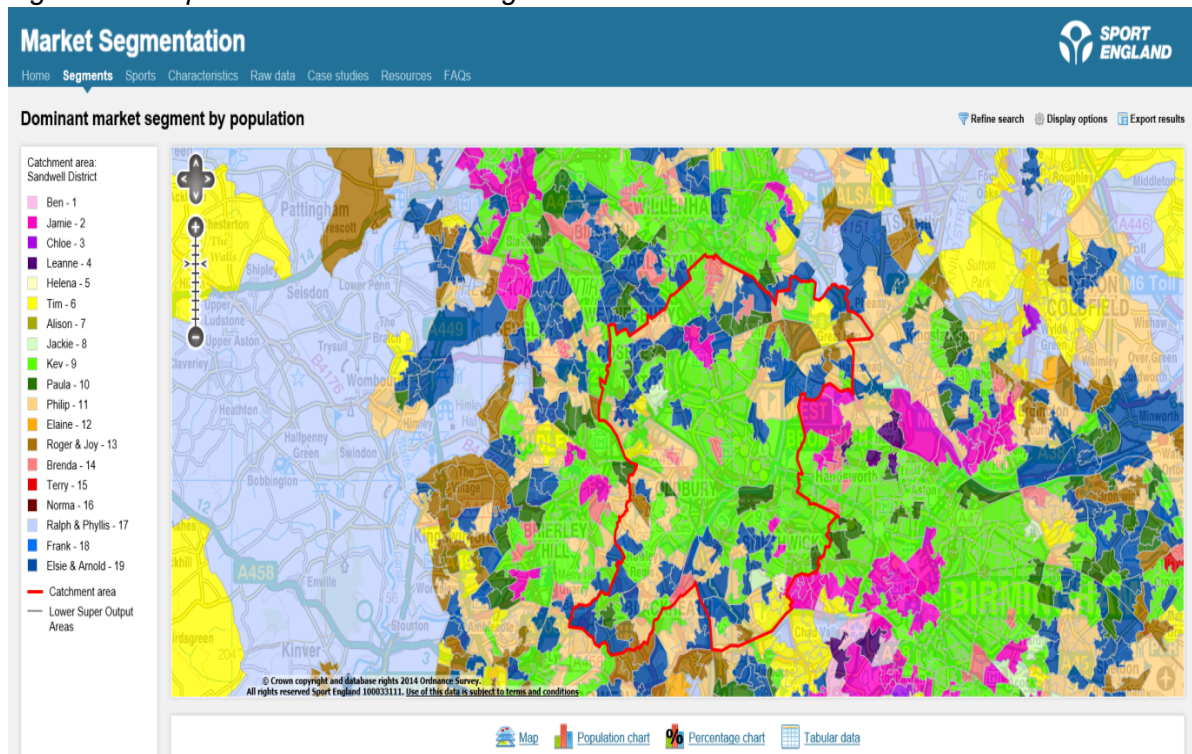


Table 1.3 Sandwell: Sport England market segments

Code	Name	Description	Number	Rate
B09	Kev	Pub League Team Mates	25,396	11.5%
D19	Elsie & Arnold	Retirement Home Singles	23,427	10.6%
C14	Brenda	Older Working Women	20,325	9.2%
A02	Jamie	Sports Team Drinkers	16,257	7.3%
B10	Paula	Stretched Single Mums	15,938	7.2%
C15	Terry	Local 'Old Boys'	15,929	7.2%
C11	Philip	Comfortable Mid-Life Males	15,855	7.2%
B08	Jackie	Middle England Mums	13,266	6.0%
A04	Leanne	Supportive Singles	12,530	5.7%
D18	Frank	Twilight Year Gents	9,880	4.5%
C12	Elaine	Empty Nest Career Ladies	8,484	3.8%
C16	Norma	Later Life Ladies	8,407	3.8%
B06	Tim	Settling Down Males	8,364	3.8%
C13	Roger & Joy	Early Retirement Couples	7,966	3.6%
B05	Helena	Career Focused Females	6,137	2.8%
A01	Ben	Competitive Male Urbanites	5,292	2.4%
B07	Alison	Stay at Home Mums	3,491	1.6%
A03	Chloe	Fitness Class Friends	3,246	1.5%
D17	Ralph & Phyllis	Comfortable Retired Couples	1,211	0.5%
Total			221,401	100.2%

Source: Sport England, 2014, Measure: Sport Market Segmentation

What does market segmentation mean for pitch sports?

Of the three largest market segments, only “Kev’s” identify football as an activity they particularly enjoy playing. It is perhaps surprising, therefore, that football accounts for 7.8% of sports participation within Sandwell, a figure that is higher than both the national (7.2%) and regional (7.6%) figures. In addition, however, “Elsie & Arnold” identify bowls (3%) as their third most popular activity.

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

Sport	Sandwell		West Midlands		England	
	Number (000s)	Rate (%)	Number (000s)	Rate (%)	Number (000s)	Rate (%)
Gym	24.4	10.6	427.6	9.8	4,475.7	10.6
Swimming	20.1	8.8	452.7	10.4	4,870.4	11.6
Football	17.9	7.8	331.0	7.6	3,018.2	7.2
Athletics	8.0	3.5	252.6	5.8	2,915.7	6.9
Cycling	6.9	3.0	322.4	7.4	3,486.0	8.3

Analysis identifies that of the top five sports within Sandwell, football (7.8%) is the only pitch sport. Indeed, gym (10.6%) remains the most popular with swimming (8.8%), athletics (3.5%) and cycling (3.0%) all making the top five.

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

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

This report provides an updated picture of Stage B supply and demand data across Sandwell. The January 2018 refresh builds on the data collected as part of the full PPS undertaken in 2014, focussing on key changes to supply and demand that have occurred since the previous assessment was undertaken. These changes have been previously summarised as part of the *Agreed Scope* section of the introduction, with further detail provided in each of the sport specific sections.

Gather supply information and views – an audit of playing pitches

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2010 ‘Town and Country Planning (Development Management Procedure) (England) Order’.²

- ***Playing pitch*** – a delineated area which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.
- ***Playing field*** – the whole of a site which encompasses at least one playing pitch.

This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes Artificial Grass Pitches (AGPs).

². www.sportengland.org>Facilities and Planning> Planning Applications

Quantity

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

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

Accessibility

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

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

Quality

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

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

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

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

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

Gather demand information and views

Presenting an accurate picture of current demand for playing pitches (i.e. recording how and when pitches are used) is important when undertaking a supply and demand assessment. Demand for playing pitches in Sandwell tends to fall within the following categories:

- Organised competitive play
- Organised training
- Informal play

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

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

In order to calculate future demand for pitches, team generation rates (TGRs) are used. TGRs breakdown the current and future population by age group (according to team age groups for that particular sport) and therefore, the percentage increase fluctuates between positive and negative population growth.

Other information sources that were used to help identify future demand include:

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

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

Supply and demand data is based on the data collection undertaken during the preparation of the 2014 full PPS. Where required and advised by the project steering group, 4global have undertaken additional consultation and data analysis to ensure that Stage B data is robust and the updated strategy is evidence based. A variety of consultation methods were used to collate demand information.

Table 1.4 illustrates the consultation method that was followed for the PPS refresh, building on the data collection undertaken for the 2014 study.

Table 1.4: Consultation summary - methods and response rates

Sport	Total number	Method of consultation for 2018 refresh	Where relevant, 2014 data used for completeness
Football teams	365	Telephone consultation with 3 major clubs who have been identified as having had a significant change in demand data since the 2014 study: <ul style="list-style-type: none"> - Bustleholme Youth - Tividale Minor - The Albion Foundation Telephone consultation with two key league representatives: <ul style="list-style-type: none"> - Sandwell Minor League - Warley Sunday League 	FA Whole Game System data for all remaining clubs, cross-checked with FA Parklife Team
Cricket clubs	5	Telephone consultation with 5 major clubs <ul style="list-style-type: none"> - West Bromwich Dartmouth CC - Wednesbury CC - Thimble Mill CC - Old Hill CC - Coseley CC 	Demand data provided by Staffordshire CCB for clubs who it was not possible to contact as part of consultation.
Rugby union clubs	2	Telephone consultation with the 2 major clubs in the study area: <ul style="list-style-type: none"> - Wednesbury RFC - Warley RFC 	
Hockey clubs	2	Clubs now playing outside of the study area and therefore consultation held with England Hockey to understand local priorities and demand figures.	Consultation data used from 2014 study to supplement demand data
Secondary schools	17	Desktop research	Use of 2014 data and consultation with Sandwell MBC
Primary schools	94	Desktop research	

To ensure that the PPS refresh included the most relevant and accurate supply and demand data, local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation. Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interviews.

Of specific note for football, in addition to the three clubs and two leagues that have been identified, another two large clubs were contacted but did not wish to participate in the study. This sample size, along with consultation with the County FA, Football Foundation and the Council, was deemed to be a representative sample size by the project steering group.

It is recommended that when the PPS project is delivered in full (as defined in the strategy element of the PPS), all clubs should be contacted as part of the primary research phase.

Stage C: Assess the supply and demand information and views

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

Understand the situation at individual sites

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

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

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

Develop the current picture of provision

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

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

Develop the future picture of provision - scenario testing

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

Identify the key findings and issues

By completing Steps 1-5 it is possible to identify several findings and issues relating to the supply, demand and adequacy of playing pitch provision in Sandwell. This report seeks to identify and present the key findings and issues, which should now be checked, challenged and agreed by the Steering Group prior to development of the Strategy (Section D).

The following sections summarise the local administration of the main grass pitch sports in Sandwell. Each provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities to/for the local community and, the governing body of each sport and regional strategic plans (where they exist). Local league details are provided in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are summarised.

2 FOOTBALL

Introduction

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

This section of the report focuses on the supply and demand for grass football pitches. Part 4 captures supply and demand for artificial grass pitches (AGPs). In the future, it is anticipated that there will be a growing demand for the use of AGPs for competitive football fixtures, especially to accommodate mini and youth football.

FA Youth Development Review

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

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

Age	Format	Pitch size without runoff (Length x width yards)	Pitch size including runoff ³ (Length x width yards)	Recommended size of goal posts (Height x width ft.)
Mini soccer U7/U8	5 v 5	40 x 30	46 x 36	6 x 12
Mini soccer U9/U10	7 v 7	60 x 40	66 x 46	6 x 12
Youth 11/12	9 v 9	80 x 50	86 x 56	7 x 16
Youth 13/14	11 v 11	90 x 55	96 x 61	7 x 21
Youth 15/16	11 v 11	100 x 60	106 x 66	8 x 24
Youth 17/18	11 v 11	110 x 70	116 x 76	8 x 24
Over 18 (senior ages)	11 v 11	110 x 70	116 x 76	8 x 24

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

More detailed pitch guidance can be accessed at:

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

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

³ Including runoff (safety area around the pitch)

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

The new format of the 9v9 game became mandatory during the 2013/14 season for U11s and mandatory for U12 in the 2014/15 season.

Consultation

For reasons of efficiency, consultation data and associated qualitative demand has been used from the 2014 strategy. In addition to face to face consultation with key clubs, an electronic survey was sent to all football clubs and leagues playing in Sandwell, contact details were provided by the FA, and the invitation to complete the survey was distributed via email. The survey was returned by 65 clubs (including face to face interviews) which equates to a team response rate of 64%. The results are used to inform key issues within this section of the report. The list below highlights the clubs that were met with face to face and the leagues that were contacted via online survey and/or telephone calls.

- Perrywoods United
- Tipton Youth
- Bustleholme Youth
- FC Premier
- Sporting Club Albion
- Greet Green Albion
- Sandwell Minor League
- Bilston Partnership Youth Football League
- Stourbridge & District Youth League (also S&D Girls League)
- Warley Sunday League
- Sandwell District Football League

To reflect changes the qualitative situation for football clubs across the local authority, a sample of clubs was selected for updated consultation as part of the 2018 refresh. These clubs were Bustleholme Youth, Tividale Minor and The Albion Foundation,

To gather a more comprehensive understanding of current trends and issues, two major leagues (Sandwell Minor League and Warley Sunday League) were also consulted as part of the 2018 strategy, with feedback reflected in the quantitative and qualitative analysis.

Supply

The audit identifies a total of 166 football pitches in Sandwell. Of these, 145 are available, at some level, for community use. The map overleaf identifies all pitches within Sandwell regardless of community use. See Table 2.9 for the key to the map. There are also five full size 3G AGPs in Sandwell that are FA approved and can be used for competitive fixtures. These are RSA Academy, Portway Lifestyle Centre, Hadley Stadium, George Salter and Ormiston Forge Academy.

Table 2.2: Summary of pitches available for community use

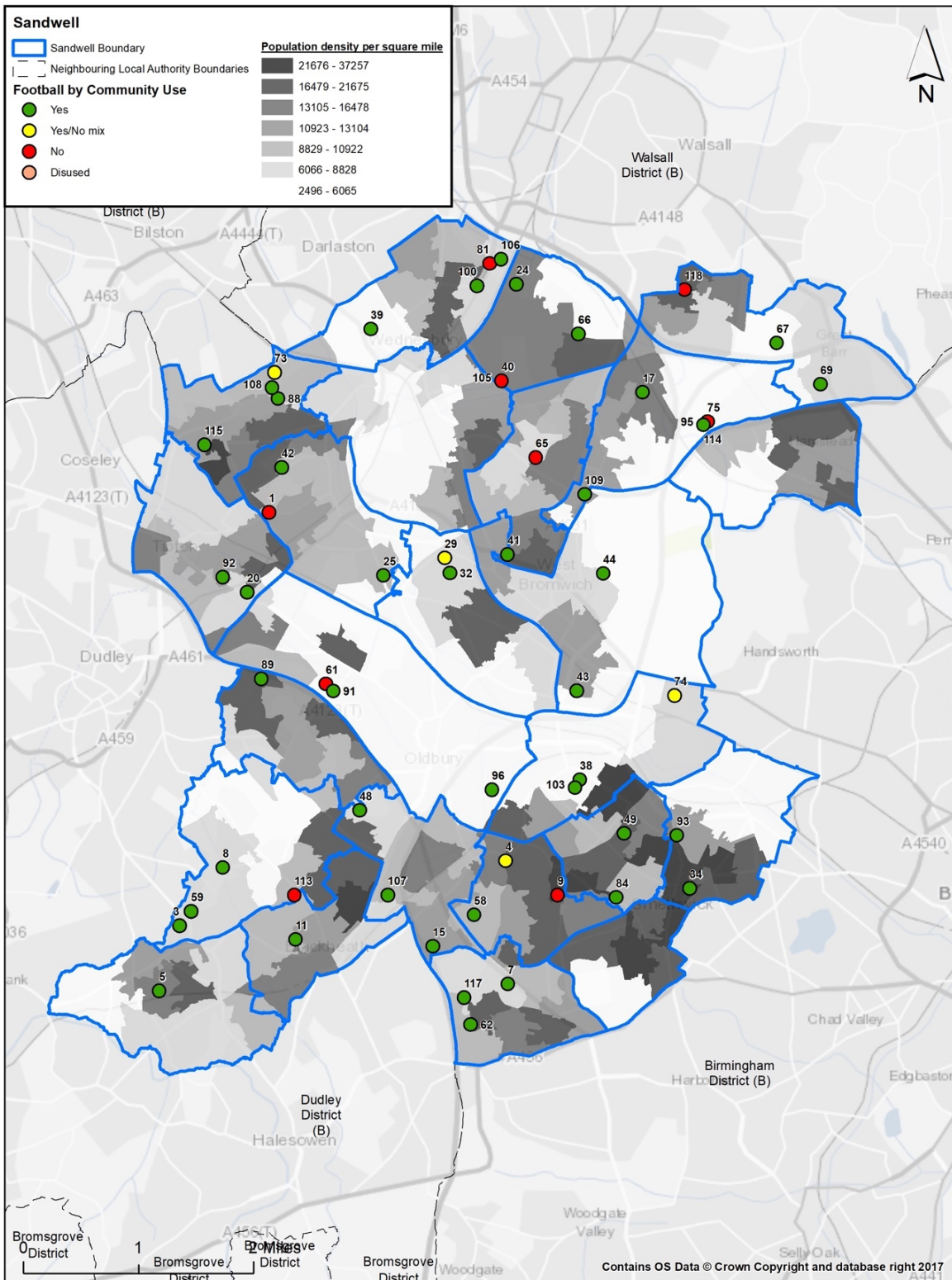
Analysis area	Available for community use				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Oldbury	25	2	1	2	2
Rowley Regis	8	1	0	2	0
Smethwick	16	0	1	2	2
Tipton	12	0	1	1	0
Wednesbury	16	2	0	0	0
West Bromwich	21	3	15	8	2
SANDWELL	98	8	18	15	6

In comparison with the 2014 pitch audit, Table 2.2 records just one fewer mini 7v7 pitch in Sandwell in 2018. Overall, this means that there has been a limited change in quantity of pitches in the Borough.

The table identifies a large number of adult pitches in Sandwell in comparison to other pitch sizes. It should be noted that the low number of youth 11v11 pitches is due to youth 11v11 teams playing on adult pitches; in Sandwell the majority of council adult pitches double up as Youth 11v11 pitches. This is not ideal for youth players and is not in line with the Youth Review. Council sites used for both are as follows: (pitch numbers in brackets).

- Ashtree (1)
- Barnford Park (2)
- Bearmore (2)
- Brickhouse (1)
- Britannia Park (2)
- Cakemore (3)
- Charlemont (3)
- Churchfields (3)
- Elwells (2)
- Farley Park (1)
- Greets Green (6)
- Hydes Road (8)
- Jubilee Park (2)
- Kenrick Park (1)
- Lion Farm (11)
- Londonderry (2)
- Redhouse Park (4)
- Powis Avenue (1)
- Victoria Park (Tipton) (2)
- Victoria Park (Smethwick) (2)
- West Smethwick Park (5)

Figure 2.1: Location and capacity of football pitches in Sandwell



Pitch quality

The quality of football pitches in Sandwell has been assessed via a combination of site visits (using non-technical assessments as determined by The FA in 2014), user consultations and site visits to selected sites in 2018 to reach and apply an agreed rating as follows:

- Good
- Standard
- Poor

Pitch quality is primarily influenced by the carrying capacity of the Site; often pitches are over used and lack the drainage necessary to improve quality.

The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (50-80%), Poor (< 50%). It should be noted that the quality ratings that have been used for the 2018 project refresh have been cross-referenced with the 'agreed quality rating' data from the 2014 study.

A sample of site assessments was undertaken across the local authority, to determine any clear trends or changes in quality rating between the 2014 study and the 2018 refresh. The following sites were assessed as part of this sample, however it was deemed that quality ratings had remained consistent since the 2014 study. As a result, further site assessments were not undertaken.

- Stoney Lane Playing Fields
- Hydes Road Playing Fields
- Londonderry Playing Fields
- Lion Farm Playing Fields
- Black Patch Playing Fields

Table 2.3: Pitch quality assessments (community use pitches)

Adult pitches			Youth pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
5	68	24	-	24	2	-	21	-

It is reported that many of the poor pitches are prone to waterlogging following heavy rain and matches often have to be called off at this time.

In general, league and club consultation indicate that pitch quality has deteriorated over the previous five years and this is attributed to a combination of exceptionally wet winters that impacts on the frequency of maintenance regimes. This is further reinforced by club consultation, in which, 75% of clubs describe their home pitch as either standard or poor. The quality ratings assigned to sites in Sandwell take account of the user quality ratings gathered from consultation.

League consultation highlights that private sites (e.g. sports clubs) offer better quality facilities than Council parks/playing fields and school pitches. In general, such sports clubs tend to have dedicated ground staff or volunteers working on pitches and the fact that they are often secured by fencing prevents unofficial use. Private site hire is often at full cost recovery. The maintenance and use of Council sites tends to be less frequent and unofficial use of these sites can further exacerbate quality issues.

Pitches described by users as poor quality are:

- Lion Farm Playing Fields
- St John's
- Barnford Park
- Greet's Green Recreational Ground
- West Smethwick Park

One club, Sandwell College FC, reported that Churchfields was excellent when it reopened two years ago but has deteriorated quickly due to over play, excessive casual use and dog foul problems, due to the open nature of the Site.

Changes in grass pitch supply

Following the completion of the 2014 study, a number of improvements were identified as being of high priority for the steering group to address. Through ongoing monitoring and delivery of the strategy and action plan, a selection of these have improvement projects have been implemented, all of which are summarised in the list below:

- Lion Farm Playing Fields: Slitting (One-off maintenance technique) has been carried out, however this has not changed the overall quality rating for the site

Specific comments relating to the pitch conditions at individual sites can be seen in the table below. The comments are a combination of club feedback and site assessment information:

Table 2.4: Site specific comments

Site	Comments
Ashtree Playing Fields	Nice pitch but line marking varies. Drainage ok, a little boggy down one side. Issue with dog fouling – a bin needs to be provided. Saturday games cut the pitch up for Sunday games. No changing facilities on site.
Barnford Park	Following the folding of the Woodgate Valiants the park is not opened on Sun am for just one club, Bartley Wood FC, and so the Club must play elsewhere. There are four pitches at the Site but two are used and two rested on alternative weeks. The changing facility is one of the best in Sandwell.
Bearmore Playing Fields	Dog foul is a major issue. Pitches and changing rooms are good.
Brandhall Primary School	There are no changing facilities at the ground and the pitches are declining in quality. There are two full size pitches on site and two mini soccer pitches which are heavily played without time to rest due to the number of teams of the home club Brandhall Colts.
Brickhouse Farm	Posts in place but no markings. Pitches are sloping.
Cakemore Playing Field	Lack of stud marks suggests no current use.
Churchfields	Quality of the pitches has reduced in the past 12 months due to drainage that appears to have worsened. Changing rooms and car parking is excellent and adequate. Dog foul an issue.
Elwells Playing Field	Dog fouling. Occasional drainage problems during severe rain. Problems of losing the ball over the fencing adjacent to the pitch.

Site	Comments
Greets Green Recreation Ground	Poor quality pitches and drainage needs to be improved.
Hydes Rd Playing Fields	Dog foul is a big issue. Poor changing rooms. Adult games in the mornings can churn up the pitch for the youth games in the afternoon.
Jubilee Park	There are times when the changing rooms have not been opened for matches.
Lion Farm	Poor line marking due to water logging. Changing facilities are poor quality and toilets are kept locked due to vandalism. There is the possibility that this site may be re-developed for retail use in the medium to long term although no decisions have been made at present.
Ray Hall Lane	Pitch suffers with poor drainage in some areas and lack of water in the summer. The changing rooms need to be developed to allow more people to use them. Floodlights would also increase the amount of games that could be played.
Red House Park	There are four pitches but normally only three are marked out to allow one to recover. There are not enough changing rooms for the number of pitches.
St Johns Road	The pitch is not cut on regular basis and line marking is difficult due to drainage. The changing rooms are derelict and drainage is poor. Litter is also a problem on site.
Tipton Sports Academy	Pitch 1 is good with adequate maintenance although work needs doing as the pitch is uneven. Line marking and lighting is good. Changing facilities meet Step 5 League requirements. Second pitch has drainage issues.
Tividale FC	The Club plays at Step 4 in the football pyramid. The stand at the ground requires seats rather than benches. The changing rooms are good quality, but the pitch suffers from water logging. The Club hope to improve the ground to Step 3 standards over the next two years.
Warley RFC	The pitch is well maintained but the changing facilities, showers and car parking is poor. The Site is used by adults as well as children, which is not always appropriate due to safeguarding issues.
West Smethwick Park	Changing facilities require major refurbishment. Dog fouling is also an issue. The pitches are often of a lower quality for matches on Sunday afternoons following heavy use throughout the weekend. This park is likely to receive significant future investment via Heritage Lottery Funding (HLF) the potential to improve changing facilities is also currently being investigated.

Of responding clubs 15% report that their home pitch is 'slightly better' than the previous season, none reported that it is 'much better'. 35% of clubs stated that pitch quality is 'slightly poorer' since last season and 2% reported that the pitch is 'much poorer'. One of the main reasons for a decline in pitch quality is related to ongoing drainage problems that in turn reduces maintenance opportunities. Increased rainfall over the last three seasons has had an impact on maintenance. Other reasons for the decline in pitch quality include:

- Amount of rainfall this season
- Uneven and hard surfaces
- Overplay in bad weather
- Too much casual use
- Dog foul and lack of red bins

- Trenches appearing on pitches
- No investment
- Grass not cut enough
- Litter
- Lines only painted once at start of season
- No seeding on bare parts of pitch
- Adult matches churn up pitches before afternoon youth games
- Poor maintenance

Ancillary facilities

Changing facilities is an issue at some football sites. Some of the facilities are described as poor quality by users and a small amount (8%) do not have changing facilities at all, which means that some sites are not accessible, especially to senior teams that require changing facilities to comply with league rules.

Table 2.5: Clubs response to changing facilities:

Good	Standard	Poor
41%	32%	27%

Of the clubs with access to changing facilities, 27% rate them as poor and 32% rate them as standard. A number of Council changing facilities have been refurbished but there is a perception that more changing facilities in Sandwell require upgrading and refurbishment. Furthermore, the facilities scoring the lowest are generally Council owned facilities. Facilities receiving a poor rating include:

- Lion Farm Playing Fields
- Hydes Road Playing Fields
- West Smethwick Park
- Britannia Park
- St John's
- Hadley Stadium
- Warley RFC
- Londonderry Playing Fields

At Redhouse Farm, FC Saddlers Club reports that every week two teams are left without changing rooms because there are only four changing rooms. However, further investigations found there are teams from Birmingham that have not booked the site and are playing without permission.

Following the completion of the 2014 study, a number of improvements were identified as being of high priority for the steering group to address. Through ongoing monitoring and delivery of the strategy and action plan, a selection of these have improvement projects have been implemented, all of which are summarised in the list below:

- Tividale Football Club: The FA and the club have worked in partnership to improve the quality of the stand and general ancillary provision. This has not changed the overall quality rating of the ground
- Jubilee Park: Nearby Community Centre is used for football changing, negating list for previously recommended 'portacabin' style changing room
- Greets Green Playing Fields: Changing facilities are no longer used and remain locked

Pitch hire and costs

The table below illustrates the cost comparison applied.

Table 2.6: Hire cost comparison

Local Authority	Adult teams		Youth teams		Mini teams	
	Pitch	Changing	Pitch	Changing	Pitch	Changing
Dudley (Pitch only season)	£306.70	-	£179.30	-	£86.90	-
Dudley (Pitch & Changing season)	-	£507.40	-	£282.15	-	-
Birmingham (Pitch only season)	£582	-	£300	-	£150	-
Birmingham (Pitch & Changing season)	-	£1000	-	£492.50	-	£245
Sandwell Class A Senior (per season)	-	£540	-	-	-	-
Sandwell Junior (per season)	-	-	-	£360	-	£360
Class B Senior (per season)	-	£360	-	-	-	-
Class C Senior/Junior (per season)	£312	-	£312	-	£312	-
Sandwell Class A Senior* (per season)	-	£420	-	-	-	-
Sandwell Junior* (per season)	-	-	-	£294	-	£294
Class B Senior* (per season)	-	£268.80	-	-	-	-
Class C Senior/Junior* (per season)	£252	-	£252	-	£252	-

- Class A – pitches with changing facilities
- Class B – Changing rooms but no showers
- Class C – No changing rooms

*30% discount for self-attended sites where the host team act as attendants on site provided that the first payment is paid by October.

The biggest challenge in the current economic climate is to achieve a reasonable balance between maintenance and pitch hire costs. A growing number of councils are looking at full recovery costs as a way of increasing maintenance and removing the significant subsidy given to football.

The maximum cost for an adult pitch and changing in Sandwell is £540 however this reduces to £420 on self-attended sites. This is significantly cheaper than the £507.40 charged in neighbouring Dudley. Youth pitches for regular users are similar prices at £282.15 in Dudley and £294 in Sandwell. In Sandwell youth prices include teams up to and including 15 years of age, which makes mini pitch hire expensive for users in Sandwell. This however is counteracted by the fact that the majority of mini play takes place via the Sandwell Minor League which is charged a set fee of £2,100 per season. The teams competing then pay a fee to the League. It is reported by Lightwood Lions that youth 9v9 teams paying the same costs as 11v11 teams puts significant strain on the clubs from a financial point of view.

There is a stark difference in the pricing system in Birmingham for pitch hire at the peak time compared to Dudley and Sandwell. For an adult team to hire a pitch and changing rooms it is almost double that of the other two authorities at £1,000. There is also a noticeable difference in the costs for youth and mini pitches, again almost double in price. This difference in price is likely to explain some of the exported demand highlighted later in this section as clubs look for cheaper pitch hire outside of Birmingham.

Consultation with the clubs and leagues highlights concern with the possibility of increasing prices in Sandwell. The Warley & District League believes that increasing pitch prices “will be to the detriment of grassroots football”. However, without increasing prices pitch maintenance and changing provision could deteriorate as the opportunities to offer subsidised play becomes harder to sustain.

Demand

Through the audit and assessment, a total of 365 teams (up from 293 teams in the last PPS) were identified as playing within Sandwell. This consists of 157 adult teams including 7 women’s teams, 128 youth boys’ teams, 7 girls’ teams and 73 mini soccer teams. The source of this data is the FA’s Whole Game System, which presents the latest affiliation data for football clubs across the country. This data collection process is undertaken twice a year, with data provided directly from the Birmingham FA.

It should be noted that following consultation with the Birmingham FA, it is apparent that a contributing factor to the significant increase in demand across the local authority is the presence of a nomadic league that identifies its home ground as the Birmingham FA site in Sandwell MBC. While in practice this may mean that demand is exported outside of the Borough, no further information is available on where teams from this league currently play. As a result, the home ground identified as part of the whole game system audit has been used to define the home ground for clubs identified as being in the league.

Table 2.7: Summary of competitive teams currently playing in Sandwell

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Oldbury	51	24	6	8	5	94 (26%)
Rowley Regis	9	7	7	5	5	33 (9%)
Smethwick	40	20	4	5	1	70 (19%)
Tipton	11	7	4	7	6	35 (10%)
Wednesbury	10	8	3	2	4	27 (7%)
West Bromwich	36	29	16	18	7	106 (29%)
SANDWELL	157	95	40	45	28	365

The highest number of teams (51) falls into the adult category in Oldbury Analysis Area. West Bromwich sub area has the greatest number of teams at 106, 29% of the total number of teams in the borough.

There are significant number of Youth 9v9 (16) and Mini 7v7 (18) teams who are playing in West Bromwich Analysis Area, all of which are accessing the central venue site at King George Playing Field playing in the Sandwell Minors League.

As a result of this there are fewer Youth 9v9, Mini 7v7 or Mini 5v5 teams playing within either Rowley Regis Analysis Area or Wednesbury Analysis Area.

There has been an increase in the number of female teams in the borough, which is now up to 17 female teams and has seen a large increase in the number of mini teams also.

Overall, there has been a growth in teams across the area of just under 25% (24.5%).

Change in demand

To provide greater detail on the change in demand identified in the previous section, this section shows how football teams have grown or reduced in size, in the period between the 2014 study and the 2018 refresh.

It is key to note that this analysis must be treated with caution, as the dataset used for the 2018 refresh is based largely on the 2018 FA Whole Game System database, which did not exist for the previous strategy. As a result, a lot of club names have been identified as changing, which does not allow a direct comparison.

Table 2.8 below provides a summary of all clubs where the 2014 club name matches the 2018 database.

Table 2.8: Change in team numbers for all clubs with consistent names

Club	2014 team number	2018 team number	Change (teams)
AFC Somers	1	1	No change
Bearwood Athletic FC	1	1	No change
Bearwood FC	1	1	No change
Bearwood Sports FC	4	1	-3
Black Country (All)	7	8	+1
Brandhall Colts FC	11	9	-2
Brierley Bullets	1	2	+1
Bustleholme FC (all)	9	17	+8
Charlemont Star	1	1	No change
Cresconians FC	2	1	-1
Desi FC	2	1	-1
Forest Falcons	1	1	No change
George Brades FC	2	1	-1
Great Barr Rangers	2	2	No change
Greets Green Albion FC	7	2	-5
Hasbury Rangers	2	1	-1
Holy Name FC	2	11	+9
Khalsa Sports FC	1	1	No change
Langley Town FC	3	2	-1
Lapal FC	1	1	No change
Londonderry Rangers	1	1	No change
Oakham United 2013 FC	1	1	No change
Old Hill FC	2	1	-1
Oldbury Cottage FC	1	1	No change
Sandwell Action	1	1	No change

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Club	2014 team number	2018 team number	Change (teams)
Sandwell Ladies	1	1	No change
Shere Punjab	3	4	+1
Singh Sabha FC	2	1	-1
Sow & Pigs FC	1	1	No change
Tantany Lions	1	3	+2
Three Way Shipping	1	1	No change
Tipton Town (all)	7	12	+5
Tipton Youth (all)	7	8	+1
Tividale Albion	2	4	+2
Tividale FC	2	2	No change
Tividale Wonder	1	1	No change
Wigmore Colts FC	1	1	No change
Wood Green Westpark	1	1	No change
Yeltz Bar	1	1	No change

It is apparent that between the 2014 study and the 2018 refresh, a number of clubs have either formed or changed names. The following table identifies all clubs that are either newly formed or do not have a name that can be matched with the 2014 study raw data.

Table 2.9: New clubs or new club names

Clubs		
Albion Foundation	Harborne Youth	Singh Sabha
Albion Tividale	Hill and Cakemore Ex Servicemans	Smethwick Academy
Aqsa United	Hill Top Rangers	Soho Albion
Aston Villa Foundation	Hill United	Sporting Dudley
Athletic Midlands	Hop House	Sporting Elite Birmingham Adults
Atlantic Warriors	Horse & Jockey	Sporting Valley
Avenger Stallions	Ivy Bush	Sports Key
B N J S	Jinglers	St Andrew's Netherton
Balls To Cancer Ladies	K C B United	St Michaels PFC
Birmingham County F A Representative Teams	Kurdish 2013	Stratford Disability
Birmingham Deaf	Lodgefield Park	Summer Hill
Birmingham St Georges	Loyal Lodge	Tantany Lions Saturday
Black Horse United	Men Of The West	Thimblemill United
Blackheath Town Colts	Naija FC	Three D
Boat United	Netherton Sports & Social Club	Three Diamonds Athletic
Brandhall	New Hales Athletic	Tilted Barrel
Brital Lions	Newman University	Tipton Rangers
Chep	Nineveh	Tividale Minor
Club 99	O J M	Tividale Minor Sunday
Community Rangers	Old Bulls Head	Walsall FC
Coomes Wood	Old Cross Athletic	Walsall Phoenix
Cradley Town Girls	Oldbury United	Wednesbury Baptist

Clubs		
Cradley Town Juniors	Oldbury Warriors	Wednesbury Civil Defence
Cradley Town Juniors Saturday	Perrywoods United Youth Sunday	Wednesbury Rosehill
Dudley Olympics	Pheasant Lions	Wednesbury United
Dudley Town Youth Saturday	Portway Rangers	Wednesbury Windmill
F C Addy	Punjab United Sports Sunday	West Brom All Stars
F C Border	Q A C	West Bromwich Albion Disability Adults
F C Panjab Sandwell	Q A C Womens	West Bromwich Albion Disability Juniors
F C Premier	Real Aston	West Bromwich Albion Disability Ladies
F C Premier 2008	Redwall	West Bromwich Albion FC
F C Premier Sunday Adults	Road 2 Pro Football Academy Wednesbury	West Bromwich Albion Womens
Fairfield United	Rowley Village	West Bromwich United Juniors
Forge Rangers	Rowley Wildcats	West Bromwich United Ladies
Four Oaks Club	Sattley Stallions Saturday	White Eagles
Fox & Goose	Sandwell Academy	Wolverines
G S A	Sandwell College	Wonder Vaults
George Warley	Sandwell Stars	Woodman
Great Barr United	Sandwell Supernovas	Wrens Nest
Great Bridge Albion	Sandwell Superstars	Yew Tree Tigers

It is apparent that between the 2014 study and the 2018 refresh, a number of clubs have either formed or changed names. The following table identifies all clubs that are either newly formed or do not have a name that can be matched with the 2014 study raw data.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list due to a lack of pitch provision, which in turn is hindering the growth of the league. The table overleaf shows current demand for pitches that is not being met in Sandwell:

Table 2.10: Summary of unmet demand expressed by clubs

Club	Unmet demand	Analysis area	Pitch requirement	
			Number ⁴	Type
Blackheath Town FC	1 Adult	Oldbury	0.5	Adult
Blackheath Town FC	2 Youth	Oldbury	1	Yth 11v11
Soorma FC	1 Adult	Smethwick	0.5	Adult
Smethwick Raiders	U13,U15	Smethwick	1	Yth 11v11
Totals			-	5v5

⁴ Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

Club	Unmet demand	Analysis area	Pitch requirement	
			Number ⁴	Type
			-	7v7
			-	9v9
			2	11v11
			1	Adult

The unmet demand is in the Oldbury and Smethwick analysis areas. The highest demand overall is for four 11v11 youth pitches which equates to four teams.

Latent demand

An assessment of latent demand was undertaken as part of the 2014 study, with all clubs asked whether more teams could potentially be fielded if more pitches were made available. For each of the clubs that identified latent demand as part of the 2014 study, the actual growth between 2014 and 2018 has been assessed and is summarised in Table 2.9 below.

Table 2.11 identifies that while some clubs, such as Tividale Minor and Bustleholme FC, have increased in size, the majority of clubs that identified latent demand have not grown, with some having a reduction in team number. As a result, this latent demand will not be included in the future analysis for the 2018 refresh.

Table 2.11: Summary of latent demand expressed by clubs

Club	2014 latent demand assessment	2018 review
Tividale Football Club	Many more at all age groups.	Adult team numbers have stayed consistent. Tividale Minor FC has experienced a significant growth in demand across all mini and youth age groups.
Real West Brom FC	More youngster teams and plus another adult team. We are thinking of opening an academy for our football team.	No demand from this club has been identified as part of the 2018 needs assessment
Legion Lions FC	All age group and as many as we could recruit children and coaches	No demand from this club has been identified as part of the 2018 needs assessment
Bustleholme Football Club	Could cover all age groups across the club given the demand	The adult club has added an U21 team since the previous study, with the youth section of the club doubling in size, from 8 teams to 16, across all age groups
FC Premier	We could increase all age groups if we had age appropriate pitches from the smallest U7 teams through to Youth U18. More pitches would also allow us to invest in a girls and women s section which we really want to do but we do not have the facilities such as pitches or separate changing rooms	No change identified between 2014 and 2018
Greets Green Albion FC	Unsure as it would mean getting more coaches	The club has reduced in size, from seven teams to two

Club	2014 latent demand assessment	2018 review
Brandhall Colts	We would like to run open age teams, but the pitches are not adequate, there are no changing facilities either.	The club has reduced in size, from eleven teams to seven
Sandwell Ladies	We would like to increase and grow but without funds and coaches volunteering their time it is difficult	No change identified between 2014 and 2018

Displaced demand

Displaced demand refers to Sandwell registered teams that are currently accessing pitches outside of the Area for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply or in some cases quality issues.

In Sandwell most of the displaced demand comes from mini teams. Many are playing in the Walsall Junior League. This league operates on a central venue basis and currently each of the central venues is outside of Sandwell. Many of the mini teams travel outside of Sandwell as they perceive the leagues to be better, particularly in terms of management and structure. The table below identifies displaced demand:

Table 2.12: Displaced demand for football

Sport	Club	Team	Where displaced
Football	Bustleholme FC	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U9a	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U9b	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U10	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U11	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U10	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U11	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U12	Walsall Junior Youth League. Sites outside Sandwell
Football	Park Hill Boys	U9	Walsall Junior Youth League. Sites outside Sandwell
Football	Park Hill Boys	U12	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Town	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Town	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U7a	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U9	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U10	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U12	Walsall Junior Youth League. Sites outside Sandwell
Football	Brandhall Colts	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Brandhall Colts	U9	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U17	Litchfield League - Aston University
Football	FC Premier	U21	Bilston League - Aston University
Football	Legion Lions	U9	Portland Pavilion Birmingham - Stourbridge League
Football	Legion Lions	U10	Portland Pavilion Birmingham - Stourbridge League
Football	Sporting Club Albion	Ladies	Halesowen town fc
Football	Sporting Club Albion	U17	Aston University

Sport	Club	Team	Where displaced
Football	Sporting Club Albion	U15	Aston University
Football	Sporting Club Albion	U13	Aston University
Football	Sporting Club Albion	U11	Aston University
Football	Tipton Town	U16	Lea Vale in the MJPL
Football	Tipton Town	U11	Bilston League - Wednesfield School
Football	Tipton Youth	U10	Bilston League - Wednesfield School
Football	Tipton Youth	U11	Bilston League - Wednesfield School

Imported demand

There are a number of teams from outside the Borough that are accessing Sandwell pitches. Many are adult men's teams playing on Sunday mornings. Reasons cited for this include a lack of pitches in the home area and also cheaper fees in Sandwell, for example, the Warley & District Sunday League offers free membership for teams. The table below highlights some of this imported demand.

One of the issues with imported demand is that Sunday morning senior teams are using subsidised facilities that could be made available to Sandwell youth teams.

Table 2.13: Imported demand for football

Sport	Club	Team	Home ground
Football	Forest Falcons	1 st	Bearmore Playing Fields
Football	Withymoore Colts	U13	Ashtree Playing Fields
Football	Walsall Ladies	1 st	Q3 Academy
Football	Walsall Development Swift	Youth	Lion Farm Playing Fields
Football	Oldwinsford Youth FC	U15	Bearmore Playing Fields
Football	Sporting Palfrey	1 st	Redhouse
Football	Springvale Steelers Academy	-	Greets Green
Football	Garden Gates	1 st	Londonderry
Football	Lapel FC	1 st	Lion Farm Playing Fields

Future demand

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

It should be noted that this table uses a different definition of an 'Adult', 'Youth' and 'Mini' when compared with the FA's definition.

Table 2.14: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased popn.
Adult Men (16-45)	64,320	179	359.3	65752	183.0	4.0
Adult Women (16-45)	65,127	8	8140.9	67540	8.3	0.3
Youth Boys (10-15)	12,177	124	98.2	13315	135.6	11.6
Youth Girls (10-15)	11,211	7	1601.6	12806	8.0	1.0
Mini-Soccer Mixed (6-9)	16,209	47	344.9	20426	59.2	12.2
					Total	29.1

The additional future teams would equate to the need for a total of 29.1 teams, equivalent to 14.5 match equivalents per week. Most of this demand is concentrated in the mini and Youth Boys team categories.

It is key to note that, as the TGR utilises the existing number of teams in order to calculate a growth ratio, the growth in number of teams between 2014 and 2018 has increased the number of projected teams over the lifetime of the strategy. As a result, the expected number of teams in 2033 is 394, across all age groups.

Club demand - future

A number of clubs (24) report plans to increase the number of teams they provide. Nine clubs report not knowing where teams will be accommodated but the rest of the clubs have identified which sites additional teams will be accommodated at. Where quantified, clubs plan to provide an additional 11 men's, two women's, 22 youth (boys), 9 youth (girls) and 27 mini teams.

Demand for central venue football

The Sandwell Minors League (U8-U12) operates from Sandwell Valley with all fixtures played in the one location ie a 'Central Venue'.

While the league has previously (8 or 9 years ago) had 88 teams, consultation now indicates the league has approximately 45 teams, which has been reported to have been influenced by rising costs and worsening quality of facilities.

This does not align with demand trends for the rest of the UK, which typically sees an increasing amount of football (particularly mini and youth) being undertaken at central venues. Using a single venue and multiple kick-off times allows football to be delivered in a more efficient way, while ensuring that sites are seen as 'hub' sites for community football.

Where this model is successful in other parts of the UK, it is increasingly based on the usage of 3G AGP provision, given the amount of demand that a site can satisfy, compared with grass pitch provision.

Consultation with the Sandwell Minors League and key football stakeholders from across the local authority, the lack of availability of good quality youth football provision has been identified as a major influencing factor for the reduction in youth football. Investment in high quality provision that can be used in a flexible manner is therefore likely to address the reduction in demand for central venue football.

It should be noted that a league application for the West Bromwich Mini Soccer League has been submitted for a central venue mini soccer league, hosted at George Salter Academy utilising the full size 3G AGP facility. If this goes ahead, it will be used from the 18/19 season onwards.

Football pyramid demand

There are a number of clubs in Sandwell that play within the football pyramid. These are:

- Tividale FC – Step 4

- Tipton Town FC – Step 5
- Black Country Rangers FC – Step 6
- Bustleholme FC – Step 6
- Smethwick Rangers FC – Step 6
- Bilston Town FC – Step 6
- Mahal FC – Step 7

The following female teams also play in the football pyramid:

- Sandwell Ladies – Step 7
- West Bromwich United Ladies – Step 7
- West Bromwich Albion Ladies – Step 3 (exported to Birmingham, Boldmere St Michaels)

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

Key trends and changes in demand for pitches

- The most obvious change in demand for football pitches is in adult pitches for men's teams. Over recent years there has been a shift towards adult men opting for small sided formats of the game played on artificial surfaces as opposed to the traditional 11 aside game on grass pitches for football. If this trend continues, it is likely to reduce the future need for adult grass pitches
- There has been growth, and there continues to be growth, in the younger age groups with mini football. This will influence the number of mini pitches required within Sandwell. Despite the growth in Mini Soccer since its introduction in 1999, there is also national trend of declining participation in adult football. This indicates that nationally, there is a failure to translate participation in Mini Soccer to adult football. The reasons for this are highlighted above, as well as a significant drop-off in participation in youth football between 14-16 year-olds. Should Sandwell wish to buck this trend it must provide attractive, easily accessible pitches for use
- There is some demand within Sandwell for sites comprising several mini or youth pitches, as a number of the mini leagues particularly focus on providing football at central venues
- There has been a move, which is supported by the Football Foundation and Birmingham FA, to move to recreational leagues which also cater for 11 aside football, such as the Sandwell Communities League and BCFA Business League.

Casual demand

Due to many of the pitches in Sandwell being located on parks sites, which are open access, there is a significant amount of casual play taking place on the match pitches. In summer many of the pitches are also used for training purposes which also adds to wear and tear of the pitches. Sites used for informal play include:

- Lightwoods Park
- Hydes Road

- Barnford Park
- Greet's Green Playing Field

Lightwoods Park currently has no pitches marked out but is used heavily for informal football. It is a site that, should it be required in the future, could be used to mark out formal pitches.

2.4: Capacity analysis

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

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

Table 2.15: Capacity methodology

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

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

Education sites

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

The table below identifies the school sites and adjusted capacity where required:

Table 2.16: Education supply – adjusted capacity

Site ID	Type	Site name	Site capacity comments/actions
9	Secondary	Bristnall Hall Academy	Pitches are not available for community use due to poor quality and concerns over overplay.
29	Secondary	George Salter Academy	3G AGP pitches are complete and well used for community and education football
58	Secondary	Oldbury Academy (Upper Site)	Pitches available for community use and used. Capacity reduced by one on each pitch to

Site ID	Type	Site name	Site capacity comments/actions
			account for school use. Community use spare capacity for one match each week
59	Secondary	Ormiston Forge Academy	Pitches available for community use and used. One pitch reduced by 0.5 to account for school use. No spare capacity for community use.
62	Secondary	Perryfields High School	Pitches available for community use and used. No school use and so capacity remains the same.
67	Secondary	Q3 Academy	Pitches available for community use and used. Capacity reduced by 0.5 per pitch to account for school use. Some additional spare capacity remains for community use.
73	Secondary	RSA Academy	One pitch is not available for community use to prevent overplay. Capacity remains the same.
74	Secondary	Sandwell Academy	Pitches are not available for community use to prevent overplay.
113	Secondary	St Michael's CE High B&E College	Pitches are not available for community use under PFI contract.
81	Secondary	Stuart Bathurst Catholic High School	Pitches are not available for community use – management decision.
106	Secondary	Wood Green Academy	Pitches available for community use and used but capacity reduced by one per pitch due to school use. Additional spare capacity for community use.
1	Secondary	ACE Academy	Pitches are not available for community use to prevent overplay.
38	Secondary	Holly Lodge Science College	Pitches available for community use and used but capacity reduced by one per pitch due to school use. Some spare capacity for community use.
61	Secondary	Ormiston Sandwell Community Academy	Pitches are not available for community use due to poor quality and concerns over overplay.
65	Secondary	Phoenix Collegiate	Pitches are not available for community use due to poor quality and concerns over overplay.
105	Secondary	Wodensborough Academy	Pitches are not available for community use – management decision.

Table 2.17: Football pitch capacity analysis

Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Ace Academy	No	Unsecured	Academy	Tipton	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2, Adult 11v11 Balance = 2
Ashtree Playing Field	Yes	Secured	Council	Rowley Regis	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
Barnford Park	Yes	Secured	Council	Oldbury	Adult Football = 4	Adult Football = 4	Adult 11v11 = Poor	No Demand	Overall Balance = 4 Adult 11v11 Balance = 4
Bearmore Playing Field	Yes	Secured	Council	Rowley Regis	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Adult Demand 1 - Youth 11v11 Demand	Overall Balance = 2 Adult 11v11 Balance = 3 Youth 11v11 Balance = -1
Brades Lodge School	Yes	Unsecured	Education	Oldbury	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	No Demand	Overall Balance = 4 Adult 11v11 Balance = 4
Brandhall Primary School	Yes	Unsecured	Education	Oldbury	Youth 11v11 = 2 Mini 7v7 = 1 Mini 5v5 = 1	Youth 11v11 = 4 Mini 7v7 = 4 Mini 5v5 = 4	Youth 11v11 = Standard Mini 7v7 = Standard Mini 5v5 = Standard	10 - Youth 11v11 Demand 2 - Youth 9v9 Demand 6 - Mini 7v7 Demand 5 - Mini 5v5 Demand	Overall Balance = -11 Youth 11v11 Balance = -6 Youth 9v9 Balance = -2 Mini 7v7 Balance = -2 Mini 5v5 Balance = -1
Brickhouse Farm	Yes-unused	Unsecured	-	Rowley Regis	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
Bristnall Hall Academy	No	Unsecured	Education	Oldbury	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	No Demand	Overall Balance = 1 Adult 11v11 Balance = 1
Britannia Park	Yes	Secured	Council	Rowley Regis	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Youth 11v11 Demand	Overall Balance = 3 Adult 11v11 Balance = 4 Youth 11v11 Balance = -1
Cakemore Playing Field	Yes-unused	Unsecured	Council	Oldbury	Adult Football = 3	Adult Football = 6	Adult 11v11 = Standard	1 - Youth 11v11 Demand	Overall Balance = 5 Adult 11v11 Balance = 6 Youth 11v11 Balance = -1
Charlemont Farm	Yes	Secured	Council	West Bromwich	Adult Football = 3 Youth 9v9 = 3	Adult Football = 6 Youth 9v9 = 6	Adult 11v11 = Standard Youth 9v9 = Standard	8 - Youth 11v11 Demand 4 - Youth 9v9 Demand 4 - Mini 7v7 Demand 1 - Mini 5v5 Demand	Overall Balance = -5 Adult 11v11 Balance = 6 Youth 11v11 Balance = -8 Youth 9v9 Balance = 2 Mini 7v7 Balance = -4 Mini 5v5 Balance = -1
Churchfields Playing Fields	Yes	Secured	Council	West Bromwich	Adult Football = 3	Adult Football = 6	Adult 11v11 = Standard	No Demand	Overall Balance = 6 Adult 11v11 Balance = 6
Coneygre Arts Centre Pitches	Yes	Secured	Private	Tipton	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Adult Demand	Overall Balance = 3 Adult 11v11 Balance = 3
County Fa (Walter Goodman Stadium)	No	Unsecured	County FA	West Bromwich	Adult Football = 1	Adult Football = 3	Adult 11v11 = Good	1.5 - Adult Demand 2 - Youth 11v11 Demand	Overall Balance = -0.5 Adult 11v11 Balance = 1.5 Youth 11v11 Balance = -2
Elwells	Yes-unused	Unsecured	-	Wednesbury	Adult Football = 1 Youth 11v11 = 1	Adult Football = 1 Youth 11v11 = 2	Adult 11v11 = Poor Youth 11v11 = Standard	No Demand	Overall Balance = 3 Adult 11v11 Balance = 1 Youth 11v11 Balance = 2
Farley Park	Yes	Secured	Council	Tipton	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	1 - Adult Demand 1 - Youth 11v11 Demand	Overall Balance = 0 Adult 11v11 Balance = 1 Youth 11v11 Balance = -1

Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Fc Premier	Yes	Secured	Private	West Bromwich	Adult Football = 1	Adult Football = 3	Adult 11v11 = Good	No Demand	Overall Balance = 3 Adult 11v11 Balance = 3
Fir Tree School	No-disused	Unsecured	Education	West Bromwich	Youth 9v9 = 1	Youth 9v9 = 1	Youth 9v9 = Poor	No Demand	Overall Balance = 1 Youth 9v9 Balance = 1
George Salter Academy	Yes	Unsecured	Academy	West Bromwich	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	5 - Youth 11v11 Demand	Overall Balance = -4 Adult 11v11 Balance = 1 Youth 11v11 Balance = -5
Great Bridge Primary School	No	Unsecured	Education	Tipton	Mini 7v7 = 1	Mini 7v7 = 4	Mini 7v7 = Standard	No Demand	Overall Balance = 4 Mini 7v7 Balance = 4
Greets Green Playing Fields	Yes	Secured	Council	West Bromwich	Adult Football = 6	Adult Football = 6	Adult 11v11 = Poor	1 - Youth 11v11 Demand	Overall Balance = 5 Adult 11v11 Balance = 6 Youth 11v11 Balance = -1
Hadley Stadium	Yes	Unsecured	Sandwell Leisure Trust	Smethwick	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	5 - Adult Demand 3 - Youth 11v11 Demand	Overall Balance = -6 Adult 11v11 Balance = -3 Youth 11v11 Balance = -3
Holly Lodge High School College of Science	Yes	Unsecured	Education	Smethwick	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Youth 11v11 Demand 1 - Youth 9v9 Demand 2 - Mini 7v7 Demand 1 - Mini 5v5 Demand	Overall Balance = -1 Adult 11v11 Balance = 4 Youth 11v11 Balance = -1 Youth 9v9 Balance = -1 Mini 7v7 Balance = -2 Mini 5v5 Balance = -1
Holyhead Primary School	Yes	Unsecured	Education	Wednesbury	Youth 11v11 = 1	Youth 11v11 = 2	Youth 11v11 = Standard	No Demand	Overall Balance = 2 Youth 11v11 Balance = 2
Hydes Road Playing Fields	Yes	Secured	Council	Wednesbury	Adult Football = 8	Adult Football = 16	Adult 11v11 = Standard	3.5 - Adult Demand, 7 - Youth 11v11 Demand, 2 - Youth 9v9 Demand, 1 - Mini 7v7 Demand,	Overall Balance = 2.5 Adult 11v11 Balance = 12.5 Youth 11v11 Balance = -7 Youth 9v9 Balance = -2 Mini 7v7 Balance = -1
Jesson Playing Fields	Yes-unused	Secured	Council	West Bromwich	Adult Football = 1, Youth 11v11 = 1	Adult Football = 1 Youth 11v11 = 1	Adult 11v11 = Poor Youth 11v11 = Poor	1 - Youth 9v9 Demand,	Overall Balance = 1, Adult 11v11 Balance = 1 Youth 11v11 Balance = 1 Youth 9v9 Balance = -1
Jubilee Park	Yes	Secured	Council	Tipton	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	2 - Mini 7v7 Demand,	Overall Balance = 2 Adult 11v11 Balance = 4 Mini 7v7 Balance = -2
Kenrick Park	Yes	Secured	Council	West Bromwich	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
King George Playing Field	Yes	Secured	Council	West Bromwich	Youth 9v9 = 12, Mini 7v7 = 8	Youth 9v9 = 24 Mini 7v7 = 32	Youth 9v9 = Standard Mini 7v7 = Standard	2 - Youth 11v11 Demand, 2 - Youth 9v9 Demand, 11 - Mini 7v7 Demand, 4 - Mini 5v5 Demand,	Overall Balance = 37 Youth 11v11 Balance = -2 Youth 9v9 Balance = 22 Mini 7v7 Balance = 21 Mini 5v5 Balance = -4
Lewisham Park	Yes-unused	Unsecured	-	Smethwick	Mini 7v7 = 1, Mini 5v5 = 1	Mini 7v7 = 4 Mini 5v5 = 4	Mini 7v7 = Standard Mini 5v5 = Standard	No Demand	Overall Balance = 8 Mini 7v7 Balance = 4 Mini 5v5 Balance = 4
Lion Farm Pf.	Yes	Secured	Council	Smethwick	Adult Football = 11	Adult Football = 11	Adult 11v11 = Poor	10 - Adult Demand, 2 - Mini 7v7 Demand,	Overall Balance = -1 Adult 11v11 Balance = 1 Mini 7v7 Balance = -2

Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Londonderry Playing Fields	Yes	Secured	Council	Smethwick	Adult Football = 2, Youth 9v9 = 1, Mini 7v7 = 1	Adult Football = 4 Youth 9v9 = 2 Mini 7v7 = 4	Adult 11v11 = Standard Youth 9v9 = Standard Mini 7v7 = Standard	2 - Adult Demand,	Overall Balance = 8 Adult 11v11 Balance = 2 Youth 9v9 Balance = 2 Mini 7v7 Balance = 4
Old Hill Cricket and Tennis Club	Yes	Secured	-	Rowley Regis	Mini 7v7 = 2	Mini 7v7 = 8	Mini 7v7 = Standard	No Demand	Overall Balance = 8 Mini 7v7 Balance = 8
Oldbury Academy (Upper Site)	Yes	Unsecured	Academy	Oldbury	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	0.5 - Adult Demand,	Overall Balance = 3.5, Adult 11v11 Balance = 3.5
Ormiston Forge Academy	Yes	Unsecured	Academy	Rowley Regis	Adult Football = 1, Youth 11v11 = 1	Adult Football = 1 Youth 11v11 = 1	Adult 11v11 = Poor Youth 11v11 = Poor	1.5 - Adult Demand, 2 - Youth 11v11 Demand, 3 - Youth 9v9 Demand, 1 - Mini 7v7 Demand,	Overall Balance = -5.5 Adult 11v11 Balance = -0.5 Youth 11v11 Balance = -1 Youth 9v9 Balance = -3 Mini 7v7 Balance = -1
Ormiston Sandwell Community Academy	No	Unsecured	Academy	Oldbury	Adult Football = 2	Adult Football = 2	Adult 11v11 = Poor	5 - Youth 11v11 Demand, 1 - Youth 9v9 Demand,	Overall Balance = -4 Adult 11v11 Balance = 2 Youth 11v11 Balance = -5 Youth 9v9 Balance = -1
Perryfields High School	Yes	Secured	Education	Oldbury	Youth 9v9 = 1, Mini 7v7 = 1, Mini 5v5 = 1	Youth 9v9 = 2 Mini 7v7 = 4 Mini 5v5 = 4	Youth 9v9 = Standard Mini 7v7 = Standard Mini 5v5 = Standard	No Demand	Overall Balance = 10 Youth 9v9 Balance = 2 Mini 7v7 Balance = 4 Mini 5v5 Balance = 4
Phoenix Collegiate (South Campus)	No	Unsecured	Education	West Bromwich	Adult Football = 2, Youth 9v9 = 1	Adult Football = 2 Youth 9v9 = 1	Adult 11v11 = Poor Youth 9v9 = Poor	No Demand	Overall Balance = 3 Adult 11v11 Balance = 2 Youth 9v9 Balance = 1
Pitfields Close	Yes	Secured	Council	Oldbury	Adult Football = 2	Adult Football = 2	Adult 11v11 = Poor	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
Powis Avenue	Yes	Secured	Council	Tipton	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	0.5 - Adult Demand,	Overall Balance = 1.5 Adult 11v11 Balance = 1.5
Pulse Soccer and Fitness Wednesbury	Yes	Secured	Private	Wednesbury	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Adult Demand, 1 - Youth 11v11 Demand,	Overall Balance = 2 Adult 11v11 Balance = 3 Youth 11v11 Balance = -1
Q3 Academy	Yes	Unsecured	Academy	West Bromwich	Adult Football = 2, Youth 11v11 = 2	Adult Football = 4 Youth 11v11 = 4	Adult 11v11 = Standard Youth 11v11 = Standard	3 - Youth 11v11 Demand, 1 - Youth 9v9 Demand, 1 - Mini 7v7 Demand,	Overall Balance = 3 Adult 11v11 Balance = 4 Youth 11v11 Balance = 1 Youth 9v9 Balance = -1 Mini 7v7 Balance = -1
Redhouse Park	Yes	Secured	Council	West Bromwich	Adult Football = 4, Mini 5v5 = 2	Adult Football = 8 Mini 5v5 = 8	Adult 11v11 = Standard Mini 5v5 = Standard	13 - Adult Demand, 7 - Youth 11v11 Demand, 1 - Youth 9v9 Demand, 2 - Mini 7v7 Demand, 2 - Mini 5v5 Demand,	Overall Balance = -9 Adult 11v11 Balance = -5 Youth 11v11 Balance = -7 Youth 9v9 Balance = -1 Mini 7v7 Balance = -2 Mini 5v5 Balance = 6
Rsa Academy	No	Secured	Academy	Tipton	Adult Football = 2	Adult Football = 5	Adult 11v11 = Good	1.5 - Adult Demand, 3 - Youth 11v11 Demand, 1 - Youth 9v9 Demand, 2 - Mini 5v5 Demand,	Overall Balance = -2.5, Adult 11v11 Balance = 3.5 Youth 11v11 Balance = -3 Youth 9v9 Balance = -1 Mini 7v7 Balance = -2

Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Sandwell Academy	No	Unsecured	Academy	Smethwick	Adult Football = 2	Adult Football = 6	Adult 11v11 = Good	2 - Adult Demand, 3 - Youth 11v11 Demand,	Overall Balance = 1 Adult 11v11 Balance = 4 Youth 11v11 Balance = -3
Sandwell District Football League	No	Secured	Council	West Bromwich	Adult Football = 1	Adult Football = 3	Adult 11v11 = Good	2.5 - Adult Demand, 1 - Youth 11v11 Demand,	Overall Balance = -0.5 Adult 11v11 Balance = 0.5 Youth 11v11 Balance = -1
St Michael's Ce College	No	Unsecured	Education	Rowley Regis	Adult Football = 1, Youth 11v11 = 1	Adult Football = 3 Youth 11v11 = 4	Adult 11v11 = Good Youth 11v11 = Good	No Demand	Overall Balance = 7 Adult 11v11 Balance = 3 Youth 11v11 Balance = 4
St. John's Rec	Yes	Secured	Council	Tipton	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	1 - Youth 9v9 Demand,	Overall Balance = 0 Adult 11v11 Balance = 1 Youth 9v9 Balance = -1
Stuart Bathurst B.C. High School	No	Unsecured	Education	Wednesbury	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	No Demand	Overall Balance = 1, Adult 11v11 Balance = 1
Thimblemill Recreation Centre	Yes	Secured	Private	Smethwick	Adult Football = 4	Adult Football = 8	Adult 11v11 = Standard	1 - Adult Demand, 5 - Youth 11v11 Demand,	Overall Balance = 2, Adult 11v11 Balance = 7 Youth 11v11 Balance = -5
Tipton Sports Academy	Yes	Secured	Academy	Tipton	Adult Football = 2, Youth 9v9 = 1, Mini 7v7 = 1	Adult Football = 4 Youth 9v9 = 2 Mini 7v7 = 4	Adult 11v11 = Standard Youth 9v9 = Standard Mini 7v7 = Standard	1.5 - Adult Demand, 3 - Youth 11v11 Demand, 5 - Mini 7v7 Demand, 4 -Mini 5v5 Demand,	Overall Balance = -3.5 Adult 11v11 Balance = 2.5 Youth 11v11 Balance = -3 Youth 9v9 Balance = 2 Mini 7v7 Balance = -1 Mini 7v7 Balance = -4
Tivdale Football Club	Yes	Secured	Private	Rowley Regis	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	1 - Adult Demand, 2 - Youth 11v11 Demand,	Overall Balance = -1 Adult 11v11 Balance = 1 Youth 11v11 Balance = -2
Victoria Park	Yes-unused	Secured	Council	Tipton	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	No Demand	Overall Balance = 4, Adult 11v11 Balance = 4
Victoria Park (Smethwick)	Yes-unused	Secured	Council	Smethwick	Adult Football = 2, Mini 5v5 = 1	Adult Football = 4 Mini 5v5 = 4	Adult 11v11 = Standard Mini 5v5 = Standard	No Demand	Overall Balance = 8, Adult 11v11 Balance = 4 Mini 7v7 Balance = 4
Warley Rfc	Yes	Secured	Private	Oldbury	Adult Football = 2	Adult Football = 6	Adult 11v11 = Good	3 - Adult Demand, 7 - Youth 11v11 Demand,	Overall Balance = -4 Adult 11v11 Balance = 3 Youth 11v11 Balance = -7
Wednesbury Sports Union	Yes	Secured	Private	Wednesbury	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2, Adult 11v11 Balance = 2
West Smethwick Park	Yes	Secured	Council	Smethwick	Adult Football = 5	Adult Football = 10	Adult 11v11 = Standard	4 - Adult Demand, 3 - Youth 11v11 Demand, 1 - Mini 7v7 Demand,	Overall Balance = 2 Adult 11v11 Balance = 6 Youth 11v11 Balance = -3 Mini 7v7 Balance = -1
Wodensborough Ormiston Academy	No	Unsecured	Academy	Wednesbury	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	1 - Youth 9v9 Demand, 1 - Mini 7v7 Demand, 4 -Mini 5v5 Demand,	Overall Balance = -4 Adult 11v11 Balance = 2 Youth 9v9 Balance = -1 Mini 7v7 Balance = -1 Mini 7v7 Balance = -4
Wood Green Academy	Yes	Unsecured	Academy	Wednesbury	Adult Football = 4	Adult Football = 10	Adult 11v11 = Good	0.5 - Adult Demand,	Overall Balance = 9.5 Adult 11v11 Balance = 9.5

Table 2.17 above, shows the level of capacity by pitch type for each Football site available to the community in Sandwell. The table below summarises this data by each of the subareas in the borough. The table shows there are currently 13 sites in Sandwell operating over capacity. A further 22 sites have pitch types that are also operating over capacity.

