



# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

**OCTOBER 2022**

QUALITY, INTEGRITY, PROFESSIONALISM

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## ABBREVIATIONS

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
BAFA	British American Football Association
BC	Bowls Club
BCGBA	British Crown Green Bowling Association
BFA	Birmingham County FA
BSUK	Baseball Softball United Kingdom
CFA	County Football Association
CONGU	Council of National Golf Unions
DCMS	Department for Culture, Media and Sport
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FF	Football Foundation
FIFA	Fédération Internationale de Football Association
FPM	Facilities Planning Model
GMA	Grounds Management Association
HC	Hockey Club
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
LFFP	Local Football Facilities Plan
NFFS	National Football Facilities Strategy
NGB	National Governing Body
NHS	National Health Service
NPPF	National Planning Policy Framework
PPS	Playing Pitch Strategy
PPOSS	Playing Pitch and Outdoor Sport Strategy
PQS	Performance Quality Standard
RFL	Rugby Football League
RFU	Rugby Football Union
RLFC	Rugby League Football Club
RUFU	Rugby Union Football Club
SCB	Staffordshire Cricket Board
TC	Tennis Club
U	Under

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### PART 1: INTRODUCTION

A Playing Pitch & Outdoor Sport Strategy (PPOSS) has been commissioned by the Black Country authorities of Dudley, Sandwell, Walsall and Wolverhampton, together with the Black Country Consortium, to assess playing pitch and outdoor sport facility needs across the individual local authority areas. The output is provision of four separate needs assessments and strategies across the aforementioned authorities as well as one additional overarching framework.

This report provides the Strategy for Sandwell. Building upon the preceding Assessment Report, it provides a clear, strategic framework for the maintenance and improvement of existing playing pitch and accompanying ancillary facilities up to 2039 (in line with the previously proposed Black Country Plan, which will now be replaced by four separate local plans). It has been developed to provide:

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

The Strategy is delivered in accordance with Sport England's Playing Pitch Strategy (PPS) Guidance (for playing pitch sports) and Sport England's Assessing Needs and Opportunities Guide (for "non-pitch" sports). Sport England's PPS Guidance details a stepped approach, separated into five distinct sections:

- ◀ Stage A: Prepare and tailor the approach
- ◀ Stage B: Gather information and views on the supply of and demand for provision
- ◀ Stage C: Assess the supply and demand information and views
- ◀ Stage D: Develop the Strategy
- ◀ Stage E: Deliver the Strategy and keep it robust and up to date

This report represents Stage D of the process, with stages A-C covered in the preceding Assessment Report and Stage E ongoing once the study is complete. The lifespan of a PPOSS is considered to be three years, although this can be increased if it is regularly kept up to date.

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

- ◀ Providing a clear framework for all playing pitch and outdoor sport providers, including the public, private and third sectors.
- ◀ Clearly addressing the needs of all identified sports within the area, picking up on particular local demand issues.
- ◀ Addressing issues of population growth and major growth/regeneration areas.
- ◀ Addressing issues of cross boundary facility provision.
- ◀ Addressing issues of accessibility, quality and management with regard to facility provision.
- ◀ Standing up to scrutiny at a public inquiry as a robust study.

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- ◀ Supporting funding applications.
- ◀ Providing realistic aspirations which are implementable within the local authority's budgetary position and procurement regime.

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

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

### **Scope**

A wide range of playing pitch and outdoor sports and associated facilities have been agreed for inclusion in the PPOSS in Sandwell and across all four Black Country authorities. In full, the study covers:

- ◀ Athletics
- ◀ Cricket
- ◀ Football (including 3G pitches)
- ◀ Hockey (sand/water based AGPs)
- ◀ Rugby union (including 3G pitches)
- ◀ Tennis
- ◀ Bowls
- ◀ Cycling
- ◀ Golf
- ◀ Netball
- ◀ Rugby league (including 3G pitches)
- ◀ Water sports (e.g. sailing and water skiing)

In addition, other grass pitch sports are included where identified as having a presence.

### **Study area**

The study area for the Sandwell PPOSS is the Sandwell Council boundary area. Further to this, sub areas or analysis areas have been used to allow for a more localised assessment of provision and examination of supply and demand at a local level. For this purpose, Sandwell is split into the following six areas, based on towns in the Borough:

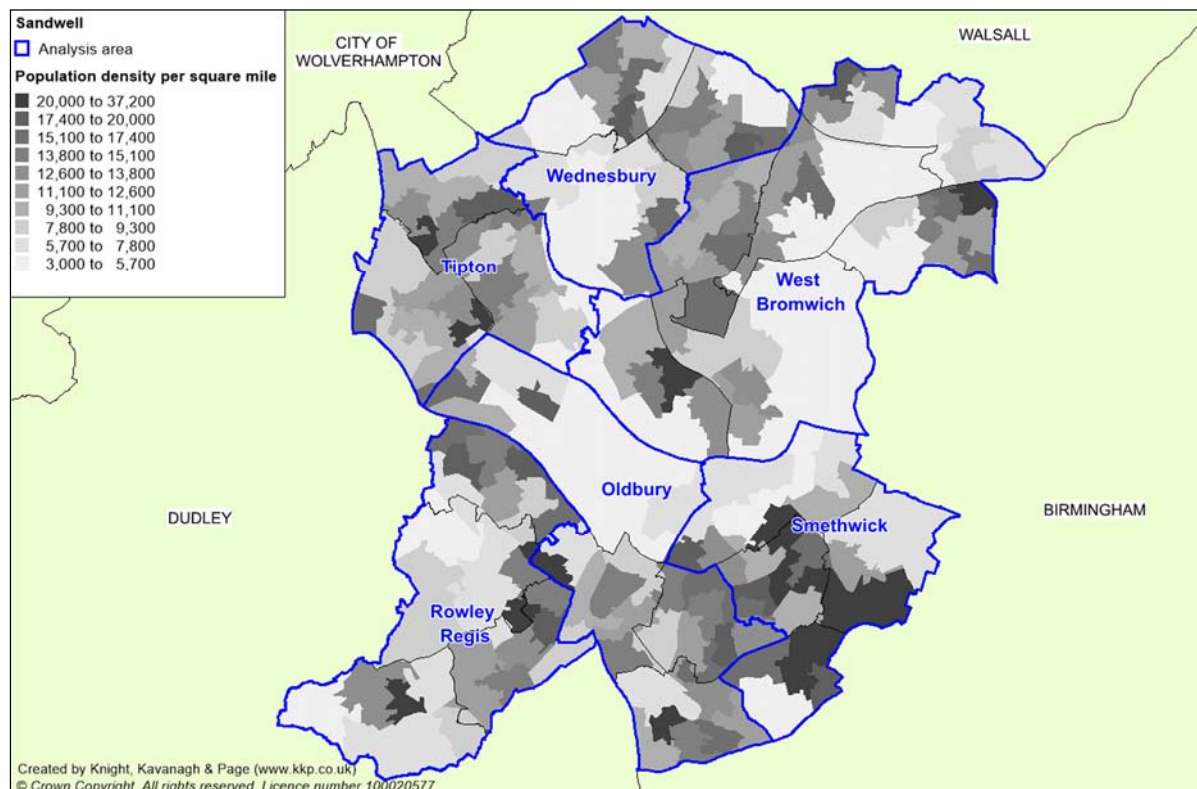
- ◀ Oldbury
- ◀ Rowley Regis
- ◀ Smethwick
- ◀ Tipton
- ◀ Wednesbury
- ◀ West Bromwich

These are shown in the figure overleaf.

Cross-boundary migration is also be explored, not only to and from the other three Black County authorities but also from other nearby authorities, particularly Birmingham. This applies to demand from neighbouring authorities that imports into Sandwell and demand from the Borough which exports out.

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Figure 1.1: Map of study analysis areas



## 1.1: Headline findings

The table below highlights the quantitative headline findings identified for the pitch sports included in the preceding Assessment Report. For qualitative and site-specific findings, please see Part 4: Sport Specific Recommendations and Scenarios, and Part 6: Action Plan.

Table 1.1: Quantitative headline findings

Sport	Analysis area	Pitch type	Current supply/ demand balance (match equivalent sessions)	Future supply/ demand balance (match equivalent sessions)
Football (grass pitches)	Oldbury	Adult	Shortfall of 5.5	Shortfall of 6
Football (grass pitches)	Oldbury	Youth 11v11	Spare capacity of 2	Spare capacity of 1.5
Football (grass pitches)	Oldbury	Youth 9v9	Shortfall of 5.5	Shortfall of 5.5
Football (grass pitches)	Oldbury	Mini 7v7	Shortfall of 1	Shortfall of 1
Football (grass pitches)	Oldbury	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (grass pitches)	Rowley Regis	Adult	Shortfall of 6	Shortfall of 6.5

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Sport	Analysis area	Pitch type	Current supply/ demand balance (match equivalent sessions)	Future supply/ demand balance (match equivalent sessions)
Football (grass pitches)	Rowley Regis	Youth 11v11	Shortfall of 5	Shortfall of 5.5
Football (grass pitches)	Rowley Regis	Youth 9v9	Shortfall of 2.5	Shortfall of 2.5
Football (grass pitches)	Rowley Regis	Mini 7v7	At capacity	At capacity
Football (grass pitches)	Rowley Regis	Mini 5v5	At capacity	At capacity
Football (grass pitches)	Smethwick	Adult	Shortfall of 6.5	Shortfall of 7
Football (grass pitches)	Smethwick	Youth 11v11	At capacity	Shortfall of 0.5
Football (grass pitches)	Smethwick	Youth 9v9	At capacity	At capacity
Football (grass pitches)	Smethwick	Mini 7v7	At capacity	At capacity
Football (grass pitches)	Smethwick	Mini 5v5	At capacity	At capacity
Football (grass pitches)	Tipton	Adult	Shortfall of 1.5	Shortfall of 1.5
Football (grass pitches)	Tipton	Youth 11v11	Spare capacity of 0.5	Spare capacity of 0.5
Football (grass pitches)	Tipton	Youth 9v9	Spare capacity of 1	Spare capacity of 1
Football (grass pitches)	Tipton	Mini 7v7	At capacity	At capacity
Football (grass pitches)	Tipton	Mini 5v5	At capacity	At capacity
Football (grass pitches)	Wednesbury	Adult	Spare capacity of 1	Spare capacity of 1
Football (grass pitches)	Wednesbury	Youth 11v11	Shortfall of 3	Shortfall of 3
Football (grass pitches)	Wednesbury	Youth 9v9	Shortfall of 0.5	Shortfall of 0.5
Football (grass pitches)	Wednesbury	Mini 7v7	At capacity	At capacity

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Sport	Analysis area	Pitch type	Current supply/ demand balance (match equivalent sessions)	Future supply/ demand balance (match equivalent sessions)
Football (grass pitches)	Wednesbury	Mini 5v5	At capacity	At capacity
Football (grass pitches)	West Bromwich	Adult	Spare capacity of 1.5	Spare capacity of 1
Football (grass pitches)	West Bromwich	Youth 11v11	Shortfall of 4.5	Shortfall of 5
Football (grass pitches)	West Bromwich	Youth 9v9	Shortfall of 1.5	Shortfall of 1.5
Football (grass pitches)	West Bromwich	Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
Football (grass pitches)	West Bromwich	Mini 5v5	At capacity	At capacity
3G pitches <sup>[2]</sup>	Oldbury	Full size	Shortfall of 2.5	Shortfall of 2.5
3G pitches	Rowley Regis	Full size	Shortfall of 0.75	Shortfall of 0.75
3G pitches	Smethwick	Full size	Shortfall of 0.75	Shortfall of 0.75
3G pitches	Tipton	Full size	At capacity	At capacity
3G pitches	Wednesbury	Full size	At capacity	At capacity
3G pitches	West Bromwich	Full size	Shortfall of 0.75	Shortfall of 0.75
Cricket	Oldbury	Saturday	At capacity	At capacity
Cricket	Oldbury	Sunday	Spare capacity of 16	Spare capacity of 16
Cricket	Oldbury	Midweek	Spare capacity of 16	Spare capacity of 16
Cricket	Rowley Regis	Saturday	At capacity	At capacity
Cricket	Rowley Regis	Sunday	Spare capacity of 12	Spare capacity of 12
Cricket	Rowley Regis	Midweek	At capacity	At capacity
Cricket	Smethwick	Saturday	Shortfall of 5	Shortfall of 5
Cricket	Smethwick	Sunday	Shortfall of 5	Shortfall of 5
Cricket	Smethwick	Midweek	Shortfall of 5	Shortfall of 5
Cricket	Tipton	Saturday	At capacity	At capacity
Cricket	Tipton	Sunday	At capacity	At capacity
Cricket	Tipton	Midweek	At capacity	At capacity
Cricket	Wednesbury	Saturday	Shortfall of 6	Shortfall of 6
Cricket	Wednesbury	Sunday	Shortfall of 6	Shortfall of 6
Cricket	Wednesbury	Midweek	Shortfall of 6	Shortfall of 6
Cricket	West Bromwich	Saturday	Shortfall of 12	Shortfall of 12
Cricket	West Bromwich	Sunday	Shortfall of 12	Shortfall of 12
Cricket	West Bromwich	Midweek	Shortfall of 12	Shortfall of 12

<sup>[2]</sup> Based on accommodating 38 teams on one full size pitch



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Sport	Analysis area	Pitch type	Current supply/ demand balance (match equivalent sessions)	Future supply/ demand balance (match equivalent sessions)
Rugby union	Oldbury	Senior	Spare capacity of 0.5	Spare capacity of 0.5
Rugby union	Rowley Regis	Senior	At capacity	At capacity
Rugby union	Smethwick	Senior	Spare capacity of 1	Spare capacity of 1
Rugby union	Tipton	Senior	At capacity	At capacity
Rugby union	Wednesbury	Senior	Shortfall of 0.5	Shortfall of 0.5
Rugby union	West Bromwich	Senior	At capacity	At capacity
Rugby league	Sandwell	Senior	No demand so no provision required	No demand so no provision required
Hockey (sand AGPs)	Sandwell	Full size, floodlit	At capacity although improvements are required at Ormiston Sandwell Community Academy.	At capacity although improvements are required at Ormiston Sandwell Community Academy.

For non-pitch sports, quantitative shortfalls can be more difficult to determine, with capacity guidance differing and with focus often away from formal club activity. The current and future picture for each sport is therefore instead summarised in the table below.

*Table 1.2: Quantitative headline findings (non-pitch sports)*

Sport	Current picture	Future picture
<b>Tennis</b>	Current supply is sufficient for demand although quality and operational improvements are required at Old Hill Cricket & Tennis Club. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	Current supply is sufficient for demand although quality and operational improvements are required at Old Hill Cricket & Tennis Club. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).
<b>Netball</b>	Demand is being met at George Salter Academy and Phoenix Collegiate. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball. However, with the Dudley Netball League wishing to relocate back to Dudley and this been recommended in the Dudley PPOSS, a collective approach between the authorities should be sought, with this to be guided and informed by England Netball.	Demand is being met at George Salter Academy and Phoenix Collegiate. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball. However, with the Dudley Netball League wishing to relocate back to Dudley and this been recommended in the Dudley PPOSS, a collective approach between the authorities should be sought, with this to be guided and informed by England Netball.
<b>Bowls</b>	Only one bowls club has a shortfall of capacity (Langley BC), whilst The George BC and Hamstead Social BC operate on the limit of the capacity threshold. Dartmouth Central BC is operating below the recommended capacity.	Only one bowls club has a shortfall of capacity (Langley BC), whilst The George BC and Hamstead Social BC operate on the limit of the capacity threshold. Dartmouth Central BC is operating below the recommended capacity.

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Sport	Current picture	Future picture
<b>Athletics</b>	With four 400-metre athletics tracks provided, supply is considered sufficient to meet demand. Options can be explored to re-purpose the track at Hadley Stadium as it is surplus to requirements in its current form. This could include an informal athletics facility, for which discussions regarding the provision of a trail running track on site have taken place.	With four 400-metre athletics tracks provided, supply is considered sufficient to meet demand. Options can be explored to re-purpose the track at Hadley Stadium as it is surplus to requirements in its current form. This could include an informal athletics facility, for which discussions regarding the provision of a trail running track on site have taken place.
<b>Cycling</b>	High demand for cycling is identified within Sandwell so protecting and sustaining what is provided at Sandwell Valley Country Park should be seen as key given the off-road facilities offered. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.	High demand for cycling is identified within Sandwell so protecting and sustaining what is provided at Sandwell Valley Country Park should be seen as key given the off-road facilities offered. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.
<b>Golf</b>	With five golf facilities in Sandwell and a mix of 18-hole and 9-hole courses, as well as a well-equipped driving range, supply is well placed to meet demand from all types of golfers.	With five golf facilities in Sandwell and a mix of 18-hole and 9-hole courses, as well as a well-equipped driving range, supply is well placed to meet demand from all types of golfers.
<b>Water sports</b>	Sandwell is relatively well provided for in terms of outdoor water sports.	Sandwell is relatively well provided for in terms of outdoor water sports.
<b>Other sports</b>	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

## Conclusions

From a quantitative perspective, the existing position for each sport is either that demand is being met or that there is a shortfall, whereas the future position shows the creation of shortfalls for some pitch types and in some areas where demand is currently being met, as well as the exacerbation of existing shortfalls. There are current shortfalls of adult, youth 11v11, youth 9v9 and mini 7v7 football pitches as well as 3G pitches, cricket squares and rugby union pitches, all of which will be exacerbated when accounting for future demand.