Table 2.18 below shows the aggregate operational capacity for each pitch type across the subareas. The table refers to all sites that are considered 'available' to the community,

Table 2.18: Aggregate Carrying Capacity

Study Area	Overall	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Oldbury	11.5	26.5	-19	-1	2	3
Rowley Regis	20.5	14.5	-1	-3	11	0
West Bromwich	42	28	-24	23	14	1
Tipton	10.5	22.5	-7	0	1	-6
Smethwick	21	25	-15	1	3	7
Wednesbury	18	31	-4	-3	-2	-4
Sandwell	102.5	122.5	-55	16	24	-6

The table shows that whilst there is overall spare capacity across the borough Youth 11v11 and Mini 5v5 are operating well over capacity. For Mini 5v5 pitches, this is less of an issue than for Youth 11v11 pitches, as they can be easily marked out with cones or lines over the top of larger pitches and portable, goal posts being assembled on site, on the day of the matches. Table 2.10 shows that there is enough spare capacity in available Mini 7v7 pitches to meet this demand.

The FA's guidance on pitch dimensions shows that, although within the tolerances of what is allowed to be played on at youth 11v11 level, only U17/18s matches are appropriate to play on adult 11v11 pitches with full-sized goal posts⁵. The guidance states that U15/16 matches should be played with full-sized goal, they should not play on full-sized pitches. The guidance further states that U13/14 matches should take place with reduced sized goals (7ft x 21ft) and on further reduced pitches.

Currently, there are only 8 Youth 11v11 pitches available to the community in the borough. This is reinforced by table 2.18, which shows that there is currently a deficit of supply equivalent to 55 matches per week for this pitch type.

U13/14 football teams comprise 44% of all Youth 11v11 demand in the borough, with U15/16s making up a further 41% of all youth 11v11 demand in Sandwell. If all Youth 11v11 demand were to be supplied by Adult 11v11 pitches, then 81% of the 95 Youth 11v11 teams in the borough could be said to be playing on inappropriate pitch sizes, 44% of them with inappropriate goal posts.

This issue cannot be simply rectified by over marking and erecting temporary goals as with Mini 5v5 pitches. This is because the goal posts are usually fixed in place and portable goal posts are expensive to purchase and require large, secured storage to prevent damage or even theft.

⁵ [FA pitch dimension guidance](#)

2.5: Supply and demand analysis

Spare capacity

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

The table below identifies whether or not spare capacity can actually be considered as such, based on whether pitches are available at peak time.

Peak time

The peak time varies for the different pitch types. The table below highlights peak time usage:

Table 2.19: Peak time analysis for football demand

Pitch type	Peak time	Comments
Adult	Sunday AM	<p>The two main leagues operating at this time are the Warley League and the Sandwell Premier & District League. Several local authority sites are used for these leagues:</p> <ul style="list-style-type: none"> ▪ Barnford Park (ID 4) ▪ Bearmore Playing Fields (ID 5) ▪ Britannia Park (ID 11) ▪ Churchfields Playing Fields (ID 109) ▪ Farley Park (ID 25) ▪ Greets Green Playing Fields (ID 32) ▪ Hydes Road (ID 40) ▪ Jubilee Park (ID 42) ▪ Lion Farm Playing Fields (ID 48) ▪ Londonderry Playing Fields (ID 49) ▪ Redhouse Park (ID 69) ▪ West Smethwick Park (ID 103) <p>Two of these sites are over played; Lion Farm and Churchfields. Lion Farm is poor quality due to drainage problems which means pitches are easily overplayed but despite this the Site is quite popular and has changing facilities. Churchfields is a popular site, due to pitch improvements in previous years which means that demand for the site is high.</p> <p>Greets Green and Hydes Road are also highlighted as popular sites; Greets Green is played to capacity. Both sites are large multi-pitch venues, as is Lion Farm mentioned above.</p> <p>Bearmore is reported by some to be a popular site as it is enclosed; however, it is slightly out of the way, located far south of Rowley Regis.</p>

Pitch type	Peak time	Comments
Youth 11v11	Sunday PM	<p>The leagues servicing the majority of youth 11v11 teams in Sandwell are the Stourbridge & District Youth League, Sandwell Minors League and the Bilston Youth League. A variety of sites are used including some education sites. Council sites used for youth 11v11 are:</p> <ul style="list-style-type: none"> ▪ Ashtree Playing Fields (ID 3) ▪ Barnford Park (ID 4) ▪ Bearmore Playing Fields (ID 5) ▪ Britannia Park (ID 11) ▪ Charlemont Farm (ID 17) ▪ Churchfields (ID 109) ▪ Coneygre (ID 20) ▪ Elwells (ID 24) ▪ Farley Park (ID 25) ▪ Greet's Green (ID 32) ▪ Hydes Road (ID 40) ▪ Lion Farm (ID 48) ▪ Londonderry Playing Fields (ID 49) ▪ Redhouse Park (ID 69) ▪ West Smethwick Park (ID 103)
Youth 9v9	Sunday AM	The majority of the 9v9 teams playing in Sandwell form part of the Sandwell Minors League and play at King George Playing Fields as a central venue. There is spare capacity at the Site.
Mini 7v7	Sunday AM	Most teams playing 7v7 in Sandwell compete in the Sandwell Minors League at King George Playing Fields (central venue).
Mini 5v5	Saturday AM/Sunday AM	The peak time for mini 5v5 based on the number of teams is shown to be both Saturday AM and Sunday AM. This is due to demand at Perrywoods United who play on Saturday AM. Sunday AM demand is from the Sandwell Minors League playing at King George Playing Field.

Table 2.20 shows the peak time capacity analysis for all sites used for football in Sandwell.

Table 2.20: Peak Time Capacity

Site Name	Adult			Youth 11v11			Youth 9v9			Mini 7v7			Mini 5v5			Comments on grass pitch capacity
	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun	
Barnford Park	4	4	3.5	0			0			0			0			Spare capacity
Bearmore Playing Field	2	2	1	0		-0.5	0			0			0			Just 1 match slot remaining on Sundays
Brandhall Primary School	0			2	-1	0	0	-0.5	-0.5	2	0.5	0.5	2	1	0.5	At Capacity for Youth 11v11 on both days
Britannia Park	2	2	2	0		-0.5	0			0			0			Spare capacity
Cakemore Playing Field	3	3	3	0		-0.5	0			0			0			Spare capacity
Charlemont Farm	3	3	3	0	-0.5	-3.5	3	3	1	0		-2	0		-0.5	At capacity on Sunday for Youth 11v11
Coneygre Arts Centre Pitches	2	2	1	0			0			0			0			Spare capacity
County Fa (Walter Goodman Stadium)	1	0	0.5	0	-1		0			0			0			At capacity on Saturdays
Farley Park	1	1	0	0		-0.5	0			0			0			At capacity on Sundays
George Salter Academy*	1	1	1	0	-1	-1.5	0			0			0			At capacity
Greets Green Playing Fields	6	6	6	0		-0.5	0			0			0			Spare capacity
Hadley Stadium*	1	-1	-1	0		-1.5	0			0			0			At capacity
Holly Lodge High School College of Science	2	2	2	0		-0.5	0		-0.5	0		-1	0		-0.5	At Capacity on Sundays
Hydes Road Playing Fields	8	8	4	0	-0.5	-3	0	-0.5	-0.5	0		-0.5	0			Spare capacity
Jesson Playing Fields	1	1	1	1	1	1	0		-0.5	0			0			Spare capacity
Jubilee Park	2	2	2	0			0			0		-1	0			Spare capacity
King George Playing Field	0			0		-1	12	12	11	16	16	10.5	0		-2	Spare capacity
Lion Farm Pf.	11	11	0.5	0			0			0		-1	0			At Capacity on Sundays
Londonderry Playing Fields	2	1.5	0	0			1	1	1	2	2	2	0			At Capacity on Sundays
Oldbury Academy (Upper Site)	2	2	1.5	0			0			0			0			Spare capacity
Ormiston Forge Academy	1	0	1	1	0.5	0.5	0	-0.5	-1	0	-0.5		0			At capacity
Ormiston Sandwell Community Academy*	2	2	2	0		-2.5	0		-0.5	0			0			At capacity
Portway Lifestyle Centre*	0	-0.5	-6.5	0	-0.5		0			0			0			No grass capacity
Powis Avenue	1	1	0.5	0			0			0			0			Spare capacity
Pulse Soccer and Fitness Wednesbury	2	2	1.5	0		-0.5	0			0			0			Spare capacity
Q3 Academy*	2	2	2	2	0.5	2	0	-0.5		0	-0.5		0			Spare capacity
Redhouse Park	4	-6.5	1.5	0		-3.5	0		-0.5	0		-1	4	4	3	No grass capacity
Rowley Regis Learning Campus	0		-0.5	0	-1		0	-0.5	-0.5	0	-1		0		-0.5	At capacity
Rsa Academy*	2	1.5	1.5	0	-1		0		-0.5	0			0	-1		At Capacity on Saturdays
Sandwell Academy*	2	2	1.5	0		-1.5	0			0			0			At Capacity on Sundays
Sandwell District Football League	1	0	-0.5	0		-0.5	0			0			0			At capacity
Springfield Primary School	0			0			0			0		-0.5	0		-2	No grass capacity
St. John's Rec	1	1	1	0			0		-0.5	0			0			Near Capacity on Sundays
The West Bromwich Albion Fc Community Sports Hall*	0	-0.5	-4	0		-2	0		-0.5	0		-1	0			No grass capacity
Thimblemill Recreation Centre	4	3.5	3.5	0		-2.5	0			0			0			Spare capacity
Tipton Sports Academy	2	1	1.5	0		-0.5	1	1	1	2	2	-0.5	0		-2	At Capacity on Sundays
Tividale Football Club	1	0	0.5	0			0			0			0			At Capacity on Saturdays
Warley Rfc	2	0.5	0.5	0	-2	-1.5	0			0			0			At Capacity on Saturdays
West Smethwick Park	5	4.5	1.5	0		-1.5	0			0		-0.5	0			At Capacity on Sundays
Wodensborough Ormiston Academy	1	1	1	0			0		-0.5	0		-0.5	0		-2	At Capacity on Sundays
Wood Green Academy	4	4	3	0			0			0			0			Spare capacity
York Road Social and Sports Club	1	1	0	0			0			0			0			Spare capacity

Table 2.20 shows that 23 sites are currently at capacity for at least one pitch type, either on Saturday or Sunday. The table also shows two further sites being close to reaching peak time capacity also.

Table 2.21 below, shows the amount of peak time capacity available by each pitch type across each of the study areas on each day of the weekend.

Table 2.21: Peak Time Capacity Summary

Area	Adult 11v11			Youth 11v11			Youth 9v9		
	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun
Oldbury	25	23	5	2	-3.5	-4.5	0	-0.5	-1
Rowley Regis	6	4	4	1	-0.5	-0.5	0	-1	-1.5
West Bromwich	19	6.5	14.5	3	-1	-7.5	15	14.5	11
Tipton	11	9.5	7.5	0	-1	-1	1	1	0
Smethwick	16	12	3.5	0	0	-9.5	1	1	0
Wednesbury	15	15	9.5	0	-0.5	-3.5	0	-0.5	-1
Sandwell	92	70	44	6	-6.5	-26.5	17	14.5	7.5
Area	Mini 7v7			Mini 5v5					
	Pitches	Sat	Sun	Pitches	Sat	Sun			
Oldbury	2	0.5	-0.5	2	1	0.5			
Rowley Regis	2	1	1	0	0	-2.5			
West Bromwich	16	15.5	7.5	4	4	0.5			
Tipton	2	2	-1.5	0	-1	-2			
Smethwick	2	2	-0.5	0	0	-0.5			
Wednesbury	0	0	-1	0	0	-2			
Sandwell	24	20.5	5	6	4	-6			

Table 2.21 shows that whilst there is significant spare peak time capacity for adult 11v11 pitches across the borough, this is balanced by the lack of Youth 11v11 and Youth 9v9 pitches and the necessity for this demand to play on inappropriately sized pitches, or on pitches over-marked on adult pitches. It should be noted that in many cases, this results in youth 9v9 and younger youth 11v11 age groups playing matches with inappropriate goal sizes. This is because portable or temporary goals are expensive and difficult to store securely.

Although spare capacity is often as a result of a lack of demand for grass pitches, there are some sites that are likely to retain spare capacity as a matter of practise to allow pitches to rest and rotate.

The table shows that, even with adult pitches being over marked, Smethwick is at capacity for all 11v11 pitches on Sundays

Actual Spare Capacity

Having calculated the carrying capacity and the peak time capacity of each site, by each pitch type, it is now possible to calculate the 'actual spare capacity' of each site.

This is done by combining the spare carrying capacity with the spare peak time spare capacity to see, if there is any spare carrying capacity, could this be applied to the peak time period for that pitch type on any given site.

This analysis also uses where pitches are operating over their carrying capacity (being overplayed) to understand whether demand could be redistributed to other available sites within the subarea.

Table 2.22 below shows the actual spare capacity of each subarea in Sandwell, by subarea.

Table 2.22: Actual Spare Carrying Capacity in Sandwell

Analysis area	Adult 11v11	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Rowley Regis	5	-5	-3	0	0	-2.5
Oldbury	12.5	-8	0	0	0	4.5
Smethwick	7	-12	0	-3	0	-8
Tipton	8	-4	0	-3	-4	-3
West Bromwich	12	-13	-2	-7	2	-8
Wednesbury	10.5	-7	-2	-1	0	0.5
SANDWELL	55	-49	-7	-13.5	-2	-16.5

Table 2.22 shows that there is a significant deficit of actual spare capacity in the borough. This is most prominent in Smethwick which current is currently operating at a deficit of 8 match equivalents per week over actual spare capacity.

Youth 11v11 is operating the most over actual capacity, by 49 match equivalents per week. It appears that most of this deficit in actual capacity can be met by adult 11v11 pitches, although this has several problematic implications which have already been addressed.

All over pitch types are currently operating over their actual capacity. This is worse on Mini 7v7 pitches which are operating over actual capacity by 13.5 match equivalents per week.

Some of the shortfall in actual capacity maybe produced by the failure to utilise all available sites in the borough.

Table 2.23: Available sites with pitches that have no recorded play

Site Name	Stated Availability	Pitch Type				Total Number of Pitches Unused
		11v11	9v9	7v7	5v5	
Ashtree Playing Field	Yes	2	-	-	-	2
Barnford Park	Yes	4	-	-	-	4
Brades Lodge School	Yes	4	-	-	-	4
Brickhouse Farm	Yes-unused	2	-	-	-	2
Churchfields Playing Fields	Yes	3	-	-	-	6
Elwells	Yes-unused	3	-	-	-	3
FC Premier*	Yes	3	-	-	-	3
Holyhead Primary School	Yes	2	-	-	-	2
Jesson Playing Fields	Yes-unused	2	-	-	-	2
Jubilee Park	Yes	4	-	-	-	4
Kenrick Park	Yes	2	-	-	-	2
Lewisham Park	Yes-unused	-	-	4	4	8
Londonderry Playing Fields	Yes	Used	2	4	-	6
Perryfields High School	Yes	-	2	4	4	10

Site Name	Stated Availability	Pitch Type				Total Number of Pitches Unused
		11v11	9v9	7v7	5v5	
Pitfields Close	Yes	2	-	-	-	2
St. John's Rec	Yes	1	-	-	-	1
Tipton Sports Academy	Yes	Used	2	Used	-	2
Victoria Park	Yes-unused	4	-	-	-	4
Victoria Park (Smethwick)	Yes-unused	4	-	-	4	8
Wednesbury Sports Union	Yes	2	-	-	-	2
Total		44	6	12	12	74

**Consultation has indicated that this site is used, however no formal affiliated football has been identified as part of the Whole Game System demand and affiliation data*

There are 20 sites within Sandwell that are available for community use but are currently unused. Due to the lack of Youth 11v11 pitches and the prevalence for Youth 11v11 demand to be supplied by Adult 11v11 pitches, these pitches have been combined into one, 11v11 pitch category.

The table shows that there a total of 77 available, but unused pitches in the area. The majority of these (61%) are adult 11v11 pitches.

It should be noted that there have not been any pitches identified as being unused that were marked as used in the 2014 study.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain (which can often be due to the low carrying capacity of the pitches). All pitches overplayed in Sandwell were assessed as standard quality, except for Lion Farm which is poor quality.

In summary, 23 sites have at least one pitch type that is overplayed. The vast majority of overplay is occurring on adult pitches which are overplayed by 35 matches per week. This is likely to be due to the lack of Youth 11v11 pitches in the borough.

Over time overplay has a detrimental effect on quality. If additional matches are played on pitches where the level of use cannot be sustained the pitch quality will deteriorate season by season. This is especially true of council owned facilities where maintenance is challenging. Consideration should be given to the transfer of play at overplayed sites to those with actual spare capacity.

Table 2.24: Overplay Analysis

Site Name	Subarea	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Brandhall Primary School	Oldbury		-6	-2	-2	-1
Charlemont Farm	West Bromwich	-2			-4	-1
County Fa (Walter Goodman Stadium)	West Bromwich	-0.5				
George Salter Academy	West Bromwich	-4				
Hadley Stadium	Smethwick	-6				
Holly Lodge High School	Smethwick			-1	-2	-1
Hydes Road Playing Fields	Wednesbury			-2	-1	

Site Name	Subarea	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Jesson Playing Fields	West Bromwich			-1		
Jubilee Park	Tipton				-2	
King George Playing Field	West Bromwich					-4
Lion Farm Pf.	Oldbury				-2	
Ormiston Forge Academy	Rowley Regis	-1.5	-1	-3	-1	
Ormiston Sandwell Community Academy	Oldbury	-3		-1		
Q3 Academy	West Bromwich			-1	-1	
Redhouse Park	West Bromwich	-12		-1	-2	
Rsa Academy	Tipton			-1		-2
Sandwell District Football League	West Bromwich	-0.5				
St. John's Rec	Tipton			-1		
Tipton Sports Academy	Tipton	-0.5			-1	-4
Tividale Football Club	Rowley Regis	-1				
Warley Rfc	Oldbury	-4				
West Smethwick Park	Smethwick				-1	
Wodensborough Ormiston Academy	Wednesbury			-1	-1	-4
Total		-35	-7	-15	-20	-17

Table 2.25: Overplay summary

Subarea	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Rowley Regis	-2.5	-1	-3	-1	0	-7.5
Oldbury	0	0	0	0	0	0
West Bromwich	0	0	-1	0	-2	-3
Tipton	-0.5	0	-1	-1	0	-2.5
Smethwick	-4	0	0	0	0	-4
Wednesbury	-6	0	0	0	0	-6

Table 2.25 shows that Rowley Regis is the area effected worst by overplay, with the equivalent of 7.5 match equivalents per week over played on its sites.

Wednesbury is the worst affected area for overplay and adult pitches, at 6 match equivalents per week.

It should be noted that the amount of overplay across the study area has increased since the 2014 study. This is largely influenced by an increase in demand (through greater team numbers), as well as the changing nature of demand, from adult to youth and mini football. This change in demand has caused a greater amount of overplay on small sided pitches, which is exacerbated by the lack of appropriately sized youth and mini football provision across the study area.

2.6: Supply and demand analysis

Having considered supply and demand, the tables below identify the overall spare capacity in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is based on Team generation rates (TGRs) which are driven by population increases.

Table 2.26: Spare capacity/ over play of adult pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current total	Future demand	Total
Rowley Regis	5	-2.5	-2.5	2	0.5	1.5
Oldbury	12.5	0	0	11.5	0.5	11
Smethwick	7	0	0	6	0.5	5.5
Tipton	8	-0.5	-0.5	7	0.5	6.5
West Bromwich	12	-4	-4	7.5	0.5	7
Wednesbury	10.5	-6	-6	4	0.5	3.5
SANDWELL	55	-13	-13	38	3	35

The table above shows that overall in Sandwell there is spare capacity to accommodate teams both now and in the future across all analysis areas. There are approximately 38 pitches with spare capacity (based on two teams per pitch in the peak period). However, this should not be considered in isolation and should be considered against any deficiencies in other pitch sizes and types, (e.g. Youth 11v11 pitches or rugby union pitches).

Table 2.27: Spare capacity/ over play of youth 11v11 pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current total	Future demand	Total
Rowley Regis	-5	-1	0	-6	0.5	-6.5
Oldbury	-8	0	1	-9	1.5	-10.5
Smethwick	-12	0	1	-13	0.5	-13.5
Tipton	-4	0	0	-4	0.5	-4.5
West Bromwich	-13	0	0	-13	1.5	-14.5
Wednesbury	-7	0	0	-7	0.5	-7.5
SANDWELL	-49	-1	2	-52	5	-57

The table above shows that currently there is an insufficient amount of actual capacity in the borough to meet current or future demand.

When combined with adult 11v11 analysis above, the table shows that there is a deficit of 14 pitches across the borough. Smethwick is the worst effected analysis area in the borough with a combined deficit of supply of 7 match equivalents per week.

Table 2.28: Spare capacity/ over play of youth 9v9 pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current total	Future demand	Total
Rowley Regis	-3	-3	0	-6	0	-6
Oldbury	0	0	0	0	1.5	-1.5
Smethwick	0	-1	0	-1	0.5	-1.5
Tipton	0	-1	0	-1	0.5	-1.5
West Bromwich	-2	0	0	-2	1.5	-3.5
Wednesbury	-2	0	0	-2	0	-2
SANDWELL	-7	-5	0	-12	4	-16

The current picture shows that there is a deficit of supply of 9v9 pitches across the borough. This is especially the case in Rowley Regis.

Oldbury is the only area currently considered to have adequate provision to meet demand, however, the future demand analysis shows that this subarea will be over capacity in the near future.

Table 2.29: Spare capacity/ over play of mini 7v7 pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current demand	Future demand	Total
Rowley Regis	0.5	-1	0	-0.5	0	-0.5
Oldbury	0	0	0	0	2.5	-2.5
Smethwick	-3	0	0	-3	0	-3
Tipton	-3	-1	0	-4	0	-4
West Bromwich	-7	0	0	-7	2.5	-9.5
Wednesbury	-1	0	0	-1	0	-1
SANDWELL	-13.5	-2	0	-15.5	5	-20.5

There is currently a deficit in supply equivalent to 15.5 matches per week across the study area. Oldbury is the only area considered not to be over capacity at present.

In the future, Oldbury is projected to increase its level of demand by 2.5 match equivalents per week, which will mean it too is operating over capacity.

West Bromwich is the worst affected area in terms of operating over capacity. Currently the area is operating 7 match equivalents over capacity. This is projected to increase to 9.5 by the end of the study period.

Table 2.30: Spare capacity/ over play of Mini 5v5 pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current demand	Future demand	Total
Rowley Regis	0	0	0	0	0	0
Oldbury	0	0	0	0	2.5	-2.5
Smethwick	0	-2	0	-2	0	-2

Tipton	-4	0	0	-4	0	-4
West Bromwich	2	0	0	2	0	2
Wednesbury	0	0	0	0	0	0
SANDWELL	-2	-2	0	-4	2.5	-6.5

Currently, all of the 5v5 demand is in Oldbury and is accommodated. However, any future increase will require additional pitches to accommodate demand.

Key Capacity Conclusion

Tables 2.24 – 2.28 show the show the balance of pitch provision in Sandwell for both the current and future picture.

It is important to note that this analysis addresses individual pitch types independently, with the supply and demand for each pitch typology shown in separate columns. In presenting the data this way, there is a risk that the propensity of teams to play on pitch typologies that are not aligned to their age groups. In simple terms, it would be expected that a number of teams would play on the wrong sized pitch, rather than lose the opportunity to play. As a result, while analysis is needed for specific pitch typologies, the overall supply and demand should also be considered, in particular for the following cases.

- When adult and youth 11v11 pitches are taken together, all 11v11 pitches in Sandwell can be said to be operating at 14 match equivalents above capacity. Smethwick is the area with the greatest level of overuse, at 7 matches per week (the equivalent of 14 more teams than the pitch stock is capable of sustaining). Unless further pitches are added, this situation is forecasted to be significantly worse by 2036, with Sandwell operating 22 match equivalents over capacity across all 11v11 pitches.
- When youth 9v9 teams cannot find dedicated 9v9 pitches available, they will either use 11v11 pitches to meet demand. This will be either through simply using the pitch as it is or over-marking the pitch and using temporary or portable goal posts. If the undersupply of 9v9 pitches is applied to the capacity of 11v11 pitch stock then 11v11 and 9v9 pitches in Sandwell can be said to be operating 26 match equivalents over capacity (the equivalent of 52 teams more than the borough's pitch stock can appropriately accommodate). Unless further pitches are added to the area, these pitches are projected to be operating 30 match equivalents per week over capacity by 2036.
- In addition to 9v9 pitches, mini soccer pitches are also commonly marked or coned out over larger pitch types. Together the deficit in supply for all mini soccer pitches is -19.5 match equivalents per week. If this figure is halved (to account for the lower levels of wear each match has on the pitches) then this can be said to be the equivalent of 9.75 matches per week of additional wear on 9v9 and 11v11 pitches.
- When overplay of all pitches is combined, Sandwell can be said to be operating with 27.75 match equivalents deficit of capacity per week. If no further pitches are added in the area, the level of under supply will increase to 33.5 by 2036.

Football – grass pitch summary

- The audit identifies a total of 167 football pitches in Sandwell. Of these, 145 are available, at some level, for community use.
- The majority of football pitches are assessed as being of standard quality with 12 adult and only two youth pitches assessed as 'poor' quality. N.B: The highest scoring 'standard' pitch was 57% with the parameter for standard set between 50%-80%. This shows that the pitches are at the poorer end of 'standard'.
- 75% of clubs describe their home pitch as standard, with some as poor (primarily due to drainage).
- There are 20 unused sites and four disused pitches within Sandwell. The disused pitches are removed from the analysis, but the unused pitches are included and add to any spare capacity.
- 365 teams were identified as playing on pitches within Sandwell. This represents an increase of 73, from the 2014 study. This is driven by a significant increase in youth football teams.
- Unmet demand for more pitches is expressed in Sandwell for 1 adult and 2 youth 11v11 pitches.
- There is a large amount of displaced demand due to mostly mini teams accessing leagues outside of Sandwell.
- A large amount of latent demand was identified as part of the 2014 study, however only two clubs that identified latent demand have grown in line with projections.
- A number of adult male teams are imported to Sandwell due mostly to cheaper costs of playing. As other councils consider or implement full recovery costs this could increase in Sandwell.
- Although population increase may increase demand to play football, TGRs do not suggest that there will be a huge increase in the number of teams over the next five years.
- There is estimated to be an under supply of 26 actual spare match equivalents of supply across the study area for 11v11 pitches. All other pitches are expected to be either at capacity during the peak period or being used beyond their carrying capacity across the week. This undersupply is largely caused by the increased amount of youth football demand and a lack of high-quality, appropriately sized youth football provision across Sandwell.
- Despite a large amount of adult spare capacity, 11 sites are overplayed.
- Across all types in the area, Sandwell is considered to be 27.75 match equivalents over capacity per week. This is projected to be 33.5 by 2036. Increasing maintenance should help to increase actual capacity and to decrease overplay on pitches.
- Oldbury and West Bromwich are the main areas for football activity. Increasing the quality of pitches (drainage) will go some way towards improving capacity and in some areas, converting adult to youth/mini pitches may be a solution.

3 CRICKET

3.1: Introduction

The Staffordshire County Cricket Board (SCCB) is the main governing and representative body for cricket within the County, including Sandwell. Its aim is to promote the game at all levels through partnerships with professional and recreational cricketing clubs, and other appropriate agencies. A detailed consultation was undertaken with Staffordshire CCB as part of the 2018 PPS refresh, with the keys issues summarised below;

- ◀ In line with the England and Wales Cricket Board (ECB) Cricket Unleashed Strategy, there is a focus on reducing barriers to entry for cricket and making facilities affordable and fit for purpose. As part of the Cricket Unleashed delivery plan, significant investment is being allocated to non-turf pitch (NTP) provision across England. Staffordshire CCB has installed three NTP's, in collaboration with the ECB and Sandwell MBC; Lewisham Park, Bearmore Playing Field and Jubilee Park.
- ◀ The Sandwell Sunday Parks League has reduced from 2 divisions of 12 teams down to one division of 10 since the 2014 study. One of the key issues is a shortage of high quality grass pitch provision, as the leagues want to play on grass pitches however three sites have been removed from supply
- ◀ There is no spare capacity for cricket on club grounds

Consultation

There was a 100% response from the ECB affiliated clubs playing in Sandwell. The Sandwell Cricket League also completed a survey on behalf of the teams playing within its league.

Table 3.1: Response rate

Club	Type of consultation	Responded?
Smethwick CC	Face to Face	Yes
West Bromwich Dartmouth CC	Telephone Consultation	Yes
Old Hill CC	Telephone Consultation	Yes
Wednesbury CC	Telephone Consultation	Yes
Thimblemill CC	Telephone Consultation	Yes
Sandwell Cricket League	Online Survey	Yes

3.2: Supply

In total, there are 13 cricket grass pitches identified in Sandwell. All are available for community use.

Table 3.2: Summary of pitches

Analysis area	Available for community use
Rowley Regis	1
Oldbury	1
Smethwick	6
Tipton	2
West Bromwich	2
Wednesbury	2
SANDWELL	13

All analysis areas have at least one pitch. The largest supply is in the Smethwick Analysis Area.

The map over leaf shows the location of all cricket pitches in Sandwell. For a key to the map see Table 3.8.

Disused sites

From the 2014 study, the following sites have become disused. These are all council-owned and were not being used sufficiently to justify the maintenance of the grass squares.

- ◀ Hydes Road PF (one wicket)
- ◀ Redhouse Park (one wicket)
- ◀ Victoria Park Smetwick (one wicket)

Heathfield Close, Oldhill (Rowley Regis) is also disused. The site is council owned and has not been used for approximately ten years.

The main reason for the loss of these sites was reduced demand. The Sandwell Cricket League is the main user of council cricket sites and they were made aware of the decision to take these out of use before they were removed. Staffordshire CCB identified that there is a general reduction in participation rates for formal affiliated cricket, however the loss of facilities is putting a strain on a selection of existing club and local authority facilities.

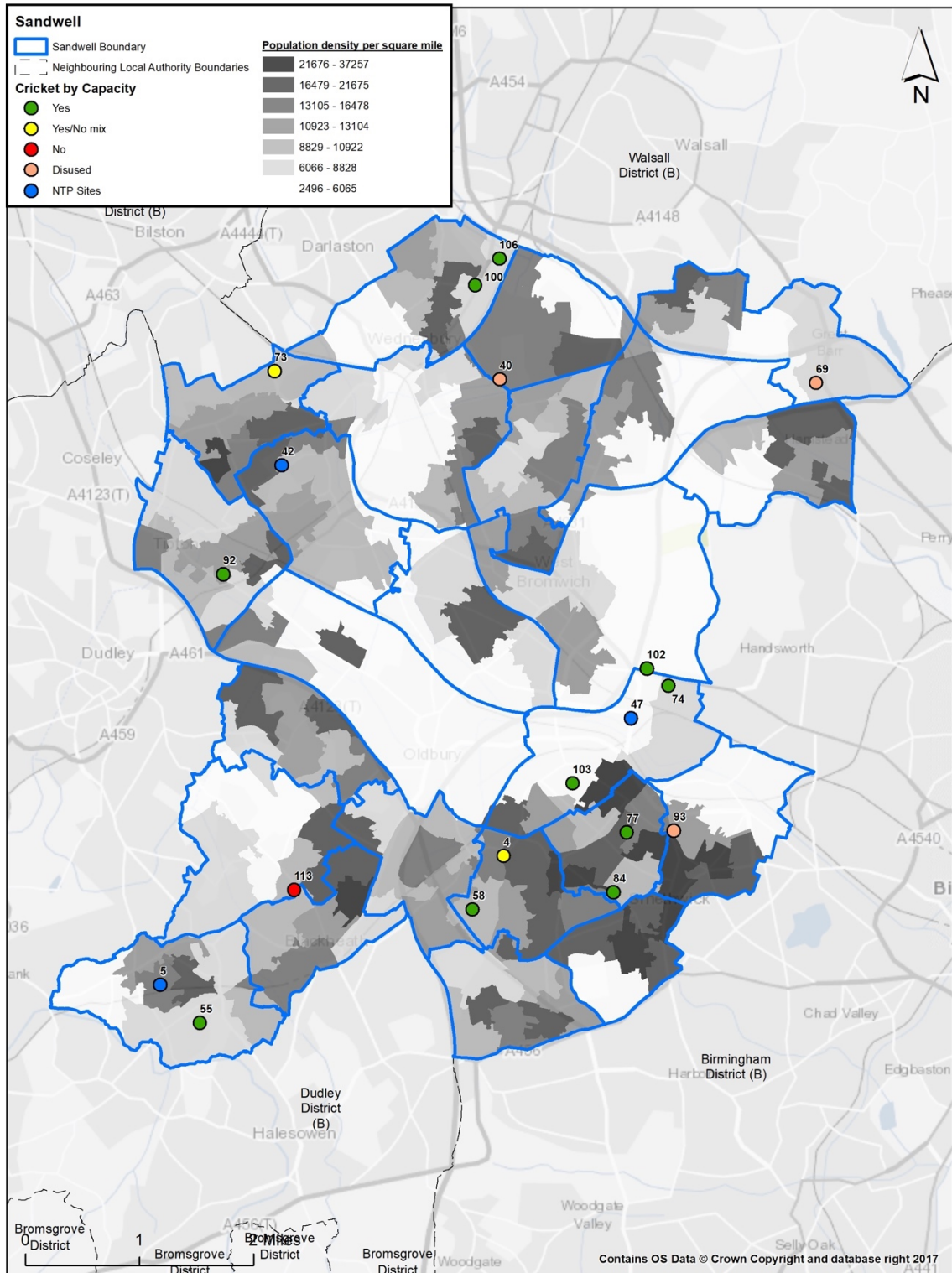
Artificial wickets

9 sites in Sandwell have at least one non-turf pitch, 8 of which are available for community use. These are identified in Table 3.3 below.

Table 3.3: NTP pitch provision

ID	Site	Community use	Analysis area	Number of wickets
58	Oldbury Academy (Upper Site)	Yes	Oldbury	1
73	RSA Academy	Yes	Tipton	1
100	Wednesbury Sports Union	Yes	Wednesbury	1
103	West Smethwick Park	Yes	Smethwick	2
106	Wood Green Academy	Yes	Wednesbury	1
113	St Michael's CE College	No	Rowley Regis	1
5	Lewisham Park	Yes	Smethwick	1
42	Bearmore Playing Fields	Yes	Rowley	1
47	Jubilee Park	Yes	Tipton	1
	SANDWELL	-	-	10

Figure 3.1: Cricket facilities in Sandwell



Management and security of tenure

Three grounds are privately owned by the clubs; Thimblemill CC, West Bromwich Dartmouth CC and Old Hill CC. These clubs have no issues with security of tenure. The remaining two affiliated clubs have lease agreements at the sites. Wednesbury CC has a lease in perpetuity and therefore has security of tenure. Following consultation with the Council, it is apparent that a long term lease has previously been in place between Smethwick CC and the Council for the use of the home ground, however it has not been possible to confirm the existing position of the lease and the number of years remaining.

West Bromwich Dartmouth CC also use Sandwell Academy for 3rd and 4th XI cricket, however there is no security of tenure for this usage. The club and school have an arrangement where club coaches also coach at the school once a week, while the WBD CC groundsman maintains the square on behalf of the school

There are 6 council owned sites that are hired out during the cricket season. All are available to the community for hire and, with the exception of Lewisham Park, are appropriate for competitive play:

- ◀ Barnford Park (one wicket)
- ◀ Victoria Park Tipton (two wickets)
- ◀ West Smethwick Park (two squares-two wickets per square)
- ◀ Lewisham Park (one wicket - added January 2018)
- ◀ Bearmore Playing Fields (one wicket - January 2018)
- ◀ Jubilee Park (one wicket – January 2018).

Pitch quality – fine turf provision

The audit of fine turf cricket provision in Sandwell found three grounds to be of good quality, seven of standard quality and three of poor. All of the poor sites and two of the five standard quality pitches are parks sites.

It should be noted that pitch assessments have not been undertaken as part of the 2018 PPS refresh, with assessment data in Table 3.4 gathered from the 2014 site assessments. To ensure that there have been no significant changes in quality, consultation has been undertaken with Staffordshire CCB and a sample of local clubs, with consultees asked to advise if the quality of provision has changed significantly since the previous study.

Table 3.4: Pitch quality by site

Good	Standard	Poor
<ul style="list-style-type: none"> ◀ RSA Academy ◀ Wednesbury Sports Union CC ◀ West Bromwich Dartmouth CC 	<ul style="list-style-type: none"> ◀ Old Hill CC ◀ Smethwick CC ◀ Thimblemill CC ◀ Victoria Park (Tipton) ◀ West Smethwick Park ◀ Barnford Park ◀ Sandwell Academy 	<ul style="list-style-type: none"> ◀ Hydes Road PF (disused) ◀ Redhouse Park (disused) ◀ Victoria Park (Smethwick) (disused)

All club sites were reported to have even wickets; however, Smethwick CC and Wednesbury CC both report that the outfield is uneven. Old Hill CC reports that the sub-

soil at the ground is a clay material and as a result causes poor draining, often leading to a waterlogged outfield.

The Sandwell Cricket League reports that some Council pitches are generally in need of improvement but that this has been partly addressed by the addition of three new NTPs for competitive use.

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

It should be noted that there are an additional three sites with only NTP provision, installed at Lewisham Park, Bearmore Playing Fields and Jubilee Park. All of these are deemed to be of a good standard.

Ancillary facilities

All club sites in Sandwell have access to changing room facilities at their respective home ground. The quality of facilities varies from site to site, but the majority are regarded as fit for purpose. The table below indicates users' opinions on their clubhouse facilities:

Table 3.5: Ancillary quality by site

Club	Condition of pavilion/clubhouse
West Bromwich Dartmouth CC	Acceptable
Smethwick CC	Acceptable
Wednesbury CC	Acceptable
Old Hill CC	Acceptable
Thimblemill CC	Good

Smethwick CC reported that the club's ancillary facility had been refurbished since the 2014 strategy, with improved changing facilities and communal space. Old Hill CC have plans to refurbish the existing ancillary facility and West Bromwich Dartmouth CC have been identified as requiring investment into the club's clubhouse, illustrated by the reduction in ancillary quality from good to acceptable.

In addition, consultation with users and the ECB has indicated that cricket users at the Sandwell Academy do not have access to an ancillary facility and subsequently have no access to water and toilets.

The Sandwell Cricket League reports that there are no changing facilities or toilets at the sites it uses. Although the League does not have any specific requirements for clubs to join it would of course prefer changing facilities and toilets to be available.

Training

Three of the five clubs report the need for more training facilities. Smethwick CC, Wednesbury CC and Old Hill CC all report the need for non-turf practice nets. Old Hill CC

uses the facility at Edgbaston (outside the study area in Birmingham) for indoor winter training due to there being few facilities available for training in the area. Wood Green Academy also has net facilities. As does the West Bromwich Leisure Centre (within the sports hall)

Future supply

Given the current nature of demand and its projected increase, none of the clubs playing traditional hard ball cricket (played in ECB affiliated leagues on Saturday afternoons) are thought to be in the process of adding any grass squares.

Sandwell MBC has reported that continuing to provide grass wickets on local authority maintained pitches is becoming increasingly difficult, due to the time and financial commitment required to prepare them to an adequate level. This means there may be a requirement to replace grass squares with NTPs on Council maintained sites. This solution would see Victoria Park and Barnford Park converted into NTP pitches.

The impact of such an action is thought to be fairly minimal. Although NTPs are not considered appropriate for use by most levels of traditional, ECB affiliated leagues, they are considered adequate, and even preferable for supplying informal or non-traditional hardball cricket leagues (such as the Sandwell League). This is because NTP pitches require significantly less maintenance and therefore cost much less to use, whilst a good NTP pitch can also ensure a good, true bounce at junior and lower senior levels.

Sandwell has seen a significant increase in the demographic considered to be the primary user of informal and non-traditional hardball cricket. Between 2001 and 2011, people identifying as South Asian increased as a proportion of Sandwell's population from 14% to 16.8% (an increase of 6% over 10 years). If this trend continues, it is considered likely that demand for informal and recreational hardball cricket will continue to grow and at a faster rate than traditional Saturday league cricket.

3.3: Demand

Cricket clubs in Sandwell range from small clubs offering one or two teams to those with several senior and junior teams at different age groups. Demand for cricket in Sandwell totals 15 clubs (including the Sandwell Cricket League clubs) generating 44 teams. There are 28 senior and 16 junior teams. There are three teams from Sandwell that are currently playing outside (displaced demand) due to a lack of available pitches.

This total illustrates a decline in team numbers of 5 teams (total), with the 2014 strategy stating that 49 teams were active in Sandwell. This decline is largely a result of the Sandwell Cricket League, which has seen a reduction in teams over the past 3 years.

While the previous PPS focussed largely on 'formal' affiliated cricket, ongoing work with the ECB indicates that there is significant demand for cricket in the Borough, influenced by the large proportion of South Asian residents.

This demographic is seen by the ECB and Staffordshire CCB as a major opportunity to increase cricket participation, with insight undertaken at a national level indicating that there are inadequate facilities and programmes for South Asian residents to play the game on a regular basis.

This insight has been the driving factor behind the investment into three non-turf pitches at Lewisham Park, Bearmore Playing Fields and Jubilee Park, as this type of facility is a low cost (capital and maintenance) solution that provides a place for players of all ability to play the game.

Table 3.6: Summary of teams by club area

Club	No. of competitive teams		
	Senior men	Senior women	Junior
Old Hill Cricket Club	4	1	4
Sandwell Cricket League	10 (10 x 1 team clubs)	0	0
Smethwick Cricket Club	3	0	4
Thimblemill Cricket Club	2	0	0
Wednesbury Cricket Club	3	0	3
West Bromwich Dartmouth Cricket Club	4	1	5
SANDWELL	26	2	16

Table 3.6 identifies that since the 2014 study, there has been a reduction of 3 senior male teams and 3 junior teams, with one additional female team. Following consultation with Staffordshire CCB, the reduction in senior men’s teams is largely driven by the reduced size of the Sandwell Cricket League (moved from 12 down to 10 teams), which in turn is influenced by changing demand for the sport and a wider trend of participants looking for more informal cricket that is less time consuming and flexible.

It is hoped that the investment from the ECB into 3 new non-turf pitches across the study area will provide low cost pitches for informal cricket that can also be used by the Sandwell Cricket League, therefore maintaining the league demand while providing opportunities for new cricketers, or those currently playing informally, to be involved in the game on a more regular basis.

There are currently two specific women’s teams in Sandwell based at Old Hill CC and West Bromwich Dartmouth Cricket Club. There are no specific girls’ teams in Sandwell, but girls can play cricket in mixed junior teams.

An analysis of match play identifies that peak time demand for cricket pitches is Sunday, mostly due to play from the Sandwell League and also junior play. Demand for pitches on Saturday is also high due to four of the five affiliated clubs having at least two Saturday teams. Smethwick contains the highest numbers of senior teams and Rowley Regis has the highest number of juniors.

Consultation indicates that there is no spare capacity on either Saturday or Sunday for grass pitch wicket provision.

All affiliated clubs (excluding Thimblemill CC) field at least three junior teams. Generally, clubs report that both senior and junior participation has reduced slightly over the previous three years. This is generally attributed to a loss of interest in cricket in the area, as well as a lack of high quality cricket facilities.

Consultation with the ECB has indicated that given the demographic profile of the local authority and the high proportion of south Asian population across the Borough, there is expected to be significant demand for informal and formal cricket. Strategic work, undertaken on a national scale by the ECB, has shown that this demand is often not

converted into actual cricket playing due to a number of barriers to entry such as cost or availability.

Through the recently released South Asian National Strategy, the ECB have invested in new (2018) non-turf pitch provision at Lewisham Park, Bearmore Playing Fields and Jubilee Park, which it is hoped will provide cricketers of all standards with a place to play and train. Early consultation with the Council has indicated that these facilities are being well used, especially for informal cricket.

Given the ECB's national focus on increasing accessibility and participation across the South Asian population of the UK, Sandwell is seen as a priority area for investment and development. Further detail is provided in Appendix 1 – Sporting Context.

Unmet demand

No unmet demand was highlighted in Sandwell for formal cricket. That is, no clubs reported that they have immediate demand for another team to play. However, there is exported demand from two clubs (see Table 3.6).

Latent demand

As part of the 2018 study, clubs were asked if they had more pitches would they have more teams. The results can be seen in the table below.

Table 3.7: Summary of latent demand by analysis area

Club	Latent demand	Analysis area	Pitch requirement
Smethwick CC	1 women's and 2 juniors	Smethwick	1
Totals			1

Due to the demographic of the Borough and its significant, and growing South Asian population, there is considered to be significant latent demand for informal and non-traditional hardball cricket in Sandwell. The Sandwell District League (an example of non-traditional hardball league) has reported a reduced level of team entry into the league (now at 10 from a high of 14), citing a lack of quality in pitches as a significant deterrent to teams. Given the reason for this decline in teams and the demographic in the area and expected trends in cricket participation as a result, there can be considered to be latent demand for at least 4 non-traditional hardball teams in Sandwell.

This presence of latent demand is supported by feedback during consultation with the ECB, which, given the demographic of the Borough, is looking to invest in the area and ensure that the South Asian population have access to fit-for-purpose and affordable facilities and programmes.

Displaced demand

Displaced demand was recorded by two clubs in Sandwell and is not restricted to one area of Sandwell:

Table 3.8: Summary of displaced demand by analysis area

Club	Displaced demand	Analysis area	Site
Old Hill CC	2 senior teams	Rowley Regis	Old Halesonians CC, Stourbridge.

Club	Displaced demand	Analysis area	Site
Wednesbury CC	1 senior team	Wednesbury	Aston University Recreation Centre, Walsall.

This equates to a minimum of two pitches. There is also some displaced demand within the Borough as Smethwick CC 3rd XI uses Thimblemill CC on alternate Saturdays.

In the case of Wednesbury CC, there is a risk of loss for the Aston University Recreation Centre, as consultation has indicated that this may not be made available for community use cricket from the 2018 season onwards.

Future demand

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 3.7: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	New teams generated from increased population
Snr Mens (18-55)	79,387	26	3053	82,582	27.0	1.0
Snr Womens (18-55)	80,387	2	40194	84,827	2.1	0.1
Junior Boys (7-17)	22,600	16	1413	25,315	17.9	1.9
Junior Girls (7-17)	21,066	0	0	24,158	0	0

The additional future teams would equate to the need for one additional senior men's team and two junior teams, or one cricket ground.

Sandwell Cricket League demand

The Sandwell Cricket League operates one division as a local league, providing sport for the local community. Each year the league fluctuates with some new teams joining and others folding but overall there has been a decrease over the last five years. The 2014 study indicates that there were 13 teams in the League however recent data indicates that this has reduced to 10. Reasons for teams leaving the League include cost, weather and quality of pitches.

There is no waiting list but the League reports that the current facilities require improving and that an addition of pitches would be advantageous. The League reports that the number of facilities available has decreased over the previous three years and that this has caused problems for the League.

Demand for pitches within the Sandwell League is different to the five affiliated clubs as there are no specific facility requirements from the Sandwell League unlike the leagues that the affiliated clubs play in. This means that the Council facilities and NTPs can meet the demands of the Sandwell Cricket League but not the ECB affiliated teams.

3.4: Capacity analysis

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

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

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

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

This information is used to allocate capacity ratings as follows:

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

Please note that there are no competitive matches taking place on synthetic wickets in Sandwell.

Sandwell MBC Playing Pitch Strategy

Table 3.8: Cricket pitch capacity

Site ID	Site name	Analysis area	Teams/Leagues accommodated	No. of grass wickets	Actual play (sessions per season)	Capacity (sessions per season)	Capacity rating (sessions per season)
4	Barnford Park	Oldbury	Sandwell Cricket League	1	5	5	0
55	Old Hill CC	Rowley Regis	Old Hill CC	18	75	90	-15
73	RSA Academy	Tipton	Sandwell Cricket League	1	5	5	0
74	Sandwell Academy	Smethwick	West Bromwich Dartmouth CC	8	20	25	-5
77	Smethwick Cricket Club	Smethwick	Smethwick CC, Sandwell Cricket League	15	78	75	3
84	Thimblemill Rec Centre	Smethwick	Thimblemill CC, Smethwick CC 3 rd XI	8	39	40	-1
92	Victoria Park	Tipton	Sandwell Cricket League	1+1	10	10	0
100	Wednesbury Sports Union	Wednesbury	Wednesbury CC	12	65	60	5
102	West Bromwich Dartmouth Cricket Club	West Bromwich	West Bromwich Dartmouth CC	10+10	99	100	-1
103	West Smethwick Park	Smethwick	Sandwell Cricket League	2+2	20	20	0
-	Lewisham Park	Smethwick	Informal Cricket	0	-	60	-
-	Bearmore Playing Fields	Rowley	Informal Cricket	0	-	60	-
-	Jubilee Park	Tipton	Informal Cricket	0	-	60	-
-	Old Halesonians CC	Outside	Old Hill CC – 3 rd and 4 th XI (Sat)	12	-	-	-
-	Aston University Rec Ground	Outside	Wednesbury CC – 3 rd XI (Sat)	-	-	-	-

Capacity summary

- ◆ Two sites in Sandwell are overplayed by a total of 8 match sessions per season and have no capacity to accommodate further play.
- ◆ Four sites show potential spare capacity; Old Hill CC with 15 match sessions, Sandwell Academy with 5 match sessions, Thimblemill Recreation Centre with 1 match session and West Bromwich Dartmouth with 1 match session.
- ◆ **New (2018) NTP provision at Lewisham Park, Bearmore PF and Jubilee Park are likely to have spare capacity, however current usage is largely for informal cricket**
- ◆ There are less sites that are overplayed, when compared with the 2014 PPS, largely due to a reduced level of demand for major clubs such as Old Hill CC and West Bromwich Dartmouth CC.

3.5: Supply and demand analysis

Spare capacity

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

Of the sites with theoretical spare capacity (highlighted in green in the previous table), Old Hill CC has the greatest amount of capacity, with 15 match sessions per season. This is due to the reduction in team numbers in the past four years, however the club has aspiration to introduce new U14 and U15 junior age teams. The current capacity analysis shows that the site has capacity for one additional team, therefore if the club is successful in starting two teams then the site will be overplayed. While the site therefore has capacity for internal growth, it is not deemed to have spare capacity for other clubs or leagues.

Sandwell Academy has been identified as having 5 match sessions of capacity per season. It should be noted that the level of supply at the site has been reduced (from the standard 40 match sessions for an 8 pitch square) as there is no formal community use agreement of infrastructure for hiring pitches to any club other than West Bromwich Dartmouth CC. This usage is organised on an informal basis and further spare capacity could only be realised by other clubs and leagues if the use of the site is managed more openly and in a way that provides clubs with security of tenure.

Overplay

The table below identifies the amount of over play in each analysis area. The most over play takes place in the Wednesbury Analysis Area. It should be noted that the amount of overplay has reduced since the 2014 study, which is driven by a reduced demand from clubs.

Table 3.9: Summary of overplay

Analysis area	Overplay on grass (matches per season)
Rowley Regis	-
Oldbury	-
Smethwick	3
Tipton	-
West Bromwich	-
Wednesbury	5
Sandwell	8

Overplay in the Wednesbury Analysis Area is due to overplay at Wednesbury CC. The square is assessed as good quality and is likely to be able to sustain some overplay; however, too much could have a detrimental effect on quality over time. The overplay on this site has been reduced since the 2014 PPS and further effort should be made to re-allocate the demand to alternative provision of adequate quality.

Smethwick CC also shows small amounts of overplay. Again, this is likely to be absorbed at the site without affecting quality.

The sites which are overplayed cannot accommodate any further play.

In addition to the pitches that are overplayed there are four sites which are currently played to capacity. These sites are council sites accommodating the Sandwell Cricket League. The pitches cannot currently accommodate further play and any increase of Sandwell teams in the League would require more pitches. However, the League numbers have reduced in recent years and demand for these pitches may reduce further in the future.

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

In order to quantify overplay in cricket ground equivalents an average square of ten wickets (50 match equivalent sessions) has been used.

Overplay in Table 3.9 has been discounted, as highlighted earlier the clubs are likely to be able to absorb it at their respective home grounds. The table below therefore shows the additional requirements:

Table 3.10: Capacity of cricket grounds

Analysis area	Actual grass spare capacity (grounds)	Demand (grounds)				
		Overplay	Unmet demand	Latent demand	Future demand	Total
Rowley Regis	-0.5	-	-	-	-	-
Oldbury	-	-	-	-	-	-
Smethwick	-	-	-	1	-	1
Tipton	-	-	-	-	-	-
West Bromwich	-	-	-	-	-	-
Wednesbury	-	-	-	-	-	-
Sandwell	-0.5	-	-	1	1	1.5

The future (one square/ground), and displaced (two squares/grounds) demand cannot be accommodated on the current supply of grass wickets.

It is envisaged that the latent demand can be accommodated at existing club facilities.

The table above shows that there will be a shortage of cricket pitches in one of the six analysis areas and an overall borough wide shortage of 1.5 cricket grounds (based on 10 wickets).

As highlighted earlier, in the demand section, it should be noted that the demand highlighted in the table above cannot be accommodated on council sites as the sites do not meet the standards of the leagues.

Scenarios

Accommodating future, latent and displaced demand within Sandwell

There is displaced demand expressed for two cricket pitches; one in Rowley Regis analysis area and one in Wednesbury. In order for this demand to be accommodated within Sandwell new pitches would need to be created.

Disused sites used to accommodate demand

There is one disused site in Rowley Regis at Heathfield Close. If the Site was brought back into use current and future demand would be accommodated in Rowley Regis.

Cricket summary

- In total, there are 13 grass cricket grounds identified in Sandwell accommodating 44 teams (28 senior and 16 junior teams)
- All pitches are available for community use
- Three council-owned sites have been removed from cricket supply (Redhouse, Victoria Park (Smethwick) and Hydes Road Playing Field). These were removed due to lack of demand and no recent demand for these sites to be brought back into use has been identified by the Council
- Investment has been made in 3 non-turf pitches at Lewisham Park, Bearmore Playing Fields and Jubilee Park, to increase access to cricket provision. Consultation with the Council's Parks team has identified that these were well used in summer 2018, largely for informal cricket
- Further consultation is required with the Sandwell Cricket League to establish whether these Non-turf pitches are acceptable for SCL matches. It is expected that the additional supply provided by non-turf pitch provision will help to address a proportion of the overplay identified across Sandwell
- Six pitches are assessed as good quality, seven as standard and three as poor (Hydes Road PF, Redhouse Park and Victoria Park (Smethwick)). All the poor sites are currently disused Sandwell Sunday League reports that changing facilities and toilets are not available at the sites it uses
- Sandwell Academy has been identified as a key site for cricket, given the demand from West Bromwich Dartmouth CC and the lack of alternative options or mitigations should this site become unavailable. It is key that provision at this site is protected while demand is present. Current provision on the site is well used but needs improvement. Participants have no access to water or toilets while playing. The site also has no formal lease and therefore West Bromwich Dartmouth CC has limited security of tenure.
- There is spare capacity at one site – Old Hill CC, however it is expected that this spare capacity will be utilised for internal growth and therefore does not represent spare capacity for external clubs or leagues
- New pitches would therefore be required to accommodate displaced, latent and/or future demand.