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

For the most part, the shortfalls identified can be met by better utilising current provision, such as through improving quality, re-configuration, installing additional floodlighting, improving ancillary facilities and enabling access to existing unused provision, such as at unavailable school sites. However, there is a shortfall of 3G pitches that can likely only be met through increased provision. With resources to improve the quality of grass pitches being limited, particularly at sites managed by the Council, an increase in such provision could also help reduce grass pitch shortfalls through the transfer of play, which in turn can reduce overplay and aid pitch quality improvements.

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## PART 2: VISION AND KEY RECOMMENDATIONS

### Vision

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.”*

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## PART 3: AIMS

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

### AIM 1

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

### AIM 2

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

### AIM 3

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

Figure 3.1: Diagram of Sport England themes



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

### PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

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

#### 4.1: Football – grass pitches

##### *Assessment Report summary*

- ◀ **Actual spare capacity totals 13 match equivalent sessions per week across football pitches in Sandwell, which is a minimal amount.**
- ◀ **A total of 33 pitches across 15 sites are overplayed by a combined total of 48 match equivalent sessions per week.**
- ◀ **There is a current shortfall of adult, youth 11v11, youth 9v9 and mini 7v7 match equivalent sessions, whilst minimal capacity exists on mini 5v5 pitches.**
- ◀ **After factoring in future demand, shortfalls are predicted to worsen on adult and youth 11v11 pitches.**
- ◀ The audit identifies a total of 171 grass football pitches within Sandwell across 70 sites, with 139 pitches available, at some level, for community use across 48 sites.
- ◀ As a breakdown, there are 86 adult, 13 youth 11v11, 21 youth 9v9, 12 mini 7v7 and seven mini 5v5 pitches that are available for community use.
- ◀ Lapsed/disused pitches are identified at Friar Park Playing Fields, Kent Road Park, Kenrick Park, Powis Avenue, Brickhouse Farm and Elwells.
- ◀ The Council and education providers are the predominant suppliers of football pitches.
- ◀ Bustleholme FC and Oldbury United aspire to formalise long-term tenure agreements for their respective home venues.
- ◀ Most community available pitches are considered to be poor quality, with 83 assessed as this, although there is also a large quantity assessed as standard (51).
- ◀ Only five pitches are assessed as good quality.
- ◀ Quality of ancillary provision is an issue at sites such as Cakemore Playing Fields, Charlemont Playing Fields, Greets Green Playing Fields, Hydes Road Playing Fields, Lion Farm Playing Fields, Red House Park, Tividale Park, Warley RFC (St Johns Pitches) and West Smethwick Park.
- ◀ Ancillary facility improvements are planned at Britannia Park, Tividale Park and West Smethwick Park whilst Wood Green Academy and Ormiston Sandwell Academy aspire to provide new provision.
- ◀ Through the audit and assessment, 348 teams from within 115 clubs are identified as playing within Sandwell, consisting of 109 adult, 167 youth and 72 mini teams.
- ◀ The number of teams competing in Sandwell has declined in recent years although consultation indicates that the majority of clubs have seen an increase in demand (the contradiction may be to do with the presence of the WJYFL and the exported demand it creates).
- ◀ There are high levels of exported demand, with a large number of teams playing in neighbouring authorities due to a lack of pitch capacity and availability within Sandwell, in addition to the prevalence of the WJYFL.
- ◀ A total of five clubs express latent demand in that they could field more teams if more pitch capacity or improved ancillary facilities were available to them.
- ◀ Based on population growth, an increase of seven adult, seven youth 11v11 and one mini 7v7 team is projected (to 2039), whilst six clubs report aspirations to grow by a combined total of 29 teams.

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## Scenarios

### Improving pitch quality

In total there are 33 pitches overplayed in Sandwell across 15 sites, with overplay equating to 48 match equivalent sessions per week. Improving quality of such provision (i.e., through increased maintenance or improved drainage) will increase capacity at the sites and as a consequence reduce both current and future shortfalls.

To illustrate the above, Table 4.1 highlights the current levels of overplay that would be alleviated if quality improved to good at each site. As a reminder, the capacity rating for each type and quality rating is:

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

Table 4.1: Overplay if all pitches were good quality (match equivalent sessions)

Site ID	Site name	Pitch type	No. of pitches	Current quality	Current capacity rating <sup>1</sup>	Good quality capacity rating <sup>2</sup>
9	Brandhall Primary School	Youth (9v9)	1	Poor	1	2
9	Brandhall Primary School	Mini (7v7)	1	Poor	1	3
9	Brandhall Primary School	Mini (5v5)	1	Poor	0.5	3.5
13	Britannia Park	Adult	1	Poor	0.5	1.5
17	Cakemore Playing Field	Youth (9v9)	2	Poor	4	2
19	Charlemont Playing Fields	Youth (11v11)	2	Poor	4.5	1.5
19	Charlemont Playing Fields	Youth (9v9)	3	Poor	1.5	7.5
31	George Salter Academy	Adult	2	Poor	0.5	3.5
36	Hadley Stadium	Adult	1	Standard	7	6
43	Hydes Road Playing Fields	Youth (9v9)	1	Poor	0.5	2.5
61	Ormiston Forge Academy (Hingleys)	Adult	1	Standard	6.5	5.5
77	St Michael's CE High School	Youth (11v11)	1	Poor	5	2
77	St Michael's CE High School	Youth (9v9)	1	Poor	2.5	0.5
87	Thimblemill Recreation Centre	Adult	4	Poor	1.5	6.5

<sup>1</sup> Match equivalent sessions

<sup>2</sup> Match equivalent sessions

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Site ID	Site name	Pitch type	No. of pitches	Current quality	Current capacity rating <sup>1</sup>	Good quality capacity rating <sup>2</sup>
9	Brandhall Primary School	Youth (9v9)	1	Poor	1	2
9	Brandhall Primary School	Mini (7v7)	1	Poor	1	3
9	Brandhall Primary School	Mini (5v5)	1	Poor	0.5	3.5
90	Tipton Sports Academy	Adult	1	Standard	1.5	0.5
90	Tipton Sports Academy	Youth (11v11)	1	Standard	0.5	1.5
92	Tividale Park	Adult	1	Poor	0.5	1.5
92	Tividale Park	Youth (9v9)	1	Poor	0.5	2.5
97	Warley Rugby Club	Adult	2	Good	3.5	3.5
105	West Smethwick Park	Adult	4	Poor	2	6
107	Wodensborough Ormiston Academy	Youth (11v11)	1	Standard	3	1

As seen, most overplayed pitches could accommodate current demand if quality improved to good. The only sites that would remain overplayed are Hadley Stadium, Ormiston Forge Academy (Hingleys), St Michael's CE High School, Tipton Sports Academy, Warley RFC and Wodensborough Ormiston Academy.

Given the above, regardless of quality improvements, some play at these sites should be transferred to sites with actual spare capacity in the locality or to an existing or additional 3G pitch. Alternatively, if space and other usage allows, pitch re-configuration at the sites could also be considered. For example, overplay at Hadley Stadium could be alleviated by spreading demand across Hadley Stadium and West Smethwick Park and improving pitch quality to good at both sites.

Overall, a shortfall of nine match equivalent sessions would remain across Sandwell, compared to 36.5 match equivalent sessions currently, and this would also only exist on adult pitches. The impact this would have on the supply and demand balance across the Borough is shown in the table below, with all shortfalls being alleviated apart from nine match equivalent sessions on adult pitches.

*Table 4.2: Impact of improving pitch quality on overall supply and demand (match equivalent sessions per week)*

Pitch type	Current actual spare capacity	Current overplay	Current total	Potential overplay	Potential total
Adult	6.5	23.5	17	15.5	9
Youth 11v11	3	13	10	3	0
Youth 9v9	1	10	9	-	1
Mini 7v7	0.5	1	0.5	-	0.5
Mini 5v5	2	0.5	1.5	-	2

Given the costs of improving pitch quality, alternatives also need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of 3G for competitive matches, which can not only alleviate overplay of grass pitches but can also aid quality improvements through the transfer of play and therefore reduced use.



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However, for sustainability, there also needs to be a sufficient level of midweek training demand taking place on the pitches.

### *Loss of sites without secure tenure*

The table below identifies the total amount of demand that would need to be replaced if access was to be lost at all existing sites with unsecure tenure. This in total would amount to 65.5 match equivalent sessions.

*Table 4.3: Summary of demand at unsecure sites (match equivalent sessions per week)*

Site ID	Site name	Analysis area	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
9	Brandhall Primary School	Oldbury	-	2	2	3	2.5
24	Devonshire Infant & Junior Academy	Smethwick	-	-	2	-	-
31	George Salter Academy	West Bromwich	2.5	2	-	-	-
40	Holly Lodge High School College of Science	Smethwick	2	-	-	-	-
42	Holyhead Primary School	Wednesbury	-	-	1.5	-	-
60	Oldbury Academy	Oldbury	1	1	-	-	-
61	Ormiston Forge Academy (Hingleys)	Rowley Regis	8.5	-	-	4.5	-
63	Ormiston Sandwell Community Academy	Oldbury	3	-	0.5	-	-
71	Q3 Academy	Oldbury	0.5	-	1	-	-
77	St Michael's CE High School	Rowley Regis	-	6	3.5	-	-
79	Sandwell Academy	Smethwick	3	-	-	-	-
90	Tipton Sports Academy	Tipton	3.5	2.5	-	-	-
107	Wodensborough Ormiston Academy	Wednesbury	-	5	-	-	-
108	Wood Green Academy	Wednesbury	0.5	1	-	-	-
109	York Road Sports & Social Club	Oldbury	1	-	-	-	-
-	-	<b>Total</b>	<b>25.5</b>	<b>19.5</b>	<b>10.5</b>	<b>7.5</b>	<b>2.5</b>

If access to these sites was lost, it would have a dramatic impact on the overall supply and demand analysis of football pitches across Sandwell, as indicated in the table below. Shortfalls would become evident on mini 5v5 pitches and significantly worsen on all remaining pitch types.



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Table 4.4: Summary of current supply and demand comparison (match equivalent sessions per week)

Pitch type	Actual spare capacity	Overplay	Current total	Future demand	Total
Adult	6.5	23.5	17	2	19
Youth 11v11	3	13	10	2	12
Youth 9v9	1	10	9	-	9
Mini 7v7	0.5	1	0.5	-	0.5
Mini 5v5	2	0.5	1.5	-	1.5

Table 4.5: Summary of supply and demand comparison without unsecure sites (match equivalent sessions per week)

Pitch type	Actual spare capacity	Overplay	Current total	Future demand	Total
Adult	-	42.5	42.5	2	44.5
Youth 11v11	-	29.5	29.5	2	31.5
Youth 9v9	-	19.5	19.5	-	19.5
Mini 7v7	-	8	8	-	8
Mini 5v5	-	1	1	-	1

Based on this information, it is important to secure tenure at these sites in order ensure current and future pitch shortfalls are minimised, although it is noted that this may not be possible at all venues. Priority should be placed on sites with the highest demand, or with the most provision (e.g., Ormiston Forge Academy).

Whilst not always possible, creating community use agreements between providers and users would ensure that such demand continues to be provided for in the longer-term. Where there is external investment on sites e.g., by an NGB or Sport England, there are opportunities to secure community use as part of the funding or approval agreement. Furthermore, external investment would be dependent on security of tenure being provided, with a lack of security of tenure a barrier to securing such funding.

### Providing access to unavailable/unsecure sites

Currently, 31 pitches across 22 sites are unavailable for community use in Sandwell. The table below shows the impact if all these pitches were opened to the community through secure usage agreements.

Table 4.6: Impact on current supply and demand by opening unavailable sites (match equivalent sessions per week)

Pitch type	Current total	Potential total
Adult	17	9
Youth 11v11	10	1
Youth 9v9	9	6
Mini 7v7	0.5	4.5
Mini 5v5	1.5	7.5

As seen in the table above, overplay of mini 7v7 pitches would be alleviated and reduced on adult, youth 11v11 and youth 9v9 pitches. Spare capacity on mini 5v5 pitches would be increased.

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Whilst not always possible, opening sites to the community and creating community use agreements between providers and users would ensure that such demand continues to be provided for in the longer-term. As mentioned above, where there is external investment on sites e.g., by an NGB or Sport England, there are opportunities to secure community use as part of the funding or approval agreement. This also applies to new schools or for existing schools seeking changes to provision that requires planning permission as, via planning consent, the Council can seek a community use agreement.

In addition to sites that are unavailable for community use, there are 7.5 match equivalent sessions of potential spare capacity discounted due to tenure issues. Again, this is most commonly identified at schools. Gaining secure access to these would reduce overplay of adult, youth 11v11 and youth 9v9 pitches.

*Table 4.7: Impact on current supply and demand through securing access to unsecure sites (match equivalent sessions per week)*

Pitch type	Current total	Potential total
Adult	17	13
Youth 11v11	10	9
Youth 9v9	9	6.5
Mini 7v7	0.5	0.5
Mini 5v5	1.5	1.5

Shortfalls would also reduce when considering future demand, as seen below.

*Table 4.8: Impact on future supply and demand through securing access to unsecure sites (match equivalent sessions per week)*

Pitch type	Future total	Potential total
Adult	19	15
Youth 11v11	12	11
Youth 9v9	9	6
Mini 7v7	0.5	0.5
Mini 5v5	1.5	0

As it is not deemed possible to gain secured access to all provision, sites that are currently unavailable but that provide a large quantity of pitches should be a priority. An example of this is at Perryfields High School.

### *Reintroducing lapsed/disused sites*

A total of six lapsed/disused football pitch sites are identified in Sandwell. These sites previously accommodated a total of ten pitches. The scenario below examines the impact reintroducing all pitches at these sites would have on current and future supply.

*Table 4.9: Lapsed/disused provision*

Site name	Lapsed/disused	Pitch type	Number of pitches
Friar Park Playing Fields	Lapsed	Youth 11v11	4
Kent Road Park	Lapsed	Adult	1
Kenrick Park	Disused	Adult	1
Powis Avenue	Disused	Youth 11v11	1
Brickhouse Farm	Disused	Adult	1
Elwells	Disused	Adult	1
Elwells	Disused	Youth 11v11	1

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As seen in the table above, reinstating lapsed/disused pitches would provide an additional four adult and six youth 11v11 pitches. There would be no change in the pitch stock of youth 9v9 and mini pitches.

*Table 4.10: Impact on current supply and demand through reinstating lapsed/disused pitches (match equivalent sessions per week)*

Pitch type	Current total	Potential total
Adult	17	13
Youth 11v11	10	4
Youth 9v9	9	9
Mini 7v7	0.5	0.5
Mini 5v5	1.5	1.5

The table above shows that reintroducing lapsed/disused football pitches in Sandwell would have some impact in reducing shortfalls on adult pitches and a considerable impact in reducing shortfalls for youth 11v11 pitches.

When considering future demand, a future shortfall of 15 match equivalent sessions per week on adult pitches and six match equivalent sessions per week on youth 11v11 pitches would remain.

*Table 4.11: Impact on future supply and demand through reinstating lapsed/disused pitches (match equivalent sessions per week)*

Pitch type	Future total	Potential total
Adult	19	15
Youth 11v11	12	6
Youth 9v9	9	9
Mini 7v7	0.5	0.5
Mini 5v5	1.5	1.5

### Local Football Facility Plan (LFFP)

As improving the quality of all overplayed sites may not be feasible from an investment point of view, an alternative approach is to focus on improving strategic sites. To that end, the Local Football Facility Plan (LFFP) identifies 11 sites for grass pitch improvements that are considered to be in need of investment and that are key for football across Sandwell.

The table below identifies what the impact would be on the supply and demand balance of pitches at these sites if quality was improved to good.