4 RUGBY UNION

4.1: Introduction

There are two rugby union clubs in Sandwell; Wednesbury RFC and Warley RFC. Both clubs, in some form, provide both senior and youth rugby. Both of these clubs have been consulted as part of the 2018 PPS refresh, in addition to consultation undertaken with the RFU.

In October 2017, the RFU published its strategic plan, with the overall objective of being England's strongest sport, underpinned by good governance and regulation, as well as increased investment in the game to drive elite performance and community participation.

The following key areas of focus are particularly relevant for this strategy;

Protect our Clubs: Support Clubs to protect themselves against risks to sustainability in the key areas of leadership, facilities and finances. Support Clubs to meet all their statutory and regulatory obligations.

Expand places to play through Artificial Grass Pitches: Install and manage strategically placed Artificial Grass Pitches (AGP's) nationwide, increasing playing opportunities for the 15-a-side game and other variants in communities where natural turf pitches are significantly overused. Improve access to rugby in non-traditional and urban areas.

Engage new communities in rugby: Increase female player numbers, with more teams and matches, expansion in the education environment and transitioning more players to Clubs

Grow the grass-roots game: Increase the number of active male and female (14+) 15-a-side teams by 10%. Increase the number of 15-a-side matches played by 20%. Increase the number of active rugby union players by 10%.

The objectives and targets of the RFU are referenced throughout this strategy and utilised to prioritise facility development projects as part of the recommendations and action plan section.

RFU facilities strategy (2014-2018)

The RFU Facility Strategy (2014) includes the following relevant objectives and priorities relevant to the PPS:

The core aims of the RFU are to create effective and efficient facilities, management and governance along with community integration. Facility priorities include improving changing provision, natural turf pitch quality, AGPs and floodlighting for both matches and training. These affect commercial opportunities within community clubs.

4.2: Supply

In total, nine senior rugby union pitches are located across six sites in Sandwell. Of these, seven are available for community use. Five pitches are located at education sites. The two pitches unavailable for community use are located at ACE Academy and Wodensborough Ormiston Academy.

Table 4.1: Summary of grass rugby union pitches

Analysis area	No. of available pitches	No. of pitches unavailable
Rowley Regis	-	-
Oldbury	1	-
Smethwick	-	-
Tipton	2	2
West Bromwich	1	-
Wednesbury	3	-
SANDWELL	7	2

It should be noted that pitch assessments have not been undertaken as part of the 2018 PPS refresh, with assessment data in Table 4.1 gathered from the 2014 site assessments. To ensure that there have been no significant changes in quality, consultation has been undertaken with both Warley RFC and Wednesbury RFC, as well as the RFU, with consultees asked to advise if the quality of provision has changed significantly since the previous study.

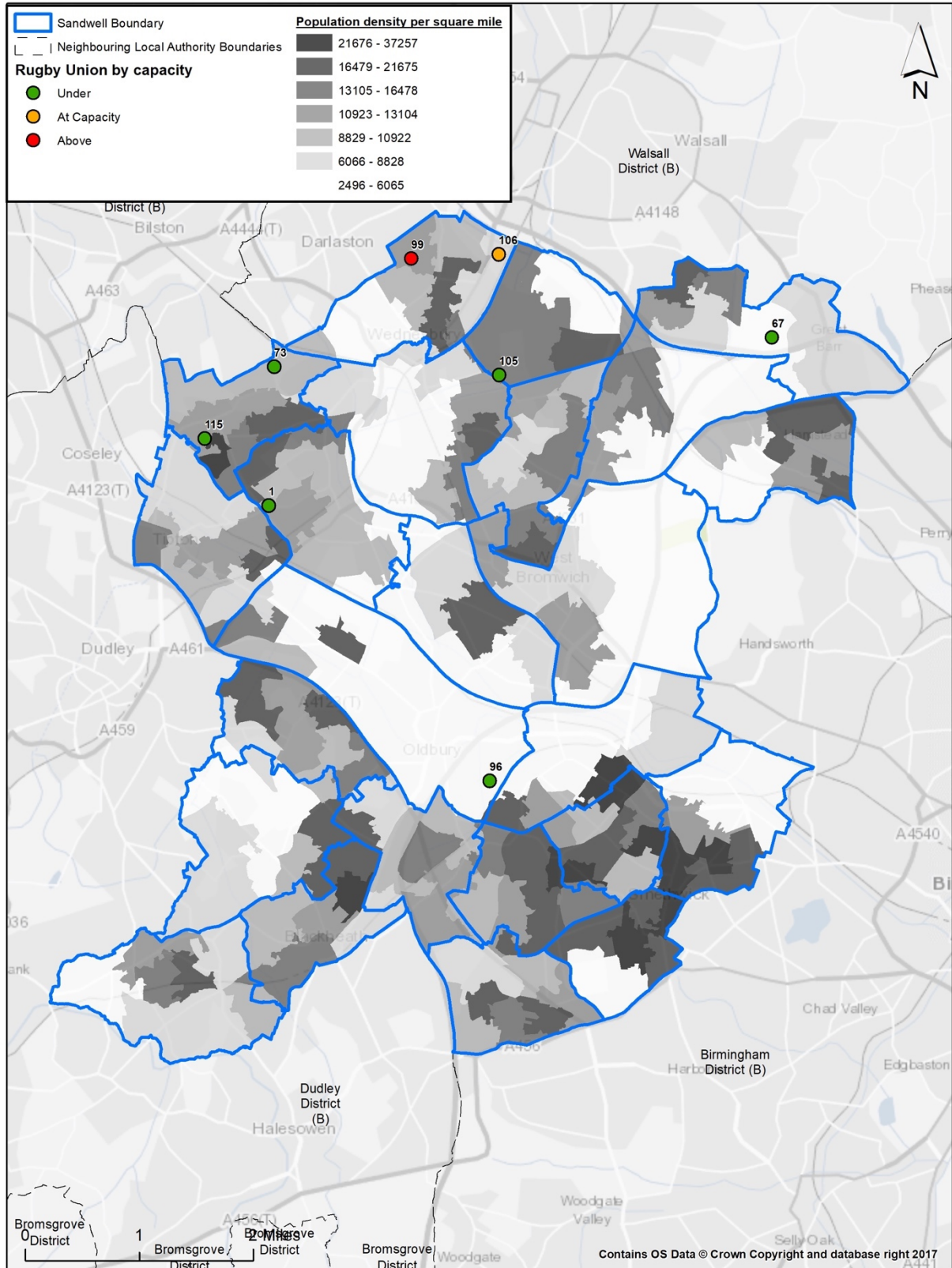
Four of the six analysis areas contain pitches. Wednesbury contains the most with three. For a key to the map overleaf see Table 4.10.

Wednesbury RFC is located at Woden Road (Wednesbury) and has one senior pitch (and one training pitch). The Club also uses the school pitch at Wood Green Academy as a second ground. The reliance on this second ground is becoming more important as the club continues to grow. As highlighted further in this section; the reliance on the second ground is becoming significant due to the poor quality of the pitches at the home ground.

Warley RFC plays at Tat Bank Road, Oldbury where there is one senior rugby union pitch (and two football pitches). The Club also uses a second site; St John's Recreation Ground, Tipton, which has one senior rugby pitch (and one football pitch) however these pitches are of poor quality.

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

Figure 4.1: Location of rugby union pitches in Sandwell



Location of current full size AGPs in Sandwell



Ownership/management

Both clubs lease their home ground from the Council. Warley RFC has a 25 year lease with effect from the 16th February 2011, expiring 15th February 2036. and Wednesbury RFC site has a 25 year lease with effect from the 15th October 2007, expiring 14th October 2032. Both clubs therefore currently have secured community use/tenure, however if either club were to pursue major capital investment, they would require a longer lease, which will be taken into consideration in the strategy document.

The second site that Warley RFC uses (St John's Rec) is through a licence agreement which is renewed each year. The site is actually in the ownership of a charitable trust and if the Club wished to develop the site in the future it would need to acquire a long term lease.

The remaining three pitches are all located at academy sites.

Pitch quality

The methodology for assessing rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. An overall quality based on both drainage and maintenance can then be generated:

The agreed rating for each pitch type also represents actions required to improve pitch quality. A breakdown of actions required based on the ratings can be seen below:

Table 4.2: Definition of maintenance categories

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

Table 4.3: Definition of drainage categories

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

Table 4.4: Quality ratings based on maintenance and drainage scores:

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

The table below shows the agreed quality ratings for each of the sites in Sandwell based on a combination of non-technical site assessment scores as well as user ratings:

Table 4.5: Site quality ratings

Site ID	Site name	Community use	Analysis area	Pitch type	Agreed rating	Quality rating	No. of pitches	Comments
96	Warley RFC	Yes	Oldbury	Senior	M2/D1	Good	1	Site is enclosed, and access is for the sole use of the Club. The site has no artificial drainage however natural drainage is cited as being adequate and maintenance is good, which therefore means that the overall pitch quality is good.
99	Wednesbury RFC	Yes	Wednesbury	Senior floodlit	M1/D0	Poor	2	There are two poor quality pitches at the Wednesbury site. One is a training pitch and one is a match pitch, both have poor drainage as they are built over a hard court. The Site is open and popular with dog walkers and casual users. At times there is evidence of glass and dog foul which has caused concern within the Club.
99	Wednesbury RFC	Yes	Wednesbury	Junior	M1/D0	Poor	2	
106	Wood Green Academy	Yes	Wednesbury	Senior	M1/D1	Standard	1	Pitch is over marked around the outside of a football pitch. There is some school use for rugby but it is mostly used for football. Maintenance is external and the pitch has new posts funded by the RFU.
73	RSA Academy	Yes-unused	Tipton	Senior	M2/D1	Good	1	The pitch is good quality as it is hardly used, even by the School. The Site is closed so there is no unofficial use and maintenance is carried out externally.
115	St. John's Rec	Yes-unused	Tipton	Senior	M1/D0	Poor	1	The second site of Warley RFC is of poor quality due to poor drainage. The pitch is also sloping.

Site ID	Site name	Community use	Analysis area	Pitch type	Agreed rating	Quality rating	No. of pitches	Comments
67	Q3 Academy	Yes- unused	West Bromwich	Senior	M1/D0	Poor	1	The pitch is marked around the outside of a football pitch. Although the pitch is flat and has good grass cover the drainage is poor. The Site is closed so there is no unofficial use
1	ACE Academy	No	Tipton	Senior	M1/D0	Poor	1	Poor quality pitch due to the drainage issues in certain areas. There is evidence of standing water. There is also a 9v9 football pitch marked within the rugby pitch.
105	Wodensborough Ormiston Academy	No	Wednesbury	Junior	M1/D1	Standard	1	The pitch is of standard quality with reasonably good drainage. The site is secured to prevent unofficial use. The School recently changed to academy status.

Ancillary facilities

Both clubs in Sandwell have access to changing room provision for home games; however, quality varies across sites.

The 2014 study identified that the Warley RFC changing facilities were in need of upgrading, with funding required in order to achieve this. Consultation with the club has indicated that this facility improvement has not been undertaken and therefore ancillary provision is still requiring investment.

The changing facilities at Wednesbury RFC are of good quality and are fit for purpose.

4.3: Demand

Demand for rugby pitches in Sandwell tends to fall within the categories of organised competitive play, organised training and casual use. There has been minor changes in demand between the 2014 study and 2018 refresh, with the overall number of senior teams reducing and the total number of junior and mini teams increasing.

Competitive play

Two rugby union clubs play in Sandwell providing a total of 13 teams.

Table 4.6: Summary of demand by analysis area

Club	Analysis area	Team type	Team play	No. of rugby union teams		
				Senior	Juniors	Mini
Warley RFC	Oldbury	1 st & 2nd	League	2	-	-
Warley RFC	Oldbury	Ladies	Training and non structured competition	1	-	-
Warley RFC	Oldbury	U16		-	0.5	-
Warley RFC	Oldbury	U13 Girls		-	0.5	-
Warley RFC	Oldbury	U12		-	-	0.5
TOTAL				3	1	0.5
Wednesbury RFC	Wednesbury	1 ST & 2nd	League	2	-	-
Wednesbury RFC	Wednesbury	Vets	Training and non structured competition	0.5	-	-
Wednesbury RFC	Wednesbury	U17		-	0.5	-
Wednesbury RFC	Wednesbury	U16		-	0.5	-
Wednesbury RFC	Wednesbury	U15		-	1	-
Wednesbury RFC	Wednesbury	U14		-	1	-
Wednesbury RFC	Wednesbury	U13		-	1	-
Wednesbury RFC	Wednesbury	U10		-	-	1
Wednesbury RFC	Wednesbury	Minis		-	-	1
TOTAL				2.5	4	2
SANDWELL TOTAL				5.5	5	2.5

Included in the number of teams are several friendly teams. Many of these teams play ad hoc matches and hence are noted here as 0.5 of a demand to indicate a lower demand than that of a team playing more regularly.

The women's team at Warley RFC is also playing friendlies but is trying to establish a squad that can join a league in the future.

The U17 team at Wednesbury RFC have established 'combined' teams with Barton Under Needwood RFC and is hence described as 0.5 of a team here. It is the same case with the U16s team which have combined from a team in Birmingham. These teams play regularly but only around half of their home matches at Wednesbury RFC.

Peak time access to senior rugby union pitches in Sandwell is Saturday afternoons. For the junior and mini teams the majority of play takes place on Sundays.

Training

Both clubs report that training takes place at their home ground. For Wednesbury RFC the majority of training takes place on a floodlit training pitch. The Club also has a small (7v7) AGP which can be used for some training, but no contact rugby union can take place on the pitch as it is not WR22 (World Rugby) compliant.

Warley RFC trains at the home ground but does not train on the match pitch. There is a small area next to the match pitch that has training floodlights. Like Wednesbury, the Club has a small AGP on site which is used for some aspects but again is not WR22 compliant. Ideally the Club would have a designated training area on site.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, where a team is already training but is unable to access a match pitch or where a league has a waiting list due to a lack of pitch provision, which in turn is hindering its growth.

Although there is no unmet demand from the clubs currently, if the friendly teams were to join a league there would be increased demand for pitches. In particular at Wednesbury RFC, due to the poor quality of the pitches, and low carrying capacity, unmet demand would become an issue if the Club continues to grow.

Casual usage

Where possible, casual usage has been identified and quantified in the comments column of the capacity Table 4.10. In Sandwell, casual use has been identified in the form of ad hoc fixtures, casual use, tag rugby sessions and school use.

Future demand

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

Table 4.7: Team generation rates

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	58,072	4.5	12904.9	59,864	4.6	0.1
Senior Women (19-45)	59,194	1	59194.	61,804	1.0	0.0
Juniors (13-18)	23,973	4	5993.25	24,292	4.1	0.1
Mini rugby mixed (7-12)	23,753	2.5	9501.2	29,007	3.1	0.6

As the table above shows, the future increase in population alone (TGRs) will not create enough demand for more teams. However, interventions from the RFU in Sandwell are likely to see an increase in the number of teams at both clubs.

The All Schools programme, which specifically targets the development of rugby union in schools, with a link to a club in the locality, has already seen the creation of a new junior team at Wednesbury and it is predicted that there will be further increases at both clubs. These increases in team numbers will lead to the need for more pitches in the future.

4.4: Capacity analysis

The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality, and therefore the capacity, of a pitch affect the playing experience and people's enjoyment of playing rugby. In extreme circumstances it can result in the inability of the pitch to cater for all or certain types of play during peak and off peak times. To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

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

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate. Capacity is based upon a basic assessment of the drainage system and

maintenance programme ascertained through a combination of the quality assessment and the club survey as follows:

Table 4.8: Pitch capacity (matches per week) based on quality assessments

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drain age	Natural Inadequate (D0)	0.5	1.5	2.0
	Natural Adequate or Pipe Drained (D1)	1.5	2.0	3.0
	Pipe and Slit Drained (D2)	1.75	2.5	3.25

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

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

Education sites

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

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

Table 4.9: School sites and adjusted capacity

Site ID	Type	Site name	Site capacity comments/actions
67	Secondary	Q3 Academy	Pitches available for community use and used. Capacity reduced by 0.5 to account for school use and poor drainage. Some additional spare capacity remains for community use.
73	Secondary	RSA Academy	One pitch available for community use but unused. Capacity only reduced by 1 as the pitch is hardly used by the School. Some additional spare capacity remains for community use.
106	Secondary	Wood Green Academy	Pitches available for community use and used but capacity reduced to 0.5 due to school use and because the pitch is over marked with, and used, for football.
1	Secondary	ACE Academy	Pitches are not available for community use due to poor quality.
105	Secondary	Wodensborough Ormiston Academy	Site recently changed to Academy status. Pitches not currently available for community use.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established. As detailed earlier, peak time access to senior rugby union pitches in Sandwell is Saturdays for senior rugby and Sundays for junior teams.

Table 4.10: Rugby union provision and level of community use

Site name	Security of tenure	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Match equivalent sessions ⁶ (per week)	Site capacity (sessions per week)	Capacity rating	Comments
Warley RFC	Secured	Oldbury	Senior	M2/D2 Good	1	3.5	3	-0.5	The 1 st & 2 nd teams play in a league (1 match equivalent). The vets, ladies and junior teams are all friendly teams, (1.5 match equivalents) account for play and training of these teams. There are also tag rugby and school tournaments played (1 match equivalent).
Wednesbury RFC – Match pitch	Secured	Wednesbury	Senior	M1/D0 Poor	1	2.5	1.5	-1.0	Club site used for 1 st & 2 nd team (1 match equivalent) and older friendly teams' averaging for matches (1.5 match equivalent).
Wednesbury RFC – training pitch	Secured	Wednesbury	Junior	M1/D0 Poor	1	3.25	1.5	-1.75	Training equates to (2 match equivalents). The second pitch is a training pitch only. Casual use has also been identified (1 match equivalent session). Plus, the intermittent use by the U16 and U17 teams for occasional training
Wood Green Academy	Unsecured	Wednesbury	Senior	M1/D1 Standard	1	1.0	1.5	0.5	The site is used by Wednesbury RFC as a second ground (1 match equivalents).
RSA Academy	Unsecured	Tipton	Senior	M2/D1 Good	1	No current use	2	2	Available for community use but is currently unused.

⁶ All youth play takes place on adult pitches and this has been added to calculate the total play on sites. Team equivalents for training sessions and casual use taking place on match pitches have also been added.

Site name	Security of tenure	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Match equivalent sessions ⁶ (per week)	Site capacity (sessions per week)	Capacity rating	Comments
St. John's Rec	Secured	Tipton	Senior	M1/D0 Poor	1	0.25	1.5	1.25	Leased to Warley RFC. Play is on an ad hoc basis when matches cannot be accommodated at the home ground.
Q3 Academy	Unsecured	West Bromwich	Senior	M1/D0 Poor	1	No current use	1.0	1.0	Available for community use but is currently unused.

All junior play takes place on adult pitches and this has been added to calculate the actual play on sites. Team equivalents for training sessions taking place on match pitches have also been added.

4.5: Supply and demand analysis

Spare capacity

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

Four sites show some spare capacity (totalling two match sessions per week on senior pitches). The extent of whether this is within the stated peak time is quantified below:

Table 4.11: Actual spare capacity

Site name	Analysis area	No. of pitches	Capacity rating	Pitches available in peak period Senior (Saturday)	Pitches available in peak period Junior (Sunday)	Comments
Wood Green Academy	Wednesbury	1	-0.5	0	1	No spare capacity at peak time for seniors but capacity for juniors.
St. John's Rec	Tipton	1	-1.25	1	1	Spare capacity at peak time for both senior and junior teams.
RSA Academy	Tipton	1	-2	1	1	Spare capacity at peak time for both senior and junior teams.
Q3 Academy	West Bromwich	1	-1.0	1	1	Spare capacity at peak time for both senior and junior teams.

At St John's Rec (leased to Warley RFC) there is also spare capacity, although the quality of the site is particularly poor, and any additional play is likely to further reduce quality, therefore there would need to be improvements to the pitch in order to accommodate more play.

RSA Academy is available for community use but currently unused and so has capacity for two matches each week. Q3 Academy has capacity for one match each week. At Wood Green Academy there is some (minimal) spare capacity for juniors.

Overplay

Pitches at both club sites are overplayed. Warley RFC is overplayed by 0.5 matches and the adult pitch on Wednesbury site is over played by a total of one match equivalent. The latter is offset to an extent by spare capacity on the junior pitch, however the presence of floodlights on the adult pitch mean that it is always likely to be used extensively for midweek

training, while it is the only floodlit provision in the study area. The Wednesbury pitches are of poor quality due to poor drainage which therefore greatly reduces the carrying capacity of the pitches.

4.6: Conclusions

Having considered supply and demand above, the table below identifies the overall spare capacity in each of the analysis areas, based on match equivalent sessions.

Table 4.12: Spare capacity of senior match equivalent sessions per week

Analysis area	Capacity ⁷	Demand (match equivalent sessions)				
	Actual spare capacity	Overplay	Unmet demand	Current balance	Future demand	Total
Rowley Regis	-	-	-	-	-	-
Oldbury	-	0.25	-	-0.5	1.5	-2
Smethwick	-	-	-	-	-	-
Tipton	3.25	-	-	3.25	-	3.25
West Bromwich	1	-	-	1	-	1
Wednesbury	0.5	2.75	-	-2.25	2.5	-4.75
SANDWELL	4.75	3	0	1.75	4	-2.25

Overall in Sandwell the table identifies that there will be a shortfall of two pitches in the future. Spare capacity will remain in both Tipton and West Bromwich as there is currently no demand for pitches in that area, nor is there any predicted demand in the future.

There is a shortfall of four pitches identified in the future in Wednesbury due to current poor pitch quality at the club site and also predicted future demand in growth, particularly from the All Schools programme.

There is also a predicted shortfall for the future in Oldbury of 2 match equivalents. The majority of this is based on future predicted growth of new teams and also the poor quality of the current pitches at St. John's Rec.

Scenarios

Increasing quality in Wednesbury

If the drainage, and therefore the quality of the pitches at Wednesbury RFC were improved from poor to standard the site capacity would increase to 2.5 match equivalents per week which would mean that the site is over played but only by 0.25 match equivalents per week. If both drainage and maintenance were improved to good quality (3.25 equivalents per week) there would be capacity for all current and future demand. Securing the site would prevent casual use and would also improve pitch quality.

The second scenario would be to upgrade just the training pitch to a match pitch and train offsite. There would then be capacity to accommodate current and future demand. Currently the second pitch is only used for training.

⁷ In match equivalent sessions

Accessing school sites

There is one good quality, secured, rugby pitch at RSA Academy. There are two potential options for the Site. It could be used by Warley RFC as a second site (instead of St John's) in order to accommodate future growth. Alternatively, it could be accessed by Wednesbury RFC as a second site to accommodate over play. It should be noted however that the Academy site may not be a feasible option for the clubs due to travel times and additional costs for pitch hire etc.

Rugby union summary

- In total, nine senior rugby union pitches are located across eight sites in Sandwell. Of these, seven pitches are available for community use.
- Both club sites are leased on long term agreements and use is therefore secured. If either club is to pursue major capital investment from the RFU or other public bodies, it is likely a longer lease length will be required in order to guarantee security of tenure for the clubs. Ancillary facilities at Warley RFC are poor and require refurbishment as a priority.
- The majority of pitches in Sandwell are assessed as poor (4 pitches) or standard (2 pitches) quality. At all of these sites maintenance could, and should, be improved.
- Two rugby union clubs play in Sandwell, providing a total of 13 teams. Seven of the 13 teams are currently operating as partial or friendly squads and only compete or training on an ad hoc basis alone.
- It is not anticipated that any future teams will be created from increases in population.
- It is however anticipated that through the RFU's All Schools Programme there will be one new junior team created at Wednesbury RFC next season with more teams at both clubs to follow in subsequent years.
- Wednesbury RFC is overplayed by 2.75 matches per week due to poor quality pitches. Warley RFC is overplayed by 0.5 matches per week due to the number of teams at the Site.
- There are shortfalls in Wednesbury (4.75 pitches) and Oldbury (2 pitches) for future demand.
- If both drainage and maintenance were improved to good quality at Wednesbury RFC there would be capacity for all current and future demand. Securing the site would prevent casual use and would also improve pitch quality.
- The club has identified that investment in ancillary provision, floodlighting and drainage is required to help the club grow in the future. The club also requires support in recruitment and retention of members, to allow the club to grow and attract a greater membership base. The site also requires additional security, to reduce issues from dog walkers and dog fouling, which currently causes issues for the club.
- The adult pitch at Wednesbury RFC is the only example of a floodlit grass pitch and is well used for training by a range of teams. If Warley RUFC is to grow in the future, access to floodlit training provision is likely to be required, either on site or nearby, RSA Academy could potentially be accessed as a second site if future demand requires it.

5 ARTIFICIAL GRASS PITCHES (AGP'S)

Introduction

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

AGP Use for Football and Rugby

In August 2015, the Football Association (FA) released their National Game Strategy for Participation and Development (2015 – 2019), which committed the organisation to invest £260 million into grassroots football over the next four years. The strategy has four key priorities, with the following of particular note for this chapter.

- ◀ Better Training and Playing Facilities – The FA has committed £48m to new and improved facilities through the Football Foundation. This includes the roll out of a new sustainable model for grassroots facilities in 30 cities through football hubs owned and operated by local communities. An ambition has also been stated to ensure that half of mini-soccer and youth matches are played on high-quality artificial grass pitches

The national strategy follows the FA's October 2014 announcements, stating its intentions to deliver 30 football hubs in cities across the country. The FA intends to increase the number of full size, publicly accessibility 3G AGP's to over 1,000 across England. It also intends to facilitate the delivery of more than 150 new club-owned and managed football hubs to support the delivery of FA, County FA and professional club youth development and coach education programmes. It also aims to ensure that at least 50% of all mini soccer and 9v9 matches are played on good quality 3G AGP's.

A key trend for football across the country is the contraction of adult affiliated clubs and the growth of more casual and informal forms of football, such as 5 and 7-a-side and organised evening 11-a-side, typically played on floodlit 3G pitches. This trend reflects the perceived reduction in free time across the UK and the reticence to commit to weekly football on a Saturday or Sunday afternoon.

The growth of demand and supply of 3G provision and the changing patterns of demand among grass roots footballers is key and will be addressed as an output of this study.

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

AGP Use for Hockey

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

Table 5.1: AGP type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (65mm with shock pad)	Rugby surface – must comply with IRB type 22 (WR22) Football surface
Rubber crumb	Long Pile 3G (55-60mm)	Preferred football surface
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football
Sand	Sand filled	Competitive hockey and football training
Sand	Sand dressed	Preferred hockey surface and suitable for football training
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

5.2 Current provision

The table below provides a list of the current supply of AGPs identified in Sandwell.

Table 5.2: AGPs in Sandwell

Site ID	Site name	Community use	Analysis area	Size	Pitch type
29	George Salter Academy	Yes	West Bromwich	Full Size	Medium Pile 3G (55-60mm)
34	Hadley Stadium (SLT)	Yes	Smethwick	Full Size	Medium Pile 3G (55-60mm)
60	Ormiston Forge Academy Main Site	Yes	Rowley Regis	Full Size	Sand Filled
61	Ormiston Sandwell Community Academy	Yes	Oldbury	Full Size	Sand Filled
73	RSA Academy	Yes	Tipton	Full Size	Medium Pile 3G (55-60mm)
74	Sandwell Academy	No*	Smethwick	Full Size	Medium Pile 3G (55-60mm)
116	Portway Lifestyle Centre	Yes	Oldbury	Full Size	Medium Pile 3G (55-60mm)

*Community use at Sandwell Academy is not formal as there is no community use agreement. However, the pitch is used occasionally for community use.

There are seven full sized AGPs in Sandwell. The table below identifies the analysis areas that the pitches are located in:

Table 5.3: AGPs by analysis area (full size only)

Analysis area	Medium Pile 3G (55-60mm)	Short Pile 3G (40mm)	Sand Filled/Dressed
Rowley Regis	-	-	1
Oldbury	1	-	1
Smethwick	2	-	-
Tipton	1	-	-
West Bromwich	1	-	-
Wednesbury	-	-	-
SANDWELL	5	-	2

The most common type of surface is medium pile 3G which there are five of in Sandwell. It is key to note the change in balance of AGP provision since the 2014 study, which identified only two 3G AGP facilities in Sandwell. Since the 2014 study, facilities at George Salter Academy, the Hadley Stadium and Sandwell Academy have been converted from sand-based to 3G.

As a result, the number of sand based (filled or dressed) AGP's in Sandwell has reduced to two full sized pitches.

The latest supply of AGP provision is shown by the map overleaf.

New provision/conversion

The Council aspires to further increase 3G AGP provision across the study area, to address concerns for grass football pitch provision and ensure all teams have the opportunity to train and play on high quality 3G provision.

As part of this objective, the Council are currently working with the FA, the Football Foundation and Sport England to explore the opportunity to invest in AGP facilities through the Parklife programme. This aim of this programme is to create a sustainable model for football facilities based around artificial grass pitches on hub sites. The fund will provide significant new investment into local, accessible facilities, with shared investment from the FA, Football Foundation, Sport England and Sandwell MBC.

A final decision as to whether the programme will go ahead in Sandwell is still to be made, with further detail and specific scenario testing included in the PPS strategy document.

If further investment into AGP provision is to be realised, it is anticipated that the ideal location for the north and south of Sandwell are Wednesbury and Oldbury respectively. This builds on the recommendations from the previous PPS and ensures that facilities will be centrally located and accessible to a high proportion of the population

5.4 Availability

Table 5.3 summarises the availability of AGPs for community use in Sandwell. In addition, it records the availability of provision within the peak period based on information given by the organisation during consultation. Sport England recommends an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00). This has been applied in conjunction with findings from consultation to provide a total number of hours available for community use per week during peak periods.

It should be noted that availability at George Salter Academy and Ormiston Sandwell Community Academy has increased significantly since the 2014 study, which is caused by the investment conditions stipulated for both pitches, following funding from the Football Foundation and Birmingham FA.

Table 5.4: AGP availability

Site ID	Site name	Analysis area	Availability for community use	Availability for community use in the peak period
29	George Salter Academy	West Bromwich	Mon-Fri 6-10pm Sat/Sun 9-6pm	38
34	Hadley Stadium (SLT)	Smethwick	Mon- Fri 5.30-10.30pm Sat/Sun 9-6pm	38
60	Ormiston Forge Academy Main Site	Rowley Regis	Sat/Sun 9-5pm	16
61	Ormiston Sandwell Community Academy	Oldbury	Mon-Fri 6-10pm Sat/Sun 9-6pm	38
73	RSA Academy	Tipton	Mon-Fri 6-10pm Weekend 9-5pm	29
74	Sandwell Academy	Smethwick	Mon-Fri 6-10pm Weekend 9-5pm	29

Site ID	Site name	Analysis area	Availability for community use	Availability for community use in the peak period
116	Portway Lifestyle Centre	Oldbury	Mon-Fri 5-10pm Sat/Sun 9-5pm	34

In the main, availability of provision in the peak period is generally good. Where there is provision on education sites, this is generally made available after school and at weekends although Ormiston Forge Academy is available for the least amount of time in the peak period. At Ormiston Forge this is due to the pitch not having floodlighting and therefore unavailable in the evenings.

The available hours for George Salter Academy and Hadley Stadium AGP provision has increased since the 2014 study, which is due to the conditions associated with the external investment into the sites, from the Football Foundation and Sport England.

5.5 Quality

All of the seven pitches in Sandwell are assessed as good quality, which illustrates the excellent level of AGP provision across the borough. This picture has changed since the 2014 study, as George Salter Academy, Hadley Stadium and Sandwell Academy have all been resurfaced.

For pitches to be able to cater for affiliated football match play, they must be accredited and shown on the FA 3G Pitch Register. The table below identifies the level of accreditation for each pitch across Sandwell.

Table 5.5: Summary of quality

Site name	Surface type	Floodlit	Quality	FA / FIFA Accredited for competitive play	Comments
George Salter Academy	Medium Pile 3G (55-60mm)	Y	Good	FA approved	The pitch was resurfaced in 2017 as a 3G facility, funded by the Football Foundation.
Hadley Stadium (SLT)	Medium Pile 3G (55-60mm)	Y	Good	FIFA approved	The pitch was resurfaced in 2016 as a 3G facility, 3 small sided 3G 5aside pitches were added.
Ormiston Forge Academy Main Site	Sand Dressed	N	Good	NA	Despite having no floodlighting, the pitch is good quality.
Ormiston Sandwell Community Academy	Sand Dressed	Y	Good	NA	Resurfaced in 2014 the pitch is good quality.
RSA Academy	Medium Pile 3G (55-60mm)	Y	Good	NA	The pitch was resurfaced (3G) in November 2013 and is good quality.
Sandwell Academy	Medium Pile 3G (55-60mm)	Y	Good	FA approved	The pitch was resurfaced in 2016 as a 3G facility.
Portway Lifestyle Centre	Medium Pile 3G (55-60mm)	Y	Good	FA approved	The pitch opened in 2013 and is of good quality.

The table also shows that Sandwell has 4 pitches which meet either FIFA or FA requirements for hosting competitive play.

5.6 Demand

Football demand

The Football Foundation model

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

The FF's long term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA Standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch type per hour from 5pm-10pm Mon-Fri and 9am-5pm Saturday & Sundays. It is estimated that one full size AGP can service 42 teams. On the basis there are 365 teams playing competitive football in Sandwell, there is a recommended need for nine full size 3G pitches, currently there are five.

In addition to the full size AGPs there are also a number of smaller sized pitches that help to accommodate demand. It is worth noting that at the Pulse Centre there is scope for additional 3G provision due to current infrastructure. These can be seen in the table below:

Table 5.6: Small-sided AGP audit

ID	Site name	Surface type	Floodlit	Quality	Quantity	Size
29	George Salter Academy	Medium Pile 3G (55-60mm)	Y	Good	1	Half
34	Hadley Stadium	Medium Pile 3G (55-60mm)	Y	Good	3	5v5
42	Jubilee Park	Sand based	Y	Standard	1	7v7
66	Pulse Soccer and Fitness	Short Pile 3G (40mm)	Y	Standard	1	9v9
66	Pulse Soccer and Fitness	Short Pile 3G (40mm)	Y	Standard	8	5v5
67	Q3 Academy	Short Pile 3G (40mm)	Y	Standard	1	Half
76	Sandwell Valley (KGV)	Sand based	Y	Standard	1	Half
96	Warley RFC	Medium Pile 3G (55-60mm)	Y	Good	1	Half
99	Wednesbury RFC	Medium Pile 3G (55-60mm)	Y	Standard	1	Half
113	St Michael's CE College	Sand based	Y	Good	1	Half

Future demand

The Sandwell Minor League is considering transferring mini soccer (U8 and U9) to 3G surfaces. Possible sites being considered are Portway Lifestyle Centre and RSA Academy. Through the proposed Parklife project, a significantly higher proportion of competitive league football would be transferred to 3G AGP provision, especially for mini and youth football. The Football Foundation aspires to utilise 3G AGP provision for the majority of 5v5, 7v7 and 9v9 affiliated football, as well as for 11v11 adult and youth demand where acceptable for clubs and players. The scenario analysis later in this section evaluates the potential impact of moving

mini and youth 9v9 football to 3G AGP provision, including how this would increase the future requirement for new 3G AGP facilities.

In order to calculate the future requirement for 3G AGP provision in Sandwell, the same FF model has been utilised, based on the assumption that one full size 3G AGP can service 42 teams. Taking into consideration the projected growth in team numbers of 29, across all age groups, the total projected number of teams at the end of this strategy is 394. When this is applied to the FA model, there is a requirement of 9.4 full sized 3G AGP's, which should be rounded to 10 to allow for a small comfort factor.

Given the local authority currently has 5 full size 3G AGP's this means that there is a future requirement for 5 additional 3G AGP's over the lifetime of the strategy.

Hockey demand

There are two hockey clubs that originate from Sandwell; Wednesbury Hockey Club and West Bromwich Hockey Club. Wednesbury HC has been displaced to Wolverhampton local authority and West Bromwich HC has been displaced to Walsall local authority.

Table 5.6: Summary of demand from/to Sandwell

Name of club	No. of competitive teams		
	Senior men	Senior women	Juniors
Wednesbury HC	4	-	1
West Bromwich HC	4	1	1
Old Halesonians HC	2	1	1
TOTAL	10	2	3

For hockey, peak time demand for competitive fixtures is Saturday. A floodlit pitch can accommodate four matches.

Local demand

Although three clubs have been identified as being originally based in Sandwell, there is now no local demand for hockey that is satisfied by facilities in Sandwell. All local demand is exported outside of the borough, as identified in the following section.

The only demand for hockey that is satisfied within Sandwell is the imported demand from Old Halesonians HC, explained in further detail in the imported demand section.

Exported demand

Following the resurfacing of the sand based pitch at RSA Academy to 3G, Wednesbury Hockey Club were displaced in 2013. The Club was displaced to Wolverhampton where it now plays at Willenhall E-Act Academy. Although the Club would like to play within Sandwell it reports that it now has good links with the Academy and would find it difficult to leave.

West Bromwich HC have also been displaced outside of the Borough, with all teams playing at Aston University. Consultation with the club indicates that the club moved outside of the borough following the re-surfacing of Sandwell Academy and George Salter Academy as 3G AGP provision. This led to the club losing members, however they now have a settled home ground at Aston University. The club would be reluctant to move back into the Sandwell local authority, unless a high quality and secure facility within an appropriate catchment are for the club's members could be found.

Imported demand

Two Old Halesonians teams play at Ormiston Forge Academy. The Dudley based Club predominantly uses King Edward VI Five Ways School, however uses Ormiston Forge Academy for 4th and 5th team games where required. There is no local demand for the pitch at Ormiston Forge from Sandwell clubs.

Future demand

Both Wednesbury Hockey Club and West Bromwich Hockey Club play outside of the local authority and have sufficient capacity at the home site if the club was to grow. Both clubs have expressed an interest in having their home ground in Sandwell in the future, however both clubs would need secure access to high quality sand-based AGP facilities, preferably with two pitches in a single site.

5.7 AGP Supply and demand analysis

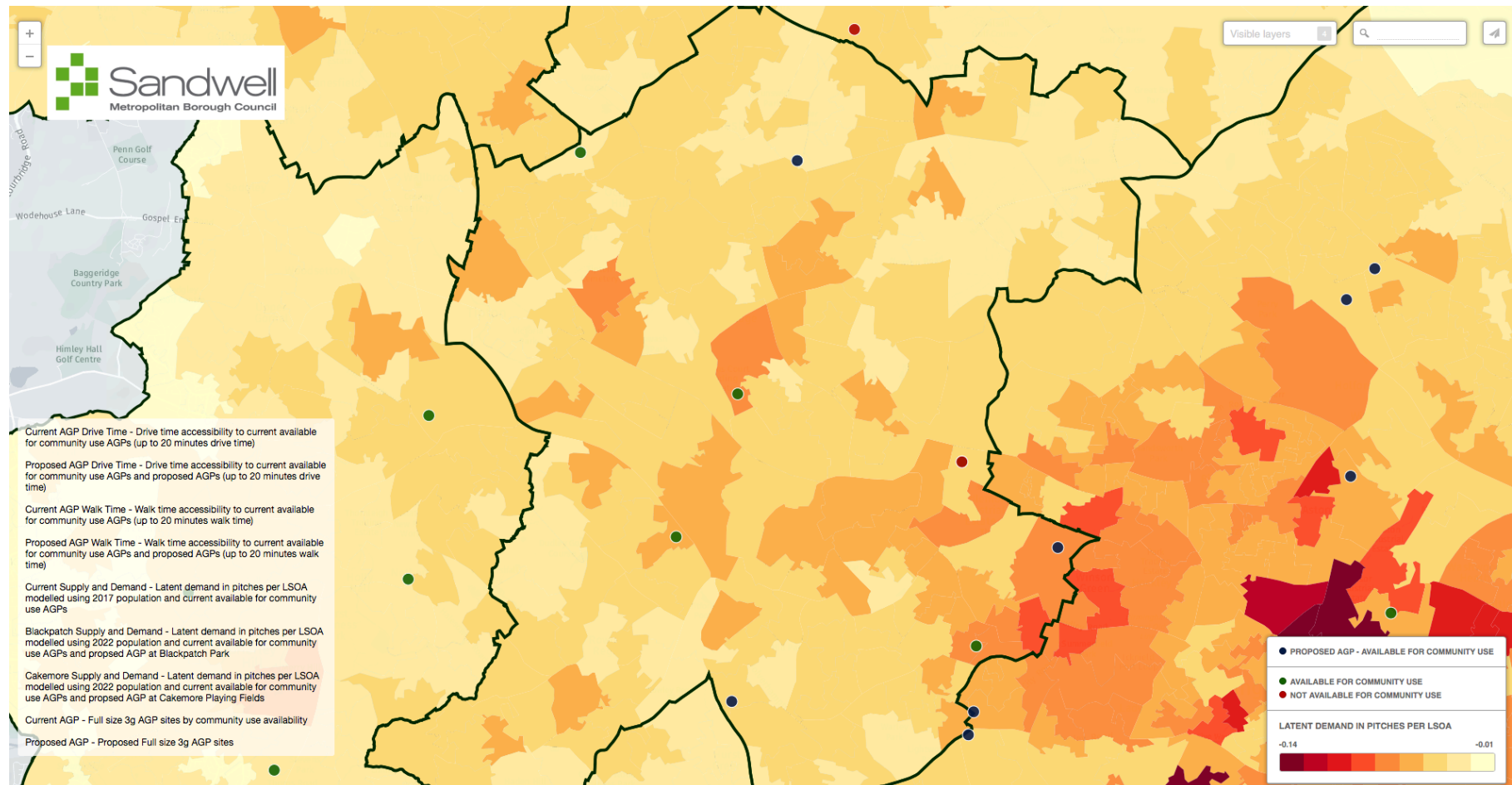
4global supply and demand analysis for 3G AGP provision

In order to evaluate whether there is a sufficient amount of high quality 3G AGP, accessible to Sandwell residents, supply and demand analysis has been undertaken for the local authority, in the context of the wider Black Country region.

The Figure below illustrates the supply and demand analysis for existing full sized 3G AGP's, based on the most up to date audit of supply and demand parameters consistent with those used in the Sport England FPM model.

Figure 5.2 illustrates that there is latent demand for 3G AGP provision across the Sandwell area, with the highest amount of latent demand in the north and south-east areas of the borough. It should be noted that this supply and demand analysis extends into the wider Black Country region, therefore the high level of latent demand in the south-west of the borough is influenced by the very high latent demand in the neighbouring Birmingham Local Authority.

Figure 5.2: Latent demand analysis for 3G AGP provision

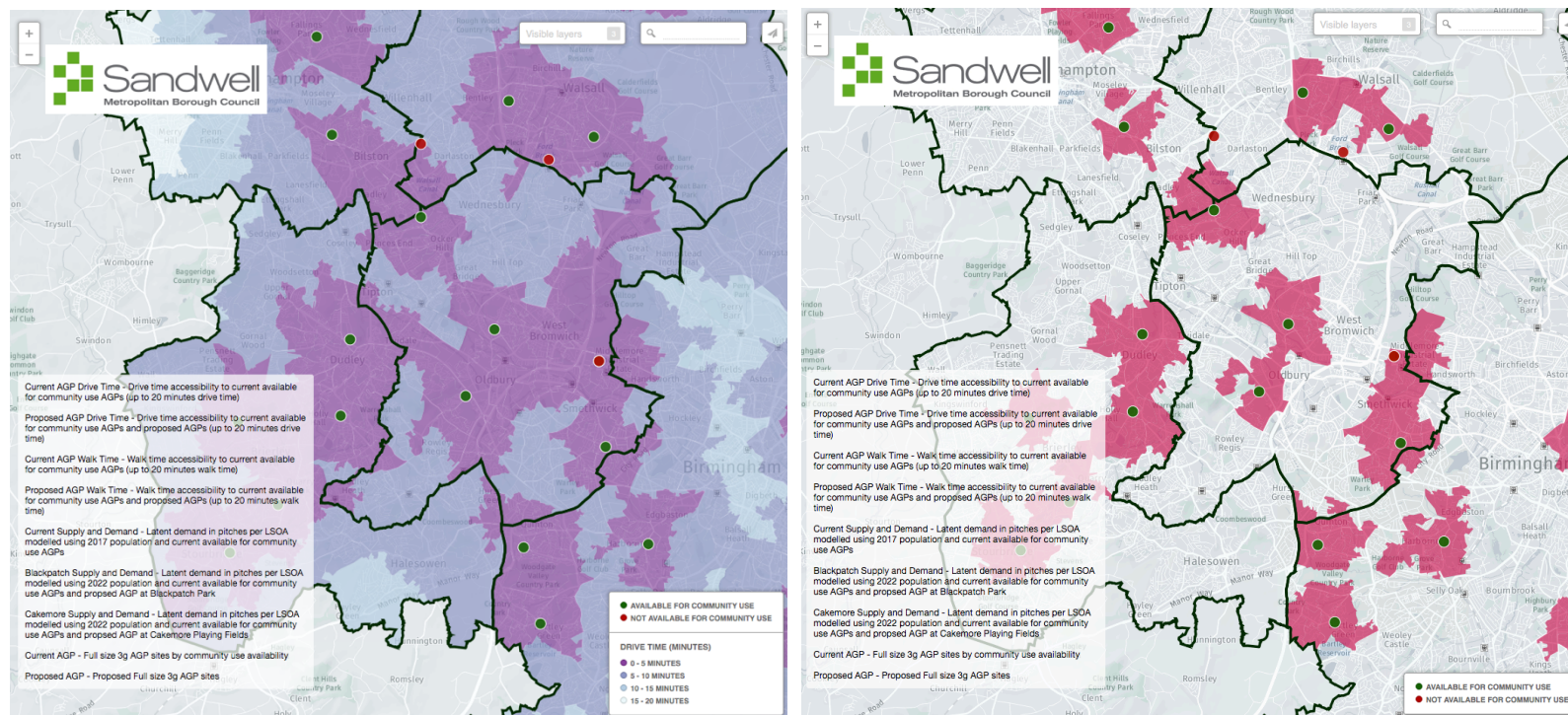


Accessibility analysis for 3G AGP provision

In addition to the supply and demand analysis undertaken for 3G AGP provision, Figure 5.3 below shows the accessibility of 3G AGP provision for residents across Sandwell.

Figure 5.3 illustrates that the majority of the local authority is within a 5 minute drive of a full size 3G AGP (left hand map), with the exception of the Wednesbury sub-area. The right-hand map shows walk time analysis (20 mins) and shows that while West Bromwich and Smethwick are well served, Wednesbury and Rowley Regis require further provision if the Council’s ambition of providing residents from across the local authority with access to high quality 3G AGP is to be realised.

Figure 5.3: Accessibility analysis for 3G AGP provision – Drive time (left) and walk time (right)



Supply and demand analysis for AGP provision

Hockey specific analysis

With the re-surfacing of three sand-based AGP's since the 2014 study, there is now a deficit of high-quality secured sand-based provision in Sandwell.

This has been demonstrated by the displacement of two major clubs (Wednesbury HC and West Bromwich HC) and the reduction in imported demand (Old Halesonians HC).

Although Ormiston Forge Academy and Ormiston Sandwell Community Academy have been identified as having spare capacity for hockey provision, access to these sites is not secured in the long-term and therefore hockey clubs are unlikely to come back to the borough in order to utilise these pitches.

Table 5.8: Hockey Supply and Demand analysis

Name of club	No. of competitive teams			Weekly Demand		Supply and demand balance (pitches)
	Senior men	Senior women	Juniors	Match slots required (Sat)	Match slots required (Sun)	
Wednesbury HC	4	-	1	2	1	0.5 full size sand-based AGP
West Bromwich HC	4	1	1	2.5	1	0.5 full size sand-based AGP
Old Halesonians HC	2	1	1	1	1	0.25 full size sand-based AGP
TOTAL	10	2	3	5.5	3	1.25

Based on the sizes of the clubs that have been displaced, if there is an aspiration to create facilities within Sandwell that can be used by the two displaced clubs, there is a deficit of 1.25 high quality sand-based AGP sites in Sandwell. This is based on an assumption that should a facility become available, Wednesbury HC and West Bromwich HC would share a ground and extend push-back times to accommodate the greater amount of demand.

Although the two clubs do not have a particularly collaborative relationship and are unlikely to support a ground share initially, if hockey is to be brought back into the local authority, the most likely solution is to provide high-quality hockey specific provision that can be shared by a number of clubs.

Multi-sport (football and hockey) analysis

Table 5.9 overleaf provides a supply and demand summary for all full sized AGP provision across the local authority, combining both 3G and sand-based AGP facilities.

Table 5.9: AGP Supply and demand analysis table

ID	Site name	Analysis area	Surface type	Floodlit	Quality	Hours available in peak period	Capacity rating	Comments
29	George Salter Academy	West Bromwich	Medium Pile 3G	Y	Good	36		This site has benefited from significant recent investment in the site and has re-surfaced the sand-based facility to a 3G AGP that is now on the FA Pitch Register. Consultation with the academy indicates that there is no spare capacity during the peak period for additional use.
34	Hadley Stadium (SLT)	Smethwick	Medium Pile 3G	Y	Good	38		This site is a high quality facility used by a variety of clubs, as well as West Bromwich Albion FA, the Benson Community Programme and a number of other community programmes. Consultation indicated that there is small amount of spare capacity on the small sided 3G AGP's especially at weekends.
60	Ormiston Forge Academy Main Site	Rowley Regis	Sand Dressed	N	Good	16		Use at the Site is restricted to weekends only as there are no floodlights at the Site. The site is used for matches and training by Old Halesonians HC (imported demand). The pitch is at capacity on Saturdays. There is some spare capacity on Sundays for matches/training.
61	Ormiston Sandwell Community Academy	Oldbury	Sand Dressed	Y	Good	38		The pitch is used for a limited amount of football demand but has spare capacity in the peak period, which could be utilised for community use hockey demand.
74	Sandwell Academy	Smethwick	Medium Pile 3G	Y	Standard	-		Despite the Academy stating that there is no community use at the Site, clubs report using the pitch on a weekly basis. Sporting Albion uses the Site three nights per week for training. West Bromwich Hockey Club also uses the Site one night per week for training and Saturdays for fixtures. The site is also used for a small amount of hockey training by West Bromwich HC, although this is not ideal as the surface is not appropriate for hockey.
73	RSA Academy	Tipton	Medium Pile 3G	Y	Good	29		The only spare capacity in week day peak time is Monday 8-9pm. All use is football use. The pitch is also used at the weekend with some spare capacity.
116	Portway Lifestyle Centre	Oldbury	Medium Pile 3G	Y	Good	34		A number of teams use the pitch for training but there is still some capacity at peak time.

Scenario Testing

Improving pitch quality is one way to increase the capacity at sites. Given the cost of doing such work and the continued maintenance required (and associated costs) alternatives need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of AGPs for competitive matches and this is something that the FA is supporting, particularly for mini football.

It should be noted that the calculations below are simply scenarios, and do not replace the calculation summarised in the previous supply and demand model. Scenario testing serves to test the potential impact, should Sandwell MBC and key stakeholders choose to make strategic changes regarding the future provision of 3G AGP's.

Scenario 1: *How many AGPs would be required if all 5v5, 7v7 and 9v9 teams were moved to 3G?*

As identified previously in the document, the Football Foundation, Sport England and the Council are currently exploring investing in 3G AGP provision as part of the Parklife programme. Parklife is a national investment programme that aims to reduce the reliance on grass pitch provision and improve the overall experience for young football players, by increasing the amount of football that takes place on artificial grass pitches.

To do this, the Parklife team has modelled a future scenario for **matchplay**, which assumes that all 5v5, 7v5 and 9v9 mini and youth football that currently takes place on local authority owned grass pitch provision is moved onto 3G AGP provision, which is made available through the Parklife programme at multi-pitch hub sites.

Table 5.10 and 5.11 below and overleaf show the output of this scenario testing for current and future demand, based on the same demand data that has been used as an input to this PPS.

Table 5.10: New 3G AGP's required to meet demand for Scenario 1 – CURRENT DEMAND

Peak demand	Format	Peak usage - units required for mini soccer & 9v9	3G pitches required
ZONE 1 North			
Sun AM	5v5 7v7 9v9	80	2.0
Sun PM	11v11 youth		
Sun AM	11v11 adult		
ZONE 2 South			
Sun AM	5v5 7v7 9v9	56	1.0
Sun AM	11v11 youth		
Sun AM	11v11 adult		

Table 5.11: New 3G AGP's required to meet demand for Scenario 1 – FUTURE DEMAND

Peak Demand	Format	No. of In-Scope matches at PEAK TIME			3G units per match	Total units required for mini soccer & 9v9	3G pitches required
		Currently	Additional in 5 yrs - assume all are at Peak Time	Total			
ZONE 1 North							
Sun AM	5v5	2.0	4.0	6.0	4	16	3.0
	7v7	4.0	3.0	7.0	8	24	
	9v9	4.0	2.0	6.0	10	20	
Sun PM	11v11 youth	4.0		4.0			
Sun AM	11v11 adult	17.0		17.0			
				40.0			3.0
ZONE 2 South							
Sun AM	5v5	1.0	3.0	4.0	4	12	2.0
	7v7	4.0	4.0	8.0	8	32	
	9v9	2.0	1.0	3.0	10	10	
Sun AM	11v11 youth	2.0		2.0			
Sun AM	11v11 adult	13.0		13.0			
				30.0			2.0

Table 5.10 illustrates that a total of 3 additional pitches are currently needed to meet matchplay demand, if all mini 5v5, youth 7v7 and youth 9v9 is moved from existing local authority grass pitches to 3G AGP provision.

When the same methodology is used to calculate the future requirement for Scenario 1, including the additional projected teams at mini and youth 7v7 age groups, the total need for new 3G AGP provision increases to 5 full sized 3G AGP by the end of the strategy.

It should be noted that while the process for modelling current and future need in Scenario 1 is slightly different to that explained in the body of the report, the output of the future need calculation returns the same figure of 5 new full sized 3G AGP's over the lifetime of the strategy. As a result, this will form the basis of future planning and strategy work across the study area.

While this scenario models need within two specific 'areas' (North and South), the strategy document will provide greater detail on the spatial requirements for 3G AGP provision and how Parklife, if it goes ahead, can best meet the current and future need of local residents.

AGP Summary

- There are seven full sized AGPs in Sandwell with five being 3G and two sand based.
- Where there is provision on education sites, this is generally made available after school and at weekends although Ormiston Forge Academy is available for the least amount of time in the peak period as it is not floodlit.
- All of the seven pitches in Sandwell are assessed as good quality, with three of the 3G AGP facilities being installed in the last three year.
- 44% of football clubs responding to the survey express additional demand for training facilities. Of these two thirds specified 3G pitches as a requirement. However, cost was also an inhibiting factor to accessing 3G provision.
- With the re-surfacing of Sandwell Academy and George Salter Academy, both West Bromwich HC and Wednesbury HC have been displaced out of the Borough.
- There is a deficit of provision for hockey-appropriate AGP provision in Sandwell and if there is an aspiration for clubs to move back into the borough, additional provision is required, with appropriate levels of security of use.
- The Football Foundation estimates that one full size AGP can service 42 teams. On the basis there are 365 teams playing competitive football in Sandwell, there is a recommended need for **nine full size 3G pitches**. There are currently 5 in the local authority, demonstrating a need for an **additional 4 full size pitches**
- If future predicted growth in football demand is to be considered, the projected total requirement will be for **10 full sized 3G AGP pitches, or an additional 5 full size pitches by the end of the strategy**

6 OTHER SPORTS

6.1: Golf

Current provision

There are five golf clubs in Sandwell, four of which are private member clubs and one is a municipal golf course operated by Sandwell Leisure Trust. Hilltop Golf Club sits just outside of the Sandwell MBC border, in the Birmingham local authority, therefore it has not been included in this analysis. All currently active sites are shown in Figure 6.1.1

Table 6.1: Current provision in the Area

Site ID	Course	Course size	Location	Access
123	Brandhall Golf Club	18 holes	Oldbury	Membership and pay & play
124	Dartmouth Golf Club	9 holes	West Bromwich	Membership and pay & play
125	Dudley Golf Club	18 holes	Rowley Regis	Membership and pay & play
126	Sandwell Park Golf Club	18 holes	West Bromwich	Membership and pay & play
127	Warley Woods Golf Club	9 holes	Smethwick	Membership and pay & play

Brandhall Golf Course

Brandhall Golf Course is the only municipal golf course within Sandwell and is located in Oldbury. The 18 hole course is available for pay and play, although there are numerous memberships available offering unlimited golf at certain times. Given the affordability of green fees and membership, the course provides an excellent entry-level facility for golf participants.

The course is not currently financially sustainable and consultation with the Council has identified that the course is in a poor condition. For the course to be returned to a quality level that encourages a growth of participation, the facility requires significant capital and operational investment into course design and maintenance.

Dartmouth Golf Club

Dartmouth is a private golf club and a community amateur sports club (CASC) located in West Bromwich. Despite only having nine holes, the course has 18 different tees providing two different loops of nine holes. Although the course is available for pay and play, the Club has various membership options available and is currently offering a one-month taster membership in an attempt to increase membership.

Dudley Golf Club

Located in Rowley Regis, Dudley Golf Club is a private 18-hole golf course that is also available for pay and play. The course is owned by the Club which is also responsible for all maintenance of the course. The Club report that the course is average quality, although quality has improved slightly since last year due to ongoing improvements to drainage. Nevertheless, the Club reports that further improvements are required as the course is often closed during wet weather, particularly during the winter months. In addition, there are public rights of way running through the course resulting in dog walkers and the riding of bicycles across the course. This has, therefore, resulted in the removal and breakage of flags as well as damage to the greens.

The Club rent a field adjacent to the course to provide practice facilities for members, but the professional has an indoor academy offering golf instruction. The clubhouse is also owned by the Club and has showers and toilet facilities with disabled access. The club has recently sold land from the course and will be using the revenue from housing development to re-invest in the site.

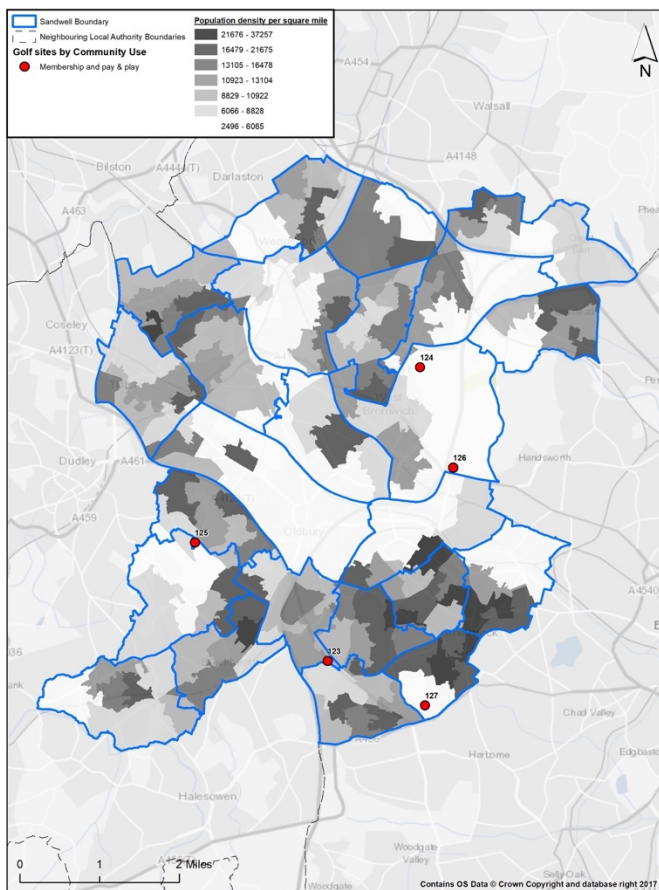
Sandwell Park Golf Club

Sandwell Park Golf Club is located in West Bromwich and is a private members club with pay and play access. The 18 hole course is owned by the Club which is also responsible for course maintenance. The Club report that the course is good quality following significant investment in recent years to improve drainage and the quality of the greens. Nevertheless, heavy rainfall continues to have adverse effect on the overall condition of the course and further investment in drainage is required in the future. It also reports that there are public rights of way running through the course that has led to damage to the greens and the theft of course equipment and signage. The clubhouse, comprising of changing provision including showers and toilets with disabled access, is also owned the Club and a clubhouse refurbishment is planned in the near future.

Warley Woods Golf Club

Warley Woods Golf Club is based at Warley Woods Golf Course and currently has approximately 150 members. Membership is £50 per year which entitles members to a discounted green fee throughout the year. Managed by Warley Woods Community Trust, the 9 hole course, located within Warley Woods Park in Smethwick, is also available for pay and play.

Figure 6.1.1: Golf course location in Sandwell.



Demand

All five clubs were invited to participate in the research via user survey and where responses were received, they are summarised below. Table 6.2 also summarises the latest possible affiliation data, provided by England Golf.

Table 6.2 illustrates the decline in affiliated members across Sandwell, with only Warley Woods Golf Club having a greater number of members in 2016 than it did in 2014. The largest decline is shown to be Brandhall Golf Club, with only 89 members affiliated in 2016.

While there is an overall decline over the three years where data is available, most clubs have increased in membership from 2015 to 2016, identifying an improvement in demand for the most recent dataset.

Table 6.2: Affiliation data for Sandwell golf clubs

Site ID	Course	Affiliated Members		
		2014	2015	2016
123	Brandhall Golf Club	190	177	89
124	Dartmouth Golf Club	120	107	101
125	Dudley Golf Club	320	265	271
126	Sandwell Park Golf Club	472	397	432
127	Warley Woods Golf Club	105	100	119
	Total	1207	1046	1012

Dudley Golf Club

The Club currently has 290 playing members and 141 social members. Membership has decreased in recent years with the course closure during wet weather a possible explanation offered by the Club. Nevertheless, it hopes to increase membership by 20% across all categories in future years.

Sandwell Park Golf Club

Club membership, currently sits at 474, is very male dominated (92%) and, as such, it hopes to increase both female and junior membership in the future.

Future demand

England Golf is working hard to help golf clubs promote their offers and increase membership. As well as the recently refreshed national Get Into Golf initiative, England Golf offers a comprehensive Club Support package which can help clubs on a range of different topics including business planning, retention, and customer service to name a few. A large number of clubs are seeing some real benefit from working with England Golf and are showing signs of growth. With just under 40% of clubs showing an increase in member numbers over the last two years this is being reflected in the stabilisation of membership numbers nationally.

Market segmentation carried out by England Golf has indicated that nationally, 24% of adults are potential players, which is made up of 9% current, 7% lapsed and 7% latent players, amounting to circa 9.6 million people in total.

Within these groups, England Golf have released a more detailed segmentation analysis, with potential or current players split into one of the following 9 profiles.

- ◀ Relaxed members
- ◀ Older traditionalists
- ◀ Younger traditionalists
- ◀ Younger fanatics
- ◀ Younger actives
- ◀ Late enthusiasts
- ◀ Occasional time pressed
- ◀ Social couples
- ◀ Casual fun

In addition to this analysis, The R&A, which engages and supports activities undertaken for the benefit of the sport of golf, has recently released results from a study that demonstrate the recent increase in demand short-course golf, which is driven by the change in behavioural tendencies (less time) for golfers across the UK. The study identified the following key findings:

- ◀ England Golf has reported a 50% increase in nine hole competitive scores returned between 2014 and 2017 (70,127 to 105,254). Between 2016 and 2017, competitive nine hole club rounds by males increased by 17% (50,667 to 59,336) and 6% by females (43,314 to 45,918)
- ◀ In Ireland, from 2016 to 2017, competitive nine hole club rounds by women and girls increased by 64% (18,753 to 30,803) and by over 200% by men and boys (2,370 to 7,250)
- ◀ Wales Golf has reported a 28% increase in nine hole competitive scores returned between 2016 and 2017 (12,201 to 15,671)
- ◀ Scottish Golf has reported a 30% increase in nine hole competitive scores returned between 2016 and 2017 (30,021 to 39,107).

The potential role of 9 hole golf at courses across the study area should not be overlooked and it is recommended that this is considered as part of future needs assessment work commissioned by the Council.

Supply and demand conclusions

- ◀ There is no additional demand for golf in Sandwell and all future demand can be accommodated on the current supply. The map above shows that all residents in Sandwell are serviced by at least one golf course within a twenty-minute drive time. In addition, all courses offer pay and play golf which means that all are accessible to non-members and this should not be an inhibiting factor
- ◀ England Golf has undertaken a specific demand analysis for Sandwell MBC, which provides an estimate of total demand across the local authority. This analysis is as an attached to the appendix to this study. As part of this analysis and subsequent consultation, England Golf has stated the importance of protecting existing provision where possible across Sandwell
- ◀ Brandhall Golf Course has been identified as being unsustainable, given the existing level of membership and participation. Prior to any decision regarding the future of Brandhall Golf Course, it is recommended that a further options appraisal is undertaken, to provide future management and investment options for the site, as well as undertaking more detailed supply and demand analysis
- ◀ Following the completion of this strategy refresh, Sandwell MBC intends to commission a detailed needs assessment and options appraisal for Golf facility provision across the local authority. This piece of work will provide a robust set of recommendations and associated evidence base for future golf provision in the study area.

Golf summary

- There are five golf clubs in Sandwell, four of which are private member clubs and one is a municipal golf course operated by Sandwell Leisure Trust.
- All five golf courses located within Sandwell are available for play and play.
- Of the two clubs who responded to our survey, Dudley Golf Club and Sandwell Park Golf Club both have plans to increase membership in the future and, as such, neither reports a waiting list.
- Both Dudley Golf Club and Sandwell Park Golf Club report that investment to improve drainage is required in the future if course quality is to improve.
- All Sandwell residents are serviced by a golf course within a 20-minute drive time. There is spare capacity at all courses for current demand and furthermore any future demand.
- A further detailed options appraisal is required to identify the potential management and investment options for Brandhall Golf Course. The facility is currently not financially sustainable and membership is in decline, however the facility does provide a low-cost option for non-member golfers, which is key to the future of the sport although not necessarily through an 18 hole golf course.

6.2: Tennis

Supply

The vast majority of tennis courts in Sandwell are located on either education or Council owned land. Indeed, of the 66 tennis courts identified in the audit, 41 are located at educational sites and 13 within parks. The majority of courts are macadam surfaces, although there are also two tennis courts marked on the artificial pitch at Sandwell Valley.

There are two private tennis clubs located within Sandwell; Old Hill Tennis Club and Wednesbury Sports Union. In addition, there are courts located at Tipton Sports Academy that are operated by Sandwell Leisure Trust.

Please note that there may also be additional courts located at schools which did not respond to the survey.

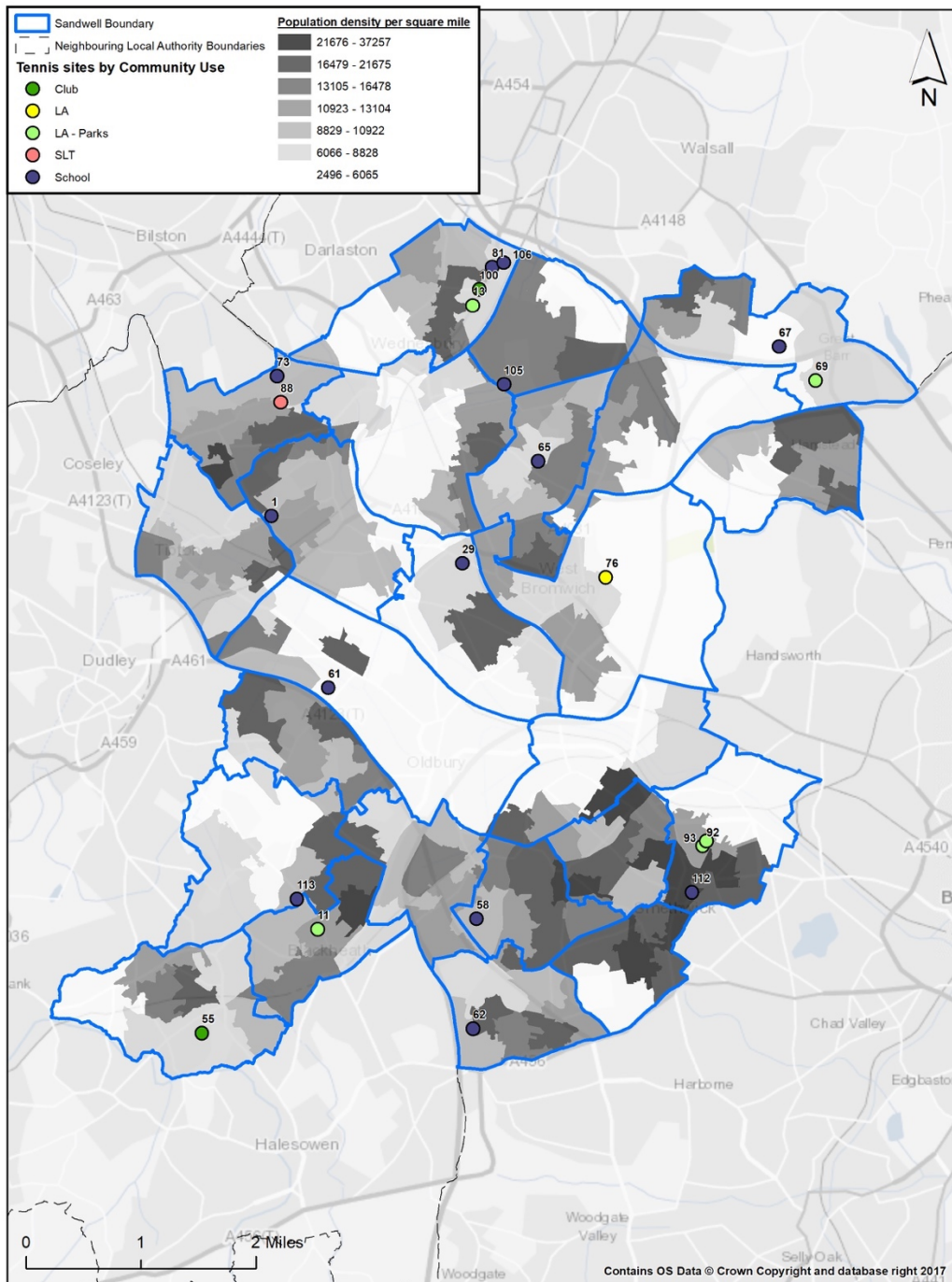
As shown in 6.2.1 below, the general quality of tennis local authority owned tennis provision is standard, however consultation has indicated that this has worsened since the previous PPS. To address this, Sandwell MBC are working with the Lawn Tennis Association (LTA) and hope to apply for funding and support through the **Transforming British Tennis Together** programme, which could lead to facility investment from the LTA, focusing on the improvement of LA-owned sites.

Table 6.2.1: Summary of tennis courts in Sandwell

Site ID	Site name	Analysis area	No. of courts	Quality	Ownership
1	Alexandra High School & Sixth Form Centre	Tipton	3	Good	School
11	Britannia Park	Rowley Regis	2	Standard	LA - Parks
13	Brunswick Park	Wednesbury	4	Standard	LA - Parks
29	George Salter Academy	West Bromwich	4	Good	School
55	Old Hill Cricket and Tennis Club	Rowley Regis	4	Good	Club
58	Oldbury Academy (Upper Site)	Oldbury	3	Good	School
61	Ormiston Sandwell Community Academy	Oldbury	3	Good	School
62	Perryfields High School	Oldbury	2	Standard	School
65	Phoenix Collegiate (South Campus)	West Bromwich	5	Good	School
67	Q3 Academy	West Bromwich	3	Good	School
69	Redhouse Park	West Bromwich	5	Standard	LA - Parks
73	RSA Academy	Tipton	3	Good	School
76	Sandwell Valley	West Bromwich	2	Standard	LA
81	Stuart Bathurst B.C. High School	Wednesbury	2	Good	School
88	Tipton Sports Academy	Tipton	4	Good	SLT
92	Victoria Park	Tipton	1	Standard	LA - Parks
93	Victoria Park (Smethwick)	Smethwick	1	Standard	LA - Parks
100	Wednesbury Sports Union	Wednesbury	4	Poor	Club

Site ID	Site name	Analysis area	No. of courts	Quality	Ownership
105	Wodensborough Community Technology College	Wednesbury	3	Good	School
106	Wood Green Academy	Wednesbury	2	Good	School
112	The Collegiate Academy Trust	Smethwick	3	Good	School
113	St Michael's CE College	Rowley Regis	5	Good	School

Figure 6.2.1: Tennis court distribution by community use in Sandwell



Quality

Quality assessments were carried out for tennis courts based on a non-pitch non-technical form designed to look at aspects such as surface quality, floodlights, nets, line marking, etc. A percentage score was then converted into a three tier rating of good, standard or poor. Of the 66 tennis courts identified in the audit, 45 are rated as good quality, with the remaining 21 rated as standard quality. With regard to the two tennis clubs, Old Hill Cricket and Tennis Club has four outdoor courts rated as good quality and Wednesbury Tennis Club has four outdoor courts rated as poor quality. In addition, there are four outdoor courts rated as good quality located at Tipton Sports Academy.

Old Hill Tennis Club has four macadam courts, two of which are floodlit and leased from Old Hill Cricket Ground Trust at a cost of £16 per annum per member. The courts are not available for pay and play and the number of courts available is sufficient to meet the Club's demand. The Club report that the facility as a whole is good, although the quality of the courts is adequate. As a result, it plans to resurface the courts in three to four years' time, although funding has yet to be secured. There has, however, been significant investment in the car parking facilities following a successful funding application from the 'Places People Play' initiative. Indeed, £35,000 was invested to enlarge and subsequently resurface the car park.

Wednesbury Tennis Club's four macadam courts at the club are leased by Wednesbury Cricket Club from Sandwell MBC. As such, Wednesbury Tennis Club is responsible for court maintenance and the courts are not available for pay and play. Notwithstanding the non-technical site assessment, the Club report that the courts are 'rapidly deteriorating' and are in 'urgent need of resurfacing'. A previous application to the Sport England Inspired Facilities Fund to resurface the courts was unsuccessful. As a result, the Club plans to apply for planning permission for the installation of floodlights and if successful, will apply for a Football Foundation grant to convert the courts to create a multi-sports area with an artificial playing surface. This will enable the courts to be used all year round by the tennis club as well as other Sports Union clubs including football, hockey and cricket. As an alternative, however, the Club also reports the possibility of trying to acquire funding to resurface the courts with porous macadam. The club is aware of the funding opportunities that may be available via the LTA's Transforming British Tennis Together programme and has is keen to work with Sandwell Council and local partners in the development of an application.

Availability

All Council parks courts are free to use and are open access. The courts at Tipton Sports Academy are also available on a pay and play basis for casual use. Only courts located at private club sites are used by clubs. Although courts located at school sites are assessed as good quality, these are unavailable for community use. This tends to be due to a lack of demand, in relation to location and standard of the courts for club use.

Demand

Of the two tennis clubs located within Sandwell, both responded to the 2014 survey, with key points identified below:

Old Hill Tennis Club currently has 30 senior members and 20 junior members. The Club report that there were a total of 64 members the previous year and, as such, both senior and junior membership has decreased in recent years. Indeed, free coaching for all junior members stopped following the departure of the Club's coaches and the Club suggest that this has had

a negative impact upon junior membership. Nevertheless, it hopes to increase membership across all ages with capacity available at the Club to accommodate any increase in membership. It has four ladies teams and three mens teams, all of which compete in various Hereford and Staffordshire tennis leagues throughout the year.

Wednesbury Tennis Club membership currently stands at 20 juniors and 30 seniors. The Club report that senior membership has remained static in recent years but junior membership has increased. It hopes to increase membership over the coming years to 80 (40 senior and 40 junior) and reports that any increase in membership will be accommodated at the current site. It has four senior teams participating in both the Staffordshire Tennis League and Walsall Tennis League.

Informal usage

Following events such as Wimbledon demand has increased for pay and play. The LTA reports that it is difficult to measure casual use as some courts are available for free but highlights that courts are generally busy throughout the summer months. However, comprehensive research in the eight LTA pilot areas nationally has shown that 53% of people playing tennis once per week does so at public court facilities (pay and play). As shown in the Active People Survey, participation in tennis has a seasonal peak in the summer, which is particularly pronounced amongst non-club and occasional players.

Further research carried out by the LTA suggests that many more people would play tennis if they knew where courts were located, particularly council courts, and its belief is that better promotion would increase demand.

Tennis summary

- There are 66 tennis courts identified within Sandwell, 13 of which are parks tennis courts.
- Old Hill Tennis Club report that the quality of the courts is adequate and the Club plans to resurface the courts in three to four years' time.
- Wednesbury Tennis Club report that the courts at Wednesbury Sports Union are in 'urgent need of resurfacing'.
- Council parks courts are free to use and are open access. The courts at Tipton Sports Academy are also available on a pay and play basis for casual use.
- Although courts located at school sites are assessed as good quality, these are unavailable for community use. This tends to be due to a lack of demand, in relation to location and standard of the courts for club use.
- Sandwell MBC are hoping to apply for funding and support as part of the Transforming British Tennis Together programme. If successful, this funding initiative will focus on the improvement and long-term sustainability of local authority-owned tennis facilities across the Borough.

6.3: Netball

There are four main netball clubs servicing the Sandwell area; Grasshoppers, Midrange, OCOS Oldbury and West Bromwich. Each club has both junior and senior sections. These clubs are all CAPS accredited.

Sandwell is seen to have a very active and passionate base for netball participation and is recognised by England Netball as a 'heartland' of the sport. This high level of participation includes contribution to the 1,000+ netballers a week playing in the Walsall Netball League

There are also a number of adult teams competing in the Walsall and District League. Of the 85 teams in the league, 12 teams from Sandwell compete in the Saturday section and 21 teams compete in the Mid-week section. This is a winter, central venue league based at Phoenix Collegiate North. Consultation with England Netball has indicated that as part of the new development at Phoenix Colleague, 6 floodlit outdoor netball courts are being built at the south site campus to allow League netball to move in Winter 2018. It's likely that 4 will be ready by September and 2 further courts later in the season.

There is also a summer league (the Dudley League) operating from the same venue. The League is mid-week; Monday/Tuesdays and currently has 63 teams competing from across Dudley and Sandwell.

There are 58 netball courts identified within Sandwell. The majority of the courts are located on education sites. As the majority of schools are now academies the quality of courts is good as many are newly built. Please note that there may also be additional courts located at schools which did not respond to the survey. Currently however, only the courts at Phoenix Collegiate North (Pulse Soccer) are used as the six courts are sufficient to meet demand.

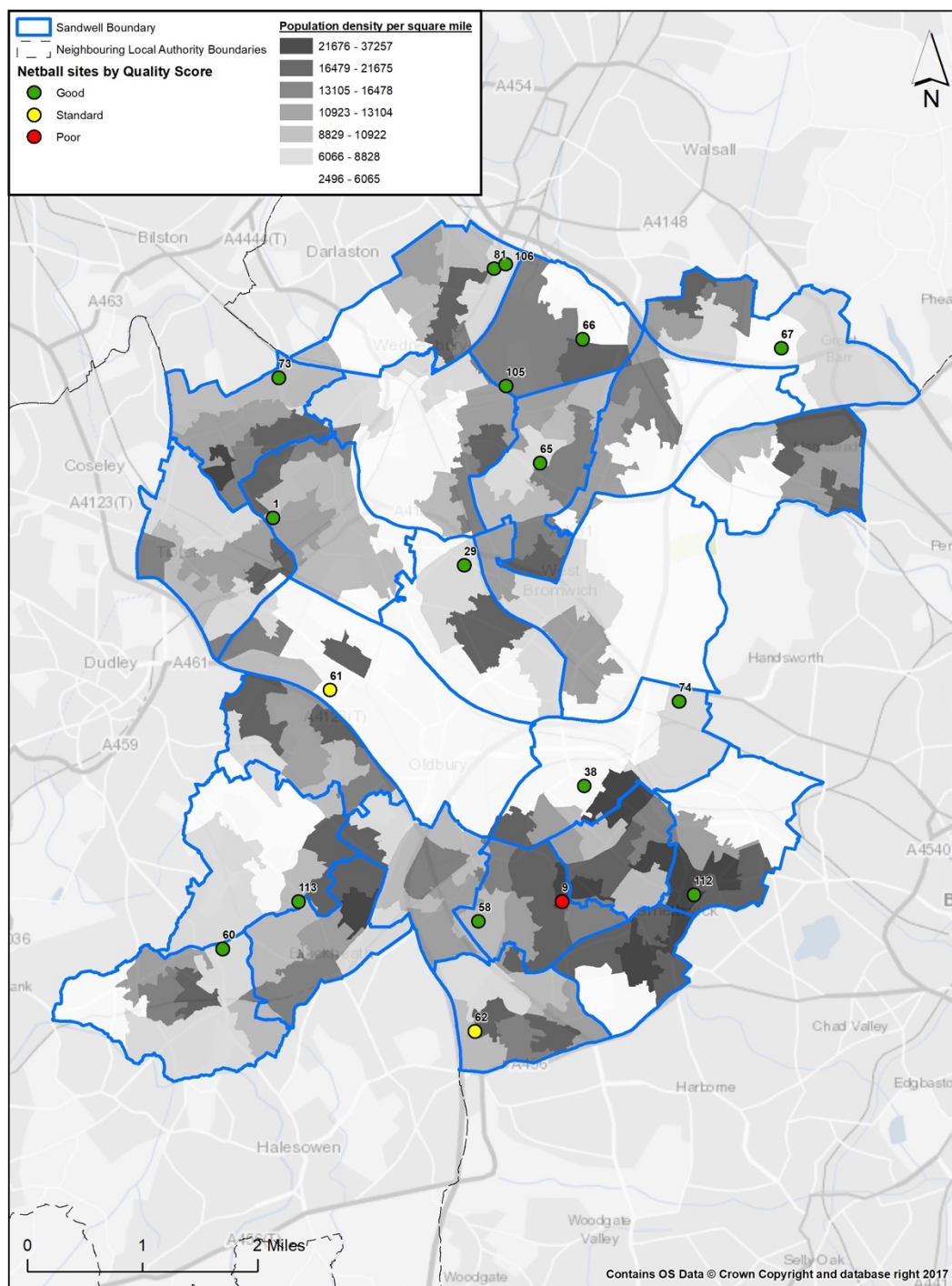
The presence of league netball in Sandwell is strong, however facilities are not secured for long-term use. Further provision is therefore required, which will be explored further in the strategy section of this PPS.

Table 6.3.1: Netball courts in Sandwell

Site ID	Site name	Analysis area	No. of outdoor courts	Quality
1	Alexandra High School & Sixth Form Centre	Tipton	3	Good
9	Bristnall Hall Technology College	Smethwick	2	Poor
29	George Salter Academy	Wednesbury	4	Good
38	Holly Lodge High School College of Science	Smethwick	4	Good
58	Oldbury Academy (Upper Site)	Smethwick	5	Good
60	Ormiston Forge Academy Main Site	Rowley Regis	3	Good
61	Ormiston Sandwell Community Academy	Oldbury	3	Standard
62	Perryfields High School	Oldbury	2	Standard
65	Phoenix Collegiate (South Campus)	Wednesbury	3	Good
66	Pulse Soccer and Fitness Wednesbury	Wednesbury	6	Good
67	Q3 Academy	West Bromwich	3	Good
73	RSA Academy	Tipton	3	Good
74	Sandwell Academy	Smethwick	3	Good
81	Stuart Bathurst B.C. High School	Wednesbury	2	Good

Site ID	Site name	Analysis area	No. of outdoor courts	Quality
105	Wodensborough Community Technology College	Wednesbury	2	Good
106	Wood Green Academy	Wednesbury	2	Good
112	The Collegiate Academy Trust	Smethwick	2	Good
113	St Michael's CE College	Rowley Regis	5	Good

Figure 6.3.1: Netball court distribution in Sandwell by quality



The Walsall & District League requires a six court, floodlit venue to operate due to the large number of teams competing in the League. Currently the only site in Sandwell that can accommodate this is the Phoenix Collegiate North Campus (Pulse Soccer). Although the Campus has closed down the courts are still operational as Pulse Soccer also operates from the site. However, since the closure the League reports that the venue has deteriorated and that changing rooms and toilets are not available. Car parking areas and some lighting is also less well maintained.

The League reports that it has been growing year on year by two to five teams. It expects to grow by four teams over the next four years. There is speculation that the Phoenix Collegiate North Campus will close down permanently and if that was to happen there would be a need to re-accommodate the League at another six court site – currently there are no others in Sandwell. The Site is also home to the Dudley League which would also require a new venue.

Scenario

With growing demand, albeit small, for netball courts, what impact would the closure of Phoenix Collegiate North Campus (same site as Pulse Soccer) have on netball in Sandwell?

The permanent closure of the courts at Phoenix Collegiate Campus North would mean that an alternative venue(s) would be required and could potentially impact on the participation of Netball in Sandwell. The alternative may be to consider splitting the league across two sites (e.g. George Salter Academy and Wood Green Academy), which although is not ideal would allow the League to continue to operate. However, this may have a detrimental effect on participation if players do not want to travel to various venues. The environment created from a central venue hub would also be lost if the Site was to close. Furthermore, the League believes that demand would decrease if Phoenix Collegiate was to close permanently.

Netball summary

- There are 58 netball courts identified within Sandwell. Almost all courts are located on education sites.
- 85 teams compete in the Walsall & District (winter) League and 63 teams compete in the Dudley (summer) League. Both are located at Phoenix Collegiate North.
- All demand for matches is accommodated on the current supply of courts and this is supported by the Leagues which suggest that there are enough courts in Sandwell to satisfy demand.
- The confirmed development of 6 floodlit courts at Phoenix Collegiate provides long term security of tenure and a high quality central venue for the Walsall & District League.

The track at Hadley Stadium is of very poor quality, so much so that it is a health and safety issue and is currently unused. It contains a grass football pitch in the centre of the track. The throw facilities are also poor.

Demand

Only the TSA site is commercially available for pay and play hire and so aside from club users are subject to other activities at the Site. Tipton Harriers AC is the main Sandwell based club and uses Tipton Sports Academy. Although Hadley Running was identified as a user of Hadley Stadium in the 2014 study, the club does not appear to meet on a regular basis and does not use Hadley Stadium.

Supply and demand analysis

The quality of both the track and field facilities at Tipton Academy is good. The facility can host high level competition and is the only facility in Sandwell that can do so. The venue is well used by the Club but there is currently capacity to increase membership. A good level of maintenance at the Site must be continued in order to maintain the current quality.

The facilities at Hadley Stadium are not adequate to meet health and safety standards required to open the facility for use and therefore the track has been closed.

Athletics summary

- There are two main athletics tracks in Sandwell at Tipton Sports Academy and Hadley Stadium.
- The main athletics club; Tipton Harriers is based at Tipton Academy.
- The quality at Tipton Academy is good, constructed to international standards, and the only of this quality in Sandwell. A good level of maintenance at the Site must be continued in order to maintain the current quality.
- Tipton Academy meets the needs of Tipton Harriers and is well used but there is capacity to increase membership.
- The facilities at Hadley Stadium are extremely poor and are not regularly used by a running club as the track has been disused for some time. As a result, the facility is not financially sustainable and does not add value for residents. As a result of the previous point, the Athletics track at the Hadley Stadium is deemed to be surplus to requirements.
- It is recommended that further feasibility and site use options analyses is undertaken to identify how the future use of the site can align with the sport specific objectives of other sports within this PPS, as well as the wider strategic priorities of the Council.

6.5: Bowls

Introduction

All bowling greens in Sandwell are crown greens. There is a second green at Farley Park which was previously two disused grass tennis courts. Although the green is only used for crown green bowling training and some second team competitions the green itself is more akin to a flat green. The bowling season runs from May to September.

Consultation

There are 19 clubs using bowling greens in Sandwell. Of these, ten replied to the survey equating to a response rate of 53%. Bowls is popular in Sandwell and there are many active teams. Four of the main leagues servicing Sandwell also responded to a survey. These are:

- ◀ Smethwick & District Sunday morning league
- ◀ Warwickshire & Worcester Counties Association
- ◀ Dudley & District Bowling League
- ◀ West Bromwich Mid-week Bowling League

6.5.1: Supply

There are 20 bowling greens in Sandwell provided across 18 sites. Of these, only four are at council owned sites.

Table 6.5.1: Summary of the number of greens by analysis area

Analysis area	Number of greens
Oldbury	3
Rowley Regis	4
Smethwick	6
Tipton	2
Wednesbury	1
West Bromwich	4
SANDWELL	20

Bowling green distribution is relatively evenly spread throughout Sandwell. All areas are provided with at least one bowling green. Smethwick has the most with six. Greens tend to be located around areas of high population.

All sites have one green except for Farley Park, Haden Hill Park and Thimblemill Recreation Centre which have two greens each. The second green at Farley Park has been omitted from capacity analysis due to being a practice/flat green.

Figure 6.5.1: Distribution of bowling greens across Sandwell

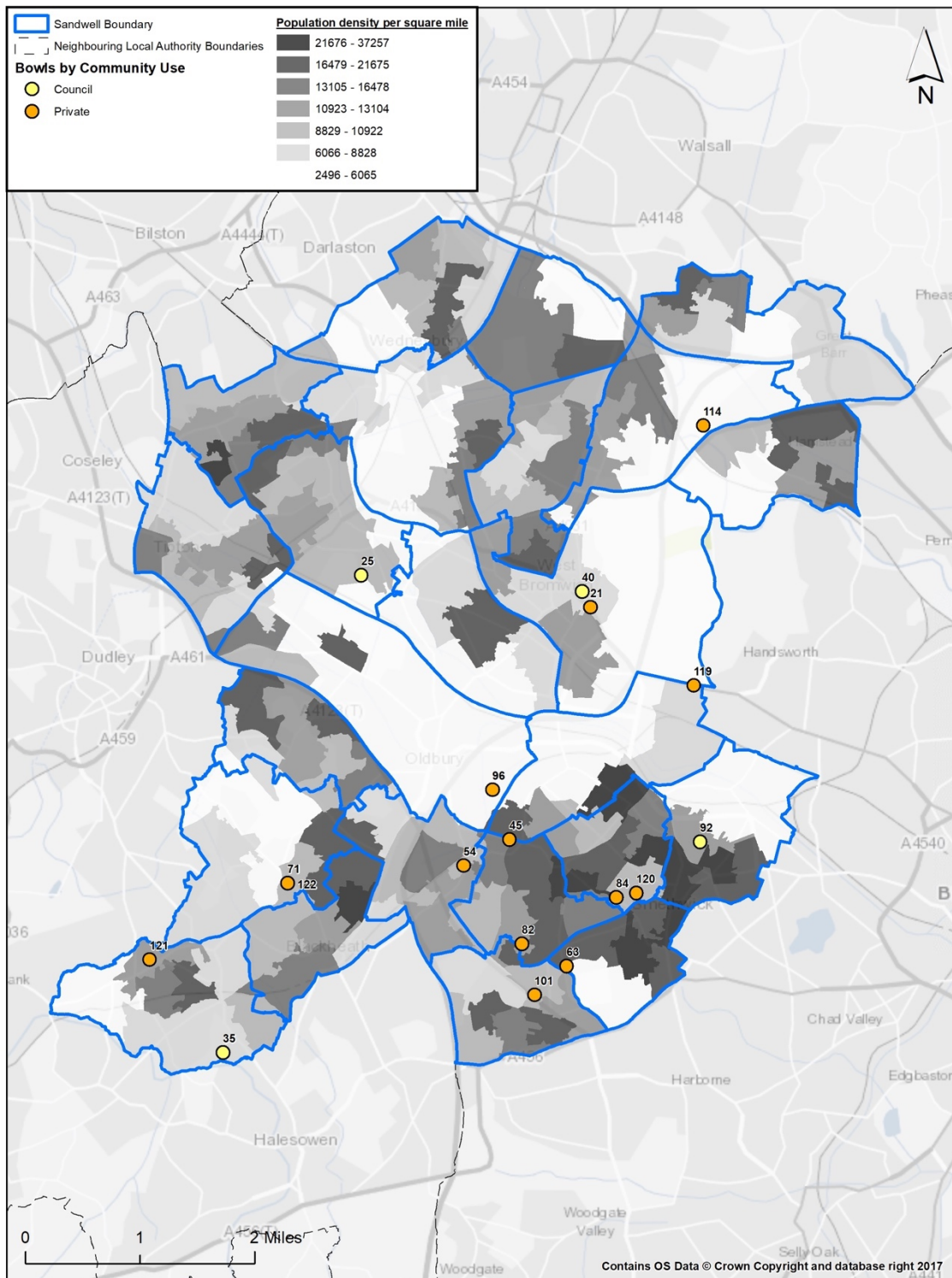


Table 6.5.2: Key to map

Site ID	Site	Analysis area	Number of greens	Ownership
21	Dartmouth Bowling Club	West Bromwich	1	Private
25	Farley Park	Tipton	1 (+ practice)	Council
35	Haden Hill Park	Rowley Regis	2	Council
40	Hydes Road Playing Fields	Wednesbury	1	Council
45	Langley Bowling Club	Smethwick	1	Private
54	Old Cross Pub	Oldbury	1	Private
63	Pheasant Public House	Smethwick	1	Private
71	Rowley Labour Club	Rowley Regis	1	Private
82	The George Public House	Smethwick	1	Private
84	Thimblemill Recreation Centre	Smethwick	2	Private
92	Victoria Park	Tipton	1	Council
96	Warley RFC	Oldbury	1	Private
101	Wernley Public House	Oldbury	1	Private
119	West Bromwich Football Supporters BC	West Bromwich	1	Private
114	Great Barr Bowling Club	West Bromwich	1	Private
120	Old Chapel	Smethwick	1	Private
121	Cradley Heath Liberal Club	Rowley Regis	1	Private
122	West Bromwich Labour Club	West Bromwich	1	Private

Management

There are 14 privately owned sites in Sandwell which are managed and maintained by the respective clubs. The four parks sites are currently managed and maintain by the Council. The West Bromwich Mid-Week Bowling League reports that maintenance is poor at Hydes Road and Farley Park due to greens not being cut often enough.

Tall boats Bowling Club, playing at Haden Hill Park, has aspirations to self-manage/maintain the Haden Hill Park greens, its current home and is keen to pursue this with the Council.

Quality

Almost all of the greens in Sandwell are assessed as good quality. One of the two greens at Farley Park (council), one at Thimblemill Recreation (private) and one at West Bromwich Labour Club (private) are assessed as standard quality. There are no poor quality greens.

In terms of the views from private clubs, three report that the greens are much better in quality than the previous year; one reports that it is slightly better and three report no change to the already good quality. Private sites are generally better quality than council sites due to time and resource investment in regular maintenance.

Of the three clubs that responded (playing at council sites) two report no change in quality and one report that quality was slightly poorer when compared to the previous year (Churchill Bowls Club playing at Hydes Road). The reason for this was that there was excessive moss on the green. The Club also reports that it cannot water the green as there is no water facility.

Pricing

The clubs pay a fee of £35 per match to use council greens. There is mixed opinion on this from clubs. Greets Green Bowling Club at Farley Park report that despite the increase in rental charge (up from £26 last season) the offer still provides value for money. However, there is concern that any further increase in pricing could lead to a decline in bowling at parks sites.

It was reported by Tallboats BC at Haden Hill Park that because the parks sites are open, the public use the greens without paying, so despite a pay & play option being available this is difficult to control as the sites are open access. This adds to the issue of an increase in green fees as the public are also using the greens without charge.

Pavilions

Clubs report that at council sites there is a lack of clubhouse facilities. This includes a lack of toilet facilities and running water. For most this is not a problem as they have alternative arrangements. For example, Greets Green BC uses "Sons of Rest" pavilion in the park and Tallboats BC uses Old Hill Cricket Club next to Haden Hill Park. However, at Hydes Road, Churchill BC report that it has no access to toilets or water supply despite having a pavilion on site. It is reported that the pavilion is only opened for football and cricket.

Public House closures

The closure of public houses in Sandwell is having a profound effect on the future of bowling greens. Many cease to be maintained once a public house closes which has reduced the number of greens significantly in Sandwell. In one section of the Borough, there has been a loss of six greens within a two mile radius over the last five years.

6.5.2: Demand

Clubs

There are 19 clubs using bowling greens in Sandwell. The analysis below summarises information gathered from consultation with bowls clubs playing in Sandwell (ten replied, equating to a 53% response rate).

- ◀ The average playing membership per club is 37.
- ◀ The level of membership varies from 21 to 67 members.
- ◀ Cradley Heath Liberal BC has the largest membership with 67 members.
- ◀ The smallest club is Thimblemill Recreation BC with 21 members.
- ◀ The majority of players travel between two to five miles to play at their home green.

None of the clubs reported that an additional bowling green at their home green or in the area would lead to an increase in club membership.

Five of the ten clubs responding to the survey report having at least one junior member. Great Barr BC has the most with ten.

Only one of the parks clubs plans to increase membership; Churchill BC wishes to start one new team.

Current demand

In general demand for bowls appears to be steadily decreasing, three of the four leagues commented that the number of teams competing has decreased in the last three years. The Dudley & District League has remained static.

Eight of the clubs that responded to the survey report that membership has increased in the previous three years. Although some clubs have grown by recruiting new members others have amalgamated with teams from clubs that have folded. For example, four new teams joined Greet's Green BC when Churchfield Tavern Pub (and therefore green) closed down. Three teams joined Dartmouth Central Club when another local pub closed down and four teams from DEBEC Sports Club (Dudley) joined with Cradley Heath Liberal BC when it had issues with its green.

Thimblemill Rec BC also reports that there is a possibility of Queens Park BC from Birmingham joining the Club as it may have to leave its home green.

6.5.3: Capacity analysis

Capacity is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon/evening when a popular league is operating but may be empty for the rest of the week.

Generally, through consultation, it is considered that there is some spare capacity on the majority of bowling greens in Sandwell, even at peak times (when leagues are operating). Some greens do have extensive use but equally some have very little use.

The national governing body indicates that approximately 60 members are needed to sustain one green. Using this as a guide the table below (table 6.4) looks at the capacity of bowling greens in Sandwell based upon club membership. A green with 60 members is considered to be at capacity.⁸

Under capacity	Membership is below the level the site could sustain
At capacity	Membership matches the level the site can sustain
Over capacity	Membership exceeds the level the site can sustain

⁸ It should be noted that some greens may be at capacity with fewer than 60 members but also that some greens will be able to sustain more than 60 members.

Sandwell MBC Playing Pitch Strategy

Table 6.5.3: Bowling green capacity

Site ID	Site name	Analysis area	No. of greens	Club	No. of members	Capacity (in members)	Capacity rating
21	Dartmouth Bowling Club	West Bromwich	1	Dartmouth BC	45	60	
25	Farley Park	Tipton	1	Greets Green BC	58	60	
35	Haden Hill Park	Rowley Regis	2	Tallboats BC and Rowley Olympic BC	47	120	
40	Hydes Road Playing Fields	Wednesbury	1	Churchill Bowls Club	34	60	
45	Langley Bowling Club	Smethwick	1	Langley BC	47	60	
54	Old Cross Pub	Oldbury	1	Old Cross	58	60	
63	Pheasant Public House	Smethwick	1	Pheasant BC	28	60	
71	Rowley Labour Club	Rowley Regis	1	Rowley Labor BC	14	60	
82	The George Public House	Smethwick	1	George BC	49	60	
84	Thimblemill Recreation Centre	Smethwick	2	Thimblemill Rec BC	21	120	
92	Victoria Park	Tipton	1	Victoria Park BC	-	60	
96	Warley RFC	Oldbury	1	Warley BC and Brades Village BC	40	60	
101	Wernley Public House	Oldbury	1	Wernley BC	48	60	
119	West Bromwich Football Supporters BC	West Bromwich	1	West Bromwich F.S.C	59	60	
114	Great Barr Bowling Club	West Bromwich	1	Great Barr BC	62	60	
120	Old Chapel	Smethwick	1	Old Chapel BC	21	60	
121	Cradley Heath Liberal Club	Rowley Regis	1	Cradley Heath BC	67	60	
122	West Bromwich Labour Club	West Bromwich	1	West Bromwich Labour BC	20	60	

6.5.4: Supply and demand analysis

Where membership is unknown, an average has been calculated based on the number of members in Sandwell divided by the number of clubs. The average membership per club is 37 members. The total estimated bowls membership in Sandwell is therefore 740.

As previously highlighted it is considered that one green can accommodate, and be sustained, by 60 members. The total current demand for bowling greens in Sandwell based on 740 players is 13 bowling greens. Notwithstanding that there may be additional demand for bowling greens in the future, as well as conflicts with green availability, there is an approximate current oversupply of seven greens in Sandwell.

There are four council greens (excluding the second 'flat' green at Farley Park). Membership at these sites equates to 176 members. This is the equivalent of three greens. If there are currently four then there is a theoretical oversupply of one council green.

It should also be considered that there is some casual recreational usage on council greens which needs to be taken account of.

Bowls summary

- There are 20 bowling greens in Sandwell provided across 18 sites.
- Almost all of the greens in Sandwell are assessed as good quality. One of the two greens at Farley Park (council), one at Thimblemill Recreation (private) and one at West Bromwich Labour Club (private) are assessed as standard. There are no poor quality greens.
- Parks greens are managed by the Council. Tallboats BC has aspirations to manage and main the greens at Haden Hill Park.
- There are 19 clubs using bowling greens in Sandwell with an average playing membership of 37. The majority of clubs suggest that an additional bowling green at their home green or in the area would not lead to an increase in club membership.
- Junior participation is low, although five clubs report at least one junior member. The highest is Great Barr BC with ten juniors.
- Notwithstanding that there may be additional demand for bowling greens in the future; there is an approximate current oversupply of seven greens in Sandwell based on a membership capacity analysis. Considering only council greens, there is a theoretical oversupply of one green.

APPENDIX 1: SPORTING CONTEXT

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

National context

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

DCMS: A New Strategy for Sport

The Department for Culture, Media and Sport, following a consultation paper in 2015, launched the new strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the new strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), following the upsurge after the 2012 London Olympics.

The sport strategy is targeting five outcomes which each sports organisation, public or private sector, will be measured against:

- ◀ Physical wellbeing
- ◀ Mental wellbeing
- ◀ Individual development
- ◀ Social and community development
- ◀ Economic development.
- ◀

Government funding will go toward organisations which can best demonstrate that they will deliver some or all the five outcomes.

The Delivery of the outcomes will be through three broad outputs;

- ◀ More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- ◀ A more productive, sustainable and responsible sports sector
- ◀ Maximising international and domestic sporting success and the impact of major sporting events

Sport England: Towards and Active Nation

The Vision for this Strategy is: 'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers'.

The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.

This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:

- ◀ Focusing more money and resources on tackling inactivity because this is where the gains for the individual and for society are greatest
- ◀ Investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life
- ◀ Helping those who are active now to carry on, but at lower cost to the public purse over time. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient
- ◀ Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport
- ◀ Helping sport to keep pace with the digital expectations of customers
- ◀ Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers
- ◀ Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources
- ◀ Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change

West Midlands

Within the West Midlands this strategy is one of a family of strategies including the West Midlands Combined Authority's (WMCA) document *West Midlands on the Move 2017-30 Physical Activity Strategy* and the Active Black Country's *Towards an Active Black Country Strategic Framework 2017-2033: A Call to Action to Work Together to Get People Active*.

The WMCA's strategy sets out the following ambition:

“We will ignite a social movement throughout the West Midlands that makes physical activity and citizenship the norm. We want ‘active citizens’ and we are committed to:

- Making it feel easier and more desirable to get around the West Midlands;
- Making it feel easier and more enjoyable to be outdoors in our green and blue spaces as well as other urban environments;
- Improving how it feels to live in our streets and work in our communities;
- Improve people's life chances, health, employability and access to work.”

Black Country

The Active Black Country's call to action is explicitly set in the context of the long-established, evidence-based vision for the Black Country in 2033 and the Black Country Local Enterprise Partnership's Strategic Economic Plan, which is currently being refreshed. The actions set out in the Active Black Country strategic framework have been developed around the three themes which form the core of the SEP: People, Business and Place.

The Black Country framework is underpinned by a set of principles and values which also underpin this strategy.

The principles are:

- Life course approach, recognising the longer term impact of health and social experiences;
- Asset-based approach, mobilising and utilising the skills and knowledge of individuals and their connections and resources within communities and organisations;
- Economic viability, ensuring our approaches are affordable;
- A sustainable approach;
- A collaborative approach, working in partnership with individuals and communities;
- A recognition of the role which sport and activity have in education attainment;
- A focus on wellbeing.

The values are:

- Ensuring that individuals and communities are the focus of our work;
- Respecting and promoting the diversity of individuals, communities and businesses across the Black Country;
- Working in Partnership;
- Working in an inclusive way so that any individual, community or organisation can contribute;
- Ensuring a happy, healthy working environment;
- Behaving with integrity;
- Creating a commitment to continually create, learn and improve.

Football:

In August 2015, the Football Association (FA) released their National Game Strategy for Participation and Development (2015 – 2019), which committed the organisation to invest £260 million into grassroots football over the next four years. The strategy has four key priorities;

- ◀ Participation – ‘More players playing football more often’. The FA are aiming to boost female youth participation by 11% and retain the current level of male team affiliation
- ◀ Player Development – ‘Better quality players being developed and entering the talent pathways’. The FA will invest £16m into coach education and development programmes. There will also be 1,000 more top level grassroots coaches developed and on-going investment into the skills coaching programme for 5 – 11-year olds
- ◀ Better Training and Playing Facilities – The FA has committed £48m to new and improved facilities through the Football Foundation. This includes the roll out of a new sustainable model for grassroots facilities in 30 cities through football hubs owned and operated by local communities. An ambition has also been stated to ensure that half of mini-soccer and youth matches are played on high-quality artificial grass pitches
- ◀ Football Workforce – ‘Recruiting and developing volunteers and paid staff who service the game’. This will grow the workforce, increase the number of qualified referees and ensure there is an advisory board for every County FA.

The national strategy follows the FA's October 2014 announcements, stating its intentions to deliver 30 football hubs in cities across the country. The FA intends to increase the number of full size, publicly accessibility 3G AGP's to over 1,000 across England. It also intends to facilitate the delivery of more than 150 new club-owned and managed football hubs to support the delivery of FA, County FA and professional club youth development and coach education programmes. It also aims to ensure that at least 50% of all mini soccer and 9v9 matches are played on good quality 3G AGP's.

A key trend for football across the country is the contraction of adult affiliated clubs and the growth of more casual and informal forms of football, such as 5 and 7-a-side and organised evening 11-a-side, typically played on floodlit 3G pitches. This trend reflects the perceived reduction in free time across the UK and the reticence to commit to weekly football on a Saturday or Sunday afternoon.

The growth of demand and supply of 3G provision and the changing patterns of demand among grass roots footballers is key and will be addressed as an output of this study.

In addition to the focus on 3G facilities the FA has emphasised, throughout consultations, the commitment of the organisation to improving grass pitches, with the overall target being to improve 2,000 grass pitches across the UK and reduce the amount of cancellations, especially due to waterlogging.

The F.A along with funding partners The Football Foundation, Premier League and Sport England have announced a major capital funding programme entitled 'Parklife Football Hubs' which seeks to increase the number of 3G pitches across the country and establish a Trust to improve grass pitches. Sandwell Council is keen to be engaged in this programme, has submitted an expression of interest and has a commitment in principle to allocate 'match funding' towards financing the programme. Work is currently ongoing.

Cricket

Cricket Unleashed (2016)

The ECB published its new strategic plan in 2015. One of the core aims of the strategy is to create more players, great teams and inspired fans, guided by good governance and strong financial operations. The goal of Cricket unleashed is to make the game more accessible and inspire the next generation of players, coaches, officials and volunteers.

The ECB are looking to work with local authorities to develop fit-for-purpose facility and participation plans that will engage with local residents and ensure residents are provided with the right facilities to help them play the game.

It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed and provides a framework that allows stakeholders to work together and deliver against the key objectives of 'more play', 'great teams' and 'inspired fans'. It's also vital that any facility development for cricket takes the objectives of the strategy into consideration, namely the growth of entry level cricket, women and girls' cricket, T20 and engagement of previously hard-to-reach demographics groups.

All Stars Cricket (2017)

Launched in 2017, All Stars Cricket is an ECB initiative that provides children aged five to eight with an introduction to cricket, focussing on parental engagement in supporting the newly

trained All Stars Cricket Activators, as well as having a special focus on establishing women's softball and cricket events.

The programme will be delivered nationwide at over 1,800 centres, predominantly at club sites, with the ECB expecting the programme to have a positive impact on junior demand in the short to medium term, providing a transition for children into formal junior cricket.

It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed and All Stars Cricket and provides a framework that allows stakeholders to work together and deliver against the key objectives of 'more play', 'great teams' and 'inspired fans'.

South Asian Cricket Strategy (2018)

The ECB announced a wide-ranging Action Plan to transform the way it engages with South Asian communities and draw more players, fans and volunteers into every level of the game.

The Action Plan was launched with a series of events in three 'core cities' including a Chance to Shine Street Tape-ball competition at Sparkhill Park in Birmingham, a schools' cricket competition at Bradford Park Avenue Cricket Ground in Yorkshire and a women's and girls' cricketing session at Leyton County Ground Sport Centre in East London.

Insight work undertaken by the ECB strategy team has identified the following key drivers for the Strategy:

- ◀ South Asian participation in recreational cricket is at 30%
- ◀ The single biggest barrier to South Asian participation is access to facilities in urban areas
- ◀ Other challenges identified included; lack of scouting or talent ID in urban areas, the cost of travel and equipment for county age group cricketers, a lack of female coaches, access to cricket at school and a lack of cultural considerations within the match day experience
- ◀ 3% of domestic, non-international, ticket sales are from South Asian audiences compared to 40% in the Champions Trophy
- ◀ Cricket is overwhelmingly popular with South Asian communities who contribute 18% of the cricketing economy

Using all of this data and insight, ECB worked with Sport England to identify ten 'Core Cities' where the majority (61%) of the South Asian population live: Birmingham, Bradford, Kirklees, Leeds, Leicester, London, Luton, Manchester, Sandwell and Slough. These ten areas will be the focus of the first two years of the project. Following this initial period, the plan will expand to engage to being to engage with a further 300 districts that make up the remaining 39% of the audience.

The ECB Action Plan has set out 11 recommended actions which include:

- ◀ URBAN CRICKET CENTRES - The creation of 20+ new Urban Cricket Centres and the development of 1,000 non-turf pitches and 100 turf pitches by 2024;
- ◀ COMMUNITY TALENT CHAMPIONS - Piloting the implementation of 'Community Talent Champions' to scout talent previously missed by the scouting system;
- ◀ PRIMARY SCHOOLS - The delivery of cricket sessions to 6,000 primary schools in deprived urban communities through Chance to Shine by 2019;
- ◀ DIVERSITY IN COACHING - The adoption of the 'Rooney Rule' to support the progression of BAME coaches working in the professional game for all future ECB

coaching roles; working with the ten 'core cities' to train and develop 200 female coaches;

- ◀ BURSARIES - The awarding of bursaries to talented young South Asian players.

Rugby Union

RFU Strategic Plan (2017-2021)

In October 2017, the RFU published its strategic plan, with the overall objective of being: *England's strongest sport, underpinned by good governance and regulation, as well as increased investment in the game to drive elite performance and community participation*⁹.

The following key areas of focus are particularly relevant for this strategy;

- ◀ Protect our clubs: Support clubs to protect themselves against risks to sustainability in the key areas of leadership, facilities and finances. Support clubs to meet all their statutory and regulatory obligations
- ◀ Expand places to play through Artificial Grass Pitches: Install and manage strategically placed Artificial Grass Pitches (AGP's) nationwide, increasing playing opportunities for the 15-a-side game and other variants in communities where natural turf pitches are significantly overused. Improve access to rugby in non-traditional and urban areas
- ◀ Engage new communities in rugby: Increase female player numbers, with more teams and matches, expansion in the education environment and transitioning more players to clubs
- ◀ Grow the grass-roots game: Increase the number of active male and female (14+) 15-a-side teams by 10%. Increase the number of 15-a-side matches played by 20%. Increase the number of active rugby union players by 10%.

The objectives and targets of the RFU will be referenced throughout this strategy and utilised to prioritise facility development projects as part of the recommendations and action plan section.

England Rugby Women and Girls Action Plan (2017-2021)

As part of the four-year strategic plan summarised above, England Rugby has launched the women and girls action plan for the next four years. The plan recognises the significant growth in the female game over the last four years and sets out a plan for the next four years to continue to grow the number of women and girls engaging in rugby.

There are currently 512 women and girls teams in England and 27,500 existing players, however by 2021 England Rugby wants to growth these numbers, engaging 100,000 females in rugby and converting 25,000 of those into new players.

⁹ RFU Strategic Plan (<http://www.englandrugby.com/about-the-rfu/rfu-strategic-plan/>): 2017)

RFU facilities strategy (2014-2018)

The RFU published its Facility Strategy (2014) for the next four years¹⁰. The strategy includes the following relevant objectives and priorities relevant to the PPS:

The core aims of the RFU are to create effective and efficient facilities, management and governance along with community integration

Facility priorities include improving changing provision, natural turf pitch quality, AGPs and floodlighting for both matches and training. These affect commercial opportunities within community clubs.

Hockey

England Hockey Facilities Strategy (2017)

In 2017 England Hockey published the latest facilities strategy for the sport, which replaces the previous 2012 edition and aims to help every hockey club in England work towards having appropriate and sustainable facilities that provide excellent experiences for players.

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

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

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

The EHB has the ambition of growing participation by 10,000 adults and 32,500 children. To enable this, the following three objectives have been highlighted;

- ◀ **PROTECT:** To conserve the existing hockey provision. EH currently has over 800 pitches that are used by hockey clubs (club, school, universities). We need to retain the current provision where appropriate to ensure that hockey is maintained across the country
- ◀ **IMPROVE:** To improve the existing facilities stock (physically and administratively). The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to be more support for clubs to obtain better agreements with facilities providers & education around owning an asset.
- ◀ **DEVELOP:** To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidation hockey provision in a local area where appropriate. Research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered at one site.

¹⁰ RFU National Facility Strategy (<http://goo.gl/m6kqms>: 2014)



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

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

British Tennis (LTA) - Place to Play Strategy

The LTA aim to get more people to play tennis more frequently and the places to play strategy is a way of doing this. The strategy will aim to provide high quality facilities for everyone at a convenient location.

It's one plan that aims to increase opportunities for people to play tennis on a regular basis at tennis clubs close to their home, which provides high quality opportunities on safe and well maintained tennis courts.

The strategy sets out:

- ◀ Overall vision for places to play
- ◀ How to grow regular participation by supporting places to play to develop and deliver the right programmes
- ◀ Capital investment decisions to ensure we invest in the right facilities to grow the sport
- ◀ Supporting performance programmes in the right locations

The LTA is committed to growing the sport to ensure that more people are playing tennis more often at first class tennis facilities, with high quality coaching programmes and well organised competition.

The overall aim for the next five years (2011-2016) is to ensure that, as far as practicably possible, the British population has access to and are aware of the places and high quality tennis opportunities in their local area. In brief

- ◀ Access for everyone to well-maintained high quality tennis facilities which are either free or pay as you play
- ◀ A Clubmark accredited place to play within a 10 minute drive of their home
- ◀ Indoor tennis courts within a 20 minute drive time of their home
- ◀ A mini tennis (10 and under) performance programme within a 20 minute drive of their home (Performance Centres)
- ◀ A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre)

A limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres)

APPENDIX 2: FOOTBALL PYRAMID REQUIREMENTS

Step/ Grade	Min Capacity	Pitch Barrier	Technical area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
7	No minimum and no boundary fencing required	Post and rope around all sides that accommodate spectators. Minimum of 1.83m (ideally 2m) away from touchline and if hard standing exists (not compulsory) it should be minimum of 0.9 metres width.	Not essential but its desirable that a technical area exists within the laws of the game	Not compulsory	Not required, however where one exists it must be fixed and fully operational	No specific requirements for accommodation	None Required	Provision should be made for adequate toilet facilities	Existing must be 12m ² , with 4 shower heads and adequate toilets for players . New build 18m ² .	Minimum 4m ² , 1 shower and access to toilets (not necessarily inside the changing room). New build 6m ² . Provision for both male and female officials required.

Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
Entry to Step 6/ H	No minimum, but ground must be enclosed with fencing 1.83m high	1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 2 adjacent sides from the entrance.	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	1 required or a pay box.	Can be on 1 side only. 50 minimum covered. No allocation required for Directors	None Required	2 WC's should be required	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2,1 shower, 1 WC (exclusive use but not necessarily en suite)and 1 wash hand basin. New build 6m2. Provision for both male and female officials required.
6/ G	No minimum, but ground must be enclosed with fencing 1.83m high	1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 2 sides on adjacent sides from the entrance.	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	1 required or a pay box.	Can be on 1 side but preferably 2 sides. 100 minimum covered of which 50 must be seated and located in one stand. No allocation required for Directors	None Required	Male: 2 urinals or equivalen t and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2,1 shower, 1 WC and 1 wash hand basin. New build 6m2. Provision for both male and female officials required.

Sandwell MBC Playing Pitch Strategy

5/ F	No minimum, but ground must be enclosed with fencing 1.83m high	1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 3 sides.	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	1 required or a pay box.	Can be on 1 side but preferably on 2 sides of ground. 200 minimum covered of which 100 must be seated (can be 2 stands each 50) 16 seats allocated to Directors. Public address system required.	None Required	Male: 2 urinals or equivalent and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. New build 6m2. Provision for both male and female officials required.
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Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
Seekin g promot ion from 5- 4/ E	1,000	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	2 required with 0.9m hard standing to all spectator areas.	Preferably on at least 2 sides of ground. 250 minimum covered of which 150 must be seated in not more than 2 stands (no stand can have less than 50 seats). 16 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 16 people. Separate medical room required, not accessed through changing rooms. Public address system required.	Minimum 2 with lights and writing facilities	Male: 2 urinals or equivalen t and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.

Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
4/ D	1,300 with potential to increase to 1,950	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	2 required with 0.9m hard standing to all spectator areas.	Preferably on at least 2 sides of ground. 300 minimum covered of which 150 must be seated in not more than 2 stands (no stand can have less than 50 seats). 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required.	Minimum 2 with lights and writing facilities	Male: 2 urinals or equivalent and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.

Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
3/ C	1,950, with potential to increase to 3,000	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	3 required with 0.9m hard standing to all spectator areas.	Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated (no more than 2 stands, minimum of 50 per stand). 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required.	4 with lights and writing facilities	Male: 4 urinals or equivalent and 2 WC's. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.

Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
2/ B	3,000, with potential to increase to 4,000	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 11 people or 5.5m in length	Average lux of 180	6 required with 0.9m hard standing to all spectator areas.	Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated and located in one stand. 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required	6 with lights and writing facilities	Male: 4 urinals or equivalent and 2 WC's. Female: 2WC's	Must be 18m2, with 4 shower heads, 1 wash hand basin, 1 WC.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.

Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
1/ A	4,000, with potential to increase to 5,000	1.1m high and 2.25 m away from touchline (ideally 2.75m). Must be in filled so ball can't pass through. 1m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 11 people or 5.5m in length	Average lux of 250	8 required with 1m hard standing to all spectator areas.	Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated and located in one stand. 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required	12 with lights and writing facilities	Male: 4 urinals or equivalent and 2 WC's. Female: 2WC's	Must be 18m2, with 4 shower heads, 1 wash hand basin, 1 WC and 2 urinals.	Minimum 6m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.

END

SANDWELL METROPOLITAN BOROUGH COUNCIL
PLAYING PITCH STRATEGY REFRESH
STRATEGY DOCUMENT
OCTOBER 2018

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PART 1: INTRODUCTION

This is the Playing Pitch Strategy (PPS) for Sandwell. Building upon the preceding Assessment Report it provides a clear, strategic framework for the maintenance and improvement of existing outdoor sports pitches and ancillary facilities between 2018 and 2021. The PPS covers the following playing pitches and outdoor pitch sports:

- Football pitches
- Cricket pitches
- Rugby pitches
- Hockey/artificial grass pitches (AGPs)
- Golf courses
- Tennis courts
- Netball courts
- Athletics tracks
- Bowling greens

The Strategy is capable of:

- Providing strategic direction for the location and scale of major investment into grass-roots sport and physical activity facilities
- Providing adequate planning guidance to assess development proposals affecting playing fields;
- Informing land use decisions in respect of future use of existing outdoor sports areas and playing fields (capable of accommodating pitches) across the Borough;
- Supporting external funding bids and maximise support for outdoor sports facilities;
- Providing the basis for on-going monitoring and review of the use, distribution, function, quality and accessibility of outdoor sport.

A key characteristic of this PPS, as well as previous iterations of the same document in the past decade, is the collaborative nature of the steering group that has delivered the project. This PPS, alongside the needs assessment that is referenced throughout, has been delivered by a project steering group that included representatives from Sport England, Sandwell MBC, independent consultants and the relevant National Governing Bodies of sport, among others.

It is key that the Steering Group remains in place, in order to deliver the recommendations outlined within this document in an efficient and collaborative manner. The recommendations and subsequent investment included within this document are to be shared among the relevant member of the steering group, in order to effectively and efficiently improve the stock of playing pitch provision across the study area.

1.1: Structure

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

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

The Strategy and Action Plan recommends a number of priority projects for Sandwell, which it is recommended are implemented in the period between 2018 to 2021. It is outlined to provide a framework for improvement and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding will be identified.

There is a need to build key partnerships between the Council, National Governing Bodies of Sport (NGBs), Sport England, schools, further education providers, community clubs and private landowners to maintain and improve playing pitch provision. In these instances, the potential for the Borough Council to take a strategic lead is more limited (except in terms of Section 106 Agreements). This document will provide clarity about the way forward and allow key organisations to focus on the key issues that they can directly influence and achieve.