*Table 4.12: Impact of LFFP quality improvements*

Site ID	Site name	Pitch type	No. of pitches	Quality	Current capacity rating	Good capacity rating
3	Barnford Park	Adult	4	Poor	4	12
6	Birmingham County FA Headquarters	Adult	1	Poor	0	2
16	Bustleholme/Charlemont Playing Fields	Youth (9v9)	3	Poor	3	12
17	Cakemore Playing Fields	Youth (9v9)	2	Poor	4	2

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Site ID	Site name	Pitch type	No. of pitches	Quality	Current capacity rating	Good capacity rating
17	Cakemore Playing Fields	Mini (7v7)	2	Poor	0.5	8.5
17	Cakemore Playing Fields	Mini (5v5)	2	Poor	1.5	9.5
26	FC Premier	Adult	1	Good	0.5	0.5
26	FC Premier	Adult	1	Standard	0	1
42	Hydes Road Playing Fields	Adult	6	Poor	3	15
42	Hydes Road Playing Fields	Youth (9v9)	1	Poor	0.5	2
47	King George V Playing Fields	Adult	7	Standard	7.5	14.5
50	Lion Farm Playing Fields	Adult	11	Poor	4.5	26.5
90	Tipton Sports Academy	Adult	1	Standard	1.5	0.5
90	Tipton Sports Academy	Youth (11v11)	1	Standard	0.5	1.5
92	Tividale Park	Adult	1	Poor	0.5	1.5
92	Tividale Park	Youth (9v9)	1	Poor	0.5	2.5
105	West Smethwick Park	Adult	4	Poor	2	6
105	West Smethwick Park	Mini (7v7)	1	Poor	1	5

Improving quality as set out in the table above would create 96.5 match equivalent sessions of additional capacity, equating to 15.5 additional match equivalent sessions of actual spare capacity. In addition, all but one of the pitches that are currently overplayed would have overplay alleviated, with only the adult pitch at Tipton Sports Academy remaining overplayed.

The impact the improvements would have on the overall supply and demand balance is shown in the following table. Whilst no additional spare capacity is created, overplay is substantially reduced, particularly on adult and youth 9v9 pitches.

Table 4.13: Impact on current supply and demand if quality improved at LFFP sites

Pitch type	Demand (match equivalent sessions per week)	
	Current total	Potential total
Adult	17	1.5
Youth 11v11	10	9.5
Youth 9v9	9	1
Mini 7v7	0.5	0.5
Mini 5v5	1.5	2

If improvements were made, overall capacity on mini 5v5 pitches would be preserved when accounting for future demand, although the remaining pitch types would still evidence shortfalls.

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Table 4.14: Impact on future supply and demand if quality improved at LFFP sites

Pitch type	Demand (match equivalent sessions per week)	
	Future total	Potential total
Adult	19	3.5
Youth 11v11	12	11.5
Youth 9v9	9	1
Mini 7v7	0.5	0.5
Mini 5v5	1.5	2

As the LFFP is a live document to be informed by an up-to-date PPS, it is recommended that the priority list is updated on the back of this study to account for changes in demand since the project was completed. To help guide this process, the table below comments on whether the PPOSS provides evidence to support the inclusion of the sites currently featured. Given the shortfalls identified, the quality issues evidenced and the importance of at each site, it is advised that all are retained for improvement.

Table 4.15: Assessing LFFP priority list (grass pitch improvements)

Site ID	Site name	Comments	LFFP update recommendation
3	Barnford Park	Key site that is poor quality.	Retain for improvement
6	Birmingham County FA Headquarters	Key site that is poor quality.	Retain for improvement
16	Bustleholme/Charlemont Playing Fields	Key site that is poor quality.	Retain for improvement
17	Cakemore Playing Fields	Key site that is poor quality and overplayed.	Retain for improvement
26	F. C Premier	Key site with good and standard quality pitches on site.	Retain for improvement
42	Hydes Road Playing Fields	Key site that is poor quality and overplayed.	Retain for improvement
47	King George V Playing Fields	Key site with a large number of standard quality pitches.	Retain for improvement
50	Lion Farm Playing Fields	Key site with a large number of poor quality pitches.	Retain for improvement
90	Tipton Sports Academy	Key site that is overplayed.	Retain for improvement
92	Tividale Park	Key site that is poor quality and overplayed.	Retain for improvement
105	West Smethwick Park	Key site that is poor quality and overplayed.	Retain for improvement

In addition to the above, additions should also be sought given the quality issues and shortfalls evidenced across Sandwell in order to alleviate all identified shortfalls. In that regard, the following sites should be considered given the number of pitches supplied and the quality/overplay issues identified:

- ✦ Brandhall Primary School
- ✦ Hadley Stadium
- ✦ Ormiston Forge Academy (Hingleys)
- ✦ St Michael's CE High School
- ✦ Thimblemill Recreation Centre
- ✦ Warley Rugby Club

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The impact of also improving these sites is shown in the table below. Only youth 11v11 pitches would still experience shortfalls.

*Table 4.16: Impact of adding pitch improvement sites to the LFFP (match equivalent sessions per week)*

Pitch type	Existing LFFP total	Potential LFFP total
Adult	3.5	2
Youth 11v11	11.5	7
Youth 9v9	1	2.5
Mini 7v7	0.5	0.5
Mini 5v5	2	2.5

## *Future demand*

In the proceeding Assessment Report, future demand derived from population growth has been considered to determine the future supply and demand of pitches, with club aspirations not included as these are thought to be less likely to be achieved. However, this scenario considers the impact such aspirations would have if the growth predicted by clubs was to be realised.

*Table 4.17: Incorporating future demand expressed by clubs into supply and demand analysis (Match equivalent sessions per week)*

Pitch type	Current future supply/demand balance	Additional future demand	Potential future supply/demand balance
Adult	19	3	22
Youth 11v11	12	3.5	15.5
Youth 9v9	9	4	12
Mini 7v7	0.5	-	0.5
Mini 5v5	1.5	1.5	0

As seen, the capacity shortfalls on adult, youth 11v11 and youth 9v9 pitches would worsen, whilst the spare capacity identified on mini 5v5 pitches would be lost. This would then increase the need to act on the recommendations of the study e.g., improve quality and improve security of tenure.

## **Recommendations**

- ◀ Protect existing quantity of pitches, including lapsed and disused provision, until all demand is being met (unless replacement provision meets Sport England requirements and is agreed upon and provided).
- ◀ Where pitches are overplayed and assessed as poor or standard quality, prioritise investment and review maintenance regimes to ensure it is of an appropriate standard to sustain use and improve quality.
- ◀ Use the LFFP as a guide to determine suitable sites for grass pitch investment and update the priority projects within it following this study.
- ◀ Utilise the Football Foundation's PitchPower app to provide the evidence for a report to be produced to identify pitch conditions and recommendations to maintain or enhance pitch quality.
- ◀ assist in the improvement and ongoing maintenance of provision.
- ◀ Consider bringing lapsed/disused sites back into use as a means to reduce shortfalls.
- ◀ Consider pitch re-configuration where capacity of one pitch type can be used to reduce shortfalls of another, and where it can better accommodate what demand is received.

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- ◀ Transfer play from sites which remain overlapped to alternative sites with spare capacity (or 3G provision), or to sites which are not currently available for community use.
- ◀ Work to accommodate exported, latent and future demand at sites which are not operating at capacity or at sites which are not currently available for community use.
- ◀ Secure tenure for those clubs accessing unsecure sites.
- ◀ Seek to gain access to sites not currently available for community use, particularly where large quantities of pitches are provided.
- ◀ Improve ancillary facilities where there is a demand to do so and where it can benefit the wider footballing offer.
- ◀ Where appropriate, develop partnerships and/or lease arrangements with large, sustainable, development-minded clubs to manage their own sites.
- ◀ Ensure that any large housing developments assess the need for new pitch provision through master planning on an individual basis and utilise the findings of the PPS to determine needs.
- ◀ Where a housing development is not of a size to justify on-site football provision, consider using contributions to improve existing sites within the locality.
- ◀ Where a development is of a size to justify on-site football provision, focus on the creation of multi-pitch sites with community use (i.e. not dual use facilities) that reduce existing shortfalls, with accompanying clubhouse provision included given that single pitch sites without appropriate ancillary facilities can be unsustainable.<sup>3</sup>

### 4.2: Third Generation turf (3G) pitches

#### *Assessment Report summary*

- ◀ **Priority should be placed on the creation of new 3G pitches to meet the identified shortfalls for football training demand and to better provide for the Albion Foundation.**
- ◀ **Meeting the 3G pitch shortfall for training will also help alleviate grass pitch shortfalls and quality issues, providing that the transfer of play is pursued as and when more pitches are established.**
- ◀ **In addition, it is important to sustain the current pitch stock to ensure that the existing shortfalls are not exacerbated.**
- ◀ There are six outdoor full size 3G pitches in Sandwell, all of which are floodlit and four of which are available for community use (pitches at Sandwell Academy and West Bromwich Albion FC Academy are unavailable).
- ◀ There is also a full size indoor pitch at West Bromwich Albion FC Academy, although this is also unavailable for community use.
- ◀ There are also 13 smaller sized 3G pitches across six sites, all of which are available for community use and floodlit.
- ◀ The LFFP identifies five potential future 3G projects, whilst other aspirations also exist at Birmingham County FA Headquarters, Lion Farm Playing Fields, Phoenix Collegiate and Ormiston Sandwell Community Academy.
- ◀ Four of the six full size pitches are on the FA Pitch register for affiliated play (pitches at Sandwell Academy and West Bromwich Albion FC Academy are not).
- ◀ There are no World Rugby Compliant pitches provided.
- ◀ All full size pitches are good or standard quality and within their recommended lifespans.
- ◀ The existing available 3G provision is reported to be operating at or close to capacity at peak times, with all current community activity being football-based.
- ◀ In addition to community clubs accessing the pitches, the Albion Foundation is a key user of the 3G pitch stock and it in fact uses each full size pitch on a weekly basis for its activities and sessions.

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<sup>3</sup> See Part 7 of this report for further information



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- ◀ With 348 football teams currently playing in Sandwell, there is a broad calculated shortfall of 4.50 full size 3G pitches to meet training needs (discounting unavailable pitches but including smaller sized pitches that are of a sufficient size).
- ◀ When accounting for future demand (based on population increases), the shortfall remains the same.
- ◀ When assessing 3G pitch need by analysis area there is a current and future shortfall in Oldbury, Rowley Regis, Smethwick and West Bromwich.
- ◀ There are currently 51 football teams using the 3G pitch stock for matches; whilst the number needed for matches will never outweigh the number of 3G pitches needed for training, maximising the pitches that are in place and that are proposed should be fully supported.
- ◀ Wednesbury RUFC access its smaller sized 3G pitch for some training activity when its grass training area is waterlogged, although it cannot be used for contact activity.
- ◀ There is no perceived need for a World Rugby compliant pitch in Sandwell, unless it could be located at a suitable location for clubs from across the Black Country to travel to.
- ◀ Sandwell Steelers trains midweek at Gospel Oak School and at weekends at Portway Leisure Centre; it would prefer to undertake this activity at one site but capacity does not currently enable this.

## Scenarios

### *Accommodating football training demand*

As evidenced in the preceding Assessment Report, in order to satisfy current football training demand (based on the FA's model of one full size 3G pitch being able to cater for 38 teams) there is a need for 4.75 full size 3G pitches. This is to accommodate all existing teams on the provision.

*Table 4.18: Current demand for 3G pitches by analysis area*

Analysis area	Current number of teams	3G pitch requirement <sup>4</sup>	Current number of 3G pitches	Current shortfall
Oldbury	97	2.50	-	2.50
Rowley Regis	65	1.75	1	0.75
Smethwick	70	1.75	1	0.75
Tipton	19	0.5	1	-
Wednesbury	19	0.5	0.5	-
West Bromwich	78	2	1.25	0.75
<b>Sandwell</b>	<b>348</b>	<b>9</b>	<b>4.75</b>	<b>4.75</b>

After factoring in future demand from population growth, the overall shortfall remains the same, as shown below.

*Table 4.19: Future demand for 3G pitches in Sandwell for affiliated football team training*

Analysis area	Future number of teams	3G pitch requirement <sup>5</sup>	Current number of 3G pitches	Future shortfall
Oldbury	99	2.50	-	2.50
Rowley Regis	67	1.75	1	0.75
Smethwick	72	1.75	1	0.75
Tipton	19	0.5	1	-
Wednesbury	19	0.5	0.5	-
West Bromwich	80	2	1.25	0.75

<sup>4</sup> Rounded to the nearest 0.25

<sup>5</sup> Rounded to the nearest 0.25



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Analysis area	Future number of teams	3G pitch requirement <sup>5</sup>	Current number of 3G pitches	Future shortfall
Sandwell	356	9.	4.75	4.75

Potential site options to alleviate this shortfall are identified in the table below. Note this table is a starting point for discussion and should be updated as part of the Stage E process. For all of these developments, there is a need to ensure that other sports are not displaced and community use can be appropriately secured.

*Table 4.20: Site options for new 3G pitch developments to alleviate training shortfalls*

Analysis area	Future shortfall	Site ID	Site name	Comments
Oldbury	2.50	50	Lion Farm Playing Fields	This proposal would be considered as part of the mitigation package for the potential development on site.
Oldbury	2.50	63	Ormiston Sandwell Community Academy	This proposal would require the conversion of an AGP. As two hockey suitable AGPs are required in Sandwell to meet current and exported demand.
Oldbury	2.50	92	Tividale Park	This proposal could be a single or double 3G pitch development and could be considered as part of the mitigation for the potential development of Lion Farm Playing Fields.
Oldbury	2.50	-	Brandhall (New site)	Remains a potential proposal if Brandhall Golf Course is developed.
Rowley Regis	0.75	13	Britannia Park	The Council is looking to deliver a 3G pitch on site with potential towns and FF funding.
Smethwick	0.75	36	Hadley Stadium	Identified in the LFFP, remains a key proposal due to considerable football demand on site. With one 3G pitch on site already, would form double pitch site.
Smethwick	0.75	40	Holly Lodge High School College of Science	The School is keen to provide 3G pitch provision on site. Initial discussions have been held with the Football Foundation.
Smethwick	0.75	105	West Smethwick Park	Identified in the LFFP for full size pitch provision, the site remains a potential proposal.
Smethwick	0.75	-	Windsor Olympus Academy (New School site)	Whilst a potential proposal for 3G pitch provision, the Academy is said to be more likely to provide a sand based AGP. However, current proposals are without floodlights.
Tipton	-	-	-	-

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Analysis area	Future shortfall	Site ID	Site name	Comments
Wednesbury	-	43	Hydes Road Playing Fields	Included in the LFFP although not warranted when considering identified shortfalls.
West Bromwich	0.75	6	Birmingham County FA Headquarters	The Council and BCFA are in discussions regarding the development of this pitch.
West Bromwich	0.75	66	Phoenix Collegiate	Included in the LFFP, the School and the FF are in discussions surrounding the development.
West Bromwich	0.75	-	Sandwell Valley (New site)	Initial meetings and discussions have been held regarding the provision of a 3G pitch in the area.

Inclusion within the table above does not mean that developments at all of these sites are required as the future shortfalls identified in each analysis area is less than the number of options identified. It simply aims to highlight the current site options to alleviate the identified shortfalls. In each case, Sport England reserves the right to assess any loss of playing field in accordance with its Playing Field Policy under Exception E5. It should also be noted, the developments at Tividale Park, Brandhall (New site), West Smethwick Park and Sandwell Valley (New site) are all identified as having a low likelihood of being delivered.

However, when also incorporating potential future demand identified by clubs, which is considered to be more aspirational, the overall shortfall increases to 5.5 full size pitches.

*Table 4.21: Potential future demand for 3G pitches in Sandwell for football team training*

Analysis area	Future number of teams	3G pitch requirement <sup>6</sup>	Current number of 3G pitches	Future shortfall
Oldbury	101	2.75	-	2.75
Rowley Regis	66	1.75	1	0.75
Smethwick	70	1.75	1	0.75
Tipton	19	0.5	1	-
Wednesbury	25	0.5	0.5	-
West Bromwich	91	2.5	1.25	1.25
<b>Sandwell</b>	<b>372</b>	<b>9.75</b>	<b>4.75</b>	<b>5.50</b>

### *Moving match play demand to 3G pitches*

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

*Table 4.22: Number of teams currently using council pitches*

Pitch type	Pitch size	Peak period	No. of teams
Adult	11v11	Sunday AM	37
Youth	11v11	Sunday AM	29

<sup>6</sup> Rounded to the nearest 0.25

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Pitch type	Pitch size	Peak period	No. of teams
Youth	9v9	Sunday AM	25
Mini	7v7	Sunday AM	14
Mini	5v5	Sunday AM	10
<b>Total</b>			<b>115</b>

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

*Table 4.23: 3G pitches required for the transfer of council pitch demand*

Format	No. of teams at peak time	No. of matches at peak time	3G units required per match	Total 3G units required	3G pitches required
Adult	37	18.5	32	592	9.25
11v11	29	14.5	32	464	7.25
9v9	25	12.5	10	125	1.95
7v7	14	7	8	56	0.88
5v5	10	5	4	20	0.31

A total of 20 (rounded up from 19.64) 3G pitches would be required to accommodate all matches currently played on council pitches. As this number is significantly above the number of pitches required to meet training demand, it is not deemed to be feasible to transfer all competitive matches played on council pitches to 3G, although that is not to say such usage could not be maximised.