1.2: Terminology

The Strategy provides a list of policy and site specific recommendations, as well as a range of processes and delivery approaches that the Council and partner stakeholders 'should' adhere to when planning the long term of sport and physical activity across the study area. It should be noted that where the term 'should' is used, this identifies a recommendation from the steering group that delivered this project, including the Council, an independent consultant and key stakeholders. These recommendations have been agreed by the whole steering group, and therefore provide a list of priorities for the stakeholders to address through the delivery of this strategy.

Throughout this strategy, the need to 'protect' playing fields is frequently referenced, with the needs assessment providing a robust evidence base to demonstrate the need for this pitch provision. When adopted, this document will form a key part of the evidence base for Sandwell MBC's ongoing planning policy, therefore it is recommended that those sites identified as requiring protection are afforded appropriate planning designation.

In some cases, the PPS will recommend protection of a site, however local housing or development needs may require a site to be lost, to meet the wider needs of the local population and Sandwell MBC. In this case, and in line with Sport England's Playing Fields Policy, one of the five exceptions (identified in Part 3 of this strategy) will need to be met. As part of this process, it may be useful to see the term 'protect' as relating to the quantity and quality of sports provision on the site.

PART 2: KEY ISSUES TO ADDRESS

Using the key issues identified in the Assessment Report, the following priorities are identified for each sport and provide the context for the development of the recommendations and objectives within the Strategy.

2.1 Football pitches

- Drainage issues resulting in poor or standard quality pitches, particularly on popular and well used/overplayed sites
- Inadequate changing provision at some sites
- Imported and exported demand for youth and mini teams
- An overall decline in adult 11v11 football, which has resulted in a spare capacity for adult 11v11 adult pitches provision across Sandwell
- A shortfall of youth football provision across the Borough, leading to an overall deficit for all pitch typologies
- When all pitch types are considered, there is currently 27.75 match equivalents of grass pitch deficit per week. If no further pitches are added in the area and the quality of provision remains constant, the level of deficit will increase to 33.5 match equivalents by 2036. The greatest amount of deficit is in the West Bromwich and Smethwick sub-areas.

2.2 Cricket pitches

- Poor or standard quality pitches
- Availability and quality of changing facilities, particularly on parks sites
- Three council-owned sites have been removed from cricket supply (Redhouse, Victoria Park Smethwick and Hydes Road Playing Field) due to lack of demand and cost of maintenance
- Three new non-turf pitches have been installed, as part of the ECB's long term strategy to invest in informal cricket provision, at Lewisham Park, Bearmore Playing Fields and Jubilee Park
- Minimal spare pitch capacity and two sites are overplayed by a total of 8 match sessions per season. In addition, four sites are played to capacity
- There are less sites that are overplayed, when compared to the 2014 strategy, due to a reduced level of demand at some of the larger clubs
- New pitches would therefore be required to accommodate displaced, latent and/or future demand.

2.3 Rugby union pitches

- Both clubs (Warley and Wednesbury RFC) currently have a deficit of provision for grass match pitch provision
- While Wednesbury RFC has a small amount of spare capacity identified for training pitch provision, this single pitch can only be used for training and therefore does not help to aid the overall deficit. The two pitches on site suffer from waterlogging, with the training pitch being heavily used, as the only part of the site that is floodlit
- Spare capacity has been identified at a number of education sites, namely Wood Green Academy, RSA Academy and Q3 academy, however only Wood Green Academy is used for affiliated rugby
- RSA Academy and Q3 Academy could potentially be accessed as additional supply, should clubs require further facility provision
- If both drainage and maintenance were improved to good quality at Wednesbury RFC there would be capacity for all current and future demand. Securing the site would prevent casual use and would also improve pitch quality.

2.4 AGPs

- All seven full sized AGP's in Sandwell are of a good quality, with three of the 3G AGP facilities being installed or refurbished in the last three years.

Hockey

- With the resurfacing of George Salter Academy and Sandwell Academy as 3G, further hockey has been displaced out of the local authority
- Ormiston Forge Academy represents the only sand-based AGP suitable for hockey, with the site being used sparingly by Old Halesonians HC (imported demand).

Football

- The Football Foundation model suggests that there is a need for an additional four full size 3G pitches to service the number of football clubs in Sandwell. This is forecast to increase to five over the lifetime of the strategy
- Although there has been an increase in the number of full sized 3G AGP's since the 2014 strategy, all facilities of this typology are well used across the study area and further investment is required to meet existing and future deficit
- The Council aspires to develop high quality football hub sites in the areas of the Borough that have significant need, centred around the development of full sized 3G AGP facilities. As part of this ambition, the Council is currently at Stage 1 of the Parklife Programme. The Parklife process, which is governed by Sport England and the Football Foundation requires the completion of this Playing Pitch Strategy before Sandwell Council proceeds onto Stage 2 of the programme.
- Birmingham County F.A has acquired an additional plot of land adjacent to its current headquarters at Ray Hall Lane and has plans to deliver a 3G AGP in the medium term (possibly towards the end of this strategy). This AGP would be used for coach education along with some community access. Birmingham County FA is keen to work in partnership with Sandwell Council and other local agencies to ensure a 'joined up' approach to 3G provision and programming to compliment future football hubs in Sandwell. It is noted that should this facility be delivered then the local catchment areas will include both Birmingham and Walsall

2.5 Other sports

Golf

- All Sandwell residents are serviced by a golf course within a 20 minute drive time. There is spare capacity at all courses for current demand and furthermore any future demand
- The quality of Brandhall GC has reduced since the 2014 strategy and the course is not financially sustainable as it stands. Capital and maintenance investment are required if the course is going to continue to be maintained and used as a municipal golf course

Tennis

- Poor or standard quality courts
- Both Old Hill and Wednesbury Tennis Club have identified a decline in membership, with Wednesbury TC identifying 'rapidly deteriorating courts a key influencing factor for the decline
- Sandwell MBC is hoping to support clubs to apply for funding and support as part of the LTA's Transforming British Tennis Together programme. IF successful, this funding initiative will focus on the improvement and long-term sustainability of local authority owned tennis facilities across the study area.

Netball

- All demand for matches is accommodated on the current supply of courts and this is supported by the Leagues which suggest that there are enough courts in Sandwell to satisfy demand.
- With the current and ongoing investment in facilities at Phoenix Collegiate Academy, there will be sufficient supply to meet demand

Athletics

- Tipton Academy meets the needs of Tipton Harriers and is well used but there is capacity to increase membership
- The Hadley Stadium is not currently used and has been identified as being of poor quality, with some parts of the track dangerous for community use

Bowling greens

- Addressing spare capacity and maximising use of bowling greens, particularly for pay and play opportunities.
- Lack of junior participation to sustain future demand.
- Where demand exists, ensuring that quality is sustained or improved.
- Notwithstanding that there may be additional demand for bowling greens in the future; there is an approximate current oversupply of seven greens in Sandwell based on a membership capacity analysis. Considering only council greens, there is a theoretical oversupply of one green.

PART 3: STRATEGIC FRAMEWORK

3.1 Context

The Playing Pitch Strategy will provide a strategic approach to playing pitch provision in Sandwell. During times of change for local authorities, the Strategy will provide direction and set priorities for pitch sports. The Strategy sits within the context of the Vision 20130 for Sandwell, which identifies 10 ambitions alongside the vision to ensure that in 2030 Sandwell is a thriving optimistic and resilient community. Against this backdrop, the rationale for producing the Strategy is that it will help to deliver on Ambition 2 of the 2030 Vision, which aims to ensure Sandwell is a place where residents live health lives and live them for longer. The objects of the Strategy extend across multiple service areas and include:

- To help deliver the public health agenda
- To make the most efficient use of land, while providing all Sandwell residents with the opportunity to access high quality sport and physical activity facilities
- To inform the investment strategy for sport initiatives
- To inform local planning policy and potential developer contributions
- To inform sports development initiatives
- To reflect wider property services asset reviews
- To help facilitate community use of outdoor facilities on education sites

Sandwell has invested heavily in sports provisions in the past few years. The overall sport offer in the Borough is good with demand increasing. The recent winters have had an impact on grass pitch quality at some locations. Investment in changing rooms and new provision provides a positive picture for Sandwell. Those grass sports pitches identified as poor are primarily associated with localised flooding and drainage problems.

The resident population in Sandwell is recorded as 322,631 (ONS 2016 mid-year estimate Population projections). By 2022, the population is projected to increase to 337,200 (equivalent to a percentage of 4%). By the end of 2036, the population is projected to increase to 364,000 (equivalent to a percentage of 13%). It should be noted that the ONS 2016 mid-year population projections were released in May 2018, after the completion of analysis for the PPS Refresh needs assessment draft. As a result, TGR calculations undertaken in the body of the report reference 2014 mid-year projections.

The number of school places is currently 54,352 (33,857 primary and 20,495 secondary places). The total number of school places needed by 2022 is 57,572 (34,187 primary and 23,385 secondary places). This is a further 3,220 school places required in total (330 additional primary and 2,890 additional secondary school places).

The Number of Schools in Sandwell is currently 117 (94 primary, 4 special and 18 secondary). The number of schools required by 2022 to meet demand is 121 (1 additional primary free school and 3 additional secondary schools).

Along with most other Local Authorities across the country, Sandwell MBC experiences significant budgetary pressures and is constantly seeking ways to improve efficiency, lower costs, attract inward investment and reduce costs.

Parks / greenspaces budgets have recently been squeezed which in turn has resulted in less funding being available for pitch maintenance, mowing, slitting, drainage, changing room refurbishment / repairs etc

Pressures to increase the number of dwellings is high as this supports the 10 ambitions described above. Council Tax receipts support the delivery of services to local residents. The current number

of domestic dwellings in Sandwell is 132,886. This is anticipated to increase to 139,635 by 2022 and approximately 146,634 by 2022. It is estimated that the remaining need for residential units between 2026 and 2036 is approximately 14,000 units although land to meet this demand is yet to be identified. Asset Management is also a high priority, converting un-used land and open space into commercial use not only increases Business Rate receipts but offers job creation, regeneration opportunities and disposable income for residents.

Sandwell Council is keen to ensure that a correct balance is made between approving developments whilst also protecting areas of green, open space and sports grounds for residents to enjoy. It should be noted, however, that an increased demand for infrastructure and services (such as school places, transport or retail) caused by projected population growth, is likely to increase the risk of loss of grass pitches over the lifetime of the strategy.

Sandwell Council works closely with Sport England relating to planning issues and is aware of its recently updated policy around the protection of playing fields and the 'Playing fields policy and guidance' document. Sandwell Council recognises that Sport England will oppose the granting of planning permission for any development which would lead to the loss of, or would prejudice the use of:

- All or any part of a playing field, or
- Land which has been used as a playing field and remains undeveloped, or
- Land allocated for use as a playing field unless, in the judgement of Sport England, the development as a whole meets with one or more of the five specific exceptions.

These are below;

Exemption 1

A robust and up to date assessment has demonstrated, to the satisfaction of Sport England, that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted, and the site has no special significance to the interests of sport.

Exemption 2

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

Exemption 3

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

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

Exemption 4

The area of playing field to be lost as a result of the proposed development will be replaced prior to the commencement of development by a new area of playing field:

- Of equivalent or better quality, and
- Of equivalent or greater quantity and, and
- In a suitable location, and
- Subject to equivalent or better accessibility and management arrangements

Exemption 5

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

Should a situation arise whereby Sandwell Council deems it necessary to apply for planning permission which would result in the loss of a playing field then the Authority will endeavour to make every effort to consult with Sport England, the relevant NGB(s), residents, clubs and key stakeholders at an early stage in order to ensure that one or more of the exemptions detailed above are met and appropriate mitigations put in place.

It should be noted, however, that any losses of pitch provision across the study area will need to be justified to ensure one or more of the above exceptions are met.

Links to other strategies

There are a number of related strategies developed by Sandwell Council which have been adopted or are in the process of being developed, which will inform or be informed by the Playing Pitch Strategy:

- Vision 2030
- Sport and Leisure Vision
- Built Facilities Strategy
- Health and Wellbeing Strategy
- Corporate Asset Management Plan and capital Strategy 2010-2015
- Sandwell Local Plan
- Green Space Strategy 2010
- Community Infrastructure Open Space Quality and Quantity
- Street scene Business Plan

3.3 Vision

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

'To have a portfolio of high quality and accessible outdoor sports facilities, which service the changing needs of residents and offer opportunities for all sections of the community to participate in both formal and informal sport, contributing to a higher quality of life.'

PART 4: RECOMMENDATIONS

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

RECOMMENDATION 1 (R1)

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

RECOMMENDATION 2 (R2)

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

RECOMMENDATION 1 (R3)

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

PART 5: STRATEGIC OBJECTIVES

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

RECOMMENDATION 1

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

Objectives:

- a. Enhance local planning policy and protect sports facilities
- b. Secure tenure and access to sites for high quality, development minded clubs, through a range of solutions and partnership agreements
- c. Ensure that well-used multi-pitch sites that are of strategic importance for sport and physical activity are protected and invested in
- d. Develop working relationships with education facilities, especially Academy Trusts, to protect the long term access to facilities for residents
- e. Ensure that where sites are lost that are deemed to be required for sport and physical activity, a clear and robust process for mitigation is followed.

Objective (a) – Enhance local planning policy and protect sports facilities

Based on the outcomes of the playing pitch strategy, enhance local planning policy and emphasise the requirements of the National Planning Policy Framework (NPPF paragraph 97). Highlight Sport England's statutory consultee role on planning applications that affect playing field land.

NPPF paragraph 97 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

The majority of facilities from the assessment report justify protection. It is recommended that local planning policy protects facilities and the scope to legally safeguard long term use of strategically important sites to the community.

Where there is no need to protect facilities and the assessment shows scope for rationalisation, it is recommended that the following are considered as a first stage when making any decisions about disposal:

- Is the facility surplus to requirements not only now but also in the future?
- Could the facility be used for another type of sport for which there is a deficit?

- Can current users be sufficiently accommodated at another appropriate site taking into consideration access, cost and locality?
- Consideration as to the quality of the facilities (including ancillary facilities).
- The long term sustainability of the facility.
- The level of current use and the impact on the spatial distribution of facilities across Sandwell of closing a facility.

Furthermore, any potential school sites which become redundant over the lifetime of the Strategy may offer potential for meeting community needs on a localised basis. Where schools are closed their playing fields may be dedicated to community use to help address any unmet community needs. It is recommended that closed school playing fields are considered in the first instance for becoming community playing fields for meeting the needs identified in the Strategy before being considered for other uses. The following can be considered when assessing the suitability of conversion of former school playing fields for community use:

- Size
- Quality
- Physical accessibility
- History of community access
- Availability of ancillary facilities.

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

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

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

There is potential for sites in Sandwell to be leased to sports clubs and/or organisations. Each club will be required to meet service and/or strategic objectives set out by the Council. However, an additional set of criteria can be considered, which takes into account the quality of the club, aligned to its long term development objectives and sustainability.

It is increasingly important for the Council to work with voluntary sector organisations in order that they may be able to take greater levels of ownership and support the wider development and maintenance of facilities.

Recommended criteria for lease of sport sites to clubs/organisations

Club	Site
Clubs should have an appropriate accreditation award, such as the FA Charter Standard for football or Clubmark for other sports.	Sites should be those identified as 'Club Sites' (objective d) for new clubs (i.e. not those with a District wide significance) but which offer development potential. For established clubs

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

Club	Site
<p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers.</p> <p>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</p> <p>Clubs have processes in place to ensure capacity to maintain sites to the existing, or better, standards.</p>	<p>which have proven success in terms of self-management 'Key Centres' are also appropriate.</p> <p>As a priority, sites should acquire capital investment to improve (which can be attributed to the presence of a Clubmark/Charter Standard club).</p> <p>Sites should be leased with the intention that investment can be sourced to contribute towards improvement of the site.</p> <p>An NGB/Council representative should sit on a management committee for each site leased to a club.</p>

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

Club outcomes for lease agreements

It is recommended that the Council establishes a series of core outcomes to derive from clubs taking on a lease arrangement to ensure that the most appropriate clubs are assigned to sites. As an example, outcomes may include:

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

In addition, clubs should be made fully aware of the associated responsibilities/liabilities when considering leases of multi-use public playing fields.

Community Asset Transfer Policy

It is recommended that the Council continues to work towards adopting a policy which supports community management and ownership of assets to local clubs, community groups and trusts. This presents sports clubs and national governing bodies with opportunities to take ownership of their own facilities; it may also provide non-asset owning sports clubs with their first chance to take on a building.

The Sport England Community Sport Asset Transfer Toolkit is a bespoke, interactive web based tool that provides a step by step guide through each stage of the asset transfer process: <https://www.sportengland.org/facilities-planning/community-asset-transfer/>.

Objective (c) – Ensure that well-used multi-pitch sites that are of strategic importance for sport and physical activity are protected and invested in

The nature of how sports and physical activity provision is changing. In the recent five years, a greater focus has been placed on creating large hub sites with multiple pitches and facility types that can service a range of requirements and needs from local residents. This is partially driven by sustainability, as it is typical more affordable to maintain a single large site due to economies of scale or reduced travel time, rather than a selection of smaller sites. It is also more efficient to provide a single clubhouse or ancillary facility that can meet the need of numerous sports and participation groups, rather than investing in multiple separate facilities that are then used by single teams and clubs from a range of sports.

In addition, large multi-pitch sites encourage participation by ensuring clubs can be accommodated on single sites, reducing administration and organisation, as well as improving club unity and effectiveness. This is also the case for central venue leagues, which bring football teams together from a range of clubs to play league fixtures a single multi-pitch hub site. In the case of Rugby, the RFU has identified a key strategic objective to ensure that clubs, wherever possible, run all participation from a single club site, in order to ensure financial sustainability of the club and remove the risk of clubs becoming dis-jointed and inefficient.

Sandwell is currently home to a number of these sites (Greets Green, Hydes Road, Lion Farm and West Smethwick Park all have 5 or more pitches), which are used for a variety of adult and youth football. There are also two large rugby sites and a number of high quality cricket sites that are the home ground for a number of teams. Given the growing importance of this type of site, it is important that large multi-pitch sites currently used for sport and physical activity are protected where possible.

Where a site is identified as being required for housing or commercial development, and therefore is at risk of loss, it is important that the possible mitigating actions identified in Objective e are identified and undertaken, in order to safeguard future participation in grass-roots sport and physical activity across Sandwell.

Objective (d) – Develop working relationships with educational facilities, especially Academy Trusts, to protect the long term access to facilities for residents

Following a Government recommendation in 2010 for all schools to apply for academy status, the number of academies across England has risen dramatically. Academies are independent, state-funded schools, which receive funding directly from central government, rather than through a local authority. The running of these establishments is overseen by individual charitable bodies called academy trusts, with many being part of a larger chain.

Of note for this strategy, Academies have more freedom than the schools they have replaced, with local authorities no longer having formal influence into how the academies are run. For sports facilities in particular, this means that largely, academies are able to make sports facilities available as they wish and depending on the individual business case and operational procedures for the site.

Where academies have applied for and received facility funding from third party organisations, such as the Rugby Football Union, ECB or Football Foundation, then they will be often be obligated to make facilities available for public use. While this often improves the overall quality of facilities, regulating hire prices or long term availability is typically a challenge. The majority of sports provision based on education sites is currently for football, however there is also a small amount of rugby and cricket provision. In the case of cricket, Sandwell Academy represents a priority site, as it is currently the 2nd ground for one of the largest clubs in the study area.

The study currently has 11 academies identified as having playing pitch provision, with 6 of these being available for community use.

To ensure that these facilities continue to be made available for community use, the following approach is recommended:

For existing academy sites available for community use but with no long-term community use agreement

Engage with the academy trust that runs the site, to negotiate a long-term community use agreement for the use of sport and physical activity facilities. Where facilities are currently used by a large club or organisation, endeavour to name the specific organisation within the agreement, to provide long-term security of tenure.

For new or planned academy facilities

Ensure that any new academy development has a planning obligation to develop high quality playing pitch provision, reflecting the strategic objectives identified within this strategy. Where this development is secured, ensure that a long-term community use agreement is secured (at least 5 years) for the use of facilities by local clubs and teams.

Objective (e) – Ensure that where sites are lost that are deemed to be required for sport and physical activity, a clear and robust process for mitigation is followed

If, following the assessment identified in objective a, a site is not deemed to be valuable for sport and physical activity, it may be appropriate to dispose of some existing playing field sites (that are of low value i.e. one/two pitch sites with no changing provision) to generate investment towards creating bigger better quality sites (Strategic Sites) in order to meet the objectives of the Strategy and to develop the hierarchy of sites (see objective d).

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

- Ensure that where playing fields are lost through alternative development or closure, that the type of provision of the same or improved standard is provided to meet demand identified
- Where pitches are lost due to redevelopment of the site, compensatory re-provision or an equivalent contribution for re-investment into new pitches will be sought as appropriate in an alternative accessible location
- Where opportunities exist to additionally increase pitch quality (and therefore pitch capacity to accommodate more matches) this is a priority (please refer to the action plan to identify quality deficiencies in the appropriate area)
- All negotiations and mitigation packages should be raised and discussed in partnership with the relevant NGB and Sport England through the Playing Pitch Strategy Steering Group.

In terms of mitigation it is important, where possible and appropriate for a particular sport, that this **takes place in an area that is accessible to the playing field that is lost** to avoid a scenario where a redundant playing field is lost in an area of the Borough which has deficiencies and is replaced on the other side of the Borough.

It is also vital that, in line with the 2018 issue of the NPPF and associated Sport England Planning guidance, any pitch provided as mitigation for loss is re-provided prior to any development taking place or loss of the original pitch.

RECOMMENDATION 2

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

Objectives:

- f. Seek to address overplay
- g. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- h. Establish an approach to securing developer contributions.

Objective (f) – Seek to address overplay

Priority in the short term (given limited resources) should be directed to poor quality club sites with security of tenure. This standard, based on an achievable target using existing quality scoring to provide a baseline, should be used to identify deficiencies and hence it is recommended that investment be prioritised to those sites which fail to meet the proposed quality standard (using the site audit database, provided in electronic format). The policy approach to these outdoor recreation facilities achieving these standards should be to enhance quality and ensure the long term security of community use.

‘Good’ quality refers to facilities that have, for example, good grass cover, an even surface, are free from vandalism, litter etc., have access for disabled people and are supported by good quality ancillary facilities including changing accommodation, toilets and car parking. While ‘standard’ quality refers to facilities that have, for example adequate grass cover, minimal signs of wear and tear, reasonable changing accommodation and the goalposts may be secure but in need of minor repair. Please refer to the Sport England quality assessments.

Improving pitch/surface quality as a priority

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

Sport	Pitch type	Matches
Football	Adult pitches	3
	Youth pitches	4
	Mini pitches	6
Rugby Union	Pipe and Slit Drained and a good level of maintenance (D3/M2)	3.5
	Pipe drained and a good level of maintenance (D2/M2)	3.25
	Natural (adequate) drainage and a good level of maintenance (D1/M2)	3
Rugby League	Senior	3
Cricket	One grass wicket	5 per season
	One synthetic wicket	60 per season

There are also a number of sites that are poor quality but are not overplayed. These sites should not be overlooked as often poor quality sites have less demand than other sites but demand could

increase if the quality was to increase. Improving pitch quality should not be considered in isolation from maintenance regimes.

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

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

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

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

Objective (h) – Establish an approach to securing developer contributions.

It is important that this strategy informs policies and emerging supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development. The guidance should form the basis for negotiation with developers to secure contributions to include provision and/or enhancement of appropriate playing fields and its subsequent maintenance. Section 106 contributions or CIL (Community Infrastructure Levy) could also be used to improve the condition and maintenance regimes of the pitches in order to increase pitch capacity to accommodate more matches. A number of planning policy objectives should be implemented to enable the above to be delivered:

- Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a Section 106 Agreement or equivalent must be completed specifying the amount which will be linked to Sport England's Building Cost Information Service from the date of the Planning Committee, and timing of the Contribution(s) to be paid.
- Some contributions may need to be ring fenced for use according to the particular terms of the Planning Obligation, where there is opportunity to improve the appropriate pitches within the local vicinity. However, for some sports such as for example cricket and rugby a "central pot" for developer contributions across the local authority area may be necessary for the particular sport.
- Contributions can also be secured towards the first ten years of maintenance on new pitches. NGBs and Sport England can provide further and up to date information on the associated costs.
- External funding should be sought/secured to achieve maximum benefit from the investment into appropriate playing pitch facility enhancement and its subsequent maintenance .
- Where new multiple pitches are provided, appropriate changing rooms and associated car parking should be located on site.
- It is recommended that all new or improved playing pitches on school sites are subject to community use agreements. For further guidance please refer to Sport England:
- <http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/community-use-agreements/>
- Establish a formula for collating developer contributions for playing pitches which is demand based.

RECOMMENDATION 3

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

Objectives:

- i. Rectify quantitative shortfalls in the current pitch stock.
- j. Identify opportunities to add to the overall stock to accommodate both current and future demand.
- k. Work in partnership with National Governing Bodies, to access funding and investment opportunities through major facility investment programmes, in order to develop strategic facilities that change the landscape of sport in the Borough

Objective (i) – Rectify quantitative shortfalls in the current pitch stock

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

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

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

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

It is recognised that in order to rectify quantitative shortfalls in the current pitch stock will require investment into a combination of pitch maintenance, re-marking, drainage improvement and new provision, alongside officer resource to work with third parties to increase community use. It is key to note that this investment is not to be solely funded by existing Council budgets. Instead, alternative funding mechanisms should be sought, such as NGB investment programmes or Section 106 allocation.

A comprehensive and collaborative investment plan is required, in order to address the current shortfalls while recognising the increasing pressures on funding for grass-roots sports facilities.

Objective (j) - Identify opportunities to add to the overall pitch stock to accommodate both current and future demand

As has occurred since the 2014 iteration of the strategy, it is recommended that the Action Plan within this Strategy is used to identify improvements to Council-owned pitches whilst recognising the need to support partners. The Action Plan lists improvements to be made to each site focused upon both qualitative and quantitative improvements as appropriate for each area.

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

Objective (k) – Work in partnership with National Governing Bodies to access funding and investment opportunities through major facility investment programmes, in order to develop strategic facilities that change the landscape of sport in the Borough

Sport and physical activity is becoming increasingly commercial, with the internet and social media allowing for an ever increasing number of people to be influenced by everything from professional sports to grass-roots participation. As part of this, growth, sports are benefiting from major TV and sponsorship deals, which generate vital revenue that can then be re-invested back into the grass-roots sector.

The combination of this investment, alongside funding allocated by public bodies to positively influence public health and mental wellbeing, ensures new facilities are being developed across the UK, servicing a number of different sports and type of physical activity.

A selection of the major investment programmes currently being delivered across the sector are identified below. It should be noted that this list is not an exhaustive list of NGB investment programmes, instead focussing on those that are likely to lead to the greatest capital spend across the country.

- Parklife Football Hubs Programme aims to create a sustainable model for football facilities based around artificial grass pitches on hub sites
- The RFU's Rugby365 programme is focussed on developing high quality 3G AGP provision on existing rugby club sites, in order to improve the overall experience of players
- The ECB's South Asian Action Plan has the objective to improve engagement with South Asian communities and provide the facilities and programmes that engage the greatest number of people in the game. As part of this, the ECB are looking to invest in indoor and outdoor facilities that better meet the requirements of South Asian communities.

The common theme across these investment programmes, as well as many other NGB development plans, is to service the changing needs of residents and participants.

In particular, by investing in AGP provision the overall objective is to provide facilities that can be used throughout the year during weekday evenings and weekends (as well as off-peak), providing a consistently high quality of experience in all conditions.

In order for Sandwell to benefit from the funding that is being made available across these investment programmes, as well as those managed by other bodies, it is vital that the Council works in partnership with National Governing Bodies to identify funding opportunities that will have the greatest possible positive impact on residents, by changing the future landscape of sport in the Borough.

Investing in football through the Parklife Programme

In 2017, Sandwell MBC submitted an expression of interest for the Parklife programme, building on the recommendations included within the previous PPS, which focussed on increasing the amount of 3G AGP provision that was available for the community to use during periods of peak demand.

Alongside the due diligence work undertaken by Sport England and the Football Foundation, as well as this Playing Pitch Strategy refresh, extensive mapping and modelling has been undertaken

in order to understand the potential impact of investment across the study area and neighbouring local authorities.

The findings from the PPS identify that there is a current shortage of four full sized 3G AGP's, which is projected to grow to 5 over the lifetime of the strategy. This aligns with the specific Parklife modelling which identifies the same shortfall.

As a result, analysis is ongoing to identify potential sites for future development which could be used as Parklife Hub sites, should calculations show there to be sufficient demand in the area to make new facilities sustainable.

As part of this, the following sites have been identified as being **potential** sites for future development, due to their location, size and access.

- Hydes Road Playing Fields
- Tividale Park.

The Council is currently undertaking an extensive due diligence exercise for all remaining sites in the study area that may be suitable for Parklife investment. Following the completion of this due diligence, this strategy will be updated to reflect the latest findings.

It should be noted that sites must be able to accommodate at least 2 full sized 3G AGP pitches, as well as additional grass pitch provision and a high quality ancillary facility. The most sustainable mix would include three or more 3G AGP's supported by a commercial offer and sufficient car parking.

PART 6: SPORT SPECIFIC OBJECTIVES

Site specific actions falling out of the sport by sport objectives outlined below are detailed within the action plan.

FOOTBALL OBJECTIVE

Use innovative investment and management to ensure that all residents have access to adequate quality pitch provision, in line with the changing nature of football participation

- Protect the current level of playing pitches and seek to provide new youth pitches in areas of deficit
- Improve the quality/drainage and therefore carrying capacity of existing pitch stock as a priority on sites that are overplayed, with support from the Football Foundation's Pitch Improvement Programme
- Transfer overplay to alternative venues which are not operating at capacity or are not currently available for community use. Geographical location is a determining factor for where people want to play and must be considered
- Where necessary, reconfigure existing pitch provision with access to suitable pitches and facilities, to support and grow the game
- Work with schools to secure tenure and access to primary and secondary schools to help address deficiencies
- Where schools are available but unused ensure access arrangements are suitable for facilitating access to the whole community, particularly in relation to cost.
- Where necessary, improve the quality and standard of changing rooms, in particular to accommodate dual gender changing facilities (in line with The FA standards).
- Where appropriate, develop partnership and/or lease arrangements with large, sustainable, development-minded (i.e. FA Charter Standard Community) clubs to manage their own 'home' sites thus facilitating club development (as detailed in the management objectives).

3G pitches

- Invest in new 3G AGP provision, to meet the growing demand for youth and mini football, as well as the changing nature of adult football demand. Work with key stakeholders such as the FA the Football Foundation and Sport England to deliver the Council's long term strategic objective of investing in high-quality football hub sites, serving the areas of the local authority with the greatest need.
- Develop and utilise a clear site selection process for identifying sites that meet the requirements of all stakeholders, while best serving the needs of residents and local clubs
- Hub sites will need to meet basic criteria including;
 - Suitable location to meet identified demand – currently identified as Oldbury and Wednesbury
 - Basic principle of using the site as a football hub
 - Sufficient site area - capacity for AGPs together with ancillary facilities such as changing rooms and appropriate levels of car parking
 - Prospect of securing planning permission
- The Council is currently working through a process to assess the suitability of all possible football sites in Sandwell, with particular consideration to Oldbury and Wednesbury. This includes input from colleagues within Legal Services regarding titles etc as well as colleagues in Planning and Parks. This will ultimately be ratified by Council Members. However some potential sites are:
 - Hydes Road Playing Fields
 - Tividale Park

- In partnership with the FA and local leagues, seek to establish, in a phased approach, accommodating all mini soccer matches (both 5v5 and 7v7) on full size 3G pitches. Work with leagues to address behavioural and cultural issues associated with having varied kick-off times or playing competitive football on an artificial surface
- Seek to establish a strategic phased programme of 3G pitches, which will increase training slots and support back to back matches on Saturdays and Sundays
- Ensure that sinking funds are in place to maintain 3G pitch quality in the long term

RUGBY OBJECTIVE

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

- Improve the quality of natural turf pitches at community club sites through the installation of primary and secondary drainage and other associated works as appropriate
- Assist community clubs in improving the maintenance regimes of their natural turf pitches in order to improve quality and increase capacity
- Work to ensure that all community clubs have access to high quality floodlit pitches that meet the needs of their playing and training programme
- Improve the quality of the changing room provision at community clubs sites in order to meet the needs of all participants
- Where necessary, establish access to World Rugby Artificial Grass Pitches and ensure that these pitches maintain world rugby accreditation throughout their lifecycle
- Work with schools to maximise access to natural and artificial pitches where necessary.

CRICKET OBJECTIVE

Continue to support clubs by protecting and investing in home grounds, while engaging with informal cricketers in line with recent ECB facility and participation strategy work

- Protect current levels of provision and seek to ensure new non-turf pitch provision is well utilised and valued by the local community
- Ensure that any facilities developed support opportunities for women's and girl's competitive cricket
- Support clubs to develop and improve 'off pitch' practice facilities
- Work with clubs to invest in ageing ancillary facilities, to improve the overall experience of the game and ensure long term sustainability

HOCKEY OBJECTIVE

Protect at least 1 full size sand based AGP to future proof hockey. Work with displaced clubs to deliver outreach programmes in the study area, with a view to eventually moving back into the local authority

- In order to future-proof hockey, ensure that at least 1 full sized sand-based facility is protected and maintained to an acceptable standard, in order to meet any future demand, should a new club be developed or if those teams that have become displaced wish to return to the study area.

OTHER SPORTS OBJECTIVES

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

Golf

- Work to ensure the future provision of golf is sustainable, while protecting the access to affordable pay and play golf in Sandwell. Undertake a detailed options appraisal in 2018, to determine the future use of Brandhall Golf Club, balancing the need to provide fit-for-purpose golf facilities while ensuring sports facilities are sustainable in the long term.

Tennis

- Support clubs with the improvement of facilities, while investing in local authority court provision in partnership with the LTA and community groups.

Netball

- Retain high current usage and support league structures with the ongoing provision of high-quality provision.

Athletics

- Work to ensure future provision of athletics is sustainable and fit for purpose, working in partnership with Birmingham CWG bid team to deliver a portfolio of high quality provision across the region. As part of this work, undertake an options appraisal and feasibility work in 2019 to determine the best possible future use of the Hadley Stadium athletics track.

Bowls

- Retain pay and play access to high quality bowls provision while ensuring long-term provision is sustainable.

PART 7: ACTION PLAN

7.1 Introduction

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

It should be reviewed in the light of staff and financial resources in order to prioritise support for strategically significant provision and provision that other providers are less likely to make. Objective e below explains the hierarchy of priorities on the list. It is imperative that action plans for priority projects should be developed through the implementation of the strategy.

It is recommended that the Council make it a high priority to work with NGBs and other partners to comprise a priority list of actions based on local priorities, NGB priorities and available funding.

7.2 Justification of sites within the prioritisation list

The list details policy options relating to individual sites and the need to enhance and develop new sporting provision. The following criteria have been used to identify priorities and justify the inclusion of sites within the list. Just one of the following may apply:

- A project is currently underway to enhance the existing site and/or funding has been secured
- An evaluation of site use is required as it is of poor quality and is reportedly underused
- The desired action is small scale, short term and will enhance the quality of current provision, whilst aiding community use.

Sites included within the action plan have been tiered based on criteria set below:

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

To allow for facility developments to be programmed within a phased approach, it is recommended that the Council adopts a tiered approach to the management and improvement of playing pitch sites and associated facilities.

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

Sandwell MBC Playing Pitch Strategy

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

Proposed tiered site criteria

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

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

Key centres are more community focused, however they are still likely to service a wider analysis area (or slightly wider). There is likely to be more of a focus on a specific sport than at a Strategic Site i.e. a dedicated football site.

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

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

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

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

Strategic reserve sites could be used for summer matches/competitions, training or informal play. They could be single or multi-pitch sites with limited usage, or have no recognised current usage.

7.3 Management and development

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

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

7.4 Area by area specific actions

The action plan has been created to be delivered over a ten year period. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur. It is not feasible to include all sites with identified development issues. Only sites, which meet the criteria listed above, have therefore been included. The timescales relate to delivery times and are not priority based.

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

7.5 Capacity analysis

The table includes an indication of peak time capacity for each pitch typology across all sites. It is key to note that this reflects **peak time capacity** rather than capacity across a full week.

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Rowley Regis

Site	ID	Management	Sport	Current status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Ashtree Playing Field	3	Council	Football	One standard adult football pitch used only for 11v11 youth. The site is not currently used and is a spare pitch.		Remark to youth 11v11 size and use as a youth football only site. Consider all options for offsite changing. Focus on reducing dog fouling through signage and warden patrols. Engage with large clubs in Ashtree sub-area to offer as potential site to address overplay or peak time capacity issues. If not required for football, re-designate as open space and mitigate loss through investment in multi-pitch hub site or Parklife development	Council	Club Site	M
Bearmore Playing Field	5	Council	Football	Two standard adult football pitches located in far south of Rowley Regis used for adult teams but subject to antisocial behaviour and pitch damage.		Remark one adult pitch as youth 11v11, to service existing demand. Target dog fouling problems with better signage and red bins. Improve maintenance and deal with off road problems.	Council	Club Site	S
Brickhouse Farm	8	Council	Football	Poor quality site, no changing rooms. One adult football pitch unused – posts in place but no markings. Dog foul issues.		Retain as strategic reserve. Target dog foul problems with better signage and red bins.	Council	Strategic Reserve	S
Britannia High School (Closed)	10								
Britannia Park	11	Council	Football	Two standard adult football pitches also used for youth 11v11. One standard mini pitch unused competitively but recreational demand. Users report poor quality changing rooms.		Remark one 11v11 pitch as youth 11v11 and use as a youth football site. Transfer adult play to Bearmore. Seek to improve changing rooms. Consider converting 7v7 pitch to a 9v9 pitch. Improve quality of pitches. Investigate funding options to improve changing facilities and pavilion.	Council	Club site	S
Haden Hill Park	35	Council	Bowls	Two bowling greens on site well used. Talboats Bowling Club would like to self-manage/maintain the site. Issues with public playing but not paying as site is open access-pay & play is therefore difficult to control. Club uses Old Hill CC (ID 55) for pavilion. Public toilets are in the park.		Engage with Talboats Bowling Club to explore the potential of community asset transfer, with the club taking on management and maintenance of the site.	Bowls Club/ Council	Club Site	M
Old Hill Cricket and Tennis Club	55	Private Club	Cricket	Standard quality cricket pitch. Poor drainage on outfield. Club requires more training facilities, e.g. non-turf practice nets. Displaced demand outside Sandwell as square is at capacity.		Support the club with their aspirations to develop ancillary provision at the site, as well as non-turf practice nets	ECB	Club Site	S-M
			Tennis	Four adequate quality tennis courts not available for pay and play but adequate to meet the club's needs. Club has experienced a reduction in membership levels and is struggling to be sustainable		Work with the club to keep the club sustainable and retain existing membership base.	LTA	Club Site	M-L
Ormiston Forge Academy	59	Academy	Football	One poor adult football pitch and one poor 11v11 youth pitch. Available for community use and played to capacity.		Work with school to continue community use and consider ways to improve quality of pitches.	FA	Education Site	M
			Sand AGP	Good quality full size sand AGP but not floodlit. Imported hockey demand from Old Halesonians, however, there is no local hockey demand for the pitch. At capacity on		Continue community use.	EHB	Education Site	M-L

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				Saturdays but some spare capacity at other times.					
Ormiston Forge Academy Main Site	60	Academy	Netball	Three good netball courts on site currently not accessed for community use.		No current community demand for netball courts in the Rowley Regis area. Consider site as a potential if demand increases.	England Netball	Education Site	M-L
Rowley Labour Club	71	Private Club	Bowls	One good bowling green on site with spare capacity.		Support club to increase/sustain participation.	CSP/ England Bowls	Club Site	M
Timbertree Primary School (Closed)	86								
Tividale Football Club	89	Private Club	Football	Facilities have been improved in line with FA ground requirements, following collaboration between the club and the Football Foundation.		No further actions at present, however if the club progresses through the pyramid system and needs to adhere to more onerous ground grading requirements, this should be reviewed.	FA Council Tividale FC	Club Site	S
St Michael's CE College	113	Academy	Football	The site has one good adult football and one good 11v11 youth football pitch. It is reported that under PFI contract costs are too high for users due to maintenance and operating costs for the school.		Maximise access to the AGP and work with the School in order to develop and secure community use. Cost is the biggest inhibitor for community use and site should be benchmarked against other similar facilities in the Area.	Council/ Sport England (access to schools)	Education Site	S-M
			Sand AGP	72x35 yards the AGP is currently only used by the School as again operating costs are too high under PFI contract.		Based on a shortfall of good cricket pitches for the Sandwell League, the artificial wicket at the College could provide an additional ground if community use can be secured.			
			Cricket	One artificial cricket wicket on site unused for community use.					
			Netball	5 good quality netball courts are also unused for community use.					

Oldbury

Site	ID	Management	Sport	Current status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Barnford Park	4	Council	Football	There are four, adult size, poor quality (poor drainage) football pitches. No demand has been identified for the site and therefore there is spare capacity at the site for adult football.		Re-mark as youth 11v11 provision and engage with local clubs to make site available for community use. If the site is to be used for community use, work with the Football Foundation and County FA to identify capital and/or maintenance funding to improve the quality of the site.	Friends of Group	Club Site	S
			Cricket	One standard quality square with five wickets. Played to capacity and used by the Sandwell Cricket League.		Protect grass pitch provision.	ECB	Club Site	S
Brandhall Primary School	7	School	Football	There are two youth 11v11 pitches, a 5v5 pitch and a 7v7 pitch, all standard quality. Site is home to Brandhall Colts. Pitches heavily played due to number of teams and little time to recover. Club would like to start an adult team but do not have a pitch available. Site has no changing rooms.		Consider moving some play to Cakemore (ID: 15) in order to give pitches chance to rest. Also consider Cakemore as a site to develop an adult team.	Brandhall Colts/ Council	Education/Club Site	S-M

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Bristnall Hall Academy	9	Academy	Football	One poor quality adult pitch not available for community use due to concerns about over play.		Establish relationship with the School in order to encourage community use in the future.	Council	Education Site	M
			Netball	Two poor quality netball courts not available for community use.					
Cakemore Playing Field	15	Council	Football	Three standard quality adult pitches used minimally for youth 11v11 football.		Consider transferring some play from Brandhall Primary School and use site to develop club, in particular an adult team. Promotion of facilities. Sand slitting/verti draining.	Brandhall Colts/ Council	Club Site	S-M
Langley Bowling Club	45	Private	Bowls	One well used private green with some spare capacity for additional members		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
Lion Farm Playing Fields	48	Council	Football	There are 11 adult poor quality pitches also used as youth 11v11 pitches. Pitches prone to water logging, changing facilities are poor and toilets are kept locked due to vandalism. Usage has declined but site is still over played due to poor quality. Fly tipping and car parking issues. Sand slitting has been undertaken in an effort to improve quality, however this has not had any significant impact.		Continue to explore improved maintenance methods and explore the option of developing the site as a future football hub.	FA/ Council	Strategic Site	S-M
Old Cross Pub	54	Private	Bowls	Private bowls green, very well used. Some spare capacity for additional members.		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
Oldbury Academy	58	Academy	Football	Two standard quality adult pitches available for community use and used, however, pitches have poor drainage and can be unplayable in winter. Accommodates imported demand.		Consider site as potential future capacity if required.	FA	Education Site	L
			Cricket	One artificial wicket of good quality. Outfield would only be big enough for junior games.		Consider site as potential future capacity if required.	ECB	Education Site	L
			Tennis/Netball	Three tennis and netball over marked, good quality. Not currently used for community use.		Consider site as potential future capacity if required.	LTA/ England Netball	Education Site	L
			Netball	Two netball courts good quality.		Consider site as potential future capacity if required.	England Netball	Education Site	L
			3G AGP	Academy has planning permission for 5 aside 3G pitch which will be available for community use. Timescales unknown.		Work with school to utilise pitch for community use when complete.	FA/ Council	Education Site	M-L
Ormiston Sandwell Community Academy	61	Academy	Football	Two poor quality adult pitches not available for community to use to avoid over play.		Retain for school use.	-	Education Site	-
			Cricket	Artificial wicket unsafe and therefore not currently used.		Decommission	-	Education Site	-
			3G AGP	Full size sand dressed AGP resurfaced April 2014. Tividale currently using the pitch for training. No other use except for school use currently.		Work with school to maximise use of the pitch, especially for hockey.	England Hockey	Education Site	S
			Tennis/Netball	Three good quality tennis and netball courts over marked. Not currently used for community use.		Consider site as potential capacity if required.	LTA/ England Netball	Education Site	L
Perryfields High School	62	School	Football	One 9v9, one 7v7 and one 5v5 pitch, which are note available for community use. The club that has previously used this site (Perrywoods United)		Work with the school to re-instate community use, establishing a robuse community use	FA/ Council	Education	S

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				have been displaced to Hadley Stadium, due to a recent (2018) decision by the school to remove community use from the site.		agreement and providing clubs with long term security of tenure.			
			Tennis/Netball	Two standard quality tennis and netball courts over marked. Not currently used for community use.		Consider site as potential capacity if required.	LTA/ England Netball	Education Site	L
The George Public House	82	Private	Bowls	One green on site, well used but with some spare capacity for additional members.		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
Tividale Park	90	Council	-	No evidence of current pitches but has previously had football at the Site. Drainage has been an issue and signs of dog fouling. The site is being considered as a potential site for a Parklife football hub.		Undertake further consultation and feasibility work to identify if the site could be an effective Parklife hub site	FA/ Friends of Group/ Council	Strategic Reserve and future Strategic Site	S-M
			Cricket	Feb 17 - Artificial wicket now in place. In good condition.			Council		-
Brades Lodge School	91	School	Football	Two standard quality adult pitches used by Tipton Town FC youth and ladies team. Spare capacity at peak time.		Use spare capacity as a way to retain quality at the Site.	Club	Education/Club Site	S
Warley RFC	96	Private	Football	Two good quality football pitches overplayed by 4 matches per week. Changing rooms, showers and parking is poor.		Explore options for improving changing facilities. Consider reducing play in order to maintain good quality. Explore options of moving demand onto nearby 3G AGP development, either existing or planned.	Warley RFC	Club Site	S
			Rugby	One good quality pitch (M2/D2) at the site which is well used, with the site currently showing a deficit of provision. Changing facilities are in need of upgrading as it is a barrier to participation.		Explore options for improving changing facilities.	Warley RFC	Club Site	S
Wernley Public House	101	Private	Bowls	One green on site, well used but with some spare capacity for additional members.		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
York Road Social and Sports Club	107	Private	Football	One standard adult pitch with spare capacity and no identified demand.		Use spare capacity as a way to retain quality at the Site.	Club	Education/Club Site	S
Portway Lifestyle Centre	116	Sandwell Leisure Trust	3G AGP	Full size 3G pitch on site of good quality. Well used facility.		Continue to maintain current participation and look to make use of spare capacity. Ensure sinking fund is in place in order to resurface pitch when required.	Sandwell Leisure Trust	Club Site	S
Pitfields Close	117	Council	Football	Playing Fields 150m from Perryfields High School main building. Two poor quality adult pitches with poor drainage with no identified demand at site.		Explore the option of using this site as a multi-pitch hub site. If the site is to be taken forward as a multi-pitch hub site, work with the Football Foundation and County FA to identify the required capital and maintenance investment, on order to improve the quality of the site.	FA/ Perrywoods United/ Council	Education/Club Site	S

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Smethwick

Site	ID	Management	Sport	Current status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Hadley Stadium	34	Sandwell Leisure Trust	Football	One standard adult pitch within the athletics track. Site shows a significant deficit of provision and is of standard quality.		Undertake further feasibility and site use options analyses to identify how the future use of the site can align with the sport specific objectives of other sports within this PPS, as well as the wider strategic priorities of the Council	SLT	Club Site	M
			3G AGP	3G AGP recently refurbished, with facility well-used.			SLT	Club Site	S
			Athletics	Hadley Stadium has an eight lane track and throwing facility. The facilities are extremely poor and are not regularly used as the track has been disused for some time.			SLT	Club Site	S
Holly Lodge High School College Of Science	38	School	Football	Two adult, standard quality pitches but standing water in bad weather. 0.5 spare capacity at peak time. Pitches used by Smethwick Raiders.		Continue to support the Club to play at the Site. Ensure use is secured.	School/ Club	Education/Club Site	S
			Netball	Four good netball courts currently not used for community use.		Consider site as potential future capacity if required.	England Netball	Education Site	L
Lewisham Park	47	Council	Football	Two mini pitches (1x 5v5 and 1x 7v7) of standard quality. Currently unused, pitches used for recreational football. No current demand for the pitches in this area. Site used as overspill car park for West Bromwich Albion.		Use site as strategic reserve and to be used for recreational football.	Council	Strategic Reserve	S-M
			Cricket	New artificial wicket installed in 2017, which is reported to be well used.		No further actions.	Council/ECB	Key Centre	
Londonderry Playing Fields	49	Council	Football	Site has been re-allocated for alternative leisure provision, with the planned development of the aquatic centre and accompanying leisure centre, to be used for the 2021 Birmingham Commonwealth Games.		Ensure that previous demand from site is re-allocated effectively to neighbouring facilities, to mitigate the loss of provision.			
Pheasant Public House	63	Private	Bowls	One bowling green on site. Significant spare capacity for additional members.		Support the Club to increase/sustain membership.	Bowls England	Club Site	L
Sandwell Academy	74	Academy	Football	Two good quality adult pitches not available for community use in order to retain quality.		Retain for school use.	-	Education Site	S
			3G AGP	Full size high quality 3G AGP, which was privately funded. Site is well use for training and matchplay.		No further actions	School/ EHB	Education Site	
			Netball	Three good netball courts not currently used for community use.		Consider site as potential future capacity if required.	England Netball	Education Site	L
			Cricket	Adequate quality education site used by West Bromwich Dartmouth CC. No security of tenure or access to ancillary facilities, The club does not currently have access to water or facilities, which significantly reduces the attractiveness of the site for potential players.		Protect and secure long-term access to the site for cricket explore possibility of investing in ancillary provision at the site, in order to address issues with lack of water or changing provision.	Club/ECB	Education Site/Club Site	M
Smethwick Cricket Club	77	Private	Cricket	Standard quality wicket but with uneven outfield. The pavilion is also described as poor quality. The Club reports the need for non-turf practice nets. The 15 wickets at the site are over played and the Club accesses a second ground for the third XI. The club currently leases the site, but there is no record of the details of this lease.		Explore funding opportunities to improve outfield as well as the pavilion. Work with the club to negotiate a clear and long term community use agreement and/or lease, to provide security of tenure for the club and allow it to grow in the future.	Club/ ECB	Club Site	S-M

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Thimblemill Recreation Centre	84	Private	Football	Four standard quality adult football pitches on site also used for 11v11 youth. Spare capacity of 2 matches at peak time.		Retain spare capacity as a way to retain quality at the Site.	Thimblemill Rec	Club Site	S
			Cricket	Standard quality square with eight wickets. Good quality changing and pavilion.		Support the Club to maintain current levels of participation and expand where possible.	ECB/ Club	Club Site	M
			Bowls	Two greens on site, one good quality, one standard quality. The Club is one of the smallest in the area with 21 members and therefore has significant spare capacity.		Support the Club to increase membership.	Bowls England	Club Site	L
Victoria Park (Smethwick)	93	Council	Football	Two standard quality adult pitches and one 5v5 pitch, all of which are unused.		Retain as strategic reserve and use for demand displaced from Londonderry Playing Fields. If the site is to be used, consider re-marking as youth 11v11 to address deficit for this pitch typology.	Council	Strategic Reserve	
			Cricket	Grass cricket square replaced with non-turf pitch in 2017. Site reported to be well used.		No further actions	Council	Club site	
			Tennis	One court of standard quality used for recreational tennis.		Maintain quality for recreational users.	Council	Strategic Reserve	L
West Smethwick Park	103	Council	Football	Five adult pitches standard quality, also used for 11v11 youth. No spare capacity during the peak period. Changing facilities require major refurbishment. Dog fouling is also an issue. The pitches are often of a lower quality for matches on Sunday afternoons following heavy use throughout the weekend.		Consider site as a multi-pitch hub site, with major investment into grass pitches to ensure high quality of provision throughout the season. As part of the future usage plans for the site, re-mark at least two of the pitches as youth 11v11, in order to meet the deficit of this pitch typology across the sub-area.	Council	Key Centre	L
			Cricket	There are two cricket squares on site with two wickets per square. Played to capacity by the Sandwell Cricket League. One of the squares also has an artificial wicket used recreationally.		Protect grass pitch provision on site, which is well used by Sandwell Cricket League.	Council	Key Centre	S
The Collegiate Academy Trust	112	Academy	Tennis/Netball	Three tennis and two netball courts over marked. Not used for community use.	-	Consider site as potential future capacity if required.	England Netball	Education Site	L

Tipton

Site	ID	Management	Sport	Current Status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Ace Academy	1	Academy	Football	One adult pitch standard quality. Not available for community use to prevent overplay.		Retain for school use.	-	-	-
			Rugby Union	One senior pitch poor quality. Not available for community use to prevent overplay.		Retain for school use.	-	-	-
Coneygre Arts Centre Pitches	20	Private	Football	Two standard quality adult pitches. Spare capacity for 3 matches per week. Majority of play at site is youth 11v11		Work with the Club to explore options of remarking one adult pitch as youth 11v11 size.	FA	Club Site	S
Farley Park	25	Council	Football	One standard adult pitch used for youth 11v11. Pitch played to capacity.		Re-mark existing adult pitch as youth 11v11 to meet demand.	Council	Club Site	S
			Bowls	There is one good quality green on a site and a second green that is used as a practice green (formerly grass tennis courts). Well used green with some spare capacity.		In order to protect both greens, site should be considered, where possible, as a self-managed/maintained site in partnership with the Council.	Greets Green BC/ Council	Club Site	M
Jubilee Park	42	Council	Football	Two standard quality adult football pitches used only for adults. Minimal spare capacity (0.5)		With additional capacity for two adult pitches, site could be explored as a future hub site.	Council	Club Site	L

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current Status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				each week. Teams change in adjacent community centre, which is an acceptable arrangement. Room for two additional pitches.		Further feasibility work and due diligence should be undertaken to assess this option.			
			Cricket	New non-turf pitch installed in 2017		No further action	Council/ECB		
RSA Academy	73	Academy	Football	One good adult pitch that is hired out through a private 3 rd party organisation and has extensive demand identified on site.		Secure long-term community use agreement with club and look to move demand onto nearby sites with spare capacity.	NGBs/ Academy	Key Centre	L
			Rugby Union	One good quality senior pitch with minimum school use. Currently available for community use but unused. Spare capacity of 3 matches per week. The Site is closed so there is no unofficial use and maintenance is carried out externally.		Clubs unwilling to travel to access pitches on a regular basis. Continue relationship with school and use pitch as overspill for clubs.	NGBs/ Academy	Key Centre	L
			Cricket	One grass wicket and one artificial wicket on site. Grass wicket used to capacity by the Sandwell Cricket League.		Continue relationship with school and seek to secure community use.	NGBs/ Academy	Key Centre	L
			3G AGP	Full size good quality 3G pitch well used during the week and at the weekend. Pitch has a valid FA performance test and can be used for competitive matches. Some spare capacity.		Maintain current level of use and look to accommodate competitive matches on the pitch, especially mini and youth. Explore options of transferring mini play from Sandwell Minor League to the AGP. Ensure sinking fund is in place for future replacement.	NGBs/ Academy	Key Centre	S
Tipton Sports Academy	88	Sandwell Leisure Trust	Football	Two adult pitches on site. The second pitch is over marked with one 9v9 and one 7v7 pitch. The first pitch is located within the athletics track and is floodlit; maintenance is adequate although work needs doing as the pitch is uneven. Changing facilities meet Step 5 League requirements. Second pitch has drainage issues. The main user is Tipton Town FC and the site is identified as having a deficit of provision.		Improve level/evenness of main pitch and improve drainage on second pitch if funding available. Seek to increase the carrying capacity of the grass pitch provision, in order to alleviate deficit.	SLT	Key Centre	M
			Sand AGP	2x 5aside cages (Skorz) used for training and 5 aside matches. Spare capacity.		Consider resurfacing to 3G as only football demand.	SLT	Key Centre	S
			Tennis	Four good quality tennis courts available on a pay and play basis for casual use only. Some spare capacity.		Maintain court quality.	SLT	Key Centre	S
			Athletics	The Site is the main athletics facility in Sandwell. There is an 8 lane, floodlit track constructed to international standards with all-weather surfaces and provision for all track and field disciplines. Used by Tipton Harriers and is sufficient to meet needs. Could accept more members.		Maximise use of the track and support the Club to attract new members.			
Victoria Park	92	Council	Football	Two adult pitches standard quality currently unused due to lack of changing facility.		Explore options for future changing provision possible 'portacabin' style changing.	Council/ FA	Strategic Reserve	M-L
			Cricket	New non-turf pitch in place and being used for informal cricket		No further actions	Council/ ECB	Key Centre	

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Powis Avenue	104	Council	Football	One youth 11v11 pitch with room for two. No changing provision.		Explore options for changing provision.	Council	Strategic Reserve	M-L
St. John's Rec	115	Private (Licence agreement with Warley RFC)	Football	One poor quality adult pitch with poor changing rooms. Poor drainage and litter a problem. Pitch played to capacity. Site in ownership of charitable trust, club would need long lease to develop site.		Explore options and funding for pitch and changing room improvements. Negotiate long term lease.	Warley RFC/ RFU	Club Site	S-M
			Rugby Union	One senior pitch with some spare capacity, however pitch improvements would be required to ensure quality did not decline further. Poor changing facility joint with football. Site in ownership of charitable trust, club would need long lease to develop site.		Explore options and funding for pitch and changing room improvements. Negotiate long term lease.	Warley RFC/ RFU	Club Site	S-M

West Bromwich

Site	ID	Management	Sport	Current Status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Charlemont Farm	17	Bustleholme FC	Football	Two standard adult pitches also used for 11v11 youth and three standard 9v9 pitches. Club is responsible for maintenance and management at the site and site is currently showing a deficit of supply. Investment into changing rooms in past five years but club would like to erect fence around changing rooms to prevent vandalism.		Work with FF and Birmingham FA to improve pitch quality, to increase capacity and reduce overplay. Look to re-allocate demand to nearby sites with spare provision.	Bustleholme FC/ FA	Club Site	S
Churchfield Tavern	19	-	-	Disused bowling green.		Decommission as there is spare capacity at other greens in the area.	-	-	-
Dartmouth Bowling Club	21	Private	Bowls	One good quality green well used but with some spare capacity.		Support the Club to maintain participation and increase where possible.	Bowls England	Club Site	S
Dartmouth High School (Closed)	22								
George Salter Academy	29	Academy	Football	Grass pitch provision that was improved in parallel to the 3G AGP investment on site. Significant demand identified on site, with analysis showing a deficit of supply.		Ensure that demand on site is being serviced by 3G AGP provision, rather than leading to overplay on grass pitches.	Academy	Education Site	S
			3G AGP	One standard full size 3G AGP and one 5v5 3g AGP pitch, both resurfaced in 2017 with investment from the Football Foundation and support from Birmingham FA		No further action			
			Tennis/Netball	Four good quality tennis and netball courts over marked not currently available for community use.		Consider site as potential future capacity if required.	LTA/ England Netball	Education Site	L
Greets Green Playing Fields	32	Council	Football	Six poor quality, (poor drainage) adult pitches played to capacity. Poor changing rooms on site and dog foul an issue. one youth 11v11 currently use the site but there are five match equivalents of spare capacity in total. Changing rooms are currently locked and not used.		Retain as strategic reserve and explore as potential option for multi-pitch hub site. If the site is to be used for affiliated football, invest in the site, in order to improve the carrying capacity and the overall quality of pitches.	Council	Strategic Reserve	M
			Bowls	Green well used by Greets Green BC and close to capacity.		Support the Club to maintain participation and increase where possible.	Council/ Bowls England	Key Centre	S-M