An alternative approach to consider is the transfer of all mini football to 3G provision given the high volume of matches that can be played at one time. The table below therefore tests a scenario to permit all 5v5 and 7v7 football to transfer to 3G pitches within Sandwell based on a programme of play at current peak time (Sunday AM).

*Table 4.24: Moving all mini matches to 3G pitches*

Time	AGP	Total games/teams
9.30am – 10.30am	4 x 5v5	4/8
10.30am – 11.30am	2 x 7v7	2/4
11.30am – 12.30pm	2 x 7v7	2/4
12.30pm – 1.30pm	2 x 7v7	2/4

Based on the above programming and separate start times for mini 5v5 and mini 7v7 matches, the overall need is for three full size 3G pitches to accommodate all current mini match play demand. This is calculated based on 24 teams playing 5v5 football and 28 teams playing 7v7 football at peak time.

As six full size pitches are already provided, it is considered feasible that all mini football could be accommodated on the existing supply of 3G pitches if programmed efficiently.

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The table below tests a similar scenario for youth 9v9 football.

*Table 4.25: Moving all 9v9 matches to 3G pitches*

Time	AGP	Total games/teams
10am – Noon	2 x 9v9	2/4
Noon – 2pm	2 x 9v9	2/4
2pm – 4pm	2 x 9v9	2/4

This demand could be accommodated on four full size pitches based on 43 teams currently playing this format within Sandwell at peak time. As such, it is also worth noting that if all youth 9v9 football was moved to a Saturday and all mini football was retained on a Sunday (or vice versa), it is feasible that all current demand for mini and 9v9 football could be accommodated on four pitches, which is the same number of full-size pitches currently provided in Sandwell.

### *Local Football Facility Plan (LFFP)*

The LFFP for Sandwell identifies the need for four additional full size pitches and one small size pitch. Of the full size pitch projects, two are identified in the Wednesbury Analysis Area and one in the Smethwick Analysis Area; however, specific sites are not selected due to numerous options existing. West Smethwick Park, Hadley Stadium, Hydes Road Playing Field and Phoenix Collegiate are identified as potential venues.

The remaining full size project is identified at Tipton Sports Academy, whilst the smaller sized project is at Birmingham County FA Headquarters. However, it should be noted that since the production of the LFFP, Birmingham County FA now has an aspiration to develop a full size pitch at its site, rather than smaller sized provision.

As the LFFP is a live document to be informed by an up to date PPOSS, the priority project list should be revisited following this study and updated/amended based on the findings, if necessary. To help further guide this process, the table below identifies what impact delivering the current projects would have on existing shortfalls.

*Table 4.26: Impact of delivering current LFFP 3G projects*

Analysis area	Potential 3G requirement	Current number of 3G pitches	Potential shortfall	No. of proposed pitches	Shortfall if delivered
Oldbury	2.75	-	2.50	-	2.50
Rowley Regis	1.75	1	0.75	-	0.75
Smethwick	1.75	1	0.75	1	-
Tipton	0.50	1	-	1	-
Wednesbury	0.50	0.5	-	2	-
West Bromwich	2.50	1.25	0.75	0.50	0.25
<b>Sandwell</b>	<b>9.75</b>	<b>4.75</b>	<b>4.75</b>	<b>4.50</b>	<b>3.50</b>

As seen, only the proposed projects in the Smethwick and West Bromwich analysis areas are warranted based on existing shortfalls, with a significant shortfall remaining in the Oldbury Analysis Area as well as a smaller shortfall in each the Rowley Regis and West Bromwich analysis areas. Additional sites should therefore continue to be identified and added to the LFFP, whilst proposals in the Tipton and Wednesbury analysis areas should be reconsidered.

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Table 4.27: Assessing LFFP priority list (3G pitches)

Analysis area	Site ID	Site name	Comments	LFFP recommendation
Oldbury	-	-	No projects identified.	<b>Identify suitable sites to alleviate shortfall.</b>
Rowley Regis	-	-	No projects identified.	<b>Identify suitable sites to alleviate shortfall.</b>
Smethwick	36 / 105	Hadley Stadium / West Smethwick Park	One full size pitch proposed in the Smethwick Analysis Area, with Hadley Stadium and West Smethwick Park both listed as potential options.	<b>Deliver, then no action required. Additional pitches could also be located in the Analysis Area if they were well located to support shortfalls in other analysis areas such as Oldbury.</b>
Tipton	90	Tipton Sports Academy	One full-size 3G pitch proposed.	<b>Re-assess the need for the delivery of this project. However, its delivery may be warranted if it is suitably located to assist with shortfalls in other analysis areas.</b>
Wednesbury	43	Hydes Road Playing Fields	One full-size 3G pitch proposed.	<b>With no current or future shortfall, re-assess the need for these projects. Delivery may be warranted if it is suitably located to assist with shortfalls in other analysis areas.</b>
Wednesbury	66	Phoenix Collegiate	One full-size 3G pitch proposed. Considered as a proposal for Wednesbury despite residing in West Bromwich.	<b>With no current or future shortfall, re-assess the need for these projects. Delivery may be warranted if it is suitably located to assist with shortfalls in other analysis areas.</b>
West Bromwich	6	Birmingham County FA Headquarters	One small-size pitch proposed in the LFFP although Birmingham FA now aspires to provide a full-size 3G.	<b>Deliver full size pitch, then consider whether additional provision is required.</b>

With shortfalls existing inclusive of the existing LFFP projects, additions to the LFFP are required and, as such, the Council is currently exploring potential opportunities. In the Oldbury Analysis Area, where a shortfall of 2.5 pitches exists, it is looking into developments at:

- ◀ Brandhall Golf Club (as part of mitigation for this golf course)
- ◀ Lion Farm (potential for two pitches)
- ◀ Ormiston Sandwell Community Academy (sand-based conversion)

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### ◀ Tividale Park

Britannia Park is identified as an option in the Rowley Regis Analysis Area, where a shortfall of 0.75 pitches exists, whilst Sandwell Valley Country Park is identified as a possibility in the West Bromwich Analysis Area, where there may be a requirement for further provision even if the pitch at Birmingham County FA Headquarters (identified in the LFFP) is delivered.

### *World Rugby compliant 3G pitches*

World Rugby 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. The RFU investment strategy for AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education establishments.

No World Rugby compliant 3G pitches are identified in Sandwell and there is no perceived need for such provision in the Borough as grass pitch capacity is generally sufficient and overuse can be alleviated through grass pitch solutions.

Given there is no demand for grass rugby pitches in Sandwell (highlighted in Part 5 of this report), there is not a strong case for additional rugby union compliant 3G provision to be developed in future. The RFU advocates 3G pitches for rugby union should be located in areas where they can benefit numerous clubs across a local network, rather than just a host club. Nevertheless, there are grass pitch shortfalls in other Black Country authorities, meaning a pitch within Sandwell could alleviate capacity issues elsewhere if it was placed at a suitable location for clubs to travel to.

### **Recommendations**

- ◀ Protect current stock of 3G pitches.
- ◀ To alleviate identified competitive and training demand shortfalls, look to create additional 3G pitches by developing site options identified through further feasibility work.
- ◀ Ensure that any new 3G pitches have community use agreements in place.
- ◀ Ensure England Hockey is consulted with regarding any proposals for development of new 3G artificial grass pitches or proposed conversion to 3G of existing hockey AGPs, to ensure the sustainability and sufficient supply of existing AGPs for hockey.
- ◀ Encourage more match play demand to transfer to 3G pitches.
- ◀ Ensure that all other full size and larger smaller sized pitches remain on the FA register are re-tested every three years to sustain certification.
- ◀ Ensure all current and future providers have in place a sinking fund to ensure long-term sustainability.
- ◀ Ensure that all new 3G pitches are constructed to meet FA recommended dimensions and quality performance standards.
- ◀ Ensure that any new 3G pitches are priced competitively against the cost of hiring a grass pitches and are aimed at local grassroots clubs.

### **4.3: Cricket pitches**

#### ***Assessment report summary***

- ◀ **No squares that show potential spare capacity on grass wickets on Saturdays, whilst two do on Sundays and one does during midweek for junior cricket.**
- ◀ **Three sites are overplayed; West Bromwich Dartmouth Cricket Club, Wednesbury Sports Union and Smethwick Cricket Club.**

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- ◀ **There is a shortfall for Saturday and midweek cricket, whilst minimal spare capacity exists overall on Sundays.**
- ◀ In total, there are six grass cricket squares in Sandwell, with all six available for community use.
- ◀ There are NTPs accompanying grass wicket squares at one site and there are 15 standalone NTPs at 14 sites.
- ◀ Numerous sites previously provided grass wicket squares, including Barnford Park, Redhouse Park, West Smethwick Park, Victoria Park (Smethwick) and Victoria Park (Tipton).
- ◀ Heathfield Close is a lapsed playing field site that previously provided a cricket square.
- ◀ Three of the clubs in Sandwell have freehold of their sites, whilst the remaining two clubs have lease agreements in place (meaning no clubs rent provision).
- ◀ The audit of community available grass wicket cricket squares found five to be good quality and the remaining one to be standard quality; none are assessed as poor.
- ◀ Smethwick CC, Wednesbury CC and West Bromwich Dartmouth CC all note that ancillary facilities require improvement.
- ◀ Four of the five clubs report a demand for new, improved or additional training facilities (only Thimblemill CC does not).
- ◀ There are five clubs in Sandwell which collectively provide 19 senior men's, two senior women's and 19 junior teams.
- ◀ Four of the five clubs report that demand has increased in some form over the previous three years (Wednesbury CC reports a reduction in participation at senior level).
- ◀ Coseley CC imports demand to Sandwell, using Gospel Oak Academy for its third Saturday team, whilst both Old Hill CC and Smethwick CC export demand to sites in Birmingham.
- ◀ West Bromwich Dartmouth CC has a 5th senior team that only plays away matches due to a lack of capacity within Sandwell.
- ◀ Old Hill, Smethwick, Wednesbury and West Bromwich Dartmouth cricket clubs are signed up to be part of the All Stars initiative, whilst Wednesbury CC and West Bromwich Dartmouth CC are also signed up to deliver Dynamo's.
- ◀ Old Hill CC and West Bromwich Dartmouth CC field women's softball teams.
- ◀ The Sandwell Cricket League is no longer in operation, although plans are in place for it to be re-started in 2022; when it was last run it utilised provision at Barnford Park, Gospel Oak Academy, Victoria Park and West Smethwick Park.
- ◀ Future demand for one senior men's and one junior team is predicted via population growth, whilst club aspirations equate to the potential growth of three senior men's, two senior women's and six junior teams.

### **Scenarios**

#### *Addressing overplay*

Although a regular, sufficient maintenance regime can sustain sites with minimal levels of overplay a reduction in play is recommended to ensure there is no detrimental effect on quality over time.

In Sandwell, overplay is identified at three sites and across three squares; at Wednesbury Sports Union, West Bromwich Dartmouth Cricket Club and Smethwick Cricket Club. This is broken down in the table below.



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Table 4.28: Summary of overplay

Site ID	Site name	Analysis area	Overplay (matches per season)
99	Wednesbury Sports Union	Wednesbury	6
104	West Bromwich Dartmouth Cricket Club	West Bromwich	12
120	Smethwick Cricket Club	Smethwick	5
<b>Total</b>			<b>23</b>

All these squares are assessed as good quality meaning capacity cannot be increased through quality improvements.

Of the overplayed squares, only Wednesbury Sports Union is serviced by an NTP. Installing such provision at the remaining two sites could therefore provide a solution to the capacity issues faced.

Whilst NTPs are common across Sandwell, no clubs report they are used for competitive matches. As such, greater utilisation of the provision should be encouraged, especially for junior cricket (which would then free up grass wicket capacity for senior cricket. This is particularly the case at Wednesbury Sports Union.

### *Accommodating future demand*

Of the four clubs that express aspirations to increase their number of junior teams, only Thimblemill CC has capacity to do so on its current facility stock. In contrast, Smethwick, Wednesbury and West Bromwich Dartmouth cricket clubs are all unable to accommodate an increase in demand at their respective home venues. However, as mentioned above, only Wednesbury CC currently has access to an NTP at its home venue, meaning that increased junior demand could be accommodated should NTPs be installed more widely and better utilised.

Smethwick, Thimblemill and Wednesbury cricket clubs each indicate a desire to field additional senior teams, with all three hoping to add further Saturday teams. However, none have capacity to do so on their current facility stock, which means that secondary venues would need to be utilised.

Similarly, Smethwick and Thimblemill cricket clubs also plan to establish women's teams, with only Thimblemill CC having capacity to do so. For the other clubs, demand will either have to be fielded outside of peak time, or alternative venues will be required.

### *Secondary venues*

For clubs with demand that will warrant the use of secondary venues, consideration should be given to re-establishing squares at council sites that previously hosted the provision. This relates to Hydes Road Playing Fields, Barnford Park, Redhouse Park, West Smethwick Park, Victoria Park (Smethwick) and Victoria Park (Tipton), all of which previously provided grass wickets squares but no longer do so. Consultation should take place with the ECB, SCB and relevant clubs to understand whether any of these sites would be suitable.

In addition to the above, re-establishing the squares at the sites will provide a resolution to the exported demand currently expressed by Smethwick, Wednesbury at West Bromwich cricket clubs.



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### **Recommendations**

- ◀ Protect existing quantity of cricket squares.
- ◀ Improve quality at sites assessed as standard and ensure quality is sustained at sites assessed as good.
- ◀ Address overplay via an increase in NTPs accompanying grass wickets and increased utilisation of existing NTPs.
- ◀ If overplay cannot be alleviated through the abovementioned methods, explore the feasibility of creating new cricket squares, particularly if future growth aspirations are realised.
- ◀ Where new squares are warranted, consider re-establishing provision at council sites that previously provided squares.
- ◀ Utilise re-established squares as a resolution to returning exported demand.
- ◀ Pursue improved security of tenure for clubs without ownership or a long-term lease arrangement in place (e.g., for Wednesbury CC).
- ◀ Improve the changing facilities where there is a need to do so (e.g., for West Bromwich Dartmouth CC at Sandwell Academy).
- ◀ Consider options to increase and improve stock of suitable practice facilities (e.g., for Smethwick, Wednesbury, West Bromwich (at Sandwell Academy) and Old Hill cricket clubs).
- ◀ Continue to support ECB initiatives such as All Stars and Dynamos and ensure unaffiliated demand and recreational cricket is provided for.
- ◀ Where a development is not of a size to justify on-site cricket provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.
- ◀ Ensure that any developments nearby to existing cricket sites do not prejudice the use of the provision (e.g. through ball-strike issues).
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning (i.e. via a sports needs assessment/feasibility study/assessment of need) on an individual basis.
- ◀ Where a development is of a size to justify on-site cricket provision, ensure that any proposals for new squares will attract adequate demand.<sup>7</sup>

### **4.4: Rugby union - grass pitches**

#### **Assessment Report summary**

- ◀ **There is a spare capacity of rugby union pitches amounting to one match equivalent session; however, there is a shortfall in the Wednesbury Analysis Area.**
- ◀ **Two pitches display potential spare capacity, with these being at Warley Rugby Club and St John's Recreation Ground.**
- ◀ **The pitch at Wednesbury Rugby Club is overplayed by 0.5 match equivalent sessions.**
- ◀ Within Sandwell there are seven sites containing the same number of pitches, all of which are senior (no dedicated junior or mini pitches are provided).
- ◀ Four of the pitches are available for community.
- ◀ All club-based pitches have secure tenure (at Wednesbury Rugby Club, Warley Rugby Club and St John's Recreation Ground).
- ◀ Of the community available pitches, one is assessed as good quality (at Warley Rugby Club, one as standard (at Gospel Oak School) and two as poor (at St John's Recreation Ground and Wednesbury Rugby Club).
- ◀ Wednesbury RUFC has an aspiration to rebuild its clubhouse facility in order to transform it into more of a community facility in addition to it better accommodating the Club itself.