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current Status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Jesson Playing Fields	41	Council	Football	Poor adult pitch and poor youth 11v11 pitch, Pitches have improved slightly since previous PPS and now used for youth 9v9 football,		Retain as strategic reserve and explore as potential option for multi-pitch hub site. If the site is to be used for affiliated football, invest in the site, in order to improve the carrying capacity and the overall quality of pitches.	Council	Strategic Reserve/Club site	L
Kenrick Park	43	Council	Football	One adult pitch standard quality with no changing provision or ancillary facilities and no formal demand.		Use as strategic reserve and consider re-designation as open space	Council	Strategic Reserve	M
King George Playing Field	44	Council	Football	12x 9v9 and 8x 7v7 pitches prone to water logging in bad weather. Pitches normally used by the Sandwell Minors League, however 7v7 matches were moved to 3G in 2014 due to poor weather/water logging. Significant spare capacity for pitch provision.		Explore as potential hub site, alongside ongoing Parklife discussion.	FA/ Council	Club Site	S-M
			Cricket	Two non-turf pitches installed in 2017		No further actions	Council	Key Centre	
Phoenix Collegiate (South Campus)	65	College	Football	One adult pitch poor quality and one poor 9v9 pitch. Not available for community use due to concerns over overplay.		If pitch quality improves work with school to make pitches available for community use.	Council/ FA	Education Site	S
Q3 Academy	67	Academy	Football	Two adult and two 11v11 youth standard quality with spare capacity for two matches and one match respectively for community use.		Establish relationship with the school. Currently spare capacity to in the area but consider school site as strategic reserve.	Council/ FA	Education Site	M-L
			Rugby Union	Pitch marked around the outside of one adult football pitch. Currently not used but available for community use.		No current demand for rugby union in West Bromwich. Consider pitch if demand increases.	RFU	Education Site	M-L
			3G AGP	Half size 3G pitch of good quality. At capacity Monday to Thursday at peak time. Spare capacity Friday evening and Saturday/Sunday.		Maintain current usage and increase where possible. Ensure sinking fund is in place.	FA	Education Site	M-L
			Tennis/Netball	Three good quality tennis and netball courts over marked. Not currently available for community use.		Consider site as potential capacity if required.	LTA/ England Netball	Education Site	L
Redhouse Park	69	Council	Football	Four standard quality adult pitches, also used for youth 11v11 with significant deficit of supply, caused by high levels of demand. Existing ancillary provision not suitable to existing demand.		Explore options to provide additional changing facilities such as portacabin changing. Look to export demand to nearby sites, to reduce overplay	FA	Key Centre	M
			Cricket	One grass wicket on site of poor quality. Used to capacity by the Sandwell Cricket League.		Protect as grass cricket provision	ECB	Key Centre	M
			Tennis	Five standard quality tennis courts available for pay and play.		Retain quality for recreational tennis.	LTA	Key Centre	M
Sandwell District Football League	75	Private	Football	One good quality adult pitch used for county standard games.		This site is adjacent to the Walter Goodman Stadium (WGS) and has been identified as a potential development site alongside the proposed 3G development at WGS (see below). Ensure this site is included in future planning and feasibility work.	Sandwell District FL	Club Site	L
County FA (Walter Goodman Stadium)	95	Private	Football	One good quality adult pitch used for county standard games, however, no floodlights at the Site. Potential investment into 3G AGP provision has been explored, however this needs to align with wider Parklife strategic		Retain quality. Explore options to install floodlighting. Site has planning permission but needs extending in order to get the true value from the asset.	County FA	Club Site	L

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current Status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				decisions, to ensure that the future supply of 3G AGP provision meets local needs.					
West Bromwich Dartmouth Cricket Club	102	Private	Cricket	Two good quality squares, each with 10 wickets, played to capacity. Good quality pavilion.		Retain quality of squares and pavilion and support the Club to maintain participation.	Club/ ECB	Club Site	M-L
Churchfields Playing Fields	109	Council	Football	Three standard quality adult pitches. Site has had investment over the last two years and the changing rooms and car parking is excellent however no demand has been identified on site.		Transfer youth (11v11) play from nearby Redhouse Park in order to increase usage and maximise ROI on recent investment. Ensure maintenance is good quality in order to stop any further reduction in quality.	Council	Club Site	S
FC Premier	114	Private	Football	One good quality adult pitch also used for youth 11v11. Spare capacity of 0.5. Club reports the need for additional pitches in order to expand youth.		Work with the Club to explore options for securing additional pitches.	Club/ FA	Club Site	M
			Bowls	Great Barr BC. Bowls green well used and is over capacity. Club has ten junior members.		Maintain participation at the Club.	Club	Club Site	M

Wednesbury

Site	ID	Management	Sport	Current Status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Elwells	24	Park Hill Boys FC	Football	One poor quality adult pitch and one standard youth 11v11 pitch, both of which are unused.		Retain as strategic reserve.		Strategic Reserve	L
Holyhead Primary School	39	School	Football	One standard quality youth 11v11 pitch with no demand identified		Retain for community use	Club	Education Site	L
Hydes Road Playing Fields	40	Council	Football	There eight standard quality adult pitches which are also used for youth 11v11 matches. Dog fouling is a big issue. Poor changing rooms. Adult games in the mornings can churn up the pitch for the youth games in the afternoon. Spare capacity of 2.5 matches per week. Site underwent drainage improvement works (slitting).		Invest in ancillary provision and signage, to reduce dog fouling. Explore site as potential multi-pitch hub site as part of Parklife programme. Pending development on other sites, consider re-allocating at least 4 of the adult 11v11 pitches as youth 11v11, to address the deficit for youth 11v11 provision across the study area.	Council	Strategic Site	S
			Cricket	New non-turf pitch installed in 2017		No further action			
			Bowls	Reasonably well used green, spare capacity for approximately 30 members. Club reports that grass is not cut often enough and that there is no water supply to water the green or access to toilets (despite onsite pavilion).		Work with the Club to increase participation and ensure toilets are available when bowling green is open. Consider self-management of the site.	Bowls England/ Council/ Club	Key Centre	M
Pulse Soccer and Fitness Wednesbury	66	Private	Football	Two standard adult pitches with spare capacity for one match per week.		Establish relationship with Soccer Centre and look at ways to increase use.	Council	Club Site	M
			3G AGP	8x 5v5 cages and one 9v9 pitch used for small sided games.		Ensure sinking fund in place in order to replace carpets in the future.	Pulse	Club Site	L
			Netball	Six standard quality floodlit netball courts formerly part of the closed Phoenix Collegiate South Campus. The courts are now operated by Pulse Soccer and it is reported by users that quality of courts has deteriorated with car parking and some lighting also less well		Consider options of self-management by the League and explore options to improve courts and lighting.	League/ England Netball	Key Centre	S

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current Status	Peak Time Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				maintained. Site is a key netball site for the League.					
Stuart Bathurst B.C. High School	81	School	Football	One poor quality adult football pitch unavailable for community use – School decision.		Establish relationship with school to look at the potential for community use in the future.	Council	Education Site	S
			Tennis/Netball	Two good quality tennis and netball courts over marked unavailable for community use.		Establish relationship with school to look at the potential for community use in the future.	Council	Education Site	S
Wednesbury RFC	99	Club	Rugby Union	Site has two poor quality (M1/D0) pitches (one match pitch and one floodlit pitch used only for training). Drainage is poor as pitches are built over hard courts. Site is open access and evidence of glass and dog foul. Good changing facilities. Pitches are already over played and the club is growing and expected to expand further.		Explore options for floodlighting the first pitch in order to spread training across both pitches. Explore improving the drainage of the existing two pitches to reduce existing overplay and allow the club to grow in the future.	Club/ RFU	Club Site	S
			3G AGP	Half size 3G pitch used by the club for training (not contact as it is not World Rugby compliant). Site not available for wider community use.		Explore options to upgrade to World Rugby standard in order to accommodate more training and reduce play on grass pitches. Ensure sinking fund is in place to replace carpet in the future.	Club/ RFU	Club Site	S
Wednesbury Sports Union	100	Private	Football	One standard adult pitch currently unused. Reason unknown.		Establish relationship with the Club to increase participation.	FA	Club Site	S
			Cricket	Good quality square with 12 wickets over played by 5 matches per season. One artificial wicket on site.		Ensure quality of square is maintained in order to continue to accommodate overplay without impacting on quality.	Club	Club Site	L
			Tennis	Four standard quality tennis courts which the Club report to be deteriorating quickly and in need of resurfacing. Spare capacity for members if quality was improved.		Explore options to support the Club to resurface courts to ensure they are playable. Work to increase the number of members.	Club/ LTA	Club Site	S
Wodensborough Ormiston Academy	105	Academy	Football	Standard quality adult pitch not available for community use.		No current demand for use of the pitch. Establish relationship with the school to accommodate potential future demand.	Council/ FA	Education Site	S
			Rugby Union	One standard senior pitch with natural drainage that is adequate for use. The pitch is unavailable for community use.		No current community demand for use of the pitch. Establish relationship with the school for any potential future demand.	Council/ RFU	Education Site	S
			Tennis/Netball	Three good quality tennis courts over marked with two netball courts. Not available for community use.		No current demand for use of the courts. Establish relationship with the school for any potential future demand.	Council/ LTA	Education Site	S
Wood Green Academy	106	Academy	Football	Four standard adult pitches with spare capacity for two matches. School reports a need to expand changing rooms in order to accommodate additional community use.		Explore options with the school to increase changing capacity. Maintain quality of pitches.	Academy/ FA	Education Site	S
			Rugby Union	One standard quality (M1/D1) senior pitch over marked around the outside of one of the football pitches. Ad hoc use from Wednesbury RFC. Pitch at capacity due to football usage.		Ensure appropriate pitch maintenance is applied in order to improve/sustain quality.	Academy	Education Site	S
			Cricket	One artificial wicket and outdoor net facilities away from the pitch. Nets used by Wednesbury CC for training (Thursdays). Spare capacity for match play and training.		Maintain relationship with the Club and maintain net quality.	Academy/ ECB	Education Site	S

PART 8: CONCLUSIONS

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

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

The production of this Strategy should be regarded as the beginning of the planning process. The success of this Strategy and the benefits that are gained are dependent upon regular engagement between all partners involved and the adoption of a strategic approach. The Strategy is intended to be flexible and regularly updated using the accompanying database tools provided.

PART 9: MONITORING AND REVIEW

It is important that once the strategy is adopted that the plan becomes a live document so that progress against the actions can be reviewed and monitored. We recommend that there is regular monitoring (i.e. quarterly).

Since the issue of the 2014 PPS, the Council and steering group has met on a regular basis to ensure that the strategy and action plan remain up to date and reflect latest priorities.

This PPS refresh represents the most robust element of the review process, utilising existing data and supplementing with a sample of new primary research to ensure that PPS meets the ongoing needs of Sandwell MBC and its residents.

It is recommended that the Council continues to track progress with implementing the recommendations and action plan. As has been delivered so far, this process should involve regular liaison with the pitch sport NGBs.

Through the delivery of the PPS, the Council has formed a number of working groups, which will call on both internal and external expertise in order to deliver the recommendations and actions included with this document. For these working groups to deliver effectively, it is key that they are provided with support from external members of the steering group, such as Sport England and NGB's.

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

It is recommended that within three years, a full Playing Pitch Strategy project is undertaken, including a full data capture process, followed by updated needs assessment and strategy delivery. This will ensure that the raw data is as robust as possible and that the future recommendations are valid for the greatest possible length of time.

APPENDIX ONE: STRATEGIC CONTEXT

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

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

National context

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

DCMS: A New Strategy for Sport

The Department for Culture, Media and Sport, following a consultation paper in 2015, launched the new strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the new strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), following the upsurge after the 2012 London Olympics.

The sport strategy is targeting five outcomes which each sports organisation, public or private sector, will be measured against:

- Physical wellbeing
- Mental wellbeing
- Individual development
- Social and community development
- Economic development.

Government funding will go toward organisations which can best demonstrate that they will deliver some or all the five outcomes.

The Delivery of the outcomes will be through three broad outputs;

- More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- A more productive, sustainable and responsible sports sector
- Maximising international and domestic sporting success and the impact of major sporting events

Sport England: Towards and Active Nation

The Vision for this Strategy is: 'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers'.

The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.

SANDWELL COUNCIL PLAYING PITCH STRATEGY

This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:

- Focusing more money and resources on tackling inactivity because this is where the gains for the individual and for society are greatest
- Investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life
- Helping those who are active now to carry on, but at lower cost to the public purse over time. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient
- Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport
- Helping sport to keep pace with the digital expectations of customers
- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers
- Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources
- Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change

West Midlands

Within the West Midlands this strategy is one of a family of strategies including the West Midlands Combined Authority's (WMCA) document *West Midlands on the Move 2017-30 Physical Activity Strategy* and the Active Black Country's *Towards an Active Black Country Strategic Framework 2017-2033: A Call to Action to Work Together to Get People Active*.

The WMCA's strategy sets out the following ambition:

“We will ignite a social movement throughout the West Midlands that makes physical activity and citizenship the norm. We want ‘active citizens’ and we are committed to:

- Making it feel easier and more desirable to get around the West Midlands;
- Making it feel easier and more enjoyable to be outdoors in our green and blue spaces as well as other urban environments;
- Improving how it feels to live in our streets and work in our communities;
- Improve people's life chances, health, employability and access to work.”

Black Country

The Active Black Country's call to action is explicitly set in the context of the long-established, evidence-based vision for the Black Country in 2033 and the Black Country Local Enterprise Partnership's Strategic Economic Plan, which is currently being refreshed. The actions set out in the Active Black Country strategic framework have been developed around the three themes which form the core of the SEP: People, Business and Place.

The Black Country framework is underpinned by a set of principles and values which also underpin this strategy.

The principles are:

- Life course approach, recognising the longer term impact of health and social experiences;
- Asset-based approach, mobilising and utilising the skills and knowledge of individuals and their connections and resources within communities and organisations;

SANDWELL COUNCIL PLAYING PITCH STRATEGY

- Economic viability, ensuring our approaches are affordable;
- A sustainable approach;
- A collaborative approach, working in partnership with individuals and communities;
- A recognition of the role which sport and activity have in education attainment;
- A focus on wellbeing.

The values are:

- Ensuring that individuals and communities are the focus of our work;
- Respecting and promoting the diversity of individuals, communities and businesses across the Black Country;
- Working in Partnership;
- Working in an inclusive way so that any individual, community or organisation can contribute;
- Ensuring a happy, healthy working environment;
- Behaving with integrity;
- Creating a commitment to continually create, learn and improve.

Football:

In August 2015, the Football Association (FA) released their National Game Strategy for Participation and Development (2015 – 2019), which committed the organisation to invest £260 million into grassroots football over the next four years. The strategy has four key priorities;

- Participation – ‘More players playing football more often’. The FA are aiming to boost female youth participation by 11% and retain the current level of male team affiliation
- Player Development – ‘Better quality players being developed and entering the talent pathways’. The FA will invest £16m into coach education and development programmes. There will also be 1,000 more top level grassroots coaches developed and on-going investment into the skills coaching programme for 5 – 11-year olds
- Better Training and Playing Facilities – The FA has committed £48m to new and improved facilities through the Football Foundation. This includes the roll out of a new sustainable model for grassroots facilities in 30 cities through football hubs owned and operated by local communities. An ambition has also been stated to ensure that half of mini-soccer and youth matches are played on high-quality artificial grass pitches
- Football Workforce – ‘Recruiting and developing volunteers and paid staff who service the game’. This will grow the workforce, increase the number of qualified referees and ensure there is an advisory board for every County FA.

The national strategy follows the FA’s October 2014 announcements, stating its intentions to deliver 30 football hubs in cities across the country. The FA intends to increase the number of full size, publicly accessibility 3G AGP’s to over 1,000 across England. It also intends to facilitate the delivery of more than 150 new club-owned and managed football hubs to support the delivery of FA, County FA and professional club youth development and coach education programmes. It also aims to ensure that at least 50% of all mini soccer and 9v9 matches are played on good quality 3G AGP’s.

A key trend for football across the country is the contraction of adult affiliated clubs and the growth of more casual and informal forms of football, such as 5 and 7-a-side and organised evening 11-a-side, typically played on floodlit 3G pitches. This trend reflects the perceived reduction in free time across the UK and the reticence to commit to weekly football on a Saturday or Sunday afternoon.

The growth of demand and supply of 3G provision and the changing patterns of demand among grass roots footballers is key and will be addressed as an output of this study.

SANDWELL COUNCIL PLAYING PITCH STRATEGY

In addition to the focus on 3G facilities the FA has emphasised, throughout consultations, the commitment of the organisation to improving grass pitches, with the overall target being to improve 2,000 grass pitches across the UK and reduce the amount of cancellations, especially due to waterlogging.

The F.A along with funding partners The Football Foundation, Premier League and Sport England have announced a major capital funding programme entitled 'Parklife Football Hubs' which seeks to increase the number of 3G pitches across the country and establish a Trust to improve grass pitches. Sandwell Council is keen to be engaged in this programme, has submitted an expression of interest and has a commitment in principle to allocate 'match funding' towards financing the programme. Work is currently ongoing.

Cricket

Cricket Unleashed (2016)

The ECB published its new strategic plan in 2015. One of the core aims of the strategy is to create more players, great teams and inspired fans, guided by good governance and strong financial operations. The goal of Cricket unleashed is to make the game more accessible and inspire the next generation of players, coaches, officials and volunteers.

The ECB are looking to work with local authorities to develop fit-for-purpose facility and participation plans that will engage with local residents and ensure residents are provided with the right facilities to help them play the game.

It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed and provides a framework that allows stakeholders to work together and deliver against the key objectives of 'more play', 'great teams' and 'inspired fans'. It's also vital that any facility development for cricket takes the objectives of the strategy into consideration, namely the growth of entry level cricket, women and girls' cricket, T20 and engagement of previously hard-to-reach demographics groups.

All Stars Cricket (2017)

Launched in 2017, All Stars Cricket is an ECB initiative that provides children aged five to eight with an introduction to cricket, focussing on parental engagement in supporting the newly trained All Stars Cricket Activators, as well as having a special focus on establishing women's softball and cricket events.

The programme will be delivered nationwide at over 1,800 centres, predominantly at club sites, with the ECB expecting the programme to have a positive impact on junior demand in the short to medium term, providing a transition for children into formal junior cricket.

It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed and All Stars Cricket and provides a framework that allows stakeholders to work together and deliver against the key objectives of 'more play', 'great teams' and 'inspired fans'.

South Asian Cricket Strategy (2018)

The ECB announced a wide-ranging Action Plan to transform the way it engages with South Asian communities and draw more players, fans and volunteers into every level of the game.

The Action Plan was launched with a series of events in three 'core cities' including a Chance to Shine Street Tape-ball competition at Sparkhill Park in Birmingham, a schools' cricket competition at Bradford Park Avenue Cricket Ground in Yorkshire and a women's and girls' cricketing session at Leyton County Ground Sport Centre in East London.

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Insight work undertaken by the ECB strategy team has identified the following key drivers for the Strategy:

- South Asian participation in recreational cricket is at 30%
- The single biggest barrier to South Asian participation is access to facilities in urban areas
- Other challenges identified included; lack of scouting or talent ID in urban areas, the cost of travel and equipment for county age group cricketers, a lack of female coaches, access to cricket at school and a lack of cultural considerations within the match day experience
- 3% of domestic, non-international, ticket sales are from South Asian audiences compared to 40% in the Champions Trophy
- Cricket is overwhelmingly popular with South Asian communities who contribute 18% of the cricketing economy

Using all of this data and insight, ECB worked with Sport England to identify ten 'Core Cities' where the majority (61%) of the South Asian population live: Birmingham, Bradford, Kirklees, Leeds, Leicester, London, Luton, Manchester, Sandwell and Slough. These ten areas will be the focus of the first two years of the project. Following this initial period, the plan will expand to engage to being to engage with a further 300 districts that make up the remaining 39% of the audience.

The ECB Action Plan has set out 11 recommended actions which include:

- URBAN CRICKET CENTRES - The creation of 20+ new Urban Cricket Centres and the development of 1,000 non-turf pitches and 100 turf pitches by 2024;
- COMMUNITY TALENT CHAMPIONS - Piloting the implementation of 'Community Talent Champions' to scout talent previously missed by the scouting system;
- PRIMARY SCHOOLS - The delivery of cricket sessions to 6,000 primary schools in deprived urban communities through Chance to Shine by 2019;
- DIVERSITY IN COACHING - The adoption of the 'Rooney Rule' to support the progression of BAME coaches working in the professional game for all future ECB coaching roles; working with the ten 'core cities' to train and develop 200 female coaches;
- BURSARIES - The awarding of bursaries to talented young South Asian players.

Rugby Union

RFU Strategic Plan (2017-2021)

In October 2017, the RFU published its strategic plan, with the overall objective of being: *England's strongest sport, underpinned by good governance and regulation, as well as increased investment in the game to drive elite performance and community participation*².

The following key areas of focus are particularly relevant for this strategy;

- Protect our clubs: Support clubs to protect themselves against risks to sustainability in the key areas of leadership, facilities and finances. Support clubs to meet all their statutory and regulatory obligations
- Expand places to play through Artificial Grass Pitches: Install and manage strategically placed Artificial Grass Pitches (AGP's) nationwide, increasing playing opportunities for the 15-a-side game and other variants in communities where natural turf pitches are significantly overused. Improve access to rugby in non-traditional and urban areas
- Engage new communities in rugby: Increase female player numbers, with more teams and matches, expansion in the education environment and transitioning more players to clubs

² RFU Strategic Plan (<http://www.englandrugby.com/about-the-rfu/rfu-strategic-plan/>): 2017)

SANDWELL COUNCIL PLAYING PITCH STRATEGY

- Grow the grass-roots game: Increase the number of active male and female (14+) 15-a-side teams by 10%. Increase the number of 15-a-side matches played by 20%. Increase the number of active rugby union players by 10%.

The objectives and targets of the RFU will be referenced throughout this strategy and utilised to prioritise facility development projects as part of the recommendations and action plan section.

England Rugby Women and Girls Action Plan (2017-2021)

As part of the four-year strategic plan summarised above, England Rugby has launched the women and girls action plan for the next four years. The plan recognises the significant growth in the female game over the last four years and sets out a plan for the next four years to continue to grow the number of women and girls engaging in rugby.

There are currently 512 women and girls teams in England and 27,500 existing players, however by 2021 England Rugby wants to growth these numbers, engaging 100,000 females in rugby and converting 25,000 of those into new players.

RFU facilities strategy (2014-2018)

The RFU published its Facility Strategy (2014) for the next four years³. The strategy includes the following relevant objectives and priorities relevant to the PPS:

The core aims of the RFU are to create effective and efficient facilities, management and governance along with community integration

Facility priorities include improving changing provision, natural turf pitch quality, AGPs and floodlighting for both matches and training. These affect commercial opportunities within community clubs.

Hockey

England Hockey Facilities Strategy (2017)

In 2017 England Hockey published the latest facilities strategy for the sport, which replaces the previous 2012 edition and aims to help every hockey club in England work towards having appropriate and sustainable facilities that provide excellent experiences for players.

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

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

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

The EHB has the ambition of growing participation by 10,000 adults and 32,500 children. To enable this, the following three objectives have been highlighted;

- PROTECT: To conserve the existing hockey provision. EH currently has over 800 pitches that are used by hockey clubs (club, school, universities). We need to retain the current provision where appropriate to ensure that hockey is maintained across the country

³ RFU National Facility Strategy (<http://goo.gl/m6kqms>: 2014)

SANDWELL COUNCIL PLAYING PITCH STRATEGY

- **IMPROVE:** To improve the existing facilities stock (physically and administratively). The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to be more support for clubs to obtain better agreements with facilities providers & education around owning an asset.
- **DEVELOP:** To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidation hockey provision in a local area where appropriate. Research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered at one site.

Netball

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

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

British Tennis (LTA) - Place to Play Strategy

The LTA aim to get more people to play tennis more frequently and the places to play strategy is a way of doing this. The strategy will aim to provide high quality facilities for everyone at a convenient location.

It's one plan that aims to increase opportunities for people to play tennis on a regular basis at tennis clubs close to their home, which provides high quality opportunities on safe and well maintained tennis courts.

The strategy sets out:

- Overall vision for places to play
- How to grow regular participation by supporting places to play to develop and deliver the right programmes
- Capital investment decisions to ensure we invest in the right facilities to grow the sport
- Supporting performance programmes in the right locations.

The LTA is committed to growing the sport to ensure that more people are playing tennis more often at first class tennis facilities, with high quality coaching programmes and well organised competition.

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The overall aim for the next five years (2011-2016) is to ensure that, as far as practicably possible, the British population has access to and are aware of the places and high quality tennis opportunities in their local area. In brief

-
- Access for everyone to well-maintained high quality tennis facilities which are either free or pay as you play
- A Clubmark accredited place to play within a 10 minute drive of their home
- Indoor tennis courts within a 20 minute drive time of their home
- A mini tennis (10 and under) performance programme within a 20 minute drive of their home (Performance Centres)
- A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre).

A limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres)

SANDWELL COUNCIL PLAYING PITCH STRATEGY

APPENDIX TWO: FUNDING PLAN

Funding opportunities

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

Awarding body	Description
Big Lottery Fund http://www.biglotteryfund.org.uk/	Big invests in community groups and to projects that improve health, education and the environment
Sport England : <ul style="list-style-type: none"> • Sustainable Facilities Fund • Sportsmatch • Small Grants • Protecting Playing Fields • Inspired Facilities • Strategic Facilities Fund http://www.sportengland.org/funding.aspx http://www.sportengland.org/funding/our-different-funds/strategic-facilities/	Sport England is keen to marry funding with other organisations that provide financial support to create and strengthen the best sports projects. Applicants are encouraged to maximise the levels of other sources of funding, and projects that secure higher levels of partnership funding are more likely to be successful.
Football Foundation http://www.footballfoundation.org.uk/	This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.
Rugby Football Foundation - The Loans Scheme http://www.rfu.com/microsites/rff/index.cfm?fuseaction=loans.home	The Loans Scheme helps finance projects that contribute to the retention and recruitment of rugby players. Projects eligible for loans include: <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.
Rugby Football Foundation - The Grant Match Scheme http://www.rfu.com/microsites/rff/index.cfm?fuseaction=groundmatch.home	The Grant Match Scheme provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a 'match funding' 50:50 basis to support a proposed project. Projects eligible for funding include: <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).

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Awarding body	Description
EH Capital Investment Programme (CIP)	The CIP fund is for the provision of new pitches and re-surfacing of old AGPs. It forms part of EH's 4 year Whole Sport's Plan.
National Hockey Foundation http://www.thenationalhockeyfoundation.com/	The Foundation primarily makes grants to a wide range of organisations that meet one of our chosen areas of focus: Young people and hockey. Enabling the development of hockey at youth or community level. Smaller Charities.

Protecting Playing Fields

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

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

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

The programmes three priorities are:

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

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

Strategic Facilities Fund

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

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

Key features which applications must demonstrate are:

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

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

The Strategic Facilities Fund will prioritise projects that:

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

SANDWELL COUNCIL PLAYING PITCH STRATEGY

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

Funder's requirements

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

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

Indicative costs

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

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

<http://www.sportengland.org/media/198443/facility-costs-4q13.pdf>

The costs are for the development of community sports facilities and are based on providing good quality sports facility for the for the 4th Quarter 2013. These rounded costs are based on typical schemes funded through the Lottery and CAD layouts developed in accordance with Sport England DGNs current at 4th Quarter 2013.

It is anticipated that construction output and activity will rise by 2% in 2014 and that tender prices are forecast to rise by 3% to December 2014.



SANDWELL COUNCIL

PLAYING PITCH STRATEGY

October 2014

[ILO: UNCLASSIFIED]

Integrity, Innovation, Inspiration

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SANDWELL COUNCIL PLAYING PITCH STRATEGY

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PART 1: INTRODUCTION

This is the Playing Pitch Strategy (PPS) for Sandwell. Building upon the preceding Assessment Report it provides a clear, strategic framework for the maintenance and improvement of existing outdoor sports pitches and ancillary facilities between 2014 and 2019. The PPS covers the following playing pitches and outdoor pitch sports:

- ◀ Football pitches
- ◀ Cricket pitches
- ◀ Rugby pitches
- ◀ Hockey/artificial grass pitches (AGPs)
- ◀ Golf courses
- ◀ Tennis courts
- ◀ Netball courts
- ◀ Athletics tracks
- ◀ Bowling greens

The Strategy is capable of:

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

1.1: Structure

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

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

The Strategy and Action Plan recommends a number of priority projects for Sandwell, which should be implemented from 2014 to 2019. It is outlined to provide a framework for improvement and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding will be identified.

SANDWELL COUNCIL PLAYING PITCH STRATEGY

There is a need to build key partnerships between the Council, National Governing Bodies of Sport (NGBs), Sport England, schools, further education providers, community clubs and private landowners to maintain and improve playing pitch provision. In these instances, the potential for the Borough Council to take a strategic lead is more limited (except in terms of Section 106 Agreements). This document will provide clarity about the way forward, and allow key organisations to focus on the key issues that they can directly influence and achieve.

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PART 2: KEY ISSUES TO ADDRESS

Using the key issues identified in the Assessment Report, the following priorities are identified for each sport and provide the context for the development of the aims and objectives within the Strategy.

2.1 Football pitches

- ◀ Drainage issues resulting in poor or standard quality pitches, particularly on popular and well used/overplayed sites.
- ◀ No dedicated youth 11v11 pitches in Sandwell (teams use adult size pitches).
- ◀ Inadequate changing provision at some sites.
- ◀ Imported and exported demand for youth and mini teams.
- ◀ An overall decline in adult 11v11 football which has resulted in a surplus of adult pitches across Sandwell.
- ◀ Future shortfall of youth 11v11 pitches (4.5 in total) and as such any current spare capacity should be retained on youth pitches.
- ◀ Future shortfall of 7v7 mini pitches (3 in total) and 5v5 mini pitches (2.5 in total) and as such any current spare capacity should be retained on youth pitches.

2.2 Cricket pitches

- ◀ Poor or standard quality pitches.
- ◀ Availability and quality of changing facilities, particularly on parks sites.
- ◀ Minimal spare pitch capacity and four sites are overplayed by a total of 59 match sessions per season. In addition, seven sites are played to capacity.
- ◀ Future (one square/ground), latent (two squares/grounds) and displaced (two squares/grounds) demand cannot be accommodated on the current supply of grass wickets.
- ◀ New pitches would therefore be required to accommodate displaced, latent and/or future demand.
- ◀ Further investigation is required with regards to Heathfield Close as a potential site to help meet demand expressed.

2.3 Rugby union pitches

- ◀ There is minimal spare capacity in Oldbury (Warley RFC) and Tipton (St John's Rec) to accommodate current demand.
- ◀ There is a deficit in Wednesbury to accommodate current demand due to poor pitch quality.
- ◀ There are shortfalls in Wednesbury (3.5 pitches) and Oldbury (0.5 pitches) to accommodate future demand.
- ◀ RSA Academy could potentially be accessed as a second site if future demand requires it.
- ◀ If both drainage and maintenance were improved to good quality at Wednesbury RFC there would be capacity for all current and future demand. Securing the site would prevent casual use and would also improve pitch quality.

2.4 AGPs

- ◀ Ormiston Forge AGP is not floodlit.

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SANDWELL COUNCIL

PLAYING PITCH STRATEGY

- ◀ Poor or standard quality AGPs where carpets will need replacing in the future: (Ormiston Sandwell Academy and Hadley Stadium).

Hockey

- ◀ Adequate current supply of AGPs to service current provision for hockey in Sandwell.
- ◀ The refurbishment of Ormiston Sandwell Academy sand based AGP could provide a home ground for West Bromwich Hockey Club if George Salter Academy was to become unplayable or converted to 3G.

Football

- ◀ The FA model suggests that there is a need for an additional two full size 3G pitches to service the number of football clubs in Sandwell.
- ◀ In addition, just under half of football clubs report demand for access to 3G pitches (albeit that cost is an inhibiting factor) and future demand to play competitively on 3G is likely to increase further.

2.5 Other sports

Golf

- ◀ Dudley Golf Club and Sandwell Park Golf Club report that investment to improve drainage is required in the future if course quality is to improve.
- ◀ All Sandwell residents are serviced by a golf course within a 20 minute drive time. There is spare capacity at all courses for current demand and furthermore any future demand.

Tennis

- ◀ Poor or standard quality courts. Priority for improvements should link to availability of courts for public/community use.

Netball

- ◀ All demand for matches is accommodated on the current supply of courts and this is supported by the Leagues which suggest that there are enough courts in Sandwell to satisfy demand.
- ◀ This however, is dependent on Phoenix Collegiate North remaining available. If this venue closed there would be a need to find an alternative six court floodlit site. Currently there are no others within Sandwell.

Athletics

- ◀ To retain and maintain current athletics facilities at Tipton Sports Academy and review options for in Sandwell Hadley Stadium.
- ◀ Tipton Academy meets the needs of Tipton Harriers and is well used but there is capacity to increase membership.

Bowling greens

- ◀ Addressing spare capacity and maximising use of bowling greens, particularly for pay and play opportunities.
- ◀ Lack of junior participation to sustain future demand.
- ◀ Where demand exists, ensuring that quality is sustained or improved.
- ◀ Notwithstanding that there may be additional demand for bowling greens in the future; there is an approximate current oversupply of seven greens in Sandwell based on a membership capacity analysis. Considering only council greens, there is a theoretical oversupply of one green.

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PART 3: STRATEGIC FRAMEWORK

3.1 Context

The Playing Pitch Strategy will provide a strategic approach to playing pitch provision in Sandwell. During times of change for local authorities, the Strategy will provide direction and set priorities for pitch sports. The Strategy sits within the context of the Sandwell Scorecard, which has identified four key priorities which include, Great people, Great Place, Great Prospects, Great Performance. Against this backdrop the rationale for producing the Strategy is that it will help to deliver on the broader agenda to increase participation in sport, which is key to improving health and wellbeing outcomes and which can also play an important role in the development of confidence and skills among individuals. The objects of the Strategy extend across multiple service areas and include:

- ◀ To help deliver the public health agenda
- ◀ To inform the investment strategy for sport initiatives
- ◀ To inform local plan policy and potential developer contributions
- ◀ To set the PPS within the context of the local plan and wider strategies for parks and green space, in particular the Green Space Strategy 2010.
- ◀ To inform sports development initiatives
- ◀ To reflect wider property services asset reviews
- ◀ To help facilitate community use of outdoor facilities on education sites
- ◀ The revised green Space Audit 2013

Sandwell has invested heavily in sports provisions in the past few years. The overall sport offer in the Borough is good with demand increasing. The recent winters has had an impact on grass pitch quality at some locations. Investment in changing rooms and new provision provides a positive picture for Sandwell. Those grass sports pitches identified as poor are primarily associated with localised flooding and drainage problems.

Sandwell's birth rate has increased significantly over a ten year period from a figure of 3,727 in 2002 to 5,063 in 2011/12. The increase has had a direct impact on admission to primary schools, with the LA taking action to increase reception capacity (first year entry to primary school), which at 2010 stood at 4236. A programme of expansion commencing from 2011 has seen the LA provide 535 new reception places up to September 2013. The new provision has been achieved by permanently expanding 17 existing maintained schools and has increased reception capacity up to 4771. The programme of expansion will continue with proposals to provide a further 16 forms of entry (480 reception places) by September 2016.

Whilst the LA's focus has been on providing significant additional primary provision since 2011 there will be an inevitable increase in demand in the secondary sector and this is projected to become apparent from 2015/16. Demand will peak for year 7 places (first year entry to secondary school) across Sandwell in 2019 and it is projected that an additional 30 forms of entry (4,500 secondary places) will be required across the secondary sector by 2024.

The LA's PPS will need to provide scope to assess the impact that this significant increase in school population will place upon current facilities, and how future capacity for community use of school sites will be affected. Sites identified through the Strategy as poor quality will require full consideration by the LA with a view to their recycling to support education

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delivery, and to ease the resultant pressure on school sites that will arise from the statutory expansions of schools to provide additional places.

3.2 Links to other strategies

There are a number of related strategies developed by Sandwell Council which have been adopted or are in the process of being developed, which will inform or be informed by the Playing Pitch Strategy:

- ◀ Sandwell Scorecard
- ◀ Health and Wellbeing Strategy
- ◀ Corporate Asset management Plan and capital Strategy 2010-2015
- ◀ Sandwell Local Plan
- ◀ Green Space Strategy 2010
- ◀ Community Infrastructure Open Space Quality and Quantity
- ◀ Street scene Business Plan
- ◀ Sports Facilities Strategy

3.3 Vision

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

'To have an accessible range of outdoor sports facilities which offer opportunities for all sections of the community to participate in both formal and informal sport, contributing to a higher quality of life.'

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SANDWELL COUNCIL PLAYING PITCH STRATEGY

PART 4: AIMS

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

AIM 1

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

AIM 2

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

AIM 3

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

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PART 5: STRATEGIC OBJECTIVES

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

AIM 1

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

Objectives:

- a. Enhance local planning policy and protect sports facilities.
- b. Secure tenure and access to sites for high quality, development minded clubs, through a range of solutions and partnership agreements.

Objective (a) – Enhance local planning policy and protect sports facilities

Based on the outcomes of the playing pitch strategy enhance local planning policy and emphasise the requirements of the National Planning Policy Framework (NPPF paragraph 74). Highlight Sport England's statutory consultee role on planning applications that affect playing field land.

NPPF paragraph 74 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

Protect the existing supply of sports facilities where it is needed for meeting current or future needs. The majority of facilities from the assessment report justify protection. Local plan policies should protect facilities and the scope to legally safeguard long term use of strategically important sites to the community such as the strategic sites and key centres identified in objective (d) should be considered. For example, through the Fields in Trust programme (www.fieldsintrust.org).

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Where there is no need to protect facilities and the assessment shows scope for rationalisation, the following should be considered as a first stage when making any decisions about disposal:

- ◀ Is the facility surplus to requirements not only now but also in the future?
- ◀ Could the facility be used for another type of sport for which there is a deficit?
- ◀ Can current users be sufficiently accommodated at another appropriate site taking into consideration access, cost and locality?
- ◀ Consideration as to the quality of the facilities (including ancillary facilities).
- ◀ The long term sustainability of the facility.
- ◀ The level of current use and the impact on the spatial distribution of facilities across Sandwell of closing a facility.

It may be appropriate to dispose of some existing playing field sites (that are of low value i.e. one/two pitch sites with no changing provision) to generate investment towards creating bigger better quality sites (Strategic Sites) in order to meet the objectives of the Strategy and to develop the hierarchy of sites (see objective d).

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

- ◀ Ensure that where playing fields are lost through alternative development or closure, that the type of provision of the same or improved standard is provided to meet demand identified.
- ◀ Where pitches are lost due to redevelopment of the site, compensatory re-provision or an equivalent contribution for re-investment into new pitches will be sought as appropriate in an alternative accessible location.
- ◀ Where opportunities exist to additionally increase pitch quality (and therefore pitch capacity to accommodate more matches) this should be a priority (please refer to the action plan to identify quality deficiencies in the appropriate area).
- ◀ All negotiations and mitigation packages should be raised and discussed in partnership with the relevant NGB and Sport England through the Playing Pitch Strategy Steering Group.

In terms of mitigation it is important, where possible and appropriate for a particular sport, that this takes place in an area that is accessible to the playing field that is lost to avoid a scenario where a redundant playing field is lost in an area of the District which has deficiencies and is replaced on the other side of the District.

Furthermore any potential school sites which become redundant over the lifetime of the Strategy may offer potential for meeting community needs on a localised basis. Where schools are closed their playing fields may be dedicated to community use to help address any unmet community needs. Closed school playing fields should be considered in the first instance for becoming community playing fields for meeting the needs identified in the Strategy before being considered for other uses. The following should be considered when assessing the suitability of conversion of former school playing fields for community use:

- ◀ Size
- ◀ Quality
- ◀ Physical accessibility
- ◀ History of community access
- ◀ Availability of ancillary facilities

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

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

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

There is potential for sites in Sandwell to be leased to sports clubs and/or organisations. Each club will be required to meet service and/or strategic objectives set out by the Council. However, an additional set of criteria should be considered, which takes into account the quality of the club, aligned to its long term development objectives and sustainability.

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

Recommended criteria for lease of sport sites to clubs/organisations

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

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

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

Club outcomes for lease agreements

The Council should establish a series of core outcomes to derive from clubs taking on a lease arrangement to ensure that the most appropriate clubs are assigned to sites. As an example outcomes may include:

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

In addition, clubs should be made fully aware of the associated responsibilities/liabilities when considering leases of multi-use public playing fields.

Community Asset Transfer Policy

The Council should continue to work towards adopting a policy which supports community management and ownership of assets to local clubs, community groups and trusts. This presents sports clubs and national governing bodies with opportunities to take ownership of their own facilities; it may also provide non-asset owning sports clubs with their first chance to take on a building.

The Sport England Community Sport Asset Transfer Toolkit is a bespoke, interactive web based tool that provides a step by step guide through each stage of the asset transfer process: <http://assettoolkit.sportengland.org/>

SANDWELL COUNCIL PLAYING PITCH STRATEGY

AIM 2

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

Objectives:

- c. Seek to address overplay
- d. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- e. Work in partnership with stakeholders to secure funding
- f. Establish an approach to securing developer contributions.
- g. Establish a more coherent, structured relationship with schools to maximise community use of educational facilities.

Objective (c) – Seek to address overplay

Priority in the short term (given limited resources) should be directed to poor quality club sites with security of tenure. This standard, based on an achievable target using existing quality scoring to provide a baseline, should be used to identify deficiencies and hence investment should be prioritised to those sites which fail to meet the proposed quality standard (using the site audit database, provided in electronic format). The policy approach to these outdoor recreation facilities achieving these standards should be to enhance quality and therefore the planning system should seek to protect them.

‘Good’ quality refers to facilities that have, for example, good grass cover, an even surface, are free from vandalism, litter etc., have access for disabled people and are supported by good quality ancillary facilities including changing accommodation, toilets and car parking. While ‘standard’ quality refers to facilities that have, for example adequate grass cover, minimal signs of wear and tear, reasonable changing accommodation and the goalposts may be secure but in need of minor repair. Please refer to the Sport England quality assessments.

Improving pitch/surface quality as a priority

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

Sport	Pitch type	Matches
Football	Adult pitches	3
	Youth pitches	4
	Mini pitches	6

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Sport	Pitch type	Matches
Rugby union	Pipe and Slit Drained and a good level of maintenance (D3/M2)	3.5
	Pipe drained and a good level of maintenance (D2/M2)	3.25
	Natural (adequate) drainage and a good level of maintenance (D1/M2)	3
Rugby league	Senior	3
Cricket	One grass wicket	5 per season
	One synthetic wicket	60 per season

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

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

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

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

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

Objective (e) – Work in partnership with stakeholders to secure funding

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

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

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

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

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SANDWELL COUNCIL PLAYING PITCH STRATEGY

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

Sport England research suggests the following:

Economic impact:

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

Health impact:

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

Social and cultural impact:

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

Objective (f) – Establish an approach to securing developer contributions

It is important that this strategy informs policies and emerging supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development. The guidance should form the basis for negotiation with developers to secure contributions to include provision and/or enhancement of appropriate playing fields and its subsequent maintenance. Section 106 contributions or CIL (Community Infrastructure Levy) could also be used to improve the condition and maintenance regimes of the pitches in order to increase pitch capacity to accommodate more matches. A number of planning policy objectives should be implemented to enable the above to be delivered:

- ◀ Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a Section 106 Agreement or equivalent must be completed specifying the amount which will be linked to Sport England's Building Cost Information Service from the date of the Planning Committee, and timing of the Contribution(s) to be paid.
- ◀ Some contributions may need to be ring fenced for use according to the particular terms of the Planning Obligation, where there is opportunity to improve the appropriate pitches within the local vicinity. However, for some sports such as for example cricket and rugby a "central pot" for developer contributions across the local authority area may be necessary for the particular sport.
- ◀ Contributions should also be secured towards the first ten years of maintenance on new pitches. NGBs and Sport England can provide further and up to date information on the associated costs.

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- External funding should be sought/secured to achieve maximum benefit from the investment into appropriate playing pitch facility enhancement and its subsequent maintenance .
- Where new multiple pitches are provided, appropriate changing rooms and associated car parking should be located on site.
- All new or improved playing pitches on school sites should be subject to community use agreements. For further guidance please refer to Sport England:
<http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/community-use-agreements/>
- Establish a formula for collating developer contributions for playing pitches which is demand based.

Objective (g) - Establish a more coherent, structured relationship with schools to maximise community use of educational facilities.

The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. In Sandwell pricing policies at facilities can be barrier to access at some of the education sites but physical access and resistance from schools, especially academies, to open up 3G provision is also an issue.

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

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

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

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

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

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

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

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

Broadly speaking, its role should be to:

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

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

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AIM 3

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

Objectives:

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

Objective (h) - Rectify quantitative shortfalls in the current pitch stock

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

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

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

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

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

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

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

Likely future sport-by-sport demand trends

Sport	Future development trend	Strategy impact
Football	The needs of the game will change significantly from the 2013/14 season with the implementation of the FA Youth Development Review. As a result, pitch demands will change. This could also see changes in the seasonal demand of pitches (youth football).	Consider re-allocating leases to Charter Standard clubs with a large number of teams. Work with clubs to identify facility development opportunities. Work with clubs in relation to their pitch demands as a result of the FA Youth Development Review.
	Demand for senior football is likely to be sustained or decrease slightly based on current trends and the move to small sided football.	Sustain current stock but consideration given to reconfigure pitches.
	An increase in women and girls football following £2.4m investment over the next two years (2014-2016) from Sport England to increase the number of women and girls taking part in football sessions.	A need to provide segregated ancillary facilities and the potential need for more pitches.
Cricket	Demand for additional cricket pitches to accommodate unmet demand as well as club demand and midweek/weekend local leagues.	Access to additional cricket pitches will be required in Sandwell. Greater use/play on non turf wickets.
	Women's and girls' cricket is a national priority and there is a target to establish two girls' and one women's team in every local authority over the next five years.	Support clubs to ensure access to segregated changing and toilet provision and access to good quality cricket pitches to support growth.
Rugby union	The Rugby World Cup (2015) is predicted to see a further increase in the demand for rugby provision. Strong junior sections	Clubs are likely to field more teams in the future, and therefore have a demand for more pitches. It is important, therefore, to work with the clubs to maintain the current pitch stock and to support facility development where appropriate.
AGPs	Demand for 3G pitches for football continues to increase. It is likely that future demand for the use of 3G pitches to service competitive football, particularly mini and youth will result in some reduced demand for grass pitches. Provision of 3G pitches which are IRB compliant will help to reduce overplay as a result of training on rugby pitches.	Ensure that access to new AGP provision across the District is maximised and that community use agreements are in place. Utilise Sport England/NGB guidance on choosing the correct surface: http://www.sportengland.org/media/30651/Selecting-the-right-artificial-surface-Rev2-2010.pdf

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SANDWELL COUNCIL PLAYING PITCH STRATEGY

Sport	Future development trend	Strategy impact
Golf	<p>Two key aims from the Strategic Plan for England Golf 2014-2017:</p> <p>To reverse the decline in club membership which has been occurring annually since 2005 and stabilise club membership.</p> <p>To increase the number of people who play golf at least once a week from the baseline of 750, 000 in 2014 to 910,000* by March 2017</p>	<p>There is spare capacity at all courses in Sandwell to accommodate current and future demand.</p>
Tennis	<p>It is likely that future demand for access to tennis courts in Sandwell will remain reasonably static however quality could become an issue.</p>	<p>There are a large number of tennis courts in Sandwell which can accommodate current demand and anticipated future demand. However, the poorer quality courts, especially parks courts, will require future investment in order to retain usage, even for recreational play. Increasing court capacity through floodlighting and/or increasing the quality of provision could build in future capacity to accommodate growth.</p>
Netball	<p>Key aim from the England Netball - Your Game, Your Way 2013-17 Whole Sport Plan is to increase the level of long-term participant retention through targeting programmes at known points of attrition and easy transition through the market segments, supported by an infrastructure that reflects the participant needs and improves their netball experience.</p> <p>Demand for Netball in Sandwell has remained relatively static over the previous three years and is likely to continue according to the League.</p>	<p>A need to continue to maintain the current stock of courts to a good standard to meet current and future demand.</p> <p>Phoenix Collegiate North closed there would be a need to find an alternative six court floodlit site. Currently there are no others within Sandwell.</p>
Athletics	<p>Nationally, there has been a significant increase in participation which has been evidenced in athletics over the last two years (Sport England Active People Survey APS4). Athletics clubs have generally seen a year on year growth in membership of 5%.</p>	<p>Tipton Academy Athletics track is able to accommodate increase in demand but the impact will be seen on maintenance and ancillary facilities which will need to be increased.</p>
Bowls	<p>General trend of demand for bowling greens remaining static or slightly decreasing.</p>	<p>Likely to result in the need for less outdoor bowling greens. However, this could link to demand increasing for short mat bowls and indoor green provision.</p>

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

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

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

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

[ILO: UNCLASSIFIED]

PART 6: SPORT SPECIFIC OBJECTIVES

Site specific actions falling out of the sport by sport objectives outlined below are detailed within the action plan.

FOOTBALL OBJECTIVE

Meet identified deficiencies at peak times and ensure there is a range of football facilities across the Borough to service *all* levels of the game.

- ◀ Protect the current level of playing pitches and seek to provide new youth pitches in areas of deficit.
- ◀ Improve the quality/drainage and therefore carrying capacity of existing pitch stock as a priority on sites that are overplayed.
- ◀ Transfer overplay to alternative venues which are not operating at capacity or are not currently available for community use. Geographical location is a determining factor for where people want to play and must be considered.
- ◀ Where necessary, reconfigure existing pitch provision with access to suitable pitches and facilities, to support and grow the game.
- ◀ Work with schools to secure tenure and access to primary and secondary schools to help address deficiencies. In particular target primary schools for access to mini/youth pitches and create better club school links.
- ◀ Where schools are available but unused ensure access arrangements are suitable for facilitating access to the whole community, particularly in relation to cost.
- ◀ Where necessary, increase the quality and standard of changing rooms, in particular to accommodate dual gender changing facilities (in line with The FA standards).
- ◀ Where appropriate, develop partnership and/or lease arrangements with large, sustainable, development-minded (i.e. FA Charter Standard Community) clubs to manage their own 'home' sites thus facilitating club development (as detailed in the management objectives).

3G pitches

- ◀ Look to provide at least one 3G pitch in every town (analysis area).
- ◀ Ensure that existing 3G pitches are being fully utilised and available for community use at peak times, including weekends.
- ◀ Seek to establish a strategic phased programme of 3G pitches, which will increase training slots and support back to back matches on Saturdays and Sundays.
- ◀ Ensure that sinking funds are in place to maintain 3G pitch quality in the long term.
- ◀ In partnership with the FA and league, seek to establish, in a phased approach, accommodating all mini soccer matches (both 5v5 and 7v7) on full size 3G pitches.

RUGBY OBJECTIVE

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

- ◀ Address drainage and maintenance issues in order to address overplay of pitches at club sites.
- ◀ Upgrade changing facilities to support participation.

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

- ◀ Work with schools to maximise access to secondary schools and academies to address current and future demand and to develop school-club links.
- ◀ Ensure all clubs have access to training areas which are either dedicated floodlit grassed areas or through the provision of an International Rugby Board (IRB) AGP.

CRICKET OBJECTIVE

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

- ◀ Meet deficiencies in cricket pitches and explore opportunities to develop/create new cricket pitches including investigation into Heathfield Close as a potential site.
- ◀ Protect current levels of provision and seek to provide new fine turf or artificial pitches to meet unmet demand.
- ◀ Provide dedicated artificial wickets to increase capacity at park sites.
- ◀ Ensure that any facilities developed support opportunities for women's and girl's competitive cricket.
- ◀ Support clubs to develop and improve 'off pitch' practice facilities.

HOCKEY OBJECTIVE

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

- ◀ Work with England Hockey to ensure priority hockey sites are protected and their quality is sustained/improved.
- ◀ Ensure that sinking funds are in place to maintain AGPs quality in the long term.
- ◀ Work with providers to maximise access to AGPs to accommodate both hockey training and competitive play.

OTHER SPORTS OBJECTIVE

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

Golf

- ◀ Where demand exists, seek to increase course quality in order to retain/increase membership levels.
- ◀ Maximise access to courses and ensure affordable, pay and play options are offered.

Tennis

- ◀ Improve court quality and prioritise investment in poor quality sites.
- ◀ Ensure clubs can access the appropriate standard of courts to allow LTA competitions to be played.
- ◀ Where demand exists seek to increase court capacity through installation of floodlighting.

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Netball

- ◀ Retain current usage of outdoor netball courts and increase the quality of key sites for competitive netball.

Athletics

- ◀ Retain and maintain current athletics facilities in Sandwell.
- ◀ Work with clubs to increase membership and maximise access to facilities.

Bowls

- ◀ Address spare capacity and maximise the availability of bowling greens for pay and play in order to raise the profile of the game, increase levels of membership and the revenue generated by sites.
- ◀ Support clubs which plan to attract younger people through hosting events such as family days as well as establishing links with local primary schools and girl guides.
- ◀ Where demand exists, ensure that quality is sustained or improved.

PART 7: ACTION PLAN

7.1 Introduction

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

It should be reviewed in the light of staff and financial resources in order to prioritise support for strategically significant provision and provision that other providers are less likely to make. Objective e below explains the hierarchy of priorities on the list. It is imperative that action plans for priority projects should be developed through the implementation of the strategy.

The Council should make it a high priority to work with NGBs and other partners to comprise a priority list of actions based on local priorities, NGB priorities and available funding.

7.2 Justification of sites within the prioritisation list

The list details policy options relating to individual sites and the need to enhance and develop new sporting provision. The following criteria have been used to identify priorities and justify the inclusion of sites within the list. Just one of the following may apply:

- ◀ A project is currently underway to enhance the existing site and/or funding has been secured.
- ◀ An evaluation of site use is required as it is of poor quality and is reportedly underused.
- ◀ The desired action is small scale, short term and will enhance the quality of current provision, whilst aiding community use.
- ◀ The importance of the site is identified in other strategies.

Sites included within the action plan have been tiered based on criteria set below:

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

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

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

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

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

Proposed tiered site criteria

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

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

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

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

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

Key centres

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

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

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

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

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

Reserve sites could be used for summer matches/competitions, training or informal play. They could be single-pitch sites with limited usage, or have no recognised current usage.

[ILO: UNCLASSIFIED]

7.3 Management and development

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

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

7.4 Area by area specific actions

The action plan has been created to be delivered over a ten year period. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur. It is not feasible to include all sites with identified development issues. Only sites, which meet the criteria listed above, have therefore been included. The timescales relate to delivery times and are not priority based.

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

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Rowley Regis

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Ashtree Playing Field	3	Council	Football	One standard adult football pitch used only for 11v11 youth. Issue with dog foul. Spare capacity for one match per week. No changing rooms on site.		Remark to youth 11v11 size and use as a youth football only site. Consider all options for offsite changing. Focus on reducing dog fouling through signage and warden patrols.	Council	Club Site	S
Bearmore Playing Field	5	Council	Football	Two standard adult football pitches located in far south of Rowley Regis, also used for youth 11v11. Dog foul major issue. Users report that maintenance needs to be improved. Imported demand at site from Forest Falcons (1 st team), FTK Juniors (U13) and Oldwinsford Youth (U15). Good changing rooms. No spare capacity. Issues with off roaders cutting up the pitch.		Retain site as an adult site and transfer youth play to Britannia Park. Target dog fouling problems with better signage and red bins. Improve maintenance and deal with off road problems.	Council	Club Site	S
Brickhouse Farm	8	Council	Football	Poor quality site, no changing rooms. One adult football pitch unused – posts in place but no markings. Dog foul issues.	-	Consider other potential uses for the site but investment would be required. Retain as strategic reserve. Target dog foul problems with better signage and red	Council	Strategic Reserve	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
						bins.			
Britannia High School (Closed)	10								
Britannia Park	11	Council	Football	Two standard adult football pitches also used for youth 11v11. One standard mini pitch unused competitively but recreational demand. Users report poor quality changing rooms. Spare capacity of 0.5 on adult pitches.		Remark as youth 11v11 pitches and use as a youth football site. Transfer adult play to Bearmore. Seek to improve changing rooms. Consider converting 7v7 pitch to a 9v9 pitch. Improve quality of pitches.	Council	Club site	S
Haden Hill Park	35	Council	Bowls	Two bowling greens on site well used. Talboats Bowling Club would like to self-manage/maintain the site. Issues with public playing but not paying as site is open access-pay & play is therefore difficult to control. Club uses Old Hill CC (ID 55) for pavilion. Public toilets are in the park.		In order to protect both greens, site should be considered for self-management (including maintenance) in partnership with the Council.	Bowls Club/ Council	Club Site	M
Old Hill Cricket And Tennis Club	55	Private Club	Cricket	Standard quality cricket pitch. Poor drainage on outfield. Club requires more training facilities, e.g. non-turf practice nets. Displaced demand outside Sandwell as square is at capacity.		Work with the Club to identify opportunities to gain funding to provide training facility.	ECB	Club Site	S-M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
			Tennis	Four good quality tennis courts not available for pay and play but adequate to meet the club's needs. Club hope to resurface courts in the next three years if funding can be secured.		Continue to work with the Club and sustain current participation.	LTA	Club Site	M-L
Ormiston Forge Academy	59	Academy	Football	One poor adult football pitch and one poor 11v11 youth pitch. Available for community use and played to capacity.		Work with school to continue community use and consider ways to improve quality of pitches.	FA	Education Site	M
			Sand AGP	Good quality full size sand AGP but not floodlit. Imported hockey demand from Old Halesonians, however, there is no local hockey demand for the pitch. At capacity on Saturdays but some spare capacity at other times.	Matches Training	Continue community use.	EHB	Education Site	M-L
Ormiston Forge Academy Main Site	60	Academy	Netball	Three good netball courts on site currently not accessed for community use.		No current community demand for netball courts in the Rowley Regis area. Consider site as a potential if demand increases.	England Netball	Education Site	M-L
Rowley Labour Club	71	Private Club	Bowls	One good bowling green on site with spare capacity.		Support club to increase/sustain participation.	CSP/ England Bowls	Club Site	M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Timbertree Primary School (Closed)	86								
Tividale Football Club	89	Private Club	Football	The Club plays at Step 4 in the football pyramid. The stand at the ground requires seats rather than benches. The changing rooms are good quality but the pitch suffers from water logging. The Club has aspirations to improve the ground to Step 3. Pitch at capacity.		Support the Club to improve the ground to Step 3 standard.	FA Council Tividale FC	Club Site	M-L
St Michael's CE College	113	Academy	Football	The site has one good adult football and one good 11v11 youth football pitch. It is reported that under PFI contract costs are too high for users due to maintenance and operating costs for the school.		Maximise access to the AGP and work with the School in order to develop and secure community use. Cost is the biggest inhibitor for community use and site should be benchmarked against other similar facilities in the Area. Based on a shortfall of good cricket pitches for the Sandwell League, the artificial wicket at the	Council/ Sport England (access to schools)	Education Site	S-M
			Sand AGP	72x35 yards the AGP is currently only used by the School as again operating costs are too high under PFI contract.					
			Cricket	One artificial cricket wicket on site unused for					

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				community use.		College could provide an additional ground if community use can be secured.			
			Netball	5 good quality netball courts are also unused for community use.					

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SANDWELL COUNCIL PLAYING PITCH STRATEGY

Oldbury

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Barnford Park	4	Council	Football	There are four, adult size, poor quality (poor drainage) football pitches also used for 11v11 youth. Pitches are rotated and rested each week so there is no spare capacity on site. Good changing facility. Dog foul a problem.		Sand slitting to improve the drainage and increase carrying capacity. Reduce dog fouling through signage & wardens patrols.	Friends of Group	Club Site	L
			Cricket	One standard quality square with five wickets. Played to capacity and used by the Sandwell Cricket League.		Continue to maintain quality. Site used to capacity, consider artificial wicket as a way to increase capacity.	ECB	Club Site	S
Brandhall Primary School	7	School	Football	There are two youth 11v11 pitches, a 5v5 pitch and a 7v7 pitch, all standard quality. Site is home to Brandhall Colts. Pitches heavily played due to number of teams and little time to recover. Club would like to start an adult team but do not have a pitch available. Site has no changing		Consider moving some play to Cakemore (ID: 15) in order to give pitches chance to rest. Also consider Cakemore as a site to develop an adult team.	Brandhall Colts/ Council	Education/Club Site	S-M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				rooms.					
Bristnall Hall Academy	9	Academy	Football	One poor quality adult pitch not available for community use due to concerns about over play.	-	Establish relationship with the School in order to encourage community use in the future.	Council	Education Site	M
			Netball	Two poor quality netball courts not available for community use.	-				
Cakemore Playing Field	15	Council	Football	Three standard quality adult pitches currently unused. Improve drainage and changing rooms on site.	-	Consider transferring some play from Brandhall Primary School and use site to develop club, in particular an adult team. Promotion of facilities. Sand slitting/verti draining.	Brandhall Colts/ Council	Club Site	S-M
Langley Bowling Club	45	Private	Bowls	One well used private green with some spare capacity for additional members		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
Lion Farm Playing Fields	48	Council	Football	There are 11 adult poor quality pitches also used as youth 11v11 pitches. Pitches prone to water logging, changing facilities are poor and toilets are kept locked due to vandalism. Well used		Consider sand slitting as a way of improving drainage. Reduce dog fouling through signage & wardens patrols. Explore options for letting pavilion in order to improve	FA/ Council	Key Centre	S-M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				but over played due to poor quality. Fly tipping and car parking issues.		quality.			
Old Cross Pub	54	Private	Bowls	Private bowls green, very well used. Some spare capacity for additional members.		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
Oldbury Academy	58	Academy	Football	Two standard quality adult pitches available for community use and used, however, pitches have poor drainage and can be unplayable in winter. Accommodates imported demand.		Consider site as potential future capacity if required.	FA	Education Site	L
			Cricket	One artificial wicket of good quality. Outfield would only be big enough for junior games.		Consider site as potential future capacity if required.	ECB	Education Site	L
			Tennis/Netball	Three tennis and netball over marked, good quality. Not currently used for community use.		Consider site as potential future capacity if required.	LTA/ England Netball	Education Site	L
			Netball	Two netball courts good quality.		Consider site as potential future capacity if required.	England Netball	Education Site	L
			3G AGP	Academy has planning permission for 5 aside 3G pitch which will be	-	Work with school to utilise pitch for community use when	FA/ Council	Education Site	M-L

[ILO: UNCLASSIFIED]

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				available for community use. Timescales unknown.		complete.			