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<sup>7</sup> See Part 7 of this report for further information

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- ◀ Warley RUFC is looking to redevelop its clubhouse provision, which is currently poor quality and in need of modernisation.
- ◀ Two community rugby union clubs play within Sandwell.
- ◀ Warley RUFC fields one senior men's and one senior women's team and Wednesbury RUFC fields two senior men's teams.
- ◀ Whilst neither club currently contain any junior or mini teams, Wednesbury RUFC has junior and mini play that train and Warley RUFC previously fielded teams.
- ◀ Both clubs train on separate floodlit training areas, rather than on match pitches, although Warley RUFC has submitted a planning application for the installation of floodlighting.
- ◀ Due to the loss of Warley RUFC's junior section, local youngsters in the area are now likely to travel outside of Sandwell to access a club, therefore resulting in exported demand.
- ◀ Warley RUFC has future demand for a colts' team, whilst Wednesbury RUFC has demand for one senior men's, one senior women's and three mini teams.
- ◀ No future growth is predicted via population growth, although this is impacted upon by no junior or mini teams currently being fielded (despite demand existing).

## Scenarios

### *Improving pitch maintenance*

Currently, there is a one rugby union pitch in Sandwell which is overplayed by 0.5 match equivalent sessions per week. To show how this could be reduced, the first scenario considers the impact of enhancing maintenance across the overplayed sites by an achievable level (one stage e.g. from M1 to M2). As a reminder, the quality ratings for rugby union pitches are shown in the table overleaf.

*Table 4.29: Pitch capacity (matches per week) based on quality assessments*

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate or Pipe Drained (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

As seen in the following table, increasing maintenance by one increment at Wednesbury Rugby Club would alleviate existing overplay on site.

*Table 4.30: Impact of improved maintenance on overplayed pitches*

Site ID	Site name	Pitch type	No. of pitches	Pitch quality	Capacity rating	Improved pitch quality	Potential capacity rating
101	Wednesbury Rugby Club	Senior	1	M1 / D0	0.5	M2 / D0	0

### *Improving pitch drainage*

This scenario considers the effect of enhancing drainage by one increment (e.g. D0 to D1) on the overplayed pitch. As seen in the table below, overplay at Wednesbury Rugby Club could also be alleviate via drainage improvements.

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Table 4.31: Impact of improved drainage on overplayed pitches

Site ID	Site name	Pitch type	No. of pitches	Pitch quality	Capacity rating	Improved pitch quality	Potential capacity rating
101	Wednesbury Rugby Club	Senior	1	M1 / D0	0.5	M1 / D1	0

Carrying out both drainage improvements and increased maintenance would not only alleviate overplay but it would provide spare capacity. This would then enable the Club to realise any growth plans.

### Future demand

In the proceeding Assessment Report, future demand derived from population growth has been considered to determine the future supply and demand of pitches, with club aspirations not included as these are thought to be less likely to be achieved. However, this scenario considers the impact such aspirations would have if the growth predicted by clubs was to be realised.

Table 4.32: Incorporating future demand expressed by clubs into supply and demand analysis

Pitch type	Match equivalent sessions per week		
	Current future supply/demand balance	Additional future demand	Potential future supply/demand balance
Oldbury	0.5	0.5	0
Rowley Regis	0	-	0
Smethwick	1	-	1
Tipton	0	-	0
Wednesbury	0.5	1.75	2.25
West Bromwich	0	-	0
<b>Sandwell</b>	<b>1</b>	<b>2.25</b>	<b>1.25</b>

As seen, an overall shortfall of capacity would be established. This would then increase the need to act on the recommendations of the study e.g., improving pitch quality.

### World Rugby compliant 3G pitches

No World Rugby compliant 3G pitches are identified in Sandwell and there is no perceived need for such provision in the Borough as grass pitch capacity is generally sufficient, overuse is minimal and can be alleviated through maintenance or drainage improvements.

The RFU advocates 3G pitches for rugby union should be located in areas where they can benefit numerous clubs across a local network, rather than just a host club. Nevertheless, there are grass pitch shortfalls in other Black Country authorities, meaning a pitch within Sandwell could alleviate capacity issues elsewhere if it was placed at a suitable location for clubs to travel to.

Discussions have taken place in regards to the proposed pitch at Phoenix Collegiate being World Rugby compliant.

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### **Recommendations**

- ◀ Protect existing quantity of rugby union pitches.
- ◀ Improve pitch quality at all sites used by clubs through improved maintenance and/or the installation of drainage systems, particularly Wednesbury Rugby Club which is currently overplayed.
- ◀ Increase mid-week training capacity via pitch quality improvements, the installation of additional floodlighting and the potential creation of a World Rugby compliant 3G pitch.
- ◀ Support aspirations for ancillary facility improvements for Wednesbury and Warley rugby clubs.
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.
- ◀ Where a development is of a size to justify on-site rugby provision, ensure that any proposals for new pitches will attract adequate demand.
- ◀ Where a development is not of a size to justify on-site rugby provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality<sup>8</sup>.

### **4.5: Rugby league – grass pitches**

#### **Assessment Report summary**

- ◀ **As no demand has been identified within Sandwell, there is no need at this time for any provision to be established.**
- ◀ **Focus should be placed on ensuring that any demand that does exist can be accommodated within clubs outside of the Borough.**
- ◀ There are no rugby league pitches in Sandwell.
- ◀ The nearest provision is provided in Bromsgrove.
- ◀ No demand has been identified for rugby league in Sandwell.
- ◀ Any residual need is unlikely to be sufficient enough for a club to be created, with individuals instead likely to travel to form part of the clubs based in other, nearby authorities.

#### **Scenarios**

N/A

#### **Recommendations**

- ◀ Ensure any current and future demand within Sandwell can be sufficiently accommodated at rugby league clubs in neighbouring authorities.

### **4.6: Hockey pitches (sand/water-based AGPs)**

#### **Assessment Report summary**

- ◀ **There is a requirement for two hockey suitable AGPs within Sandwell to cater for both existing demand in the Borough and demand that is being exported.**
- ◀ **Whilst these are currently being provided, the pitch at Ormiston Sandwell Community Academy is not currently serving any meaningful purpose for the sport, with quality improvements required and hockey access needing to be enabled.**
- ◀ **If quality improvements are not possible, or if 3G conversion is pursued, an additional full size hockey suitable pitch is required.**

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<sup>8</sup> See Part 7 of this report for further information

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- ◀ **If imported demand from Dudley returns to the Borough, there may only be a requirement for one pitch within Sandwell, although this should not be the pitch at Ormiston Forge Academy due to its lack of floodlighting.**
- ◀ There are two full size hockey suitable AGPs in Sandwell, one at Ormiston Forge Academy and one at Ormiston Sandwell Community Academy.
- ◀ Both pitches are available for community use; however, the pitch at Ormiston Forge Academy is without floodlighting.
- ◀ There are also seven smaller sized pitches provided, with five of these available to the community and four serviced by floodlights.
- ◀ Both of the full size pitches are operated by the respective schools.
- ◀ The pitch at Ormiston Forge Academy is accessed by Old Halesonians HC, although no security of tenure is provided.
- ◀ Both full size pitches are theoretically available throughout most if not all of the peak period, although actual availability is limited at Ormiston Forge Academy due to its lack of floodlighting.
- ◀ The pitch at Ormiston Sandwell Community Academy is assessed as poor quality, whilst the pitch at Ormiston Forge Academy is standard.
- ◀ Both are serviced by changing rooms but these are within main school buildings and are therefore not dedicated to the pitches.
- ◀ Old Halesonians HC is the only hockey club playing in Sandwell; it fields five senior men's, one senior women's and three junior teams, although it is primarily based in Birmingham.
- ◀ The Club previously played in Dudley and considers this to be its home authority (imported demand).
- ◀ Both Wednesbury HC and West Bromwich HC are considered to be Sandwell-based clubs, despite currently playing outside of the Borough (exported demand). Despite this, the former has no desire to return to Sandwell.
- ◀ West Bromwich HC would prefer to play within Sandwell.
- ◀ Old Halesonians, West Bromwich and Wednesbury hockey clubs all have an aspiration to increase demand in the future.
- ◀ No EH initiatives are being held in the Borough (e.g. Back to Hockey, Walking Hockey and Hockey Heroes).
- ◀ The pitch at Ormiston Forge Academy is used on both Saturdays and Sundays by Old Halesonians HC and is considered to be close to capacity on these days; it is generally unused during midweek as a consequence of no floodlights.
- ◀ Whilst not used for hockey, the pitch at Ormiston Sandwell Community Academy is well used for football activity, predominately on Mondays, Tuesdays and Wednesdays (capacity exists on the remaining days).

### **Scenarios**

#### *Meeting demand*

Due to the level of current and exported demand relating to Sandwell, there is a requirement for two suitable venues for hockey within the Borough. As two are provided, supply could be considered sufficient to meet demand, the pitch at Ormiston Sandwell Community Academy is not serving any meaningful purpose for the sport due to quality and safety concerns. As such, improvements to the pitch needs to be made and hockey access to the site needs to be enabled, or if this is not possible, an additional pitch is required. This should be located within the West Bromwich Analysis Area to best accommodate demand.

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Notwithstanding the above, the Dudley PPOSS identifies that a suitable pitch within Dudley is required in order to re-accommodate demand from Old Halesonians HC and to therefore enable it to transfer away from Sandwell. Should this happen, there may only be a reduced requirement for one pitch within Sandwell, although this pitch should not be the one located at Ormiston Forge Academy due to it not being floodlit. It would either need to be the pitch at Ormiston Sandwell Community Academy or via new provision.

### *Converting hockey suitable AGPs to 3G pitches*

Ormiston Sandwell Community Academy reports that it is exploring the conversion of its pitch to 3G and it states that it has held conversations with the Albion Foundation, which would support its plans and use the provision more heavily if it was resurfaced. If this was to be pursued, there would be a need for a replacement hockey pitch in the locality, and this would need to be provided before the existing provision was lost.

EH notes that Ormiston Sandwell Community Academy is based around two miles from West Bromwich HC's former home site and could be used heavily if it was resurfaced as a hockey suitable pitch. It is not currently used due to its poor quality.

### *Creation of a new hockey suitable AGP*

As stated above, if a 3G conversion is pursued at Ormiston Sandwell Community Academy, an additional hockey suitable AGP would be required in Sandwell to meet current demand and preferably in the West Bromwich Analysis Area.

The Council notes that if 3G proposals were to go ahead at Birmingham County FA, Phoenix Collegiate (North Campus) and Ormiston Sandwell Community Academy, Hydes Road Playing Field could become a potential site to host a hockey-suitable AGP instead of a 3G pitch.

Another solution could be the proposed new secondary school in Smethwick, which includes the provision of a full-size AGP. The site is an approximate 15-minute drive from George Salter Academy (the Club's previous home venue) and so would also prove a feasible option to preserve two hockey AGPs in Sandwell and allow West Bromwich HC to return to the Borough. However, current plans do not include the provision of sports lighting and so additional planning permission and investment would be required to provide sports lighting or the new AGP would only provide limited capacity for community hockey.

### **Recommendations**

- ◀ Improve quality of the AGP at Ormiston Sandwell Community Academy or develop a new full size sand-based AGP in the Borough as part of its mitigation.
- ◀ Continue to explore the creation of provision at Hydes Road Playing Field and as part of the new secondary school in Smethwick) to better provide for hockey demand.
- ◀ Protect the AGP at Ormiston Forge Academy for hockey use until hockey demand in the Borough can be met without it.
- ◀ Ensure all hockey suitable AGPs have a sinking fund in place for their eventual refurbishment.
- ◀ Ensure England Hockey is consulted with regarding any proposals for development of new 3G artificial grass pitches or proposed conversion to 3G of existing hockey AGPs, to ensure the sustainability and sufficient supply of existing AGPs for hockey.
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.
- ◀ Where a development is of a size to justify on-site hockey provision, ensure that any proposals for new pitches will attract adequate demand.



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- ◀ Where a development is not of a size to justify on-site hockey provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.

### 4.7: Tennis courts

#### *Assessment Report summary*

- ◀ **Old Hill TC has a sufficient number of courts to meet its current membership, with priority needing to be placed on ensuring that the Club can remain operational.**
- ◀ **For Wednesbury TC, further exploration is required to determine its current membership levels and its future growth aspirations; at Wednesbury Sports Union, it has capacity for a membership base of up to 160 members.**
- ◀ **As no non-club courts are identified as have any capacity issues, precedence should be placed on improving quality to an adequate standard for informal play, particularly at publicly available sites hosting multiple courts.**
- ◀ There are a total of 57 tennis courts identified in Sandwell across 18 sites, with 35 courts categorised as being available for community use at 12 sites.
- ◀ Sandwell Leisure Trust and the LTA are in discussions regarding development plans at Tipton Sports Academy (including the covering of the courts and the installation of four dedicated padel courts).
- ◀ In addition, the Council are working together with the LTA on a potential parks development project for 2022; this may include upgrades to provision at Brunswick, Redhouse and Britannia parks.
- ◀ The majority of courts are operated by schools, although only 27% of these are available for community use.
- ◀ All of the courts have a macadam surface.
- ◀ In total, ten of the 57 tennis courts are serviced by floodlights, representing just 18% of the provision.
- ◀ Of the courts, eight are assessed as good quality, 32 as standard quality and 17 as poor quality.
- ◀ The ancillary facilities servicing Old Hill TC and Wednesbury TC are considered to be adequate, with some modernisation required.
- ◀ For non-club courts, ancillary provision is generally considered to be problematic, although good quality ancillary facilities are provided at Tipton Sports Academy and development proposals are in place at Britannia Park.
- ◀ There are two tennis clubs in Sandwell.
- ◀ Old Hill TC has a current membership of just 14 members, which is threatening the long-term future of the Club.
- ◀ Membership details at Wednesbury TC are unknown as the Club was unresponsive to consultation requests.
- ◀ Away from clubs, it is considered that all local authority courts available for community use in Sandwell have spare capacity for a growth in demand, although this is difficult to quantify as use is not always recorded due to the open access nature of many sites.
- ◀ Clubspark is utilised across six local authority sites and the LTA is keen to explore further opportunities.
- ◀ Two local tennis leagues, whilst not specific to Sandwell, identify Tipton Sports Academy as being a primary venue.

#### **Scenarios**

##### *Accommodating current and future demand*

No clubs in Sandwell are currently known to be facing any capacity issues. As such, there is no requirement for any increased or enhanced provision.



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### *Increasing participation*

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

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

The LTA and Government have also in 2021 announced a £30 million package to refurbish more than 4,500 public tennis courts in poor or unplayable condition at more than 1,500 venues in the most deprived parts of the UK<sup>9</sup>.

The LTA has identified Britannia Park, Brunswick Park, and Redhouse Park as key sites across Sandwell for the development of informal tennis. In order to facilitate this demand, it is likely that floodlights would have to be provided, in addition to court improvements and potential provision or improvement of changing facilities. These improvements, in conjunction with the implementation of technology provided by the LTA such as Gate Access, would help to activate a large level of latent demand and should therefore be supported.

Additionally, the LTA notes there are no tennis clubs located in the Smethwick, Oldbury, West Bromwich or Tipton analysis areas. Of the key sites listed above, only Redhouse Park (West Bromwich) resides in one of these analysis areas. Therefore, improvements, in conjunction with the implementation of LTA technology, should be supported at community available courts in the Smethwick, Oldbury and Tipton analysis areas to improve the recreational offer and customer journey to encourage more people to pick up a racket and get involved in the sport.

### **Recommendations**

- ◀ Protect existing quantity of courts.
- ◀ Improve court quality at sites assessed as poor or standard quality and sustain quality at sites assessed as good, especially at sites in use by clubs or that are (or could be) well used for recreational demand.
- ◀ Linked to the above, improve park courts as a priority to create a year-round recreational tennis option to meet local demand.
- ◀ Explore options to further improve the recreational tennis offer via utilisation of technology provided by the LTA (e.g., Clubspark) to support the customer journey and through investment into facilities and accompanying ancillary provision.
- ◀ Ensure sinking funds are put into place by providers for long-term sustainability.
- ◀ Improve ancillary provision at club sites, where it is required.