[IL0: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Ormiston Sandwell Community Academy	61	Academy	Football	Two poor quality adult pitches not available for community to use to avoid over play.	-	Retain for school use.	-	Education Site	-
			Cricket	Artificial wicket unsafe and therefore not currently used.	-	Decommission	-	Education Site	-
			3G AGP	Full size 3G AGP (40mm) resurfaced April 2014. Tividale currently using the pitch for training. No other use except for school use currently.		Work with school to maximise use of the 3G pitch, especially for club training.	FA	Education Site	S
			Tennis/Netball	Three good quality tennis and netball courts over marked. Not currently used for community use.	-	Consider site as potential capacity if required.	LTA/ England Netball	Education Site	L
Perryfields High School	62	School	Football	One 9v9, one 7v7 and one 5v5 pitch, all standard quality, used exclusively by Perrywoods United. Pitches are played to capacity. The Club requires additional space and has aspirations		Consider 3G pitch as a way to increase capacity at the Site. Also look at the potential of developing Pitfields Close (ID: 117) to provide additional capacity.	FA/ Perrywoods United	Education/Club Site	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				to provide a full size 3G pitch in partnership with the School.					
			Tennis/Netball	Two standard quality tennis and netball courts over marked. Not currently used for community use.	-	Consider site as potential capacity if required.	LTA/ England Netball	Education Site	L
The George Public House	82	Private	Bowls	One green on site, well used but with some spare capacity for additional members.		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
Tividale Park	90	Council	-	No evidence of current pitches but has previously had football at the Site. Drainage has been an issue and signs of dog fouling.	-	Consider sand slitting/verti draining as a way of improving drainage. Dog fouling signs and wardens patrols to reduce dog fouling.	FA/ Friends of Group/ Council	Strategic Reserve	S-M
Brades Lodge School	91	School	Football	Two standard quality adult pitches used by Tipton Town FC youth and ladies team. Spare capacity at peak time.		Use spare capacity as a way to retain quality at the Site.	Club	Education/Club Site	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Warley RFC	96	Private	Football	Two good quality football pitches overplayed by 1.5 matches. Changing rooms, showers and parking is poor.		Explore options for improving changing facilities. Consider reducing play in order to maintain good quality.	Warley RFC	Club Site	S
			Rugby	One good quality pitch at the Site well used. Some spare capacity (-1) for junior play (Sunday). Changing facilities are in need of upgrading as it is a barrier to participation.		Explore options for improving changing facilities.	Warley RFC	Club Site	S
Wernley Public House	101	Private	Bowls	One green on site, well used but with some spare capacity for additional members.		Support club to maintain participation and increase where possible.	Bowls England	Club Site	S
York Road Social And Sports Club	107	Private	Football	One standard adult pitch with spare capacity for 0.5 matches per week Sat pm or Sunday.		Use spare capacity as a way to retain quality at the Site.	Club	Education/Club Site	S
Portway Lifestyle Centre	116	Sandwell Leisure Trust	3G AGP	Full size 3G pitch on site of good quality. Well used with some ad hoc		Continue to maintain current participation and look to make use of	Sandwell Leisure Trust	Club Site	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				peak time spare capacity.		spare capacity. Ensure sinking fund is in place in order to resurface pitch when required.			
Pitfields Close	117	Sandwell Leisure Trust	Football	Playing Fields 150m from Perryfields High School main building. Two poor quality adult pitches with poor drainage. Occasionally accessed by school for curriculum and Perrywoods United when required. No spare capacity due to poor quality.		Increase pitch quality in order to increase school use as well as Perrywoods United use.	FA/ Perrywoods United/ School	Education/Club Site	S

[IL0: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Smethwick

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Hadley Stadium	34	Sandwell Leisure Trust	Football	One standard adult pitch within the athletics track. Over played by 0.5 matches per week.		Increase quality in order to reduce overplay. To include possible conversion to 3G pitch.	SLT	Club Site	M
			Sand AGP	Full size poor quality pitch in need of refurbishment. The Site is a football site (Skorz) and is used predominantly for 5aside football and for training. Due partly to deteriorating quality there is some spare capacity at peak time.		Pitch is in need of resurfacing. Currently there is no hockey demand for the Site and so should be considered for 3G resurfacing.	SLT	Club Site	S
			Athletics	Hadley Stadium has an eight lane track and throws facility. It is not maintained as a competition venue and as such its quality and associated level of facilities reflects this. In particular the throw facilities are poor. There is little demand for the venue for athletics due to the good quality facility at Tipton Sports Academy.	-	Review options for provision.	SLT	Club Site	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Holly Lodge High School College Of Science	38	School	Football	Two adult, standard quality pitches but standing water in bad weather. 0.5 spare capacity at peak time. Pitches used by Smethwick Raiders.		Continue to support the Club to play at the Site. Ensure use is secured.	School/ Club	Education/Club Site	S
			Netball	Four good netball courts currently not used for community use.	-	Consider site as potential future capacity if required.	England Netball	Education Site	L
Lewisham Park	47	Council	Football	Two mini pitches (1x 5v5 and 1x 7v7) of standard quality. Currently unused, pitches used for recreational football. No current demand for the pitches in this area. Site used as overspill car park for West Bromwich Albion.	-	Use site as strategic reserve and to be used for recreational football.	Council	Strategic Reserve	S-M
Londonderry Playing Fields	49	Council	Football	Two standard quality adult pitches also used for youth 11v11. Also 7v7 pitch and 9v9 pitch. 9v9 is at capacity, as are adult. Spare capacity for 1 match each week on 7v7 pitch. Poor changing facilities. Car parking issues.		Explore funding options to improve changing rooms. Sand slitting/verti draining and improve car parking facilities.	Council/ FA	Club Site	M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Pheasant Public House	63	Private	Bowls	One bowling green on site. Significant spare capacity for additional members.		Support the Club to increase/sustain membership.	Bowls England	Club Site	L
Sandwell Academy	74	Academy	Football	Two good quality adult pitches not available for community use in order to retain quality.	-	Retain for school use.	-	Education Site	S
			Sand AGP	Full size standard quality pitch. Site used by both football and hockey. Hockey matches at the Site are ad hoc until March due to the car park being used by West Bromwich fans on alternate Saturdays. Site can be considered as at capacity as Academy will not allow further community use. Unsecured site for hockey.		Consider alternatives for car parking in order to maximise use of the pitch for hockey. Explore community use.	School/EHB	Education Site	S
			Netball	Three good netball courts not currently used for community use.	-	Consider site as potential future capacity if required.	England Netball	Education Site	L
Smethwick Cricket Club	77	Private	Cricket	Standard quality wicket but with uneven outfield. The pavilion is also described as poor quality. The Club		Explore funding opportunities to improve outfield as well as the pavilion.	Club/ECB	Club Site	S-M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				reports the need for non-turf practice nets. The 15 wickets at the site are over played and the Club accesses a second ground for the third XI.					

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Thimblemill Recreation Centre	84	Private	Football	Four standard quality adult football pitches on site also used for 11v11 youth. Spare capacity of 2.5 matches at peak time.		Retain spare capacity as a way to retain quality at the Site.	Thimblemill Rec	Club Site	S
			Cricket	Standard quality square with eight wickets. Spare capacity for 14 matches on Sundays. Good quality changing and pavilion.		Support the Club to maintain current levels of participation and expand where possible.	ECB/ Club	Club Site	M
			Bowls	Two greens on site, one good quality, one standard quality. The Club is one of the smallest in the area with 21 members and		Support the Club to increase membership.	Bowls England	Club Site	L

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				therefore has significant spare capacity.					
Victoria Park (Smethwick)	93	Council	Football	Two standard quality adult pitches also used for youth 11v11. Currently only one adult pitch being used. Also standard quality unused 5v5 pitch.		Remark as youth 11v11 and use site as dedicated youth site. Transfer youth play from West Smethwick Park. Transfer adult play from here to West Smethwick Park.	Council	Strategic Reserve	
			Cricket	Poor quality cricket square with one wicket. Used sporadically by the Sandwell Cricket League.		Consolidate play onto better quality council sites such as sites 4, 92 and 103, and use site as strategic reserve.	Council	Strategic Reserve	S
			Tennis	One court of standard quality used for recreational tennis.		Maintain quality for recreational users.	Council	Strategic Reserve	L
West Smethwick Park	103	Council	Football	Five adult pitches standard quality, also used for 11v11 youth. Spare capacity for 1.5 matches per week. Changing facilities require major refurbishment. Dog fouling is also an issue. The pitches are often of a lower		Transfer youth 11v11 play from this site to Victoria Park and use site only for adult play. Explore options to refurbish changing rooms. Better signage for dog walkers. Consider converting one pitch to a 9v9 youth pitch.	Council	Key Centre	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				quality for matches on Sunday afternoons following heavy use throughout the weekend.					
			Cricket	There are two cricket squares on site with two wickets per square. Played to capacity by the Sandwell Cricket League. One of the squares also has an artificial wicket used recreationally.		Maintain quality of cricket square in order to retain participation. Consider second artificial wicket as a way to increase capacity.	Council	Key Centre	S
The Collegiate Academy Trust	112	Academy	Tennis/Netball	Three tennis and two netball courts over marked. Not used for community use.	-	Consider site as potential future capacity if required.	England Netball	Education Site	L

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Tipton

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Ace Academy	1	Academy	Football	One adult pitch standard quality. Not available for community use to prevent overplay.	-	Retain for school use.	-	-	-
			Rugby Union	One senior pitch poor quality. Not available for community use to prevent overplay.	-	Retain for school use.	-	-	-
Coneygre Arts Centre Pitches	20	Private	Football	Two standard quality adult pitches. Spare capacity for 1.5 matches per week. Majority of play at site is youth 11v11		Work with the Club to explore options of remarking one adult pitch as youth 11v11 size.	FA	Club Site	S
Farley Park	25	Council	Football	One standard adult pitch also used for youth 11v11. Pitch played to capacity. One 7v7 pitch. No changing rooms. Dog foul is an issue. Lack of car parking.		Maintain quality of pitch and improve where possible. Explore options for grass car parking. Warden action to reduce dog and horse fouling.	Council	Club Site	S
			Bowls	There is one good quality green on a site and a second green that is used as a practice green (formerly grass tennis courts). Well used green with some spare capacity.		In order to protect both greens, site should be considered, where possible, as a self-managed/maintained site in partnership with the Council.	Greets Green BC/ Council	Club Site	M
Jubilee Park	42	Council	Football	Two standard quality adult football pitches used only		Explore options for additional 'portacabin'	Council	Club Site	M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				for adults. Minimal spare capacity (0.5) each week. Lack of changing rooms restricts matches and there is a lack of provision. Dog and horse foul a problem. Room for two additional pitches.		style changing. Warden action to reduce dog and horse fouling. Consider marking two new pitches.			
RSA Academy	73	Academy	Football	One good adult pitch not available for community use and a second pitch of standard quality available for community use. The second pitch has minimal spare capacity (0.5) each week.		Continue relationship with school and seek to secure community use.	NGBs/ Academy	Key Centre	L
			Rugby Union	One good quality senior pitch with minimum school use. Currently available for community use but unused. Spare capacity of 3 matches per week. The Site is closed so there is no unofficial use and maintenance is carried out externally.		Clubs generally unwilling to travel to access pitches on a regular basis. Continue relationship with school and use pitch as overspill for clubs.	NGBs/ Academy	Key Centre	L
			Cricket	One grass wicket and one artificial wicket on site. Grass wicket used to capacity by the Sandwell Cricket League.		Continue relationship with school and seek to secure community use.	NGBs/ Academy	Key Centre	L
			3G	Full size good quality 3G		Maintain current level of	NGBs/	Key	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
			AGP	pitch well used during the week and at the weekend. Pitch has a valid FA performance test and can be used for competitive matches. Some spare capacity.		use and look to accommodate competitive matches on the pitch, especially mini and youth. Explore options of transferring mini play from Sandwell Minor League to the AGP. Ensure sinking fund is in place for future replacement.	Academy	Centre	

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Tipton Sports Academy	88	Sandwell Leisure Trust	Football	Two adult pitches on site. The second pitch is over marked with one 9v9 and one 7v7 pitch. The first pitch is located within the athletics track and is floodlit; maintenance is adequate although work needs doing as the pitch is uneven. Changing facilities meet Step 5 League requirements. Second pitch has drainage issues. There is some spare capacity on all pitches. The main user is Tipton Town FC.		Improve level/evenness of main pitch and improve drainage on second pitch if funding available.	SLT	Key Centre	S
			Sand AGP	2x 5aside cages (Skorz) used for training and 5 aside matches. Spare capacity.		Consider resurfacing to 3G as only football demand.	SLT	Key Centre	S
			Tennis	Four good quality tennis courts available on a pay and play basis for casual use only. Some spare capacity.		Maintain court quality.	SLT	Key Centre	S
			Athletics	The Site is the main athletics facility in Sandwell. There is an 8 lane, floodlit track constructed to international standards		Maximise use of the track and support the Club to attract new members.			

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				with all-weather surfaces and provision for all track and field disciplines. Used by Tipton Harriers and is sufficient to meet needs. Could accept more members.					
Victoria Park	92	Council	Football	Two adult pitches standard quality currently unused due to lack of changing facility.	-	Explore options for future changing provision possible 'portacabin' style changing.	Council/ FA	Strategic Reserve	M-L
			Cricket	Two cricket wickets of standard quality played to capacity by Sandwell Cricket League. No pavilion.		Explore options for future changing provision possible 'portacabin' style changing. Consider option of artificial wicket to increase capacity.	Council/ ECB	Club Site	M-L
Powis Avenue	104	Council	Football	One youth 11v11 pitch with room for two. No changing provision.	-	Explore options for changing provision.	Council	Strategic Reserve	M-L
St. John's Rec	115	Private (Licence agreement with Warley RFC)	Football	One poor quality adult pitch with poor changing rooms. Poor drainage and litter a problem. Pitch played to capacity. Site in ownership of charitable trust, club would need long lease to develop site.		Explore options and funding for pitch and changing room improvements. Negotiate long term lease.	Warley RFC/ RFU	Club Site	S-M
			Rugby Union	One senior pitch with some spare capacity,		Explore options and funding for pitch and	Warley RFC/	Club Site	S-M

[ILO: UNCLASSIFIED]

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				however pitch improvements would be required to ensure quality did not decline further. Poor changing facility joint with football. Site in ownership of charitable trust, club would need long lease to develop site.		changing room improvements. Negotiate long term lease.	RFU		

[IL0: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

West Bromwich

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Charlemont Farm	17	Bustleholme FC	Football	Two standard adult pitches also used for 11v11 youth with 1.5 matches of spare capacity. Three standard 9v9 pitches currently unused. Club is responsible for maintenance and management at the site. Recent investment into changing rooms. Club would like to erect fence around changing rooms to prevent vandalism.		Consider remarking 9v9 pitch to 11v11 youth in order to accommodate youth 11v11 play on appropriate size pitch. Seek funds to erect fencing.	Bustleholme FC/ FA	Club Site	M
Churchfield Tavern	19	-	-	Disused bowling green.	-	Decommission as there is spare capacity at other greens in the area.	-	-	-
Dartmouth Bowling Club	21	Private	Bowls	One good quality green well used but with some spare capacity.		Support the Club to maintain participation and increase where possible.	Bowls England	Club Site	S
Dartmouth High School (Closed)	22								
George	29	Academy	Football	One adult pitch	-	Ensure that pitch			

[IL0: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Salter Academy				currently poor quality and unavailable for community use due to building work. Will be available for community use and improved once building work is complete.		becomes available for community use when building work is complete.			
			Sand AGP	One standard full size AGP sand based pitch refurbished in 2006, used for community use. Line marking needs to be improved. Pitch is at capacity for hockey on Saturday pm and also has significant football usage. Also a half size sand AGP on site refurbished in 2011 and used for football.		Work with the school to improve line marking and retain pitch as sand based.			
			Tennis/Netball	Four good quality tennis and netball courts over marked not currently used for community use.	-	Consider site as potential future capacity if required.	LTA/ England Netball	Education Site	L
Greets Green	32	Council	Football	Six poor quality, (poor drainage) adult		Explore options to refurbish changing	Council	Key Centre	S-M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Playing Fields				pitches played to capacity. Poor changing rooms on site and dog foul an issue. Three youth 11v11 teams use the site.		rooms and improve pitch drainage by sand slitting. Increase security/warden patrol to reduce dog foul.			
			Bowls	Green well used by Greets Green BC and close to capacity.		Support the Club to maintain participation and increase where possible.	Council/ Bowls England	Key Centre	S-M
Jesson Playing Fields	41	Council	Football	Poor adult pitch and poor youth 11v11 pitch, (poor drainage and waterlogging). Pitches currently unused. No changing rooms. No car parking.	-	Retain pitch as strategic reserve and consider sand slitting/verti drainage.	Council	Strategic Reserve	L
Kenrick Park	43	Council	Football	One adult pitch standard quality with spare capacity for one match per week. No changing rooms and no parking. Maintenance needs to be improved.		Consider grasscrete car parking at the site in order to support provision of pitches. Explore options for portacabin style changing as part of an investment programme for the site along with sand slitting/verti drainage.	Council	Club Site	M
King	44	Council	Football	12x 9v9 and 8x 7v7		Improve drainage by	FA/	Club Site	S-M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
George Playing Field				pitches prone to water logging in bad weather. Pitches normally used by the Sandwell Minors League, however 7v7 matches were moved to 3G in 2014 due to poor weather/water logging. Spare capacity if drainage improved.		sand slitting/verti draining. Also consider using 3G as a way to provide better quality pitches for mini football.	Council		
Phoenix Collegiate (South Campus)	65	College	Football	One adult pitch poor quality and one poor 9v9 pitch. Not available for community use due to concerns over overplay.		If pitch quality improves work with school to make pitches available for community use.	Council/ FA	Education Site	S
Q3 Academy	67	Academy	Football	Two adult and two 11v11 youth standard quality with spare capacity for two matches and one match respectively for community use.		Establish relationship with the school. Currently spare capacity to in the area but consider school site as strategic reserve.	Council/ FA	Education Site	M-L
			Rugby Union	Pitch marked around the outside of one adult football pitch. Currently not used but available for	-	No current demand for rugby union in West Bromwich. Consider pitch if demand increases.	RFU	Education Site	M-L

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				community use.					
			3G AGP	Half size 3G pitch of good quality. At capacity Monday to Thursday at peak time. Spare capacity Friday evening and Saturday/Sunday.		Maintain current usage and increase where possible. Ensure sinking fund is in place.	FA	Education Site	M-L
			Tennis/Netball	Three good quality tennis and netball courts over marked. Not currently used for community use.	-	Consider site as potential capacity if required.	LTA/ England Netball	Education Site	L
Redhouse Park	69	Council	Football	Four standard quality adult pitches, also used for youth 11v11 with spare capacity of 0.5. There are also two unused 5v5 pitches. Not enough changing provision on site if all pitches are used at once.		Explore options to provide additional changing facilities such as portacabin changing.	FA	Key Centre	M
			Cricket	One grass wicket on site of poor quality. Used to capacity by the Sandwell Cricket League.		Consider artificial wicket as a way to increase capacity.	ECB	Key Centre	M
			Tennis	Five standard quality tennis courts available for pay and	-	Retain quality for recreational tennis.	LTA	Key Centre	M

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				play.					
Sandwell District Football League	75	Private	Football	One good quality adult pitch used for county standard games.	-	Retain quality.	Sandwell District FL	Club Site	L
County FA (Walter Goodman Stadium)	95	Private	Football	One good quality adult pitch used for county standard games, however, no floodlights at the Site.	-	Retain quality. Explore options to install floodlighting. Site has planning permission but needs extending in order to get the true value from the asset.	County FA	Club Site	L
West Bromwich Dartmouth Cricket Club	102	Private	Cricket	Two good quality squares, each with 10 wickets, played to capacity. Good quality pavilion.		Retain quality of squares and pavilion and support the Club to maintain participation.	Club/ ECB	Club Site	M-L
Churchfields Playing Fields	109	Council	Football	Three standard quality adult pitches also used for some youth 11v11 play. Site has had investment over the last two years and the changing rooms and car parking is excellent. Some users report that drainage has worsened over the previous 12 months.		Transfer youth (11v11) play to Redhouse Park in order to reduce overplay. Ensure maintenance is good quality in order to stop any further reduction in quality.	Council	Club Site	S

[ILO: UNCLASSIFIED]

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
				Pitches are over played by two matches per week.					
FC Premier	114	Private	Football	One good quality adult pitch also used for youth 11v11. Spare capacity of 0.5. Club reports the need for additional pitches in order to expand youth.		Work with the Club to explore options for securing additional pitches.	Club/ FA	Club Site	M
			Bowls	Great Barr BC. Bowls green well used and is over capacity. Club has ten junior members.		Maintain participation at the Club.	Club	Club Site	M

[IL0: UNCLASSIFIED]

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Wednesbury

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Elwells	24	Park Hill Boys FC	Football	One poor quality adult pitch unused and one standard youth 11v11 pitch with spare capacity of 0.5 matches per week. Only youth play currently at the Site. No changing rooms. Dog fouling an issue and occasional drainage problems.		If funding is available consider options for portacabin style changing facilities. Maintain site as a youth site and consider remarking adult pitch to youth 11v11 pitch and improving drainage in order to allow for growth.	Club	Club Site	L
Holyhead Primary School	39	School	Football	One standard quality youth 11v11 pitch used by Greets Green Albion U12. Spare capacity of 0.5 per week.		Maintain relationship with the school and ensure continued community use.	Club	Education Site	M
Hydes Road Playing Fields	40	Council	Football	There eight standard quality adult pitches which are also used for youth 11v11 matches. Dog foul is a big issue. Poor changing rooms. Adult games in the mornings can churn up the pitch for the youth games in the afternoon. Spare capacity of 2 matches per week.		Improve changing facilities. Better signage for dog walkers and increase number of bins. Where possible attempt to programme youth games on pitches not used in the morning. Resurface car park.	Council	Key Centre	S
			Cricket	Square with two poor quality wickets. Used sporadically during the 2013 season and removed for the 2014 season.	-	Use site as strategic reserve and if required consider artificial wicket in the future as a way to provide cricket facilities.	Council	Key Centre	L
			Bowls	Reasonably well used green, spare capacity for approximately 30 members. Club reports that grass is not cut often enough and that there is no water supply to water the green or access to toilets (despite onsite pavilion).		Work with the Club to increase participation and ensure toilets are available when bowling green is open. Consider self-management of the site.	Bowls England/ Council/ Club	Key Centre	M
Pulse Soccer And Fitness Wednesbury	66	Private	Football	Two standard adult pitches with spare capacity for one match per week.		Establish relationship with Soccer Centre and look at ways to increase use.	Council	Club Site	M
			3G AGP	8x 5v5 cages and one 9v9 pitch used for small sided games.	-	Ensure sinking fund in place in order to replace carpets in the future.	Pulse	Club Site	L
			Netball	Six standard quality floodlit netball courts formerly part of the closed Phoenix Collegiate South Campus. The courts are now operated by Pulse Soccer and it is reported by users that quality of courts has deteriorated with car parking and some lighting also less well maintained. Site is a key netball site for the League.	-	Consider options of self-management by the League and explore options to improve courts and lighting.	League/ England Netball	Key Centre	S
Stuart Bathurst B.C. High School	81	School	Football	One poor quality adult football pitch unavailable for community use – School decision.	-	Establish relationship with school to look at the potential for community use in the future.	Council	Education Site	S
			Tennis/Netball	Two good quality tennis and netball courts over marked unavailable for community use.	-	Establish relationship with school to look at the potential for community use in the future.	Council	Education Site	S
Wednesbury RFC	99	Club	Rugby Union	Site has two poor quality (M1/D0) pitches (one match pitch and one floodlit pitch used only for training). Drainage is poor as pitches are built over hard courts. Site is open access and evidence of glass and dog foul. Good changing facilities. Pitches are already over played and the club is growing and expected to expand further.		Explore options for floodlighting the first pitch in order to spread training across both pitches. Better signage and warden patrol for dog foul.	Club/ RFU	Club Site	S
			3G AGP	Half size 3G pitch used by the club for training (not tackling as it is not IRB compliant).	-	Explore options to upgrade to IRB standard in order to accommodate more training and reduce play on grass pitches. Ensure sinking fund is in place to replace carpet in the future.	Club/ RFU	Club Site	S

[ILO: UNCLASSIFIED]

**SANDWELL COUNCIL
PLAYING PITCH STRATEGY**

Site	ID	Management	Sport	Current Status	Capacity	Recommended actions	Lead Partners	Site hierarchy tier	Timescale
Wednesbury Sports Union	100	Private	Football	One standard adult pitch currently unused. Reason unknown.		Establish relationship with the Club to increase participation.	FA	Club Site	S
			Cricket	Good quality square with 12 wickets over played by 31 matches per season. One artificial wicket on site.		Ensure quality of square is maintained in order to continue to accommodate overplay without impacting on quality.	Club	Club Site	L
			Tennis	Four standard quality tennis courts which the Club report to be deteriorating quickly and in need of resurfacing. Spare capacity for members if quality was improved.	-	Explore options to support the Club to resurface courts to ensure they are playable. Work to increase the number of members.	Club/ LTA	Club Site	S
Wodensborough Ormiston Academy	105	Academy	Football	Standard quality adult pitch not available for community use.	-	No current demand for use of the pitch. Establish relationship with the school to accommodate potential future demand.	Council/ FA	Education Site	S
			Rugby Union	One standard senior pitch with reasonable drainage unavailable for community use.	-	No current community demand for use of the pitch. Establish relationship with the school for any potential future demand.	Council/ RFU	Education Site	S
			Tennis/Netball	Three good quality tennis courts over marked with two netball courts. Not available for community use.	-	No current demand for use of the courts. Establish relationship with the school for any potential future demand.	Council/ LTA	Education Site	S
Wood Green Academy	106	Academy	Football	Four standard adult pitches with spare capacity for two matches. School reports a need to expand changing rooms in order to accommodate additional community use.		Explore options with the school to increase changing capacity. Maintain quality of pitches.	Academy/ FA	Education Site	S
			Rugby Union	One standard quality (M1/D1) senior pitch over marked around the outside of one of the football pitches. Ad hoc use from Wednesbury RFC. Pitch at capacity due to football usage.		Ensure appropriate pitch maintenance is applied in order to improve/sustain quality.	Academy	Education Site	S
			Cricket	One artificial wicket and outdoor net facilities away from the pitch. Nets used by Wednesbury CC for training (Thursdays). Spare capacity for match play and training.		Maintain relationship with the Club and maintain net quality.	Academy/ ECB	Education Site	S

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PART 8: CONCLUSIONS

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

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

The production of this Strategy should be regarded as the beginning of the planning process. The success of this Strategy and the benefits that are gained are dependent upon regular engagement between all partners involved and the adoption of a strategic approach. The Strategy is intended to be flexible and regularly updated using the accompanying database tools provided.

PART 9: MONITORING AND REVIEW

It is important that once the strategy is adopted that the plan becomes a live document so that progress against the actions can be reviewed and monitored. We recommend that there is regular monitoring (i.e. quarterly).

The Council should ensure that a process is put in place to track progress with implementing the recommendations and action plan. This process should involve regular liaison with the pitch sport NGBs.

A PPS should be subject to a full review every three years. However, regular monitoring and updating of key supply and demand data could extend its life to five years and limit the resource needed to carry out a full review. Keeping the supply and demand information up to date annually will reduce the amount of work required in the long term. Demand for pitches is often subject to change and even a three year period will see changes in both the supply of and demand for provision.

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

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

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

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

APPENDIX ONE: STRATEGIC CONTEXT

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

National context

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

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

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

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

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

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

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

- ◀ 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in a school's area.
- ◀ County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- ◀ All secondary schools that wish to do so, will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- ◀ At least 150 further educational colleagues will benefit from a full time sports professional who will act as a College Sport Maker.

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- ◀ Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- ◀ A thousand of our most disadvantaged local communities will get a Door Step Club.
- ◀ Two thousand young people on the margins of society will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.
- ◀ Building on the success of the Places People Play, a further £100 million will be invested in facilities for the most popular sports.
- ◀ A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfil their potential.

National Planning Policy Framework

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

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

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

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

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

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

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The FA National Game Strategy (2011 – 2015)

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

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

'The National Game Strategy' reinforces the urgent need to provide affordable, new and improved facilities in schools, clubs and on local authority sites. Over 75% of football is played on public sector facilities. The leisure budgets of most local authorities have been reduced over recent years, resulting in decaying facilities that do not serve the community and act as a disincentive to play football. The loss of playing fields has also been well documented and adds to the pressure on the remaining facilities to cope with the demand, especially in inner city and urban areas.

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

The FA National Facilities Strategy (2013 – 2015)

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

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

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

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

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

It also commits to:

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

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

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

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

SANDWELL COUNCIL PLAYING PITCH STRATEGY

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

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

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

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

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

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

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

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

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

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

SANDWELL COUNCIL PLAYING PITCH STRATEGY

England Hockey (EH)

'The right pitches in the right places'²

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

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

²

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

SANDWELL COUNCIL PLAYING PITCH STRATEGY

APPENDIX TWO: FUNDING PLAN

Funding opportunities

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

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

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SANDWELL COUNCIL PLAYING PITCH STRATEGY

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

Protecting Playing Fields

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

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

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

The programmes three priorities are:

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

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

SANDWELL COUNCIL PLAYING PITCH STRATEGY

Strategic Facilities Fund

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

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

Key features which applications must demonstrate are:

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

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

The Strategic Facilities Fund will prioritise projects that:

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

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

Funder's requirements

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

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

Indicative costs

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

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

<http://www.sportengland.org/media/198443/facility-costs-4q13.pdf>

The costs are for the development of community sports facilities and are based on providing good quality sports facility for the for the 4th Quarter 2013. These rounded costs are based on typical schemes funded through the Lottery and CAD layouts developed in accordance with Sport England DGNs current at 4th Quarter 2013.

It is anticipated that construction output and activity will rise by 2% in 2014 and that tender prices are forecast to rise by 3% to December 2014.

Report to Cabinet

16 September 2015

Subject:	Revised Playing Pitch Strategy (Key Decision Ref. No. LVS002)
Presenting Cabinet Member:	Leisure and the Voluntary Sector

1. Summary Statement

- 1.1 The purpose of this report is to seek approval for the revised Playing Pitch Strategy.
- 1.2 Since 2006, the Council has been using a Playing Pitch Strategy to inform planners and others about the needs analysis for sports provision in the borough. The analysis components have a limited lifespan of ten years and require cyclical updating on a ten year programme. However, Sport England have devised new needs assessment criteria and have advised the Council that the Strategy needed updating.
- 1.3 During the financial year 2014/15, Sport England provided £5,000 towards the cost of a new Strategy. Following a competitive tender process, leisure consultants Knight Kavanagh Page were appointed at a total cost of £18,600 to assist development of the revised Strategy.
- 1.4 The benefits of producing a Strategy are considerable:

(a) Corporate and strategic

- It ensures a strategic approach to playing pitch provision. During times of change for local authorities, a playing pitch strategy will provide direction and set priorities for pitch sports.
- It provides robust evidence for capital funding. As well as proving the need for developer contributions towards pitches and facilities, a playing pitch strategy can provide evidence of need for a range of capital grants. Current funding examples include the Sport England Lottery Fund, Heritage Lottery Fund (for park improvements), the Football Foundation and the Big Lottery Fund along with health grants.

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- It helps deliver government policies for social inclusion, environmental protection, community involvement and healthy living.
- It helps demonstrate the value of leisure services during times of increasing scrutiny of non-statutory services.
- It helps the Best Value process through:
 - consultation with pitch-based sports clubs, providers and organised leagues
 - challenging the current system for sports pitch ownership, management and maintenance
 - comparison with other local authorities through various benchmarks (team generation rates, the National Playing Field's Association Six Acre Standard, local standards and other performance indicators)
 - competition, perhaps for pitch maintenance contracts.
 It also encourages continuous improvement through monitoring, auditing and benchmarking.

(b) Planning

- It provides a basis for establishing new pitch requirements arising from new housing developments.
- It is one of the best tools for the protection of pitches threatened by development.
- It links closely with work being undertaken on open spaces to provide a holistic approach to open space improvement and protection.

(c) Operational

- It will improve the authority's asset management, which should result in more efficient use of resources and reduced overheads.
- It highlights locations where quality of provision can be enhanced.

(d) Sports development

- It helps identify where community use of school sports pitches is most needed.
- It provides better information to residents and other users of sports pitches. This includes information about both pitches and sports teams.
- It promotes sports development and can help unlock latent demand by identifying where the lack of facilities might be suppressing the formation of teams.

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

- AIM 1

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

- AIM 2

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

- AIM 3

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

1.6 A playing pitch strategy links closely with the local authority's other strategies.

1.7 The report falls outside of the scope of the need for an Equality Impact Assessment. Any individual actions arising out of the PPS will have an impact assessment.

Further details are attached for your information

2. Recommendations

2.1 That the revised Playing Pitch Strategy for Sandwell, as set out in Appendix 1, is approved and adopted as the policy document that informs future sports provision for the borough.

2.2 That subject to 2.1 above, the Playing Pitch Strategy for Sandwell is used to secure future external funding for improvements to sports provision in the borough.

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3. Strategic Resource Implications

- 3.1 The cost of commissioning the Playing Pitch Strategy was £18,500 with £5,000 as a grant from Sport England. £13,500 was found from within existing revenue budget by Parks and Countryside Service in financial year 2014/15.
- 3.2 With Sport England approval for the revised Playing Pitch Strategy this does potentially unlock grant funds available that can be considered for allocating for sports provision. This additional requirement can be built into future capital budgets when the overall Leisure business plan is reviewed as part of the 2016/17 budget setting process.

4. Legal and Statutory Implications

There are no Legal or Statutory implications directly connected to the Playing Pitch Strategy.

5. Implications for the Council's Scorecard Priorities

Great Place – Sport provision that meet people's current and future needs
- providing better health.

6 Background Details

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

- AIM 1

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

- AIM 2

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

- AIM 3

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

Source Documents

Sandwell Playing Pitch Strategy

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The Cabinet

16th September, 2015 at 3.00 pm
at the Sandwell Council House, Oldbury

Present: Councillor Cooper (Chair);
Councillors Crompton, Y Davies, Eling, Hackett
and Khatun.

Apologies: Councillor Moore;
Councillors Ahmed, L Horton, P Hughes, S Jones
and Underhill.

Observer: Councillor Sandars.

155/15 **Minutes**

Resolved that the minutes of the meeting held on 19th
August, 2015 be confirmed as a correct record.

Strategic Items

156/15 **Revised Playing Pitch Strategy (Key Decision Ref. No. LVS002)**

The Cabinet Member for Leisure and the Voluntary Sector sought approval to the revised Playing Pitch Strategy. The plan operated on a ten year cycle and provided details of sports provision in the borough, including:-

- identifying where community use of school sports pitches was most needed;
- providing better information to residents and other users of sports pitches;
- promoting sports development and identifying where the lack of facilities could be suppressing the formation of teams.

The Cabinet – 16th September, 2015

It was now proposed that the following aims within the strategy be adopted by the Council and its partners to enable it to achieve the overall vision of the strategy: -

- Aim 1 - to protect the existing supply of sports facilities where it was needed for meeting current or future needs;
- Aim 2 - to enhance outdoor sports facilities through improving quality and management of sites;
- Aim 3 - to provide new outdoor sports facilities where there was current or future demand to do so.

The Cabinet Member confirmed that the strategy would help to secure external funding for improving sports provision in the borough.

An equality impact assessment was not required for this proposal.

The Cabinet Member for Leisure and the Voluntary Sector recommended the proposal for approval.

Resolved:-

- (1) that the revised Playing Pitch Strategy for Sandwell be approved and adopted as the policy document that informs future sports provision for the borough;
- (2) that subject to resolution (1) above, the Playing Pitch Strategy for Sandwell is used to secure future external funding for improvements to sports provision in the borough.

157/15

Review of the Pension Policy Statement (Key Decision Ref. No. FR015)

The Local Government Pension Scheme 2014, which came into effect on 1st April 2014, required all scheme employers to review their existing discretionary pension policy statements. The key changes to the discretions available under the Local Government Pension Scheme related to the following:-

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The Cabinet – 16th September, 2015

- Augmentation of membership;
- The 85 year rule;
- Early payment of retirement benefits
- Awarding additional pension

It was recommended that the Council would not exercise its discretion to introduce either Shared Cost Additional Pension Contributions or Shared Cost Additional Voluntary Contributions Schemes.

Following a question from the Chair of the Health and Adult Social Care Scrutiny Board which sought clarification on the trades unions' involvement within the consultation process, the Deputy Leader and Cabinet Member for Finance and Resources reported that only one trade union had commented on the proposal and had stated that that the proposals were satisfactory and complied with changes being issued from government. The policy would be reviewed annually and any changes would be published in a statement within one month.

The Deputy Leader and Cabinet Member for Finance and Resources recommended the proposal for approval.

Resolved that the following revisions to the Pensions Policy Statement be approved.

Current Policy Statement (April 2009)

Revised Policy Statement

Augmentation of membership

Augmentation of membership would be considered on the merits of each case.

Provision to augment pension was removed from the scheme.

85 year rule

Automatic entitlement for employees aged 55 to 60 years who met the qualifications of the 85 year rule to receive unreduced pension.

Automatic entitlement was removed, but discretion to switch the rule back on with either reduced or unreduced pension.

The Cabinet – 16th September, 2015

Early payment of retirement

benefits. From age 55, members who had left local government employment may choose to receive early payment of their retirement benefits - subject to the agreement of the Council.

From age 55, scheme members could retire and receive pension without the Council's permission. Benefits would be reduced to allow for early payment, but the Council had discretion to waive actuarial reductions.

Awarding additional pension.

The Council may award a member additional pension of not more than £5,000 per year.

The Council may award a member additional pension of not more than £6,500 per year. There would be index-linked increases to this figure each year.

158/15

Contract Award for Print Production Hardware Procurement (Key Decision Ref. No. FR016)

The Deputy Leader and Cabinet Member for Finance and Resources reported that, on 24th June 2015, the Cabinet gave approval to enter into a contract with Xerox (UK) Limited for the supply of print room equipment to replace the ageing technology currently in use (see Minute No. 109/15).

Whilst the original report had indicated that the Council could consider early termination of the contract with Xerox should circumstances change, further negotiations had since highlighted that the Council would be subject to a financial penalty for early termination, without cause, during the five year period and would need to make a settlement based on the sum that would have been due had the contract continued.

[ILO: UNCLASSIFIED]

The Cabinet – 16th September, 2015

The current annual expenditure on the primary print production equipment was £256,000 and the proposed contract would reduce this cost to £105,000 per annum, producing a saving of £755,000 over the five-year term, whilst significantly increasing reliability and productivity. Having considered the risk to the Council, it was deemed to be at a minimal level and the savings that would materialise as a result of the new contract would give a robust business case to continue with the contract.

The Deputy Leader and Cabinet Member for Finance and Resources recommended the proposal for approval.

Resolved:-

- (1) that the revised details of the terms and conditions of the contract with Xerox (UK) Limited in relation to the supply of printing equipment and related services be received;
- (2) that in connection with resolution (1) above, the Director - Governance enter into a five year fixed term contract with Xerox (UK) Limited for the supply of printing equipment and related services pursuant to Crown Commercial Service framework agreement RM1599.

159/15

Contract Award for an End User Computing Infrastructure (Key Decision Ref. No. FR017)

The Deputy Leader and Cabinet Member for Finance and Resources sought approval to award a contract for an end user computing infrastructure to support a number of deliverables within the Corporate Information Communication Strategy.

On 24th September 2014, the Cabinet gave approval to the Corporate Information Communication Technology Strategy (see Minute No. 48/14). A new end user computing infrastructure contract would enable and support items within the Corporate Information Communication Strategy.

[ILO: UNCLASSIFIED]

The Cabinet – 16th September, 2015

The end user computing infrastructure was established from guidance and support from external consultants Agilisys, which advised enabling computing to work flexibly and break away from a one person, one device policy. Consultations with external company Esteem had detailed that a version of virtual computing software Citrix would use existing resources and provide a cost effective approach to deliver key corporate information communication technology objectives.

The purchase of the Citrix based infrastructure was approved by the Corporate Information Communication Technology Strategy Steering group in April 2015 and the procurement process had been established with the Framework RM1054 to shortlist vendors who could provide the infrastructure needed.

In accordance with the Council's Procurement and Contract Procedure Rules, it was proposed to award the contract to Maindec Computer Solutions Ltd T/A CSA Waverley, at a cost of £1,368,630, including a three year software assurance package for the support and maintenance of the infrastructure, which was deemed value for money and quality assured. The final cost calculated by the preferred bidder fell within the capital allocations awarded in September 2014.

The Deputy Leader and Cabinet Member for Finance and Resources now reported that expenses associated with the contract(s) could be incurred, however, this would not exceed £80,000.

Resolved:-

- (1) that the Assistant Chief Executive award the contract for the provision of a Citrix based end user computing infrastructure to Maindec Computer Solutions Ltd T/A CSA Waverley, for a sum of £1,368,630, for a three-year period;
- (2) that subject to resolution (1) above, any expenses associated with the Citrix based end user computing infrastructure contract will not exceed £80,000 and in the event that expenses do exceed £80,000, the Assistant Chief Executive, in consultation with the Cabinet Member for Finance and Resources, be authorised to approve these expenses;

[ILO: UNCLASSIFIED]

The Cabinet – 16th September, 2015

- (3) that subject to resolution (1) above, the Director - Governance enters into an appropriate contract with Maindec Computer Solutions Ltd T/A CSA Waverley for the provision of a Citrix based end user computing infrastructure.

Business Matter

160/15

Decision Taken by the Leader of the Council

The decisions taken by the Leader of the Council on 25th August, 2015 under the Town and Neighbourhood Services portfolio, were received.

No questions were asked of the Leader of the Council.

(Meeting ended at 3:15pm)

Contact Officer: Matthew Powis
Democratic Services Unit
0121 569 3188

[ILO: UNCLASSIFIED]



Parklife Football Hubs National Programme: Expression of Interest (EOI) Form

The Parklife Football Hubs national programme is seeking to implement a new sustainable model for grassroots football based on quality facilities that are more cost effective to operate. A Parklife Football Hub portfolio will normally contain a minimum of two sites, each site typically comprising a minimum of two AGPs, a changing facility and car parking. Whilst retaining some grass provision, the hub model looks to harness the flexibility and increased capacity of AGPs when compared to natural turf through transferring football within a local area on to artificial grass at strategically located sites.

Local authorities with a population exceeding 200,000 are invited to submit an Expression of interest. Authorities below this threshold can consider a partnership approach with a neighbouring authority.

The funding partners will assess EOIs against the key principles of the fund. The funding partners will also use data and intelligence to prioritise the projects that are considered to have the most impact. Please refer to the Parklife Football Hubs national programme prospectus and Frequently Asked Questions (FAQs) documents for further guidance.

Please complete the details below:

Lead Organisation Name	Sandwell Council
Local Authority	Sandwell Council
Project Title	Sandwell Football Hubs
Project Description <i>Please describe your Parklife Football Hubs proposal in up to 100 words</i>	<p>Sandwell Council and partner agencies will develop a programme which will secure the provision of football in Sandwell for the long term.</p> <p>Football is enjoyed by a broad spectrum of individuals across Sandwell at all ages and abilities. There is a huge demand for high quality, safe, and welcoming provision. Our programme will enable two strategically placed hubs to be created (one in the north and one in the south of the Borough) which will satisfy current and future needs. The subsequent re-investment in pitch maintenance across other sites will ensure the long term sustainability of football and encourage widespread participation. (100 words)</p>

Leisure Operator <i>Please provide details of your current leisure operator and remaining contract period (where applicable)</i>	Sandwell Leisure Trust 18 years contract period remaining Places for People Leisure 22 years contract period remaining
Lead Contact Details <i>Name</i> <i>Position</i> <i>Address</i> <i>Landline Telephone No.</i> <i>Email</i>	Chris Jones Manager - Sport & Leisure Strategy and Development Sandwell Council Sport and Leisure Team Council House Oldbury B69 3DE 0121 569 4735 Chris2_jones@sandwell.gov.uk

Note: Applicants should provide supporting evidence to demonstrate how they meet the key principles via covering letter signed by their council leader, CEO or equivalent. Letters of support from key partners are also encouraged. See [Frequently Asked Questions](#) document Q16 and Q17 respectively for guidance.

Parklife Football Hubs Key Principles

1. Commitment to **developing a portfolio approach** to Parklife whereby a minimum of two hub sites per local authority are developed in order to generate sufficient revenue and ensure long-term sustainability
2. **Evidence of strong relationships** with key local football partners and local organisations capable of driving positive changes in football participation and achieving wider social outcomes. As a minimum, the following agencies should be invited to provide written support to the EOI - county football association and community foundations of the local pro-clubs. Other partners which may also be interested in supporting your application include key local grassroots leagues and clubs, education providers, private sector partners and the charitable sector
3. **High-level political and officer-level support** (Council leader / CEO) and **identified resources** to deliver Parklife Football Hubs in the area
4. Commitment to work with football partners to develop **clear, validated local data and insight** regarding current and potential football participation trends
5. Commitment to raise **minimum partnership funding of 40%** of total capital costs per area (please note this can be aggregated across an area and multiple sites)
6. Demonstrate clearly how the proposal will **bring about wider social outcomes** such as health, education and social cohesion through a Local Plan for Football
7. Commitment to provide clear evidence of strategic need for proposed facilities including an **up-to-date Playing Pitch Strategy** (PPS), or a commitment to undertake one as part of the Parklife Football Hubs programme process. Also a commitment to undertake demand modelling based on the Parklife template model
8. Ability and willingness to **establish or be a part of a Special Purpose Vehicle (SPV) / Trust** structure to manage and maintain facilities where assets are offered across to the SPV on a long-term peppercorn lease. The revenue generated by the local partners shall be ring-fenced for reinvestment into grassroots football in the local area

9. Commitment to **maintain the required level of football revenue subsidy** to allow the Parklife Football Hubs programme sites to mature and demonstrate financial sustainability. Any longer-term reduction in subsidy should be agreed by the local partners and be in line with the outcomes of the modelling for the area based on a reduction in pitches being required to be marked for football
10. Ability and willingness to **procure a dedicated operator** and to take an innovative approach to the financial model at a local level, including considering the role that income generation through commercial sport and leisure facilities could play within Parklife Football Hubs
11. Willingness to **use new programme specific consultancy and construction frameworks** to achieve value and consistency of design across the country
12. Commitment to **progress area-wide plans at speed**. If allocated within the first tranche of organisations there may be a requirement for in year spend in 2017/18.

Please also provide a signature of a Senior Responsible Officer or equivalent demonstrating commitment to the above key principles.

I **[print name]** on behalf of **[Applicant organisation]** confirm our commitment to the above Parklife Football Hubs programme principles should our application be successful at the EOI stage.

Signed Senior Responsible Officer *Director level or equivalent*.

Once completed, please e-mail your Expression of Interest Form, covering letter and any letters of support to Sport England at: funding@sportengland.org who will then advise you on the next steps.

Closing date: 4pm on Friday 27th January 2017

For further information please contact Sport England's funding line on 03458 508508 or via email at funding@sportengland.org

Please also read the [Frequently Asked Questions](#) document.

Report to Cabinet

11 January 2017

Subject:	Parklife Football Hubs Expression of Interest (Key Decision Ref. No. SMBC1654)
Presenting Cabinet Member:	Leisure

1. Summary Statement

- 1.1 Sport & Leisure Strategy and Development are seeking approval, in principle, to submit a bid for a new Sport England, Football Association, Premier League and Department for Culture Media and Sport initiative called the Parklife Football Hubs Programme.
- 1.2 The development of this initiative demonstrates the recognition from these organisations that funding for the provision of grassroots football is reducing due to ongoing reductions in Local Authority budgets.
- 1.3 The principles of the Parklife Football Hubs Programme are as follows:
 - The development of at least two football hubs in a Local Authority area. These hubs will comprise as a minimum of two artificial grass pitches and changing facilities;
 - That these hubs are overseen by a Special Purpose Vehicle that is set up by the Local Authority to take the lead on the development of grassroots football the defined area. This Special Purpose Vehicle is made up of the Local Authority, who can have a maximum of 20% representation on the board, the Football Association, the County Football Association (in the case of Sandwell the Birmingham County Football Association), and the local pro-club(s) community foundation (in the case of Sandwell The Albion Foundation);
 - That the provision of these hubs provides improved access to artificial grass pitches in the area thereby mitigating grass pitches being overplayed and falling into a poor condition and, the revenue generated by these facilities once mature will fund the provision of all grass roots football in the Local Authority area, including the maintenance and running costs of grass pitches and associated changing provision;

- That the programme is delivered in line with the 12 key principles as outlined in Parklife Football Hub National Programme – Prospectus.

- 1.4 The Council would be able to bid for a maximum of £3m per hub and would have to provide a minimum of 40% match funding. The injection of this capital contribution would have a positive long-term impact on the revenue required to provide grassroots football in Sandwell.
- 1.5 Whilst the actual sites for the location of these hubs have not yet been decided upon, should the expression of interest be successful, it would be the intention of the Council to deliver at least one hub in the north of the borough and one hub in the south.
- 1.6 The Parklife Football Hub Programme has a three stage funding process as follows:
- Stage One – Expression of Interest – this signs the Local Authority up to the scheme in principle – it does not commit the Council to continue with the bidding process;
 - Stage Two – Submission of Local Plan for Football – develop a plan for football with partners in the borough (funding for project development costs available);
 - Stage Three – Submission of Individual Hub Applications – the development of the actual hub sites prior to potential grant award.
- 1.7 As this programme could deliver the long-term sustainability of football in Sandwell, it is requested that approval is given to submit an expression of interest.
- 1.8 The expression of interest must be submitted to Sport England by 4pm on 27 January 2017.

Further details are attached for your information

2. Recommendations

- 2.1 That the Interim Director – Neighbourhood Services be authorised to submit an expression of interest in line with Stage One of the Parklife Football Hubs Programme.
- 2.2 That should the Council's submission at Stage One of the Parklife Football Hubs Programme be successful, a further report be presented to Cabinet to agree Stage Two – Submission of Local Plan for Football.

Ajman Ali
Interim Director – Neighbourhood Services

Contact Officer:
Chris Jones
Manager – Sport & Leisure Strategy and Development

3. Strategic Resource Implications

- 3.1 The council will be required to match fund 40% of the agreed capital costs. At the maximum grant-supported cost of £6m for two hubs, this would mean an estimated cost of £2.4m for the council. Future savings are likely from this investment since it would be expected that the hubs will operate to at least a break-even position.
- 3.2 It is possible that the required council match funding is funded from balances earmarked for capital investment because future savings will be generated from reduced park pitch and changing room maintenance costs. A full business case assessment and options for council funding will be developed and a full project appraisal by SIU will be detailed to Cabinet prior to any final bid being submitted.
- 3.3 The Corporate Risk Management Strategy (CRMS) has been complied with to identify and assess the significant risks associated with this decision. This includes (but is not limited to) political, legislation, financial, environmental and reputation risks. Based on the information provided, it is the officers' opinion that for the significant risks that have been identified, arrangements are in place to manage and mitigate these effectively. This assessment has identified there are no current "red" risks that need to be reported.

4. Legal and Statutory Implications

- 4.1 As the Council are only making an expression of interest at this stage and not committing to anything legally, there are no legal risks.
- 4.2 The powers that the Council will use to continue with this submission is Section 2 of the Localism Act 2011.
- 4.3 Any further legal implications should the Council be successful in the Stage One bid will be reported back to Cabinet at a future meeting.

5. Implications for the Council's Scorecard Priorities

Great People – In your neighbourhood:

Young people are at the heart of neighbourhoods. We will involve them in opportunities to be healthy and productive by giving them access to training, jobs and education as well as a range of social and leisure facilities

Great Prospects - Something for Everyone:

We will make sure that high-quality leisure centres give you a wide range of sports and fitness opportunities;

and

We will use local parks, community and leisure facilities to provide a choice of activities for young people to join in after school and during the evening.

6 Background Details

No further information.

Source Documents

Parklife Football Hubs Programme – Prospectus

Parklife Football Hubs Programme – Expression of Interest

The Cabinet

11th January, 2017 at 3.30 pm
at the Sandwell Council House, Oldbury

Present: Councillor Eling (Chair);
Councillors Carmichael, D Hosell, Gill, Khatun,
Marshall, Moore, Shackleton and Trow.

In attendance: Councillors Crompton, Y Davies,
P Hughes, S Jones and Underhill.

Apologies: Councillor Hackett;
Councillor Ahmed.

1/17

Minutes

Resolved that the minutes of the meeting held on 7th
December, 2016 be confirmed as a correct record.

Strategic Items

2/17

Schools Capital Programme 2016/17-18/19 (Phase 2) **(Key Decision Ref. No. SMBC1610)**

The Leader of the Council sought approval to the next phase of the Schools Capital Programme 2016/17-18/19 to fund new school places in light of the funding levels and priorities identified by the present Government to create new school places.

The Programme now sought to provide sufficient secondary school places across the Borough, as those children born in 2007/08 started to enter year 7. An announcement was currently awaited from the Department for Education/Education Funding Agency with regard to the Council's next Basic Need capital allowance for 2019/20.

The Cabinet – 11th January, 2017

It was currently projected that an additional 26 forms of entry (3,845 places) would be required in secondary schools by September 2025. The Council's in-house Architectural Team had been commissioned to undertake a feasibility study to identify possible build solutions to meet the projected demand for new places and a further report would be submitted to Cabinet on the funding requirements for secondary school expansions once the Basic Need allocation had been announced.

Whilst waiting for this announcement, it was proposed to progress the following primary school based projects to ensure the continued supply of sufficient school places:

Primary School Name	Project	No. of New Places
Crocketts Community Primary	Bulge class (new extension)	30
Lyng Primary	Bulge class (refurbishment)	30
Reddal Hill Primary	1 form of entry expansion (refurbishment of ancillary spaces)	0
St Gregory's Catholic Primary	Bulge class (new extension)	30
St Matthew's CE Primary	1 form of entry expansion (new build)	210
Proposed Shireland High Tech Primary	Temporary Mobile Accommodation	420
Summerhill Primary	2 form of entry expansion (refurbishment / part demolition)	0

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

Whilst the unprecedented growth in the birth rate experienced over recent years had started to ease, the Borough continued to receive a high demand for school places, primarily due to increased migration and retention rates. In particular, Smethwick remained the area where this demand remained high. A number of primary schools in Smethwick had already been expanded to meet demand and the new Shireland High Tech Primary free school had been approved for opening in September 2017, which would provide an additional two forms of entry (420 places).

The programme aligned to service needs so that the Council was able to meet its statutory responsibility of ensuring every child in Sandwell had access to a good school place by seeking to build on its commitment to expand successful and popular schools.

Approval was now sought to the allocation of capital funding to enable the proposed expansions to be included within the Schools Capital Programme 2016/17-2018/19.

A full appraisal has been undertaken by Strategic Finance and a number of risks had been identified as a result of the appraisal with action points recommended to mitigate those risks.

An equality impact assessment was not required for this proposal.

The Chair of the Children's Service and Education Scrutiny Board thanked officers for the work being done on finding solutions to the pressure on providing new school places. However, in response to concerns relating to keeping newly created places for those Sandwell schools on the borders of Sandwell for Sandwell students only, the Leader of the Council clarified that all children must be selected using each school's published criteria for admissions which must be in line with the national code for school admissions regardless of whether they lived inside or outside of the Borough. The Council was looking to expand schools or create new schools and had put in place bulge classes in some schools in order to meet the demand.

Resolved:-

- (1) that funding for the following proposed projects be approved as part of the Schools Capital Programme 2016/17-18/19:-

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

- Crocketts Community Primary School, Coopers Lane, Smethwick B67 7DW (bulge class - extension);
 - Lyng Primary School, Horton Street, West Bromwich B70 7SQ (bulge class - refurbishment);
 - Reddal Hill Primary School, Trinity Street, Cradley Heath B64 6HT (1 form entry expansion – refurbishment);
 - St Gregory’s Catholic Primary School, Park Road, Smethwick B67 5HX (bulge class - extension);
 - St Matthew’s CE Primary School, Windmill Lane, Smethwick B66 3LX (one form expansion – new build);
 - proposed Shireland High Tech Primary Free School (temporary mobile accommodation); and
 - Summerhill Primary School, Upper Church Lane, Tipton DY4 9PF (2 form entry expansion – refurbishment/part demolition);
- (2) that, in connection with resolution (1) above, the remaining £7,791,665 funding be retained until feasibility has been undertaken on proposed schemes for 2017-2020, which will be subject to a further report submitted to Cabinet;
- (3) that, subject to resolution (1), (2) and (5), the Director - Education be authorised to award a contract:-
- i) through either the New Project Development procedure as established under the Strategic Partnering Agreement with Sandwell Futures Limited; or
 - ii) or following a compliant procurement exercise, in conjunction with the Monitoring Officer and Interim Director – Resources, and in consultation with the Cabinet Member for Children’s Services;
 - iii) and in the event that the outcome of the procurement exercise identifies that the value of the contract is more than that specified in Minute No. 2/17, or the Council has not received the minimum number of tenders required, then a further report be submitted to Cabinet to award the contract;

[ILO: UNCLASSIFIED]

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- (4) that in connection with (3) above, the Council enter into any legal agreements on terms agreed by the Director - Education, as required, to allow building works to be completed on all proposed sites;
- (5) that in connection with resolution (1) and (3) above, the following action points identified within the appraisal report be implemented to reduce any risk to the Council:-
- prepare detailed costs plans for the projects where additional works are planned at Reddal Hill and Summerhill Primary Schools, to ensure the projects continue to demonstrate value for money and have a sound basis for financial monitoring and evaluation;
 - regular financial monitoring updates on individual projects should be provided to the Leader of the Council, highlighting variations of spend against original estimated costs. Remaining funds should be returned to the unallocated Schools Capital Programme;
 - review Risk Registers for each project to ensure all risks are identified and can be mitigated adequately;
 - that the Council enters into such form of legal agreements as required to allow extension works on all proposed sites;
 - ensure that the work at St Matthew's CE Primary School is carried out in consultation with the Council's Tax Accountant to manage potential unrecoverable VAT risk;
 - prepare project plans for all projects within the programme to ensure meaningful monitoring can be carried out and project timescales are managed; and
 - post project evaluation should include specific outcomes, along with benchmarking of final costs to ensure value for money is achieved.

3/17

Bid to Heritage Lottery Fund for the conservation of Bromwich Hall (the Manor House) Stone Cross, West Bromwich (Key Decision Ref. No. SMBC1653)

The Leader of the Council sought approval to submit an application for funding to the Heritage Lottery Fund to support the restoration and development of the Manor House, Stone Cross.

If successful, the project would enable visitors to explore all of the Manor House, to see the buildings at their very best, correcting patched and temporary repairs, tidying up the grounds, enabling a sustainable future for the Manor House, both with regards to its physical condition as well as enabling the Council to reduce significantly the level of revenue support currently required.

The application to the Heritage Lottery Fund was for a stage-one pass for development funding of £142,000 as part of an overall capital project with a total value of £2,500,00 with £1,999,400 (80%) of support from Heritage Lottery Fund and £500,000 (20%) from the Council. The development phase was approximately £142,000 with a Council contribution of £28,400 (20%).

Heritage Lottery Fund applications at this level were a two stage process with initial support for a 'development' phase which would work up proposals to the architectural Royal Institute of British Architects RIBA Stage 3. This was the stage immediately prior to the writing of detailed bills of quantities and final detailed specification for all works.

The submission of an application to Heritage Lottery Fund did not commit or contract the Council to carrying out any works.

It was envisaged that the project would reduce a £1.8m pressure on the Property Maintenance Account over the next 10-25 years by between £70,000-£180,000 per annum, and provide a total revenue saving to the Museums and Arts budget of £500,000-£750,000 over the same period.

An equality impact assessment had been carried out for this proposal which demonstrated a positive impact upon all identified disadvantaged or alienated groups.