### **4.8: Netball courts**

#### **Assessment Report summary**

- ◀ **Sandwell is relatively well catered for, with a large number of community available netball courts provided and with a good number of these being dedicated to netball.**

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<sup>9</sup>[Link to LTA investment](#)

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- ◀ **Focus should be placed on protecting and sustaining the courts at George Salter Academy and Phoenix Collegiate for continued use by the Dudley Netball League and the Walsall Netball League.**
- ◀ **Should the Dudley Netball League relocate outside of Sandwell, it is imperative that the Sandwell-based demand remains provided for and that the courts remain sustainable.**
- ◀ **For netball demand away from the club and league environment, there is a need to ensure programmes provided by England Netball have suitable provision from which to be ran from and that curricular and extra-curricular needs are being met.**
- ◀ There are 62 netball courts identified in Sandwell across 24 sites, with 27 courts at eight sites available for community use.
- ◀ Two courts are operated by the Council and six are operated commercially, with all remaining provision located at school sites.
- ◀ The courts at George Salter Academy and Phoenix Collegiate are access by the Dudley Netball League and the Walsall Netball League, respectively, via annual agreements.
- ◀ All the courts have a macadam surface.
- ◀ A total of 28 courts are overmarked by other sports provision, which means that there are a comparatively high number of standalone courts.
- ◀ Overall, 23 of the courts are serviced by floodlighting, including provision at George Salter Academy and Phoenix Collegiate, which is a comparable rate to the national ratio.
- ◀ There are 20 courts assessed as good quality, 29 as standard quality and 13 as poor quality.
- ◀ Poor quality community available courts are provided at Pulse Soccer & Fitness, Q3 Tipton Academy and Redhouse Park.
- ◀ The community available courts at George Salter Academy and Phoenix Collegiate are assessed as good quality, as are the unavailable courts at Holly Lodge High School and Oldbury Academy.
- ◀ The Dudley Netball League uses George Salter Academy as a central venue; prior to Covid-19 it accommodated 72 teams across nine divisions.
- ◀ The Walsall Netball League uses Phoenix Collegiate as a centre venue and it accommodated 37 teams across five division when last held (2019).
- ◀ Both leagues import demand into Sandwell and the Dudley Netball League has a preference to relocate to its home authority (Dudley).
- ◀ Grasshoppers Netball Club is a large club based in Sandwell, using Haden Hill Leisure Centre as a training base.
- ◀ Play Netball operates in Sandwell at Phoenix Collegiate.
- ◀ Back to Netball has previously been held at George Salter Academy as well, historically, at Gospel Oak Academy.
- ◀ Walking Netball sessions are actively promoted by the Sandwell Leisure Trust.

### **Scenarios**

#### *Relocation of the Dudley Netball League*

The Dudley Netball League currently has access to four courts at George Salter Academy, with the League reporting that this is insufficient as fixtures are tightly congested and have to be split across three evenings (Mondays, Tuesdays and Wednesdays). Ideally, the League would want to access six courts, and it would really like to use a venue in Dudley to facilitate this but states that there is currently no suitable location.

The only site in Dudley currently with six netball courts is Ridgewood High School, which is unavailable for community use and without floodlighting. However, the football pitch on site is used by the community so it is likely that community access to the netball courts could be negotiated. Therefore, the feasibility of installing floodlighting for all six courts, as well as potential court improvements, should be explored to create a new home venue for the Dudley Netball League within Dudley.

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If the above is not possible, alternative approaches could be considered, including the establishment of a new, dedicated netball venue with a sufficient number of courts. This could be achieved through an existing netball site via creating additional courts, or at a new netball venue entirely.

Should the League return to Dudley, a significant portion of netball demand in Sandwell would be lost. However, this would open capacity for George Salter Academy to become a hub for informal and recreational netball and potentially tennis. Until then, it is imperative that the activity remains catered for within the Borough.

### ***Recommendations***

- ◀ Protect quantity of courts.
- ◀ Continue to cater for the Dudley Netball League for as long as it is required.
- ◀ Ensure sustainability of provision at George Salter Academy should the League vacate the site and explore opportunities to maximise usage for other purposes.
- ◀ Seek to improve poor quality courts quality through resurfacing or improved maintenance.
- ◀ Look to continue and expand the use of courts for England Netball initiatives such as Back to Netball and Walking Netball.
- ◀ Facilitate improved engagement between England Netball and schools.

### **4.9: Bowling greens**

#### ***Assessment Report summary***

- ◀ **Only Langley BC is operating above the recommended capacity threshold, suggesting that overall supply is sufficient to meet demand.**
- ◀ **Dartmouth Central BC (with 19 members) is operating below the threshold of the level of membership required to ensure that its green is sustainable.**
- ◀ There are 18 crown green bowls greens in Sandwell provided across 17 sites.
- ◀ Greens were also previously provided at Old Chapel Inn and Pheasant Public House (disused), whereas Greets Green Playing Field and Haden Hill Park previously provided two greens.
- ◀ The green at Cradley Sports & Social Club is at risk to development.
- ◀ Of clubs which responded to consultation requests, three own their greens, four rent their greens and two have a lease arrangement in place.
- ◀ In total, 17 greens are assessed as good quality and one is assessed as standard quality (at Thimblemill Recreation Centre).
- ◀ Three greens are serviced by floodlighting (St Giles Rowley Regis Parish church, Warley Rugby Club (St Johns Pitches) and The George Public House).
- ◀ Six clubs state a need for ancillary provision to improve, whilst upgrades are also required at Wernley Public House.
- ◀ There are 16 clubs using bowling greens in Sandwell; where membership is known (across seven clubs), there are a total of 373 members, equating to 281 senior men, 84 senior women and eight juniors.
- ◀ The average membership across the clubs is 41.
- ◀ In line with a national trend of declining membership, three of the clubs that responded to consultation report that membership has decreased in recent years, whilst two report recent increases.
- ◀ Due to a predicted increase in persons aged 65 and over (to 2039), demand is likely to increase for greens over the coming years.
- ◀ Both West Bromwich Football Supporters BC, Old Cross BC and Dartmouth BC report future demand to increase membership, with this collectively equating to 18 senior and 11 junior members.

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- ◀ All clubs report that existing membership can be accommodated on the current level of provision and that no potential members are being turned away, suggesting that there is no latent or unmet demand.

### **Scenarios**

#### *Accommodating demand*

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

Only Langley BC is operating above the recommended capacity threshold, and whilst this is relatively minimal, the Club may require support to ensure the level of demand is sustainable. Similarly, support may also be required in relation to The George BC and Hamstead Social BC given that they are operating right on the limit of the capacity threshold.

At the other end of the scale, Dartmouth BC has a membership below what is considered to be the membership required to ensure the sustainability of a green. As such, it should be supported to ensure that it can continue to operate and so that it can realise its growth plans, which would take it above the threshold.

#### *Disused provision*

Two disused crown bowling greens are identified in Sandwell; at Greets Green Playing Field and Haden Hill Park. Both sites previously provided two greens, with just one now provided. At Greets Green Playing Field, the second green has been repurposed as a play area.

As the overall supply of greens is sufficient to meet current and future demand, the green at Haden Hill Park could also be re-purposed or developed upon, as long as appropriate mitigation is provided in line with planning policy. Alternatively, it could be retained as strategic reserve.

### **Recommendations**

- ◀ Retain existing quantity of greens.
- ◀ Improve greens assessed as poor and standard quality and sustain greens assessed as good.
- ◀ Support clubs with plans to increase membership so that growth can be maximised and accommodated.
- ◀ Monitor clubs with a particularly high membership to ensure that demand can continue to be accommodated.
- ◀ Monitor Dartmouth BC to ensure it remains sustainable and seek to support the Club to achieve its growth plans.
- ◀ Assist clubs, where necessary, with any future ancillary provision improvements.
- ◀ Ensure that any potential development of greens considered as disused/lapsed are mitigated in line with planning policy.

## **4.10: Cycling tracks**

### **Assessment Report summary**

- ◀ **High demand for cycling is identified within Sandwell, especially when taking into account latent demand.**

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- ◀ **Protecting and sustaining what is provided at Sandwell Valley Country Park should be seen as particularly key, whilst continued use of Hadley Stadium should be ensured.**
- ◀ **Implementation of initiatives promoted by British Cycling should also be explored to encourage more people to get into cycling.**
- ◀ Sandwell Valley Country Park features a range of surfaced and unsurfaced cycling tracks as well as a mountain bike trail and a pump track.
- ◀ Two national cycling routes run through Sandwell; Route 5 (from Reading to North Wales) and Route 81 (from Aberystwyth to Wolverhampton),
- ◀ Cycling is encouraged along canal towpaths throughout the Borough.
- ◀ There are four prominent cycling clubs based in Sandwell, although none are currently affiliated to British Cycling.
- ◀ Smethwick Beat the Streets Community Cycle Club takes part in numerous led rides around Sandwell, as well as using the provision at Sandwell Valley Country Park.
- ◀ Hadley Stadium Cycling Club is set up to provide family cycling in a safe, off-road environment, utilising the athletics track at Hadley Stadium.
- ◀ Bangladeshi Association Cycling Club has both a men's and a women's branch, with both engaging in weekly rides around Sandwell, often utilising at Victoria Park.
- ◀ Lightwoods Community Cycle Club meets every Wednesday morning to ride around Lightwoods Park, although it often ventures further afield.
- ◀ British Cycling's development programmes Go-Ride and Breeze are not currently implemented.
- ◀ Sport England's Segmentation Tool identifies latent demand of 11,449 people who would like to participate in cycling within Sandwell, which is a high amount.

### **Scenarios**

#### *Retaining cycling facilities*

Sandwell Valley Country Park is a key strategic facility in Sandwell and is formally used by Smethwick Beat the Streets Community Cycle Club in addition to informal and recreational use. Priority should therefore be placed on protecting the track and ensuring that it remains of a sufficient quality to accommodate the levels of demand received.

Hadley Stadium Cycling Club also uses the athletics track at Hadley Stadium as a cycling facility to provide family cycling in a safe, off-road environment. As the track may not be required for its primary purpose in the future (i.e., athletics), any re-purposing may result in the site no longer being able to cater for cycling demand. If this is the case, priority should be placed on ensure the activity can be accommodated elsewhere.

#### *Places to Ride*

British Cycling's Birmingham Cycling Facility Needs Assessment identified that the Sandwell Cycle Speedway Track, previously used by Sandwell Lions Speedway Club before it folded, is in poor condition and in need of enhancement and repairs. It was previously managed by the Council but is now owned and operated by The Brades Lodge School. The track remains available for community use despite its poor condition.

The track is reported to have good infrastructure in place for development and is located on a Local Cycling and Walking Infrastructure Plan (LCWIP) phased development route which would increase cycling accessibility to the site.

### **Recommendations**

- ◀ Ensure track at Sandwell Valley Country Park is retained and remain of a sufficient quality to accommodate demand.

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- ◀ Ensure demand received at Hadley Stadium can be adequately accommodated elsewhere in the event of re-purposing the facility.
- ◀ Enhance the quality and public transport access of the Sandwell track to increase track provision and grow demand in the Sandwell and Birmingham area.
- ◀ Undertake a feasibility study for the Sandwell Cycle Speedway Track to determine capital costs required to reinstate the facility and the impact this would have on cycling and speedway demand for Sandwell and Birmingham.
- ◀ Look to continue and expand British Cycling programmes such as HSBC UK Go-Ride and HSBC UK Breeze.

### 4.11: Athletics tracks

#### *Assessment Report summary*

- ◀ Sandwell is very well provided for in relation to athletics, with three 400-metre tracks provided.
- ◀ Priority should be placed on protecting the track Tipton Sports Academy and ensuring that is of a sufficient quality to accommodate the levels of demand received.
- ◀ Retaining the provision at Sandwell Academy and Phoenix Collegiate is less of a requirement as no known community use is received, although the schools themselves may have demand that necessitates retention.
- ◀ The track at Hadley Stadium is deemed surplus to requirements in its current form, with an alternative use therefore requiring exploration, although this could include informal athletics provision.
- ◀ Emphasis should also be placed on supporting the other activities taking place in Sandwell, with a focus on retaining and increasing participation and growing the various initiatives that are in place.
- ◀ There are four purpose-built athletics tracks in Sandwell, at Hadley Stadium, Phoenix Collegiate, Sandwell Academy and Tipton Sports Academy.
- ◀ There is also small 40-metre straight athletics track provided at The Meadows School.
- ◀ Both Hadley Stadium and Tipton Sports Academy provide 400-metre synthetic tracks with eight lanes and floodlighting, whilst Phoenix Collegiate provides a 400-metre cinder track with six lanes (non-floodlit).
- ◀ Sandwell Academy provides a 200-metre “mini” track.
- ◀ The track at Tipton Sports Academy is assessed as standard quality, with tracks repairs required in addition to surface cleaning and overspray; the throwing cage also failed a recent TrackMark inspection.
- ◀ The track at Hadley Stadium is also assessed as poor quality and is no longer useable due to health and safety issues.
- ◀ Recent improvements have been undertaken regarding the track at Phoenix Collegiate, resulting in its quality improving from a previously poor standard. In addition, a 7<sup>th</sup> lane has been added.
- ◀ Five clubs have a current focus on athletics and/or running activity in Sandwell.
- ◀ Tipton Harriers uses the track at Tipton Sports Academy as its base.
- ◀ West Bromwich Harriers now uses Walsall Rugby Club, in Walsall, as a base (exported demand).
- ◀ Park Run is held each week at Sandwell Park Farm, whilst a junior Park is held every Sunday at West Smethwick Park.
- ◀ Most clubs express an aspiration to grow membership, whilst England Athletics also believes that demand is likely to increase in the future, particularly for initiatives such as Park Run.



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### **Scenarios**

#### *Retaining athletics facilities*

The track at Tipton Sports Academy is a key strategic facility in Sandwell and is used by Tipton Harriers. It accommodates both male and female members at both senior and junior level and whilst it specialises in track and field, it also operates road running and cross-country running sections. Priority should therefore be placed on protecting the track ensuring that it is of a sufficient quality to accommodate the levels of demand received.

Retaining the provision at Sandwell Academy and Phoenix Collegiate is less of a requirement as no known community use is received, although the schools themselves may have demand that necessitates retention.

The track at Hadley Stadium is deemed surplus to requirements in its current form, with no athletics demand received and with considerable quality issues identified. As such, it could be re-purposed to accommodate other sporting needs, although this consideration should be given to this include some form of athletics provision. England Athletics has a current focus on providing innovative facilities that can help drive demand.

### **Recommendations**

- ◀ Ensure the track and supporting facilities at Tipton Sports Academy are retained and remain in adequate condition.
- ◀ Support Tipton Sports Academy to gain TrackMark status.
- ◀ Consider re-purposing the track at Hadley Stadium and consider development of innovative athletics facilities as part of this.
- ◀ Support clubs, running groups, events and England Athletics initiatives such as Park Run and pursue increased participation, where possible.
- ◀ Continue to increase participation both within affiliated clubs and the wider running market, signposting potential club members from the likes of Parkrun events and other health initiatives.

#### **4.12: Golf courses**

##### ***Assessment Report summary***

- ◀ **With five golf facilities in Sandwell and a mix of 18-hole and 9-hole courses, as well as a well-equipped driving range, supply is well placed to meet demand.**
- ◀ **Notwithstanding the above, demand appears to be relatively low, although this does not necessarily mean that any sites can be lost, with further interrogation required should any proposals come forward.**
- ◀ **In the meantime, emphasis should be placed on protecting the facilities that are provided, with options explored to increase demand to more sustainable levels.**
- ◀ There are currently five golf sites in Sandwell.
- ◀ In addition, there is disused provision at Brandhall Golf Club, which previously provided an 18-hole course but did not re-open following initial Covid-19 restrictions.
- ◀ All five sites provide a standard hole course, with two 18-hole courses (Dudley Golf Club and Sandwell Park Golf Club) and three 9-hole courses (Dartmouth Golf Club, Rowley Golf Centre and Warley Woods Golf Club) in place.
- ◀ No Par 3 course is provided.
- ◀ Rowley Golf Centre provides a 22-bay, covered and floodlit driving range.
- ◀ Dartmouth, Dudley and Sandwell Park are members clubs, whilst Rowley Golf Centre and Warley Woods Golf Club are proprietary facilities; no municipal courses are provided.
- ◀ Sandwell Park Golf Club operates above the national average for membership costs, suggesting that it is a high-end facility, whereas the remaining sites are below the rate.



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- ◀ In terms of quality of the golf facilities, it is relatively good across Sandwell with no significant issues identified, especially at Sandwell Park Golf Club.
- ◀ Warley Woods Golf Club has aspirations to improve its clubhouse facilities, which England Golf is particularly supportive of.
- ◀ Three of the four clubs (Dartmouth, Dudley and Warley Woods golf clubs) operating a membership scheme (Rowley Golf Centre does not) are below the national membership average (which is 386 members).
- ◀ Sandwell Park Golf Club is operating above the national average.
- ◀ Membership since 2015 has increased at Dartmouth Golf Club, Sandwell Park Golf Club and Warley Woods Golf Club but has reduced at Dudley Golf Club.
- ◀ Membership has increased collectively across the clubs by 63 members, although this does not take into account the membership that was attached to Brandhall Golf Club.
- ◀ England Golf's mapping tool identifies a significant amount of potential demand, with Sandwell Park shown to have a particularly high population base (the highest in the Black Country region).
- ◀ Pay and play usage is unknown but is likely to be highest at sites such as Rowley Golf Centre given the operational structure in place and the lower price point.

### **Scenarios**

N/A

### **Recommendations**

- ◀ Retain all existing, in use golf provision.
- ◀ Mitigate the loss of Brandhall Golf Club through investment into other golf facilities (e.g., Warley Woods Golf Club) and explore if alternative golf provision could be incorporated into the site.
- ◀ Sustain course and ancillary facility quality and seek improvements where necessary.
- ◀ Support clubs in membership retention and potential growth and encourage clubs and providers to work more collaboratively in terms of creating pathways for players.

## **4.13: Water sports centres**

### **Assessment Report summary**

- ◀ **Through Swan Pool, Sandwell is relatively well provided for in terms of outdoor water sports given that it is not a coastal authority.**
- ◀ **The venue should be protected for continued use and further opportunities could be explored for extending the activities that are offered.**
- ◀ Swan provides facilities in Sandwell that are compatible with a number of water sports and other water-related activities.
- ◀ Due to Sandwell's Water Safety Policy, such activities can only be undertaken by members of a recognised club.
- ◀ Sandwell Valley Sailing Club is based at Swan Pool, offering a regular sailing programme for both males and females of all ages and abilities.
- ◀ Oldbury Swimming & Triathlon Club uses Swan Pool from May until September each year for open water swimming.
- ◀ Each year, Sandwell Valley Park hosts an adult and a junior triathlon which use Swan Pool for the swimming aspect of the events.
- ◀ As its name suggests, Birmingham Canoe Club generally accesses provision in Birmingham; however, during winter, it uses Smethwick Swimming Centre for sessions.

### **Scenarios**

N/A

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### **Recommendations**

- ◀ Ensure existing provision is retained and supporting facilities remain of sufficient quality.
- ◀ Support clubs to maximise demand and fully utilise the unique facilities offered.

### **4.14: Other grass pitches**

#### **Assessment Report summary**

- ◀ **A resolution is required to Sandwell Steelers' existing issues that are derived from it currently needing to use multiple venues.**
- ◀ **No supply or demand is identified in relation to baseball/softball or Gaelic football, meaning no action is required.**
- ◀ There are no dedicated American football pitches within Sandwell; instead, an over marked football pitch at Tipton Sports Academy is used as well as 3G provision at Gospel Oak Academy and Portway Leisure Centre.
- ◀ Sandwell Steelers wants to be based from one venue, reporting availability and storage as particular issues.
- ◀ There are no baseball/softball diamonds in Sandwell.
- ◀ There are no Gaelic football pitches provided in the Borough.
- ◀ Sandwell Steelers currently fields four teams (senior men's, senior women's, youth and flag).
- ◀ As well using the facilities in Sandwell, it also exports demand to Walsall Rugby Club, in Walsall.
- ◀ No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

#### **Scenarios**

N/A

#### **Recommendations**

- ◀ Support Sandwell Steelers to find a single home venue in the Borough.
- ◀ Ensure the Club is provided with sufficient storage facilities.

## PART 5: STRATEGIC RECOMMENDATIONS

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

### AIM 1

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

#### Recommendations:

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

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

The PPOSS shows that all existing playing field and outdoor sport sites cannot be deemed surplus to requirements because of shortfalls now and in the future. As such, all provision requires protection or replacement until all identified shortfalls have been overcome. This includes lapsed, disused, underused and poor quality sites as there is a requirement for such provision to help meet and alleviate the identified shortfalls.

When shortfalls are evident, provision can only be permanently lost when the current picture changes to the extent that the site in question is no longer needed as a result of no shortfalls existing, or unless replacement provision is provided and agreed upon by all stakeholders. NPPF paragraph 99 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

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

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### *Policy Exception E1:*

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

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

### *Policy Exception E2*

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

### *Policy Exception E3*

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

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

### *Policy Exception E4:*

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

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

### *Policy Exception E5*

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

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

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

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

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

- ◀ Sandwell Academy
- ◀ Gospel Oak School
- ◀ Brandhall Primary School
- ◀ Devonshire Infant and Junior Academy
- ◀ George Salter Academy
- ◀ Holly Lodge High School College of Science
- ◀ Holyhead Primary School
- ◀ Ormiston Forge Academy (Hingleys)
- ◀ Ormiston Sandwell Community Academy
- ◀ Q3 Academy
- ◀ St Michael's CE High School
- ◀ Sandwell Academy
- ◀ Wodensborough Ormiston Academy
- ◀ Wood Green Academy

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

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

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

The Council should further explore opportunities where security of tenure could be granted via lease agreements (minimum 25 years as recommended by Sport England and NGBs) so that clubs are in a position to apply for external funding. This is particularly the case at poor quality local authority sites, possibly with inadequate or no ancillary facilities, so that quality can be improved and sites developed.

Local sports clubs should be supported by partners including the Council or NGBs to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership work. For example, club development should be support and clubs should be encouraged to develop evidence of business and sports development plans to generate income via their facilities.

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

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

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

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

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

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

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

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

To maximise community use, development of a more coherent, structured relationship with schools is recommended. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train.

In Sandwell, pricing policies at facilities can be a barrier to access at some education sites but physical access, poor quality and resistance from schools to open up provision is also an issue, especially at some private schools and academies.

A large number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the schools and local clubs. It is, however, common for school stock not to be fully maximised for community use, even on established community use sites.

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

Although there are a growing number of academies over which the Council has little or no control, it is still important to understand the significance of such sites and attempt to work with the schools where there are opportunities for community use. In addition, relevant NGBs have a role to play in supporting the Council to deliver upon this recommendation and communicating with schools where necessary to address shortfalls in provision. It should be noted that in Sandwell, academy schools typically lease their land from the Council. The Academy is then responsible for its own site and how it operates so any agreements regarding community use of playing fields must be agreed with the respective academy trust.

Where new schools are provided in major new residential developments, they should be designed to facilitate community access, with opportunities for meeting the community's outdoor sports needs explored at the outset to maximise the potential for facility provision to be made within the developments, if appropriate. An example of this is ensuring the provision of youth 11v11 and/or youth 9v9 grass football pitches, given current shortfalls and their suitability for the playing format of students, or multi-use provision such as court that can accommodate both tennis and netball activity.

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



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### **AIM 2**

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

#### **Recommendations:**

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

#### ***Recommendation (d) – Improve quality***

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

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

#### ***Addressing quality issues***

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

Based upon an achievable target, using existing quality scoring to provide a baseline, a standard should be used to identify deficiencies and investment should be focused on those sites which fail to meet the proposed quality standard. For the purposes of quality assessments, the Strategy refers to pitches and ancillary facilities separately as being of 'good', 'standard' or 'poor' quality. However, some good quality sites have poor quality elements and vice versa (e.g., a good quality pitch may be serviced by poor quality changing facilities).

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

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If a poor quality site receives little or no usage that is not to say that no improvement is needed. It may instead be the case that it receives no demand because of its quality, thus an improvement in said quality will attract demand to the site, potentially from overplayed standard or good quality sites (thus reducing capacity issues).

In addition, without appropriate, fit for purpose ancillary facilities, good quality provision may be underutilised, especially by adults and female users who have more of a requirement. Changing facilities form the most essential part of this offer and therefore key sites should be given priority for improvement. For the majority of sports, no senior league matches can take place without appropriate changing facilities and the same also applies to women's and girls' demand.

For football, The FA has a Pitch Improvement Programme aimed at improving the standard of grass pitches across the Country. For provision included in the programme, clubs can utilise the services of the Football Foundation's PitchPower app to carry out a free on-site assessment of their pitches. This then provides the Grounds Management Association (GMA) with the detail needed to create a personalised, informative report to advise on how improvements can be made. Clubs then receive bespoke advice and support to help with any future actions, funding applications and equipment, with clubs getting access to discounted rates for machinery and consumables through local partnerships.

The tool is available across mobile apps and desktop and is open to access by all providers, including clubs, schools and local authorities. Following a PitchPower report, organisations can work towards the recommended dedicated maintenance regime identified to improve the quality of their pitches. Applicants are required to submit a PitchPower assessment for each of their pitches as a condition of a grant funding application for Football Foundation grass pitch investment, such as the Grass Pitch Maintenance fund.

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

Specifically for tennis, the LTA has secured a £22 million investment fund to be put into public tennis courts across Britain, together with an £8.5 million investment from the LTA. This will see thousands of public park tennis courts that are in poor or unplayable condition improved for the benefit of the local communities.

For the improvement/replacement of AGPs refer to Sport England and the NGBs 'Selecting the Right Artificial Surface for Hockey, Football, Rugby League and Rugby Union' document for a guide as to suitable AGP surfaces: [Link to Sport England guidance on artificial surfaces](#)

### ***Addressing overplay***

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

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

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Table 5.2: Capacity of pitches

Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season		
Hockey	Full size AGP	4 per day	4 per day	4 per day

For non-pitch sports, capacity is not linked to the number of matches taking place but rather the number of members (and other users) attracted to a site. For example, for tennis, a floodlit hard court is said to have capacity for 60 members, whereas a non-floodlit hard court has capacity for 40 members (this varies for grass courts). For bowls, a green is considered at capacity if it has over 80 members, whilst a membership of under 20 could be unsustainable.

It is imperative to engage with clubs to ensure that sites are not played beyond their capacity. Where overplay is identified, play should be encouraged, where possible, to be transferred to alternative venues that are not operating at capacity, or quality, where possible, should be improved to increase capacity to appropriate levels. Where play is transferred, this may include transferring play to 3G pitches or to sites not currently available for community use but which may be in the future.

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

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

As mentioned earlier, there are also sites that are poor quality but are not overplayed. These should not be overlooked as often poor quality sites have less demand than others but demand could increase if the quality was improved. It does, however, work both ways as potential improvements may make sites more attractive and therefore more popular, which in the long run can lead again to them becoming poor quality pitches if not properly maintained.

### **Improving changing provision**

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

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

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For example:

- ◀ Bearmore Playing Field
- ◀ Britannia Park
- ◀ Charlemont Playing Fields
- ◀ Churchfields Playing Fields
- ◀ Farley Park
- ◀ Hydes Road Playing Fields
- ◀ Jubilee Park
- ◀ Lion Farm Playing Fields
- ◀ Queen Elizabeth Playing Fields
- ◀ Red House Park
- ◀ West Smethwick Park

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

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

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

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

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

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

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

### **Recommendation (g) –Secure developer contributions**

It is important that this strategy informs policies and supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development.

For playing pitches, it is recommended the Council use Sport England's Playing Pitch Calculator as a tool for helping to determine the additional demand for pitches and to estimate the likely developer contribution required linking to sites within the locality. This should form part of the Council working with Sport England to develop a process and guidance for obtaining developer contributions.

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The calculator uses the current number of teams by sports pitch type contained within the Assessment Report and calculates the percentage within each age group that play that sport. That percentage is then applied to the population growth. The additional teams likely to be generated are then converted into match equivalent sessions and associated pitch requirements in the peak period, with the associated costs (both for providing the pitch/facility and for its life cycle) then given. The calculator splits the requirement into peak time demand for natural turf pitches, training demand for artificial grass pitches, and the number of new changing rooms required.

The PPOSS should be used to help determine the likely impact of a new development on demand and the capacity of existing sites in the area, and whether there is a need for improvements to increase capacity of existing provision or if new provision is required. Where a development is located within access of existing high-quality provision, this does not necessarily mean that there is no need for further provision or improvement to existing provision, as additional demand arising from the development is likely to result in increased usage (which can result in overplay or quality deterioration).

Where it is determined that new provision is required to accompany a development, priority should be placed on providing facilities that contribute towards alleviating existing shortfalls within the locality. To determine what supply of provision is provided, it is imperative that the PPOSS findings are taken into consideration and that for particularly large developments consultation takes place with the relevant NGBs and Sport England. This is due to the importance of ensuring that the stock of facilities provided is correct to avoid provision becoming unsustainable and unused. The preference is for multi-pitch and potentially multi-sport sites to be developed, supported by a clubhouse and adequate parking facilities which consider the potential for future AGP development. This is because single-pitch facilities are more likely to become under-used (or unused), unviable and unsustainable.

It is recognised that consultation cannot take place with NGBs for every development due to resource restrictions. Instead, it is recommended that such discussions take place within PPOSS Steering Group meetings, which should take place regularly following adoption of the study as part of the ongoing monitoring and evaluation process. It is recommended that these take place every 6-12 months and inform the annual review/update (see Part 8 for further information).

The guidance should form the basis for negotiation with developers to secure contributions to include provision and/or enhancement of appropriate provision and subsequent maintenance. S106 contributions could also be used to improve the condition and of the pitches in order to increase pitch capacity to accommodate more matches.

Sport England recommends that a number of 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 S106 agreement or equivalent must be completed that should specify, when applied, the amount that will be linked to Sport England's Building Cost Information Service from the date of the permission and timing of the contribution/s to be made.
- ◀ Contributions should also be secured towards the first ten years of maintenance on new pitches (lifecycle costs), the cost of which is indicated by the Sport England Playing Pitch Calculator. 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 facility enhancement, alongside other open space provision, and its subsequent maintenance.

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- ◀ Where new provision is provided, appropriate changing rooms and associated car parking should be located on site.
- ◀ All new or improved outdoor sports facilities on school sites should be subject to community use agreements.

For further information, please see Part 7 of this report.

## AIM 3

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

### Recommendations:

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

### Recommendation (h) - Rectify quantitative shortfalls through the current stock

The Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the preceding Assessment Report and the sport-by-sport specific recommendations (Part 4) as well as the following Action Plan (Part 6).

It is important that the current levels of provision are protected, maintained and enhanced to secure provision both for now and in the future. Maximising use of existing provision through a combination of the following will help to reduce shortfalls and accommodate future demand:

- ◀ Improving quality in order to improve the capacity to accommodate more demand.
- ◀ Transferring demand from overplayed sites to sites with spare capacity.
- ◀ The re-designation of facilities e.g. converting an unused pitch (or pitch type) for one sport to instead cater for another sport (or another pitch type).
- ◀ Securing community use at school sites including those currently unavailable.
- ◀ Working with commercial and private providers to increase usage.

The PPOSS identifies priority sites that should be focused upon, including those that are presently overplayed and/or poor quality, or unused sites that are particularly large. It also advises how issues can be overcome.

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

The Steering Group should use and regularly update the Action Plan within this Strategy. The Action Plan lists recommendations for each site, focused upon both qualitative and quantitative improvements, which if delivered will lessen the need for new provision.

Linked to the above and as evidenced in Part 4, although there are identified shortfalls of match equivalent sessions, most current and future demand is currently being met and most shortfalls can be addressed via quality improvements and/or improved access to sites that presently used minimally or that are currently unavailable. Adding to the current stock, particularly in the short term, is therefore not recommended as a priority, except for 3G pitches, the shortfall for which cannot be reduced without new stock.

Large scale housing developments and the establishment of new schools may also necessitate the need for new provision. Where new schools are developed, there is an opportunity to combine the building of the School to the development of a new multi-sport site that will be of a benefit to the School as well as the wider community.

For housing developments, as outlined in Recommendation (g), Sport England's Playing Pitch Calculator can be used as a guide to inform requirements. See Part 7 for further information.



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## PART 6: ACTION PLAN

The site-by-site action plan seeks to address key issues identified in the preceding Assessment Report. It provides recommendations based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement. It is separated by analysis area and includes information pertaining to the sub sections below.

### **Site hierarchy**

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. As stated in Recommendation (e), 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.

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

*Table 6.1: Tiered site criteria*

Criteria	Hub sites	Key centres	Local sites
Site location	Strategically located in the Borough. Priority sites for NGBs.	Strategically located within the analysis area.	Serves the local community.
Site layout	Accommodates three or more grass pitches, generally including provision of an AGP (or with the potential).	Accommodates two or more grass pitches.	Accommodates one or two pitches.
Type of sport	Multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.	Generally single sport provision but may cater for two.
Management	Management control allows for wide community use, i.e., through the local authority, a leisure operator or a school with a community use agreement.	Management control generally allows for wide community use but may include sites that are owned or leased by clubs/other organisations.	Management control can be via the local authority, schools, clubs and other providers.
Maintenance regime	Maintenance regime aligns or could align with NGB guidelines.	Maintenance regime aligns or could align with NGB guidelines.	Standard maintenance regime or an in-house maintenance contract.
Ancillary facilities	Good quality ancillary facilities on site (or potential), with sufficient changing rooms and car parking to serve the number of pitches; may include wider social/function facilities.	Good quality ancillary facility on site (or potential), with sufficient changing rooms and car parking to serve the number of pitches.	Limited or no changing room access on site.

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**Hub 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, although 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.