The Cabinet – 11th January, 2017

An appraisal of Round 1 of the application had been undertaken by Strategic Finance and a number of risks had been identified as a result of the appraisal and action points recommended to mitigate those risks.

Resolved:-

- (1) that the Interim Director – Neighbourhood Services submit an application to the Heritage Lottery Fund for £200,000 towards a total project valued £2,500,000, including £142,000 towards the development stage (stage 1) costs in order to provide a sustainable future for the Manor House, West Bromwich with regards to its physical condition as well as enabling the Council to reduce significantly the level of revenue support currently required;
- (2) that in connection with resolution (1) above, the Interim Director – Neighbourhood Services awards £28,400 to support the development stage and submit a further report to Cabinet prior to submission of the phase two bid to Heritage Lottery Fund;
- (3) that in connection with resolution (1) above, the following action points identified within the appraisal report be implemented to reduce any risk to the Council:-
 - ensure that the application is consistent with the advice provided by the Heritage Lottery Fund's Development Officer and that all additional supporting evidence, e.g. survey results, cost breakdown etc. is submitted with the application form;
 - secure match funding for Round 2 prior to acceptance of a funding offer from Heritage Lottery Fund for Round 1;
 - clarify who will be responsible for monitoring the project finances/grant claims;
 - review the Risk Register to ensure that all risks are identified, with sufficient mitigating actions to reduce any risk to the Council;

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

- ensure that all procurement is in accordance with the Council's Financial Regulations and Procurement and Contract Procedure Rules for contracts;
- obtain detailed cost estimates to ensure that the development stage costs can be managed within the available resources;
- notify the Council's Tax Accountant of the planned expenditure profile to ensure that the Council's partial exemption limit for VAT is not exceeded;
- determine the detailed project management arrangements, with the identification of roles and responsibilities of individual officers.

4/17

Sandwell Homes Limited – Dissolution of Company (Key Decision Ref. No. SMBC1652)

The Leader of the Council reported that on 8th August 2012, the Cabinet gave approval to end the management agreement between the Council and Sandwell Homes Limited with effect from 1st January 2013 (see Minute No. 61/12).

However, despite the responsibility for the management of the Council's housing stock being returned to the Council and the company being wound down, the company was still registered at Companies House and therefore annual returns and accounts were still required to be filed each year.

An application had now been made by the remaining director of the company for the company to be struck off the register on the basis of a voluntary dissolution. As the sole member of the company, the Council had been served a copy of this notice. The company held no assets or liabilities.

Approval was now sought to support this application.

Resolved That the application for the voluntary dissolution of Sandwell Homes Ltd be supported and that it be struck off as a company on the register held with Companies House.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

5/17

Procurement of Housing Related Support Services for Pregnant Teenagers/Teenage Parents (Key Decision Ref. No. SMBC1655)

The Cabinet Member for Social Care sought approval to procure housing related support services for pregnant teenagers/teenage parents in Sandwell.

At present, these support services were provided through contracts with Sandwell Homeless and Resettlement Project Ltd (SHARP) and Bromford Group.

SHARP provided 24 hours, seven days a week housing related support service to 30 pregnant teenagers/teenage parents in Council owned accommodation. The supported housing scheme consisted of 30 self-contained units within a low rise building.

Bromford Group provided nine units of accommodation and housing related support from 9am to 5pm to nine pregnant teenagers/teenage parents.

The existing contracts relating to these services were due to expire on 31st July 2017. The proposed new contract(s) would be for two years commencing on 1st August 2017.

The future service(s) would be procured through two distinct contract(s) known as Lot 1 and 2 as follows:-

Lot 1 would provide intensive housing related support for teenage parents/pregnant teenagers by providing a twenty-four hour, 7 days a week service to 30 young families in Council accommodation. The successful tenderer would enter into a Management Agreement on behalf of the Council to provide housing management functions;

Lot 2 would provide housing related support for pregnant teenagers/teenage parents by providing a 9 to 5 service to nine young families in supported accommodation owned by the incumbent Registered Provider.

A grant from the Council was currently provided to SHARP and may be made available to the successful tenderer for Lot 1 providing they met the Council's grant criteria.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

Whilst there was no statutory requirement to consult as there would be no significant adverse effect on the provision of housing related support services to service users, consultation had been undertaken with existing providers, service users, landlords and representatives from the Council's Children Services, Housing, Public Health and Adult Social Care and their views had contributed to shaping the recommendations.

The commissioning of housing related support services would provide support to vulnerable young people, including those with the protected characteristics. It was anticipated that the provision of housing related support services would have a positive impact on protected groups given that the Council would maintain service continuity to vulnerable young people.

In response to a number of questions raised by the Chair of the Children's Service and Education Scrutiny Board relating to whether the provision available (30 places in Lot 1 and 9 in Lot 2) was adequate for the demand, whether there was a waiting list for young families awaiting a placement and what was the average time a young family needed to live in the supported environment, the Cabinet Member for Social Care confirmed that:-

- the level of provision was at 39 units of accommodation. Currently demand was greater than the available provision however, in order to mitigate any risk to pregnant/teenage parents, aged 16-18, alternative forms of accommodation and support (including advice and information) were provided by the Council to meet its statutory duties;
- there was a waiting list for young families awaiting a placement. If a young person was in care, this would continue to be provided by social services until accommodation became available. The average waiting time would be six weeks for Lot 1 and currently, due to fewer available places within Lot 2, there was minimal turnover so waiting times could be indefinite. If accommodation was not available, alternative forms of support including advice, information and temporary accommodation were offered by the Council;
- the average time a young family would live in the supported environment would be between twelve months and two years (dependant on age and support requirements).

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

Resolved:-

- (1) that the Interim Director - Resources award the contracts for the provision of housing related support services for a period between 1st August 2017 to 31st July 2019, on terms to be agreed with the Director - Adult Social Care, Health and Wellbeing;
- (2) that, subject to resolution (1) above, the Council enter into and sign and seal, the necessary agreements and associated documents required in order to execute the identified contracts;
- (3) that in connection with resolution (1) and (2) above, the Interim Director - Resources enters into a lease with the successful tenderer, on terms to be agreed by the Director - Regeneration and Economy;
- (4) that in connection with resolution (1), (2) and (3) above, the Interim Director - Neighbourhood Services issue grant aid to the successful tenderer of £70,930 per annum should they meet the Council's Conditions of Funding and Grant Aid.

6/17

Commissioning of Integrated Sexual Health Service Provision for Sandwell (Key Decision Ref. No. SMBC1656)

The Cabinet Member for Public Health and Protection reported that currently, Sandwell and West Birmingham Trust was the main provider for Genito-Urinary Medicine and Contraceptive and Sexual Health services, both in terms of activity and budget. In addition to this, other sexual health services were currently delivered in the borough. The services were contracted under the co-operative working arrangements with the Council. These services were open access services whereby Sandwell residents could choose to attend services in any part of the country and the cost must be met by the Council's Public Health budget. The majority of Sandwell residents chose to receive these services from Sandwell and West Birmingham Trust.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

Approximately £3.3 million per annum was currently spent on all sexual health services in Sandwell. This included both preventative and treatment elements. The contracts of these services would come to an end on 31st March 2018.

Currently, most of the activities both complex and non-complex were seen at specialist Genito-Urinary Medicine and Contraceptive and Sexual Health service centres, for which the tariff costs were very high. There was therefore a need to skill-mix and utilise generic staff from generic settings and through self-help options to provide the vast majority of the non-complex interventions (level 1 & 2) at a significantly reduced cost. A new sexual health strategy had therefore been devised to form a service model that focused on promotion and prevention through self-help options.

The new service model would have four key elements. The specialist provision, an integrated hub and specialist spokes, would largely focus on providing specialist functions related to complex sexual health needs (level 3 services). This would now be the smallest provision. The services provided through generic settings would be the largest provision in the new model. This included the provision of sexual health service delivered from 'natural settings' such as primary care settings including GPs, pharmacies, community outreach settings and voluntary sectors.

One of the key aims of the new model was to reduce the number of people repeatedly accessing highly specialised and costly Genito-Urinary Medicine services for low level activities. The new model would promote more "self-help" activities such as undertaking home testing, visiting pharmacies and their GP practices for most of their common sexual health need. The integrated model would have a website giving individuals concerned many options to address their sexual health needs, which included the supply of home testing kits.

It was anticipated that the new service model would cost £3 million per annum, a reduction of £300,000 achieved by efficiencies from integration of services. Subsequently, a further 10% reduction would be made year on year in the first three years of the contract. It was proposed that a prime provider would be commissioned to deliver the service model. One lead provider must ensure all four aspects of the services described were delivered.

The Cabinet – 11th January, 2017

The lead provider should have the means to sub contract various aspects of the service modalities (such as GPs, pharmacies and voluntary sector) as appropriate and necessary and develop effective pathways.

If the service elements were separated and commissioned separately, it would not provide an incentive system which was the fundamental aspect of the new model to reduce the capacity of specialist end and increase the “self-help” provision.

It was therefore proposed that the Council enter into a co-operative working arrangement with Sandwell and West Birmingham Trust to deliver the integrated sexual health model where they would be the prime provider.

Negotiations would be undertaken with Sandwell and West Birmingham Trust to determine the contract to ensure value for money was achieved. A negotiation deadline would be set to ensure that alternative options were available to the Council in the event either party was unable to proceed.

In response to a question raised by the Chair of the Community Safety, Highways and Environment Scrutiny Board relating to whether the Council could be assured that the Sandwell and West Birmingham Hospitals NHS Trust would offer the same varied access to the service, the Cabinet Member for Public Health and Protection confirmed that the Sexual Health Service was an open access service that could be accessed by a Sandwell resident anywhere in the country with the cost being reimbursed by Sandwell Council. The new contract would ensure that there were a variety of access points and give Sandwell residents more choice. The new model would give individuals options to access services through generic settings such as pharmacies and voluntary sectors which would be impartial and confidential in nature. All access points would be made clear through a dedicated local online website for sexual health.

The Cabinet – 11th January, 2017

Resolved:-

- (1) that the Director - Public Health agree contractual arrangements with Sandwell and West Birmingham Hospitals NHS Trust for the provision of Integrated Sexual Health Service from 1st April 2018 to 30th September 2019, with an option to extend for up to a further two years pursuant to the existing contractual arrangements for co-operative working;
- (2) that, subject to resolution (1) above, the Council executes any documentation necessary to include the service for the provision of Integrated Sexual Health Service within the contract for co-operative working with Sandwell and West Birmingham Hospitals NHS Trust on terms agreed with the Director - Public Health for the period specified;
- (3) that in connection with resolution (1) above, any necessary exemptions be made to the Council's Procurement and Contract Procedure Rules to enable the proposed actions to proceed.

7/17

Delivery of Building Materials to Multiple Locations (Key Decision Ref. No. SMBC1631)

The Cabinet Member for Housing sought approval to award a contract for the delivery of building materials to multiple locations including Roway Lane Supplies Section, for a contract period of two years, from 1st February 2017 to 31st January 2019.

The specification of the contract was to supply building materials, e.g. slabs, bricks, sand and cement etc. This would enable the repairs and maintenance teams to undertake routine repairs to the Council's 28,300 housing stock.

In accordance with the Council's Procurement and Contract Procedure Rules, Darlaston Builders Merchants Ltd submitted the best value tender, based on price and quality.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

The anticipated value of the contract was £800,000 (£400,000 per annum) for a period of two years.

An equality impact assessment was not required for this proposal.

In response to a question raised by the Chair of the Housing Scrutiny Board relating to the social value benefits of awarding this contract, the Cabinet Member for Housing confirmed that Darlaston Builders were a local builders merchant employing local people as well as offering young people work placements. The company also sponsored local football teams and local charities.

Resolved:-

- (1) that the Interim Director – Neighbourhood Services award the contract for the delivery of building materials to multiple locations to Darlaston Builders Merchants Ltd for a total sum of £800,000 (£400,000 per annum) for the period 1st February 2017 to 31st January 2019;
- (2) that in connection with resolution (1) above, the Council enter into and sign and seal the necessary agreements and associated documents required in order to enter into an appropriate contract with Darlaston Builders Merchants Ltd.

8/17

Direct Payment Support Services (Key Decision Ref. No. SC13)

The Cabinet Member for Social Care reported that people with identified social care needs could choose to receive a direct payment to pay for the cost of their support as an alternative to the Council arranging that support. When people received a direct payment, they often employed their own care staff.

The Council currently funded three services that supported people who, through a direct payment, employed their own care staff.

The contracts associated with these services were due to expire on 5th April 2017.

The service provision was subsequently split into three lots;

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

- Payroll and pension auto enrolment;
- Managed account provision;
- Employer support training.

In accordance with the Council's Procurement and Contract Procedure Rules and following a procurement exercise, Ideal for All Limited was identified as the successful future supplier for all three lots of provision.

Approval was therefore sought to award the contract to Ideal for All Limited from 6th April 2017 until 5th April 2020, with an option to extend the contract for one year from 6th April 2020 until 5th April 2021.

The current annual budget for the three services was £111,700. It was anticipated that the cost of the three services would be £86,000 per annum (£258,000 for three years and, if extended to four years, £344,000). This was a potential annual saving on the current budget of approximately £25,000 per annum. However, as services were demand led, should demand for Direct Payment Support Services increase over the current levels, costs incurred would also increase.

An equality impact assessment had been undertaken for this proposal.

Resolved:-

- (1) that the Director - Adult Social Care, Health and Wellbeing award a contract to Ideal for All Limited, for the annual sum of £86,000 for a period of three years, with an option to extend for one year, commencing from 6th April 2017 until 5th April 2020, for the following services:
 - Payroll and Pension Auto-Enrolment Service;
 - Managed Accounts Service;
 - Employer Support Service;
- (2) that in connection with resolution (1) above, the Council enter into and sign and seal the necessary agreements and associated documents required in order to execute the contract;

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

- (3) that in connection with resolution (1) above, in the event that demand for Direct Payment Support Services increase over the current levels, a further report be submitted to Cabinet.

9/17

Provision of Emergency Drainage Clearance and Associated Underground Drainage Repairs (Key Decision Ref. No. SMBC1632)

The Cabinet Member for Housing sought approval to award a contract for the provision of emergency drainage clearance, for a contract period of three years, from 1st February 2017 to 31st January 2020.

In accordance with the Council's Procurement and Contract Procedure Rules, Draintech Services (Midlands) Ltd submitted the best value tender, based on price and quality. The value of the contract was £615,000 (£205,000 per annum) for a period of three years.

An equality impact assessment was not required for this proposal.

Resolved:-

- (1) that the Interim Director – Neighbourhood Services award the provision of emergency drainage clearance to Draintech Services (Midlands) Ltd for the total sum of £615,000 (£205,000 per annum) for the period 1st February 2017 to 31st January 2020;
- (2) that in connection with resolution (1) above, the Council enters into and sign and seal the necessary agreements and associated documents required in order to enter into an appropriate contract with Draintech Services (Midlands) Ltd.

10/17

Provision of Roofing Repairs to SMBC Properties (Key Decision Ref. No. SMBC1634)

The Cabinet Member for Housing sought approval to award a contract for the provision of roofing repairs for a contract period of two years, from 1st February 2017 to 31st January 2019.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

The tender had been divided into the following lots:

- Lot 1 Pitched Roofing
- Lot 2 Built up Felt Roofing
- Lot 3 Asphalt Roofing

In accordance with the Council's Procurement and Contract Procedure Rules, Burrows Home Comfort Ltd, Woodhull Roofing Ltd, IJS Roofing and Building Ltd and Avonside Roofing Ltd submitted the best value tenders.

The anticipated value of the contract was £1,828,000 (£914,000 per annum) for a period of two years.

An equality impact assessment was not required for this proposal.

Resolved:-

- (1) that the Interim Director – Neighbourhood Services award the provision of roofing repairs to Council properties to Burrows Home Comfort Ltd, Woodhull Roofing Ltd, IJS Roofing and Building Ltd and Avonside Roofing Ltd for a total sum of £1,828,000 (£914,000 per annum) for the period 1st February 2017 to 31st January 2019;
- (2) that in connection with resolution (1) above, the Council enter into and sign and seal the necessary agreements and associated documents required in order to enter into appropriate contracts with Burrows Home Comfort Ltd, Woodhull Roofing Ltd, IJS Roofing and Building Ltd and Avonside Roofing Ltd.

11/17

Supply and Fit Composite Door Sets to Council Properties (Key Decision Ref. No. SMBC1633)

The Cabinet Member for Housing sought approval to award a contract for the supply and fitting of composite door sets to Council properties for a contract period of three years, from 1st February 2017 to 31st January 2020.

The Council was responsible for the management, upkeep and repair of Sandwell's 28,300 housing stock.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

This was currently achieved utilising a mix of in-house resources and external contractors. This contract was required to enable the repairs and maintenance section of Neighbourhoods Services to install composite front, rear and fire doors to tenanted Council properties.

In accordance with the Council's Procurement and Contract Procedure Rules, I G Doors Ltd provided the best value tender.

The anticipated value of the contract was £2,400,000 (£800,000 per annum) for a period of three years.

An equality impact assessment was not required for this proposal.

In response to a question raised by the Chair of the Housing Scrutiny Board relating to the social value benefits of awarding this contract, the Cabinet Member for Housing confirmed that I G Doors had adopted a local awareness stance where they were looking to employ local employees and sourced from local suppliers where possible. They also aimed to contribute to the local community by supporting charity events and fetes.

Resolved:-

- (1) that the Interim Director – Neighbourhood Services award the supply and fit composite door sets to Council properties to I G Doors Ltd for the total sum of £2,400,000 (£800,000 per annum) for the period 1st February 2017 to 31st January 2020.
- (2) that in connection with resolution (1) above, the Council enter into and sign and seal the necessary agreements and associated documents required in order to enter into an appropriate contract with I G Doors Ltd.

12/17

Provision of Wallpaper, Paints, Brushes and Sundries (Key Decision Ref. No. SMBC1629)

The Cabinet Member for Housing sought approval to award a contract for the provision of wallpaper, paints, brushes and sundries to Roway Lane Supplies Section, for a contract period of three years, from 10th February 2017 to 9th February 2020.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

The current contract would expire on 9th February 2017.

This tender had been divided into the following lots:

Lot 1 Wallpaper and Paint

Lot 2 Brushes

Lot 3 Sundries

PPG Architectural Coatings UK Ltd, Crown Paints Ltd and Decoron Wallpapers Ltd, submitted the best value tenders, based on price and quality.

The anticipated value of the contract was £312,000 (£104,000 per annum) for a period of three years.

An equality impact assessment was not required for this proposal.

Resolved:-

- (1) that the Interim Director – Neighbourhood Services award the contract for the provision of wallpaper, paints, brushes and sundries to PPG Architectural Coatings UK Ltd, Crown Paints Ltd and Decoron Wallpapers Ltd for the total sum of £312,000 (£104,000 per annum) for the period 10th February 2017 to 9th February 2020;
- (2) that in connection with resolution (1) above, the Council enter into and sign and seal the necessary agreements and associated documents required in order to enter into an appropriate contracts with PPG Architectural Coatings UK Ltd, Crown Paints Ltd and Decoron Wallpapers Ltd.

13/17

Parklife Football Hubs Expression of Interest (Key Decision Ref. No. SMBC1654)

The Cabinet Member for Leisure sought approval to submit an expression of interest bid for a new sport initiative called the Parklife Football Hubs Programme.

The development of this initiative demonstrated the recognition from these organisations that funding for the provision of grassroots football was reducing due to ongoing reductions in local authority budgets.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

The principles of the Parklife Football Hubs Programme were as follows:

- the development of at least two football hubs in a local authority area comprising as a minimum of two artificial grass pitches and changing facilities;
- that these hubs were overseen by a Special Purpose Vehicle that was set up by the Council to take the lead on the development of grassroots football in the defined area;
- that the provision of these hubs provided improved access to artificial grass pitches in the area thereby mitigating grass pitches being overplayed and falling into a poor condition and, the revenue generated by these facilities, once mature, would fund the provision of all grass roots football in the Council area, including the maintenance and running costs of grass pitches and associated changing provision;
- that the programme was delivered in line with the twelve key principles as outlined in Parklife Football Hub National Programme – Prospectus.

The Council would be able to bid for a maximum of £3 million per hub and would have to provide a minimum of 40% match funding. The injection of this capital contribution would have a positive long-term impact on the revenue required to provide grassroots football in Sandwell.

Whilst the actual sites for the location of these proposed hubs had not yet been decided upon, should the expression of interest be successful, it would be the intention of the Council to deliver at least one hub in the north of the borough and one hub in the south.

The Parklife Football Hub Programme had a three stage funding process as follows:

- Stage One – Expression of Interest – this signed the Council up to the scheme in principle – it did not commit the Council to continue with the bidding process;
- Stage Two – Submission of Local Plan for Football – develop a plan for football with partners in the borough (funding for project development costs available);
- Stage Three – Submission of Individual Hub Applications – the development of the actual hub sites prior to potential grant award.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

The Chair of the Housing Scrutiny Board thanked the Cabinet Member for seizing this opportunity to put Sandwell forward to take advantage of this major funding programme and lobbied members to look at Wednesbury as the base for one of the hubs.

The Cabinet Member for Leisure thanked officers for their hard work in identifying funding opportunities to take forward this initiative.

Resolved:-

- (1) that the Interim Director – Neighbourhood Services submit an expression of interest in line with Stage One of the Parklife Football Hubs Programme;
- (2) that in connection with resolution (1) above, should the Council's submission at Stage One of the Parklife Football Hubs Programme be successful, a further report be presented to Cabinet to agree Stage Two – Submission of Local Plan for Football.

Business Items

14/17

Revised Unauthorised Encampments joint protocols document between Sandwell MBC and West Midlands Police

The Cabinet Member for Regeneration and Economic Investment sought approval to the revised Unauthorised Encampments joint protocols document between the Council and the West Midlands Police following a six week public consultation process. The revisions now included protection for the Council against third party claims, better information to enable members to inform constituents of the options the Council had and the legal process in seeking to regain possession of its land.

The Council was required by law to satisfy the Courts that the welfare needs of the transgressors had been investigated and that proper procedures had been followed to secure possession of the land that was the subject to unauthorised occupation.

The proposed document would allow the Council to demonstrate to partner agencies, our settled community and the travelling community that officers were acting in line with procedure.

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

This should address calls for action to remove mobile groups as soon as they formed on Council owned land within the Borough until the Council has discharged its duties.

Similarly, by following the proposed processes, issues that could arise from such mobile groups such as noise, fly tipping or damage to the site could, subject to police support, be resolved more efficiently to the benefit of residents.

The main additions to the protocols document were to allow the use of bailiffs using common law powers and for the use of injunctions, where appropriate.

A further report would be submitted to Cabinet seeking approval to the revised Unauthorised Encampments Corporate Policy.

In response to comments made by the Chair of the Housing Scrutiny Board regarding getting the message across to residents and local businesses on what recourse they had in the event of traveller incursion, the Cabinet Member for Regeneration and Economic Investment confirmed that leaflets were available for the public offering advice and guidance. Information was also available on the Council's website and via social media. Due to the notable growth in the number of unauthorised encampments in Sandwell which was costing the Council £400,000 per year, the Council would be writing to MPs, lobbying the Local Government Association and the Department for Communities and Local Government and had recently raised the issue with the Police and Crime Commissioner who would be holding a summit to address the issue.

The Leader of the Council also emphasised the seriousness of the problem and the demand upon scarce resources to repair the damage caused to sites following an unauthorised encampment. The Council would use all available lawful powers to address the problem and would continue to work collaboratively with the West Midlands Police.

Resolved:-

- (1) that the revised Unauthorised Encampments joint protocols document with the West Midlands Police be approved;

[ILO: UNCLASSIFIED]

The Cabinet – 11th January, 2017

- (2) that the Chief Executive, in consultation with the Cabinet Member for Regeneration and Economic Investment, be authorised to make any minor amendments deemed necessary to the revised Unauthorised Encampments joint protocols document with the West Midlands Police;
- (3) that a further report be submitted to the Cabinet and Council seeking approval to the revised Unauthorised Encampments Corporate Policy.

15/17

Determined Admission Arrangements for Sandwell's Community and Voluntary Controlled Schools for 2018/19

The Leader of the Council, in the absence of the Cabinet Member for Children's Services, sought approval to the admission arrangements for community and voluntary controlled schools in Sandwell. The Admissions Code, published in December 2014, required the local authority (as the admissions authority), to formally agree admission arrangements for those schools every year, even if the arrangements had not changed from previous years.

The Council had last consulted all stakeholders on its admission arrangements in October/November 2015 with Cabinet agreeing to publish these arrangements for the 2017/18 academic year at its meeting on 24th February 2016 (see Minute No. 29/16). It was not proposed to change the arrangements for the 2018/19 academic year.

An equality impact assessment was not required for this proposal.

Resolved That, having taken the requirements of the Admission Code into account, the local authority's Admission Arrangements for places in oversubscribed community and voluntary controlled primary schools and Perryfields High School Specialist Maths and Computing College for 2018/2019, as now submitted, be agreed.

[ILO: UNCLASSIFIED]

16/17

Action Taken on Matter of Urgency – Release of Urban Living Charge – Brindley II

The Cabinet Member for Core Council Services presented details of an urgent action taken by the Interim Director – Resources in consultation with the Cabinet Member for Core Council Services, in relation to the release of Urban Living Charge on Brindley II site in accordance to conditions of the grant.

The Urban Living, Birmingham/Sandwell Pathfinder was one of nine Housing Market Renewal Pathfinders in the country with Sandwell being the accountable body for the project. The Pathfinders were established by the Office of the Deputy Prime Minister as part of the Government's "Sustainable Communities Plan".

On 23rd December 2008, Urban Living granted funding to PxP West Midlands Limited Partnership for the purchase of land/property to enable residential development.

On 30th January 2009, a Housing Gap Funding Agreement was entered into between PxP West Midlands Limited Partnership and the Homes and Community Agency.

The conditions of the Urban Living Grant included that a Legal Charge be registered against the land/property acquired with Urban Living Funds. These Charges were registered in the Council's name as "Urban Living" (effectively part of the Council) but was not a legal entity.

The conditions stated that Urban Living shall immediately release the Legal Charge when the land was sold to the sub-developer (the developer who was to build out the residential development). This sale was imminent and approval for release of the Charge was therefore required.

Resolved That details of the urgent action taken by the Interim Director - Resources in relation to the release of Urban Living Charge on Brindley II site in accordance to conditions of the grant be received.

The Cabinet – 11th January, 2017

17/17 **Decisions of the Cabinet Member for Highways and Environment on 24th November 2016**

The decisions of the Cabinet Member for Highways and Environment taken on 24th November 2016 were received.

18/17 **Minutes of the Cabinet Petitions Committee taken on 30th November 2016**

The minutes of the meeting of the Cabinet Petitions Committee held on 30th November 2016 were received.

(Meeting ended at 4.16 pm following adjournments between 3.36 pm and 3.39 pm and 3.45 pm and 3.48 pm)

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Prospectus

Parklife Football Hubs National Programme

- *Details of the background, strategic context and aims of the funding programme*
- *3 Stage Funding Process*
- *'Expressions of Interest' by 4pm Friday 27th January 2017*



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1.0 Introduction

Parklife Football Hubs Programme

In England, around 1.8m people participate weekly in some form of football ranging from the traditional 11 v 11 game through to informal small-sided and recreational football. In addition to the players, there are an estimated 1.5m volunteers who are also involved – as parents, coaches, referees, ground-staff and administrators. As a ‘National Game’, football has always played an important role in the community – not only offering opportunities to get involved in sport and physical activity but also as an important means of delivering a wide range of positive social outcomes in areas of health, education, community development and safety. The scale, reach and relevance of the game has never been greater. Despite this, there are some difficult challenges being faced within many communities as local government subsidies are gradually reduced and changing lifestyles have meant that players, as customers, want a more varied football offer.

- The Football Association (The FA), the Premier League and Sport England have for some time been working together to develop a programme of investments that target areas where pressures on the local game are greatest – this is known as the ‘Parklife Football Hubs Programme’
- The programme will provide significant new investment into local, accessible facilities located in the heart of communities across the country
- It differs from traditional football investment streams as the funding partners are keen to see a portfolio approach to provide an area-wide solution, rather than one-off site investment
- The programme will prioritise local authorities with a total population exceeding 200,000 as those with sufficient demand for football to support the Parklife model.



This document sets out the details of the programme, funding process and the journey to deliver a new sustainable model for grassroots football hubs nationwide.

Aims

Parklife Football Hubs will:

- Be strategically planned and programmed
- Be financially sustainable through a portfolio approach based on strong business plans with sites capable of income generation helping sustain other hubs and reduce reliance on public subsidy
- Be designed collaboratively with local partners including the FA, County FA, local professional club(s), the local football community and local authorities
- Encourage people to play more regularly, or to become active and in doing so, achieve wider social outcomes
- Be affordable, open and accessible to all
- Be flexible – catering for football activity, other sports and also other programmes such as education, health and wider community development initiatives as appropriate
- Offer a high-quality customer experience and provide a safe and welcoming environment for football-led and other demand-led local programmes to flourish
- Provide a new management and operational approach to grassroots football facilities.

The national funding partners - The FA, Premier League and Sport England - have committed to an investment programme over the next five years and there is an immediate opportunity for local authorities with a population exceeding 200,000 to become involved as part of a local bid consortium made up of a range of other local partners.



Potential partners

It is anticipated that local consortia will include:

- **Local authorities**, offering political and senior officer leadership and access to key personnel in relevant local government functions including planning, finance and legal
- **Local county football associations**, reflecting the specific needs of local clubs and leagues
- **Local professional football clubs and associated community foundations**, whose local knowledge and community reach will enrich the programme offer
- **Other local partners**, which may include representatives from local education providers, community development groups, other sports providers or NGBs, leisure trusts, commercial providers and so on.

The funding partners are seeking active involvement from local authorities who recognise the value of sport and football within their local communities, who are committed to securing investment through a collaborative approach with genuine involvement from a range of local partners via a consortium and who are able to respond quickly to deliver a significant new way of working within their area.

In return, the funding partners offer a new investment stream, on-the-ground officer support and ongoing advice and assistance to ensure that the resultant hub sites are high-quality financially sustainable facilities that are managed in a professional way, but that they are also catalysts for the delivery of positive social and economic outcomes in the centre of the communities they serve.

The London Programme

London faces some unique challenges to deliver the hub model such as high population density, high demand to play the game and limited spaces to play. A London specific expression of interest process has already identified priority London boroughs. Those boroughs which were unsuccessful or did not apply are also able to submit as part of the national process.



In addition to the main funding partners, the programme in London is being supported through further investment from The Mayor of London. The programme in London will tap into the excitement as we build towards the Euro 2020 championships, the final stages of which are being held in London, and will help to deliver the commitment to secure a legacy from the event.



Background

Where people play sport matters. Whether it is the pitch you play on, or the park you kickabout in, easy access to the right facilities is important. Building the right things in the right places makes taking part in sport and physical activity a realistic option for many more people, and leads to a better experience for those already engaged.

This is especially relevant at a time when local authorities and other public sector providers are under significant financial pressure and are looking to strategically review and rationalise facilities to make their offer as cost effective and financially viable as possible.

Grassroots football is particularly exposed to these issues as over 80% of the facility stock is in public ownership. Despite significant investment in local projects over recent years through local authorities, sports lottery programmes, The FA, Premier League and Sport England (via the Football Foundation), there has been a general decline in the quality of facilities. In a climate of greatly-reduced local authority discretionary spend, the quality and perceived value for money offer of facilities in public ownership is one of many factors that has contributed to a decline in regular football participation.

The FA Commission Report of October 2014 recognised the potential long-term impact of these issues set in a broader context of a declining number of England qualified players at the national level. The report proposed a new sustainable model for grassroots facilities ownership and delivery through football hubs centred on new, high-quality artificial grass pitches (AGPs) in up to 30 of the largest population centres in England.

The Commission outlined the following key objectives:

- **Reduce football's reliance on local authority subsidies;**
- **Build significantly more artificial grass pitches (AGPs); and**
- **Build a sustainable model that makes this change happen.**

“*The Parklife Programme will lead to a step change in the provision of grassroots football in England. Over the next five years, we have laid out the ambitious target of creating a nationwide network of new football hubs to support the delivery of FA and County FA youth development and coach education programmes and to improve the quality of grassroots provision for clubs and teams.*”

Martin Glenn
FA Chief Executive

The FA, Premier League and Sport England (backed by Government) have therefore agreed to increase their investment into football facilities by £130m over 5 years.

The investment into Parklife Football Hubs will provide a new investment route focussed solely on strategic local plans for football.

Strategic context

Parklife Football Hubs are a priority in the Government's new Sporting Future strategy. The strategy has set a wider context to expand the focus beyond increased participation in sport and physical activity with an overarching aim to harness the power of sport to help change people's lives for the better.

Within this context, The FA, the Premier League and Sport England have agreed a new football facilities investment framework and joint strategy with the aim of delivering great football facilities where they are needed most. The Parklife Football Hubs programme is a key strategic priority over the next 5 years. The best hub projects will be set in a strong local strategic plan for football and see a blend of programmes being delivered including:

- Traditional competitive 11v11 and 9v9 formats of the game supported through local leagues and county football associations - there is a target of a minimum of 50% of mini soccer and 9v9 football being played on 3G pitches where the Parklife programme reaches
- Opportunities to play across all formats of the game through targeted programming and greater opportunities for informal small-sided football
- A wider sporting offer (to be determined locally) perhaps including rugby, cricket, dance, and broader exercise-based classes where demand exists, and to further enhance financial sustainability
- Education opportunities – ranging from coaching and volunteering through to non-sport related programmes including ICT, job-readiness, social enterprise development and so on
- Community development programmes targeting health, lifestyle choices, out-reach and other locally-relevant interventions. The funding partners are keen to see a multi-agency approach.

The funding partners recognise that the best bids will be those that are derived from a local consortia or common interest groups which will include the local authority, local football representation, the local professional football club(s), education partners and others to reflect local circumstances. Cross-borough working and partnerships may also be appropriate where a smaller local authority prepares a joint application with a neighbouring authority, with a collective population exceeding 200,000.



Why a 200,000 population threshold?

The FA Commission Report identified a number of interconnecting factors which have come together to make the provision of grassroots facilities an urgent priority. This included high levels of facilities in public ownership, poor quality stock, a public subsidy constraint and a growth in informal play and flexible access times.

The learning from the pathfinder phase suggests that a multiple 3G pitch (minimum 2 full size) approach is required on all hub sites in order to develop a sustainable business case across a portfolio of sites within an area.

A portfolio of hubs across a local authority area therefore needs to demonstrate sufficient latent demand for recreational and casual play within a catchment (20 mins travel time of each site) to supplement demand from affiliated teams. Consideration also needs to be given to the factors which will support a more commercially focussed offer to drive income generation and help make the model sustainable such as demand for commercial leagues and recreational football, health & fitness and/or another income focussed element.

Based on the above rationale, the model will be able to have the greatest impact in authorities with larger populations and greater population densities. With demand likely to far exceed the available budget, we are inviting expressions of interest from larger local authorities with a population of at least 200,000¹ - see Appendix 2.

Local authorities with populations below 200,000 could consider a partnership approach with a neighbouring authority to get over the threshold. However, it is likely to prove more of a challenge to meet the programme principles and deliver the outcomes the funding partners are seeking in terms of football participation, financial sustainability and social outcomes.



¹ 2015 Population: ONS 2015 Mid-Year Estimates.

2.0 Key Programme Principles

For the initial Stage 1 Expression of Interest (EOI), applicants are required to demonstrate (and where appropriate evidence) commitment to the following key programme principles:

1. Commitment to developing a **portfolio approach** to Parklife whereby a minimum of two hub sites per local authority are developed in order to generate sufficient revenue and ensure long-term sustainability
2. **Evidence of strong relationships** with key local football partners and local organisations capable of driving positive changes in football participation and achieving wider social outcomes. As a minimum, the following agencies should be invited to provide written support to the EOI - County Football Association and Community Foundations of the local pro-clubs. Other partners which may be interested in supporting your application include key local grassroots leagues and clubs, education providers, private sector partners and the charitable sector.
3. **High-level political and officer level support** (Council leader / CEO) and **identified resources** to deliver Parklife Football Hubs in the area
4. Commitment to work with football partners to develop **clear, validated local data** and insight regarding current and potential football participation trends
5. Commitment to raise **minimum partnership funding of 40%** of total capital costs per area (please note this can be aggregated across an area and multiple sites)
6. Demonstrate a commitment to **bring about wider social outcomes** such as health, education and social cohesion through an area-wide football development plan
7. Commitment to provide clear evidence of strategic need for proposed facilities including an **up-to-date Playing Pitch Strategy** (PPS), or a commitment to undertake one as part of the Parklife Football Hubs Programme process. Also a commitment to undertake demand modelling based on the Parklife template model
8. Ability and willingness to **establish or be a part of a Special Purpose Vehicle (SPV) / Trust structure** to manage and maintain facilities where assets are offered across to the SPV on a long-term peppercorn lease. The revenue generated by the SPV shall be ring-fenced for reinvestment into grassroots football in the local area
9. Commitment to **maintain the required level of football revenue subsidy** to allow the Parklife Football Hubs Programme sites to mature and demonstrate financial sustainability. Any longer-term reduction in subsidy should be agreed by the local partners and be in line with the outcomes of the modelling for the area based on a reduction in pitches being required to be marked for football
10. Ability and willingness to **procure a dedicated operator** and to take an innovative approach to the financial model at a local level, including considering the role that income generation through commercial sport and leisure facilities could play within Parklife Football Hubs
11. Willingness to **use new programme specific consultancy and construction frameworks** to achieve value and consistency of design across the country
12. Commitment to **progress a Local Plan for Football at speed**. If allocated within the first tranche of organisations, there may be a requirement for in year spend.

What will Parklife Football Hubs look like in your area?

A Parklife Football portfolio will typically comprise:

- Two or three individual hub sites across an area
- Each hub site containing:
 - Minimum of two AGPs
 - Changing accommodation
 - Natural grass pitch provision across the area
 - In some cases, links with health and fitness or other commercial provision which will provide a revenue stream
 - Potentially other sports and facilities in addition to the core football offer – such as flexible indoor / education spaces for community development initiatives - will be considered on a case-by-case basis.

Based on programme delivery to date, a double AGP with changing accommodation typically costs around £3-4m.



Football Trust Special Purpose Vehicle (SPV)

The funding partners will establish a new charitable trust to provide strategic management and overview of the Parklife Football Hubs. The trust will be able to hold property through peppercorn lease arrangements, hold lifecycle funds for 3G replacement and manage operator relationships across the hubs network at the local level.

The funding partners believe that this is a key component that allows football to take more responsibility and involvement in the management of grassroots facilities, and will provide a consistent customer experience and less reliance on the public sector. The portfolio of sites will include those with an income generation focus to help offset any local subsidy.

License fees received from an operator will be used to reinvest back into football facilities to either reduce ongoing subsidy, increase pitch maintenance regimes to provide better customer experience or to minor capital investment into other football sites that could be leased to the football trust. The cost of establishing the charitable trust will be covered by the Parklife programme.

The board of trustees will reflect the desire for football to take more responsibility - The FA and professional game will have the ability to appoint Trustees alongside other key stakeholders, but the board will include independent representation in order to provide skilled and diverse leadership. The Trust will meet the emerging UK Sports Governance code.

If there are some key football sites in a local authority's portfolio that cannot be transferred to the Football Trust, the funding partners may decide to enter into a profit share scenario that would see the ownership and management remain with the existing organisation. However, across the portfolio this should be in the minority and each site will be considered on a case-by-case basis.

Any concerns over the management and operational structure outlined above should be detailed within a covering letter for review by the funding partners at Stage 1 EOI.



3.0 The Funding Process

Organisations considering submitting an Expression of Interest (EOI) should be aware of the minimum eligibility criteria for the fund in the [Frequently Asked Questions](#).

Stage 1 – Expression of Interest

Eligible organisations are invited to submit an EOI form via email to Sport England at funding@sportengland.org with supporting evidence (where required) outlining their commitment to the key principles of the fund by 4pm on Friday 27th January 2017.

Stage 2 – Submission of Local Plan for Football

Successful organisations will then be invited to develop a detailed Local Plan for Football setting out a portfolio of Parklife Football Hub sites against which an overall funding envelope can then be considered. The funding partners will operate a pipeline approach and offer support at a local level towards producing a business case, outline designs and an appropriate evidence base for investment. The Project Investment Group will consider the business case and strong submissions will be given a target funding envelope for Stage 3.

Applicants are able at this stage to apply for project development costs towards expenditure related to feasibility and design of pitch and construction works.

Stage 3 – Submission of Individual Hub Applications

Successful organisations will be invited to develop individual grant applications on a site-by-site basis for consideration for a funding award via the Football Foundation. At this stage the foundation team will work with applicants providing grants and technical expertise to develop bids to an appropriate level of readiness. An assessment will be undertaken by the Football Foundation who will grant an award to be spent within the given financial year.

For further details, see Appendix 1 - Parklife Process Flow Chart

4.0 Are you Ready?

Before applying, you need to consider whether you are ready to engage with the process to drive a major structural change in the delivery of football facilities and football opportunities across your area.

Issues you will have to embrace will include a strategic review, rationalisation and a re-provision of facilities. This will involve asset transfer of facilities to a new area-wide football trust – you will have to provide long-term leases, and will cease to operate or control policy and programming of a number of strategically selected sites.

You will need a high level of commitment from your organisation. Local authorities will need elected member support and officer support from your leader and CEO down to front line staff.

You will need a nominated a strategic lead to act as Senior Responsible Officer (SRO) and resource(s) to drive work within and across the council (typically sport, parks, health, regeneration, legal, planning and education). Experience suggests that a minimum of one full-time post will be required.

‘Buy in’ from key local partners will also be needed - the County Football Association and local professional club community foundation(s) will need to be fully committed to the process. You will also need to engage with a range of local stakeholders.

Timescales

The opportunity to submit an EOI via the first competitive application round will open on 26th October 2016 and close on 27th January 2017 at 4pm.

If your EOI is successful you will then work towards submission of a detailed Local Plan for Football which, with support of the funding partners, is likely to take between a minimum of 3 up to 12 months depending on the complexity of the scheme and level of work required.

Following approval of the Local Plan for Football by the funding partners, applications for individual hub sites to the Football Foundation will be considered on a regular basis.

Need Further Advice or Help?

For further information please contact the Sport England funding line on 0345 8508508 or via email at funding@sportengland.org

Please also review the information within the [Frequently Asked Questions](#) document.



5.0 Decision making

A Project Investment Group, made up of directors representative of each of the funding partners, under delegated authority from their respective organisations, will make decisions on Stage 1 EOI and Stage 2 Local Plan for Football submissions.

At Stage 1, all EOIs will be considered by the Project Investment Group and those best meeting the programme's key principles will be invited to Stage 2. The funding partners will use data and intelligence to prioritise the projects that they consider will have the most impact.

At Stage 2, the following funding criteria will be applied in order to measure the robustness of the Local Plan for Football hub proposals.

- Impact - LAs will be asked to prepare a football development plan which details how the proposals will impact on Parklife Football Hubs Programme aims
- Sustainability – LAs will need to detail how the need and demand for the area has been established as well as preparing a business plan to demonstrate how the facilities will be operated and financially supported over a 25-year period (minimum)
- Deliverability – LAs should, with their appointed design team, prepare a capital delivery plan demonstrating readiness to undertake the capital build and draw down funding, normally within a given financial year.

In addition, the lead organisation (and their project team) will require funding partner sign-off at key stages of design and procurement. A member of the Parklife Football Hubs programme team will work closely with the applicant through this process.

At Stage 3, decisions on individual site applications will be made by the Football Foundation which will fall under three categories:

- Award – an offer of grant through a Funding Agreement
- Deferral – further work to be undertaken on the application prior to an award to be reconsidered
- Rejection – the application is not supported for specific reasons aligned to the criteria of the fund.

Measurement

The funding partners require measurement and data capture to be fully embedded in the operation of successful facilities. Appropriate digital technology capability will need to be built into the design of the facilities and supporting operational infrastructure.

The measurement data will transfer to a data hub capturing anonymised personal data to set standards, tracking participants for use by both partners and trusts/operators to inform continuous improvement and further local planning and delivery.

Successful applicants will also be required to provide information on financial performance, football outcomes and supply/demand in relation to football participation.

Key Performance Indicators (KPIs)

KPIs to measure success will form part of an emerging Monitoring and Evaluation Framework linked to the Government's Sporting Future strategy.

These will be developed by local partners and be outcome focused against a national framework in relation to football, financial sustainability and wider social outcomes.

The KPIs will form part of the business case and application process at Stage 2.

6.0 Case Study

Sheffield Parklife Football Hubs Programme

The quality of Sheffield City Council's pitches has declined over time. Like many local authorities, the Council no longer has sufficient resources to maintain pitches to an acceptable standard despite providing a subsidy to the grassroots game during the 2015/16 season. The playing pitch strategy identified a shortfall of pitches across a number of sports which would benefit from a hub approach. The quality of stock and the council's financial position was considered unsustainable and The FA together with the council pioneered the hub portfolio approach in Sheffield.

The Sheffield programme currently comprises of three hub sites across the city with two AGPs at each site and associated built facilities for coach education, changing provision and social space. One of the three sites has a gym and studio to improve financial returns, whilst also addressing a gap in local health and fitness provision. It is anticipated that two further 3G pitches will be built to fully complete the delivery of the programme. Each of the hub sites has a grass pitch offer and there is a multi-sport approach on two of the three sites.

The sites will be leased to the newly formed charity 'The Sheffield Football Trust' who in turn have procured an operator to manage, maintain and operate the three sites providing a sustainable management solution.

The commercial viability of the trust is important to deliver the overall Football Hub outcomes and help cross-subsidise future sites within the city. The trust is currently developing a strategic vision document that will outline how the revenues will be reinvested locally to support football, health and physical activity outcomes, but a clear focus will be on addressing the quality of the key outlying grass sites to bring them under the trusts ownership and reduce, if not completely remove, the councils subsidy into football. In time, the Sheffield Football Trust will allocate bookings and be responsible for the majority of Sheffield City Council's key football sites.

The trust's board is made up of appointed representatives from the following organisations;

- The Football Association (2 trustees)
- Sheffield United Community Foundation (1 trustee)
- Sheffield Wednesday Community Foundation (1 trustee)
- Sheffield City Council (1 trustee)
- Sheffield & Hallamshire County FA (1 trustee).

Independent trustees are also being recruited to ensure the trust has a skilled and diverse board that is representative of the local area.

Although Parklife Football Hubs is an infrastructure driven programme that will make the game more sustainable at a local level, it will also provide The FA and partners with a great deal more insight on how to engage with existing players and encourage them to participate more each month. Also to attract new people from every background to regularly and meaningfully take part. Working with the operator and local partners challenging key performance indicators can be set to help drive growth in key areas of the game and support wider social agendas. Data capture systems will allow the partner organisations to better understand football demand at a local level and target programmes and incentives to drive up participation levels.

7.0 Further Information and Guidance

Local Plan for Football requirements

Organisations who are successful at Stage 1 EOI will be required to develop a detailed Local Plan for Football describing the portfolio of football hubs.

The plan should set out the potential location, facility mix and outline cost of the portfolio of hub sites and describe the overall participation and intended social outcomes, business case viability and strategic planning evidence that underpins the proposal.

Support from the Football Association, Premier League and Sport England will be on hand during this time. As a guide, the following are considered to be key components of a Local Plan for Football:

- Football Development Plan
- Business Plan incorporating Parklife Demand Modelling
- Relevant supporting evidence from an adopted PPS (and Built Facilities Strategy if appropriate)
- Project delivery plan incorporating outline designs, specification and costs of individual site proposals
- Evidence of partnership funding including capital and on-going revenue support
- Evidence of local authority cabinet approval.

The Local Plan for Football will be reviewed by the funding partners who will determine whether there is a suitable business case for investment. If the business case is approved, applications for individual site will be invited against an indicative funding envelope.

Parklife Demand Model

The FA has developed a supply and demand model that builds upon Sport England's PPS methodology. The model will inform how an AGP hub based approach to facility planning could be implemented across a Local Authority landscape to help reduce the impact of local authority subsidy pressures on football.

The Parklife demand model calculates the supply requirements for both AGP's and good quality grass pitches based upon the demand from current local authority pitch hirers. The model allows flexibility at a local level to amend the scope to include a percentage of demand from current users of other site providers (e.g. club leased sites etc). This can help address local supply issues and can highlight the potential revenue savings and capital requirements associated with delivery at a local level.

Playing Pitch Strategy development – a flexible approach

A commitment to producing a PPS is one of the key principles of the Parklife Football Hubs programme. The funding partners recognise the resource commitment required by local authorities to undertake such a study and Sport England has developed a flexible approach. There is scope to twin track the preparation of the PPS with the funding application process. In any event, a PPS must be in place prior to the opening of the first hub and it must be updated two years later. Where hub proposals impact on other sports and a satisfactory resolution cannot be reached, we may require the PPS to be in place at the time of award.

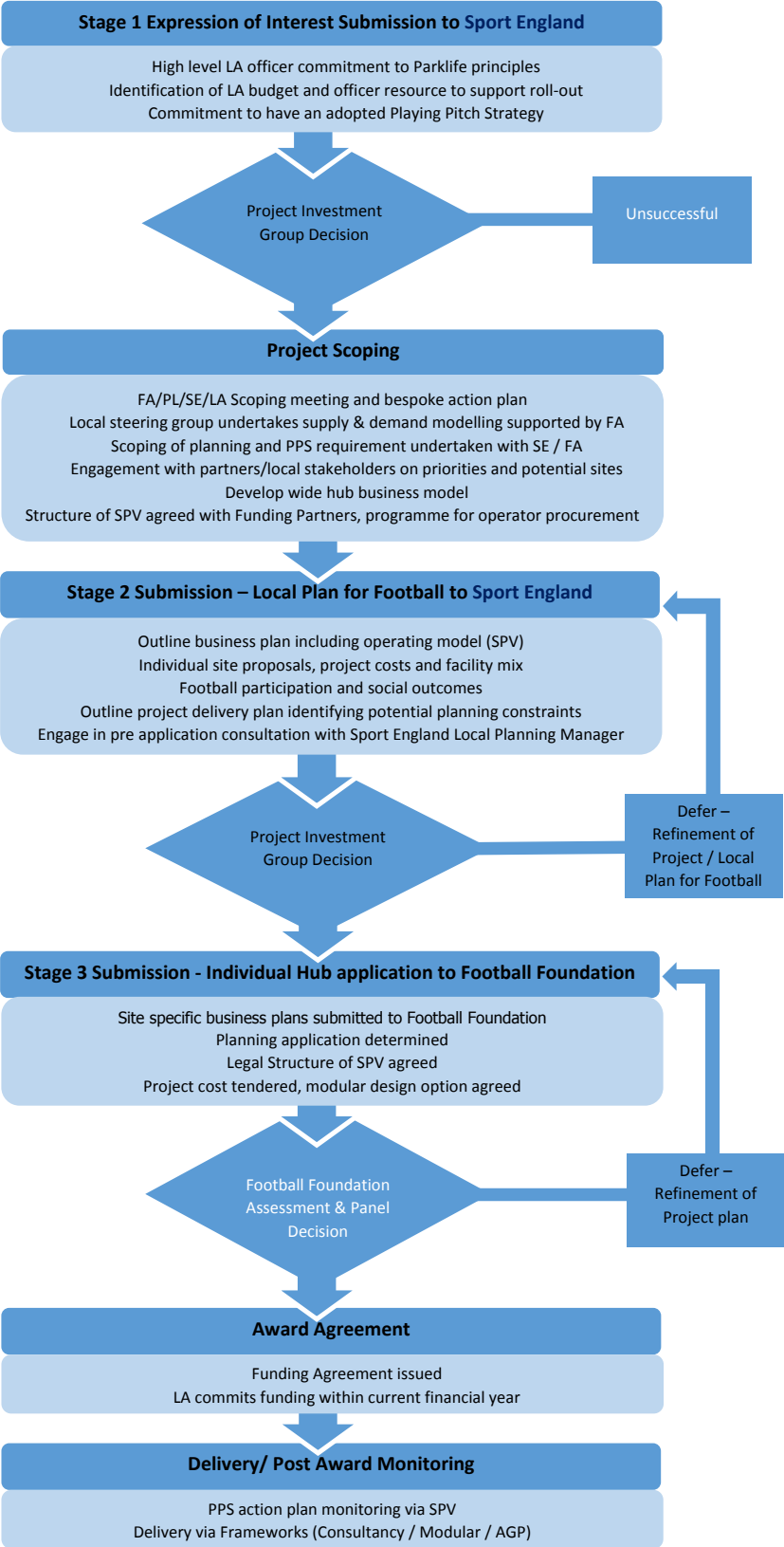
Framework Procurement

The Parklife Football Hubs Programme requires applicants to adopt a framework approach to procurement in order that replicable models of high-quality construction can be achieved. The funding partners have procured OJEU compliant frameworks which will help achieve best value and high-quality facilities.

Fields in Trust

The funding partners also encourage applicants to thoroughly explore the possibility of protection and work with Fields in Trust on protecting the hub sites in perpetuity.

Appendix 1 - Parklife Process Flow Chart



Appendix 2 - List of Local Authorities with a Total Population² of Over 200,000

	Local authority	Population		Local authority	Population
1	Birmingham	1,111,307	45	Medway	276,492
2	Leeds	774,060	46	Walsall	276,095
3	Sheffield*	569,737	47	Greenwich	274,803
4	Cornwall	549,404	48	South Gloucestershire	274,661
5	Bradford	531,176	49	Central Bedfordshire	274,022
6	Manchester	530,292	50	Sefton	273,707
7	County Durham	519,695	51	Haringey*	272,864
8	Wiltshire	486,093	52	Waltham Forest*	271,170
9	Liverpool*	478,580	53	Hackney	269,009
10	Bristol, City of	449,328	54	Hounslow*	268,770
11	Kirklees	434,321	55	Plymouth	262,712
12	Barnet	379,691	56	Milton Keynes	261,762
13	Croydon*	379,031	57	Rotherham	260,786
14	Cheshire East	375,392	58	Kingston upon Hull, City of	258,995
15	Coventry	345,385	59	Wolverhampton	254,406
16	Ealing*	343,059	60	Derby	254,251
17	Leicester	342,627	61	Stoke-on-Trent	251,648
18	East Riding of Yorkshire	336,685	62	Southampton	249,537
19	Cheshire West and Chester	333,917	63	Havering	249,085
20	Wakefield	333,759	64	Harrow	247,130
21	Newham	332,817	65	Salford	245,614
22	Enfield	328,433	66	Westminster	242,299
23	Bromley	324,857	67	Bexley	242,142
24	Lambeth*	324,431	68	Camden	241,059
25	Brent	324,012	69	Barnsley	239,319
26	Wigan	322,022	70	Trafford	233,288
27	Wirral	320,900	71	Oldham	230,823
28	Sandwell	319,455	72	Islington	227,692
29	Nottingham	318,901	73	Northampton	222,462
30	Dudley	316,464	74	Tameside	221,692
31	Northumberland	315,263	75	Swindon	217,160
32	Wandsworth*	314,544	76	Luton	214,710
33	Shropshire	311,380	77	Rochdale	214,195
34	Southwark*	308,901	78	Portsmouth	211,758
35	Doncaster	304,813	79	Solihull	210,445
36	Hillingdon	297,735	80	North Somerset	209,944
37	Lewisham	297,325	81	Calderdale	208,402
38	Redbridge*	296,793	82	Warrington	207,695
39	Tower Hamlets	295,236	83	York	206,856
40	Newcastle upon Tyne	292,883	84	Merton	204,565
41	Stockport	288,733	85	North Tyneside	202,494
42	Brighton and Hove	285,276	86	Barking and Dagenham	201,979
43	Bolton	281,619	87	Gateshead	200,996
44	Sunderland	277,150	88	Sutton	200,145

² 2015 Population: ONS 2015 Mid-Year Estimates.

* Already on Parklife journey.


Issue Tracker

001 - Initial publication: October 2016

002 - Minor amendment (page 16, PPS section): July 2017

REPORT TO SAFER NEIGHBOURHOODS AND ACTIVE COMMUNITIES SCRUTINY BOARD

04 July 2019

Subject:	Work Programme 2019-20
Director:	Director – Law and Governance and Monitoring Officer – Surjit Tour
Contribution towards Vision 2030:	
Exempt Information Ref:	The information contained in this report is not exempt from publication.
Contact Officer(s):	Alex Goddard alexander_goddard@sandwell.gov.uk

DECISION RECOMMENDATIONS

That the Safer Neighbourhoods and Active Communities Scrutiny Board:

1. receives the presentation from the relevant Director(s);
2. considers matters for inclusion on the draft work programme 2019-20 to be submitted to the Budget and Corporate Scrutiny Management Board for approval.

1 PURPOSE OF THE REPORT

- 1.1 The Board is asked to consider its work programme for 2019-20 taking into account where scrutiny can add value, strengthen decision making to enhance services that the Council delivers and aligns to the Vision 2030.
- 1.2 The draft work programme that arises from this meeting will be reported to the Budget and Corporate Scrutiny Management Board for approval.

2 IMPLICATION FOR SANDWELL'S VISION

- 2.1 The scrutiny function will support the Sandwell Vision 2030 and focus on the 10 ambitions. Items selected must support and strengthen the Council and its partners' work to achieve Vision 2030.

3 BACKGROUND AND MAIN CONSIDERATIONS

- 3.1 The relevant Director(s) have been invited to attend the meeting to provide the Board with an overview of the services, key issues and priorities relevant to the Board's terms of reference.
- 3.2 A list of outstanding items from 2018-19 work programme, items identified during the year for scrutiny and pre-decision items and any suggestions received from the public are included at appendix 1 for the Board to consider for inclusion in the work programme for 2019-20.
- 3.3 To assist members in this the Sandwell Scrutiny Prioritisation Tool is attached at Appendix 2. This Tool can help determine priorities for each topic and provide members with a structured method of creating a focussed work programme.

4 THE CURRENT POSITION

- 4.1 In accordance with the Council's Scrutiny Procedure Rules, each Scrutiny Board is responsible for developing and agreeing its own work programme.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

- 5.1 The Scrutiny page on the Council's website includes an online form that invites the public to send their suggestions, or suggest a topic, of what they would like the scrutiny boards to look into. This is available all year and advises the public that all suggestions will be passed on to members for consideration.

6 ALTERNATIVE OPTIONS

- 6.1 If the Scrutiny Board does not determine a work programme then the opportunity to review policies and services will not be realised meaning that improvements, savings and income generation possibilities may be missed.

7 STRATEGIC RESOURCE IMPLICATIONS

- 7.1 The Scrutiny function is directly supported by the Council's Statutory Scrutiny Officer and Democratic Services within the Council's Law and Governance directorate. Additional technical expertise and evidence on specific matters will be provided by officers within the various directorates of the authority.

7.2 The strategic resource implications of the topics selected for scrutiny will be identified and reported to members on a case by case basis.

8 LEGAL AND GOVERNANCE CONSIDERATIONS

8.1 Local Government Act 2000 states that Councils operating executive arrangements must also make provision for the appointment of overview and scrutiny committees.

8.2 Further powers relating to overview and scrutiny are set out in the Police and Justice Act 2006, the Localism Act 2011, the Police Reform and Social Responsibility Act 2011 and the Health and Social Care Act 2012.

9 EQUALITY IMPACT ASSESSMENT

9.1 Equality implications of topics selected for scrutiny will be identified and reported to members on a case by case basis.

10 DATA PROTECTION IMPACT ASSESSMENT

10.1 Data protection implications of any topics included on the work programme for the Board will be reported to members at the relevant time.

11 CRIME AND DISORDER AND RISK ASSESSMENT

11.1 Any crime and disorder impacts of scrutiny work programme items will be reported to members on a case by case basis.

12 SUSTAINABILITY OF PROPOSALS

12.1 Sustainability of proposals will be addressed within reports for each identified topic for consideration by the Scrutiny Board.

13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

13.1 These will be included in reports for each item of work.

14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

14.1 Any impact on Council managed land or property will be detailed in reports for each topic throughout the year.

15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

- 15.1 To ensure effective and efficient use of resources the Scrutiny Board is requested to determine items for the work programme for 2019-20.
- 15.2 This draft work programme will then be submitted to the Budget and Corporate Scrutiny Management Board for approval in accordance with the Council's Scrutiny Procedure Rules.

16 BACKGROUND PAPERS

- 16.1 All relevant papers are included in the appendices to this report.

17 APPENDICES:

Appendix 1 – List of items identified during 2018-19.

Appendix 2 – Sandwell Scrutiny Prioritisation Tool.

Surjit Tour

Director – Law and Governance and Monitoring Officer

Potential items from 2019-20 Work Programme

Potential items suggested or arising during 2018-19:

- Out-of-borough burials in Sandwell cemeteries, including an impact analysis of any changes to the fees.
- Housing Allocations Policy.
- Long Term Empty Properties.
- Legacy Plans for the Sandwell Aquatics Centre and Commonwealth Games 2022.