It is considered that some financial investment may be necessary to improve the facilities at both hub sites and key sites. This could be to improve the provision, create additional provision (e.g., a 3G pitch) or to enhance the ancillary facilities in terms of access, flexibility (i.e., single-sex changing if necessary) and quality as well as ensuring that they meet the rules and regulations of local competitions.

**Local sites** refer to those sites offering minimal provision or that are of minimal value to the wider community. Primarily they are sites with one pitch/facility or a low number of pitches/facilities that service just one or two sports (e.g., bowling green sites).

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

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

### **Partners**

The column indicating partners refers to the main organisations that the Council would look to work with to support delivery of the actions.

Given the extent of potential actions, it is reasonable to assume that partners will not necessarily be able to support all the actions identified but where the action is a priority and resource is available the partner will endeavour to assist.

As all sites sit within the local authority area, the Council is considered to be a partner for each identified action (as the column indicates partners for the Council) and is therefore not included. However, it is acknowledged that it will take on more of a leading role for some specific sites and some specific actions (e.g., at council venues).

### **Priority**

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

The majority of key centres have **medium** priority actions. These have analysis area importance and are identified on the basis of the impact that they will have on addressing the issues identified in the assessment, although not to the same extent as high priority actions.

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The **low** priority actions tend to be for single pitch or single sport sites and often club or education sites with local specific importance but that may also contribute to addressing the issues identified in the assessment for specific users. Whilst low priority, there may be opportunities to action some of the recommendations made against such sites relatively quickly e.g., through S106 funding.

### **Costs**

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

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

These are based on Sport England's estimated facility costs which can be found at: [Link to Sport England Cost Guidance](#)

### **Timescales**

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

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

### **Aim**

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

# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

## OLDBURY ANALYSIS AREA

Table 6.2: Pitch headline findings

Sport	Analysis area	Pitch type	Current capacity total (match equivalent sessions)	Future capacity total (match equivalent sessions)
Football (grass)	Oldbury	Adult	Shortfall of 5.5	Shortfall of 6
Football (grass)	Oldbury	Youth 11v11	Spare capacity of 2	Spare capacity of 1.5
Football (grass)	Oldbury	Youth 9v9	Shortfall of 5.5	Shortfall of 5.5
Football (grass)	Oldbury	Mini 7v7	Shortfall of 1	Shortfall of 1
Football (grass)	Oldbury	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (grass)	Sandwell	Adult	Shortfall of 17	Shortfall of 19
Football (grass)	Sandwell	Youth 11v11	Shortfall of 10	Shortfall of 12
Football (grass)	Sandwell	Youth 9v9	Shortfall of 9	Shortfall of 9
Football (grass)	Sandwell	Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
Football (grass)	Sandwell	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (3G pitches)	Oldbury	Full size, floodlit	Shortfall of 2.5	Shortfall of 2.5
Cricket	Oldbury	Saturday	At capacity	At capacity
Cricket	Oldbury	Sunday	Spare capacity of 16	Spare capacity of 16
Cricket	Oldbury	Midweek	Spare capacity of 16	Spare capacity of 16
Cricket	Sandwell	Saturday	Shortfall of 23	Shortfall of 23
Cricket	Sandwell	Sunday	Spare capacity of 5	Spare capacity of 5
Cricket	Sandwell	Midweek	Shortfall of 7	Shortfall of 7
Rugby union	Oldbury	Senior	Spare capacity of 0.5	Spare capacity of 0.5
Rugby union	Sandwell	Senior	Spare capacity of 1	Spare capacity of 1
Hockey (sand AGPs)	Oldbury	Full size, floodlit	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.

Table 6.3: Non pitch headline findings

Sport	Current picture	Future picture
<b>Tennis</b>	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).
<b>Netball</b>	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.

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Sport	Current picture	Future picture
<b>Bowls</b>	The supply of bowling greens is deemed to be sufficient although Warley BC is operating on the limit of the lowest recommended capacity for future sustainability. The Club should therefore be supported to increase membership and ensure future sustainability.	The supply of bowling greens is deemed to be sufficient although Warley BC is operating on the limit of the lowest recommended capacity for future sustainability. The Club should therefore be supported to increase membership and ensure future sustainability.
<b>Athletics</b>	Supply is considered sufficient to meet demand.	Supply is considered sufficient to meet demand.
<b>Cycling</b>	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.
<b>Golf</b>	Supply is well placed to meet demand from all types of golfers.	Supply is well placed to meet demand from all types of golfers.
<b>Water sports</b>	Sandwell is relatively well provided for in terms of outdoor water sports.	Sandwell is relatively well provided for in terms of outdoor water sports.
<b>Other sports</b>	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

Table 6.5: Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Barnford Park, Brandhall Primary School and Lion Farm Playing Fields.</li> <li>◀ Look to provide new pitches at sites where possible, such as at Cakemore Playing Field.</li> <li>◀ Formalise community use agreements for clubs utilising unsecure sites.</li> <li>◀ Consider asset transfer of sites to clubs.</li> <li>◀ Enable use of currently unavailable sites.</li> <li>◀ Improve changing facilities where required.</li> </ul>
3G pitches	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Look to provide additional full size pitches within the Analysis Area to alleviate current and future overplay (options include Ormiston Sandwell Community Academy and Lion Farm Playing Fields).</li> </ul>
Cricket	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Reinstate the square at Barnford Park if required by the Sandwell Cricket League.</li> <li>◀ Improve changing facilities where required.</li> </ul>
Rugby union	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support Warley RFC to improve ancillary provision.</li> </ul>
Hockey	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Resurface the AGP at Ormiston Sandwell Community Academy as soon as possible, or, if a 3G conversion is pursued and supported ensure another full-size hockey suitable AGP is provided in the Borough e.g., at Hydes Road or as part of new secondary school development in Smethwick.</li> </ul>
Golf	<ul style="list-style-type: none"> <li>◀ Seek investment into other golf facilities as part of the mitigation of Brandhall Golf Club.</li> </ul>

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Sport	Priority recommendations
Bowls	<ul style="list-style-type: none"><li>◀ Protect provision.</li><li>◀ Support Warley BC to increase membership.</li></ul>
Tennis	<ul style="list-style-type: none"><li>◀ Protect provision.</li></ul>
Netball	<ul style="list-style-type: none"><li>◀ Protect provision.</li></ul>
Cycling	<ul style="list-style-type: none"><li>◀ No action required.</li></ul>
Athletics	<ul style="list-style-type: none"><li>◀ Protect provision.</li></ul>
Water sports	<ul style="list-style-type: none"><li>◀ No action required.</li></ul>
Other sports	<ul style="list-style-type: none"><li>◀ No action required.</li></ul>

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>10</sup>	Cost <sup>11</sup>	Aim
3	Barnford Park	Football	Council	Four quality adult pitches that are currently unused. Spare capacity is discounted due to poor pitch quality. Identified in the LFFP for pitch improvements and could be improved as potential mitigation if developments at Lion Farm Playing Fields move forward.	Improve pitch quality through enhanced maintenance regime in line with LFFP recommendations.	Council BFA/FF ECB	Local	H	S	L	Protect Enhance
		Cricket (Disused)		The site previously accommodated a grass cricket square which is not currently maintained. It was previously used by the Sandwell Cricket League, which aims to re-start in 2022.	Determine with the League whether it will require access to a square on site and if so, ensure it is remarked.			M	S	L	
9	Brandhall Primary School	Football	Education	Two youth 11v11, one youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of poor quality. The youth 11v11 pitches are played to capacity whilst all other pitch formats are overplayed by one or 0.5 match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	School BFA/FF	Local	M	S	L	Protect Enhance
11	Bristnall Hall Academy	Football	Education	One youth 11v11 pitch of standard quality which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
17	Cakemore Playing Field	Football	Council	Two youth 9v9, two mini 7v7 and two mini 5v5 pitches, all of poor quality. The youth 9v9 pitches are overplayed by four match equivalent sessions per week whilst mini pitch formats are played to capacity at peak time. Oldbury United FC has plans to provide enhanced ancillary provision, two further adult pitches and improvements to the existing pitches on site. Existing ancillary provision is in poor condition. The site is listed in the LFFP for pitch improvements.	Improve pitch quality through enhanced maintenance regime to reduce overplay. Look to relocate some demand on youth 9v9 pitches to alternate sites with actual spare capacity to alleviate overplay. Explore the feasibility of supporting Oldbury United FC to develop the site.	Council BFA/FF	Local	H	L	H	Protect Enhance Provide
18	Causeway Green Primary School	Football	Education	One standard quality youth 9v9 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
48	Langley Primary School	Football	Education	One poor quality mini 5v5 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
50	Lion Farm Playing Fields	Football	Council	11 poor quality adult football pitches that are played to capacity at peak time. The site is listed in the LFFP for pitch and ancillary improvements. There is an Option Agreement in place between the Council and a Developer that enables the Developer to explore the feasibility of establishing a retail outlet village and other ancillary uses. If the scheme secured planning consent to proceed, there would be an impact for the playing pitches on this site.	Improve pitch and ancillary quality in line with LFFP recommendations. If the site is to be lost, ensure appropriate mitigation takes place in line with NPPF and Sport England's Playing Fields Policy. Explore creation of a 3G pitch (or pitches) if the site is to be retained, or as part of mitigation, given area shortfalls.	Council BFA/FF	Key	H	H	M	Protect Enhance Provide

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

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



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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>10</sup>	Cost <sup>11</sup>	Aim
				However, no planning application has yet been submitted for these proposals.							
53	Moat Farm Junior School	Football	Education	One standard quality youth 9v9 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
60	Oldbury Academy	Football	Education	One adult and one youth 11v11 pitch both of poor quality. Both pitches are played to capacity.	Sustain pitch quality for curricular demand.	School BFA/FF ECB LTA EN	Local	L	L	L	Protect
		Cricket		A standalone NTP of standard quality.	Sustain wicket quality through dedicated maintenance regime.			L	L	L	
		Tennis		Three good quality macadam tennis courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Netball		Five good quality macadam netball courts which are unavailable for community use. Three of the courts are floodlit.	Sustain court quality through dedicated maintenance regime. Consider the feasibility of opening the courts for community use.			M	L	L	
63	Ormiston Sandwell Community Academy	Football	Education	Three adult and one youth 9v9 pitch of poor quality. The youth 9v9 pitch has discounted spare capacity due to poor pitch quality. The School aspires to install a dedicated external pavilion to better facilitate community use of the pitches.	Improve pitch quality through enhanced maintenance regime. Support the School to provide external ancillary provision on site.	School BFA/FF LTA EN EH	Key	M	S	L	Protect Enhance Provide
		Tennis		Three standard quality macadam tennis courts that are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Netball		Two standard quality macadam netball courts that are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Hockey		One full-size hockey suitable AGP of poor quality which is floodlit and available for community use. The pitch is no longer used for community hockey due to its poor condition. The School is exploring the conversion of the pitch to a 3G surface.	Improve pitch quality through resurfacing as soon as feasibly possible or convert to 3G providing hockey demand can be catered for elsewhere. If a 3G conversion is pursued and supported, another full-size hockey suitable AGP would need to be provided in the Borough.			H	S	H	
65	Perryfields High School	Football	Education	Three poor quality mini 5v5 pitches which are unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF EN LTA	Local	L	L	L	Protect
		Netball		Two standard quality macadam netball courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Tennis		Seven standard quality macadam tennis courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
71	Q3 Academy	Football	Education	One adult and one youth 9v9 pitch of standard quality. Spare capacity is discounted due to unsecure tenure.	Sustain pitch quality through dedicated maintenance regime. Look to formalise a community use agreement to provide users with security of tenure.	School BFA/FF	Local	M	S	L	Protect
76	Rounds Green Primary School	Football	Education	One standard quality mini 7v7 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>10</sup>	Cost <sup>11</sup>	Aim
86	The Meadows School	Hockey	Education	A small size AGP which is available for community use but without floodlighting. No quality issues are raised.	Sustain pitch quality for curricular demand.	School BFA/FF EA	Local	L	L	L	Protect
		Athletics		A 40m athletics track with no quality issues raised.	Sustain track quality for curricular demand.			L	L	L	
87	Thimblemill Recreation Centre	Football	Sports Club	Four poor quality adult pitches which are overplayed by 1.5 match equivalent sessions per week. The pitches on site overlap a cricket outfield.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Sports Club BFA/FF ECB BCGBA	Key	M	S	L	Protect Enhance
		Cricket		One standard quality grass cricket square with ten wickets. The square has spare capacity on Sundays and midweek. The square is used by Thimblemill CC which reports drainage is problematic on site and the wickets are slow and suffer from a low and irregular bounce.	Look to improve square quality through enhanced maintenance regime to alleviate drainage and playing issues.			M	S	L	
		Bowls		Two crown bowling greens which are used by Thimblemill BC. One green is of standard quality and the second is of good quality. The standard quality green is rarely maintained, with Thimblemill BC predominantly accessing the good quality green. The Club operates within the recommended capacity range.	Sustain green quality through dedicated maintenance regime.			L	L	L	
92	Tividale Park	Football	Council	One adult and one youth 9v9 pitch of poor quality. Both pitches are overplayed by 0.5 match equivalent sessions per week. Identified for pitch improvements in the LFFP. Funding has been acquired by the Council to upgrade the changing rooms at Tividale Park, with a new car park also to be constructed.	Improve pitch quality through enhanced maintenance regime in line with LFFP recommendations. Ensure ancillary facilities are upgraded on site. Explore 3G pitch opportunities at the site given area shortfalls.	Council BFA/FF ECB	Local	M	S	M	Protect Enhance
		Cricket		A standalone NTP of standard quality.	Sustain wicket quality for informal and recreational cricket.			L	L	L	
93	Tividale Sports Ground	Football	Council	One adult and two mini 5v5 pitches, all of standard quality. The adult pitch is played to capacity at peak time whilst the mini 5v5 pitches have two match equivalent sessions of actual spare capacity.	Sustain pitch quality through dedicated maintenance regime.	Council BFA/FF	Local	L	L	L	Protect
97	Warley Rugby Club	Football	Sports Club	Two good quality adult football pitches which are overplayed by 3.5 match equivalent sessions per week.	Sustain pitch quality through dedicated maintenance regime. Look to relocate some demand to alternate sites with actual spare capacity to alleviate overplay.	Sports Club BFA/FF RFU BCGBA	Local	H	S	L	Protect Protect
		3G		One small size 3G pitch which is floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>10</sup>	Cost <sup>11</sup>	Aim
		Rugby Union		One senior rugby union pitch of good (M2/D1) quality. The pitch as 0.5 match equivalent sessions of actual spare capacity. Ancillary facilities on site are in need of modernisation and considered a key barrier to participation. The Club has submitted a planning application for floodlights on its main pitch.	Sustain pitch quality through dedicated maintenance regime. Support the Club to improve ancillary facilities on site.			M	M	M	
		Bowls		One good quality crown bowling green used by Warley BC. The Club is operating on the lower limit of the recommended capacity threshold.	Sustain green quality through dedicated maintenance regime. Support Warley BC to increase membership.			M	L	L	
109	York Road Social & Sports Club	Football	Sports Club	A standard quality adult pitch which is available to the community although spare capacity is discounted due to unsecure tenure. It was previously used by Bustleholme FC which states the site has now closed.	Sustain pitch quality through dedicated maintenance regime. If the site has closed, explore options to bring the pitch back into use.	Sports Club BFA/FF	Local	M	S	L	Protect
117	Old Cross Pub	Bowls	Commercial	A good quality crown bowling green which is used by Old Cross BC. The Club is deemed to have unsecure tenure on site. The green is said to be in need of an upgraded watering system. The Club aspires to replace its pavilion entirely as existing facilities are without toilets.	Sustain green quality through dedicated maintenance regime. Explore the feasibility of improving ancillary provision on site.	Commercial BCGBA	Local	M	M	L	Protect Enhance
118	The George Public House	Bowls	Commercial	A good quality, floodlit, crown bowling green which is used by The George BC. The Club is deemed to have unsecure tenure on site. The Club aspires to install a boundary fence for improved security and to create disabled access. The Club is operating at the highest end of the recommended capacity limit.	Sustain green quality through dedicated maintenance regime. Support the Club to providing fencing and improved access on site. Monitor future growth to ensure potential overplay does not cause green quality to deteriorate.	Commercial BCGBA	Local	M	M	L	Protect Provide
119	Wernley Public House	Bowls	Commercial	One good quality crown bowling green which is used by Wernley BC. Ancillary provision is in need of improvement.	Sustain green quality through dedicated maintenance regime. Explore the feasibility of improving ancillary provision on site.	Commercial BCGBA	Local	L	L	L	Protect Enhance
128	Jubilee Play Area	Football	Council	Two standard quality youth 11v11 pitches which are available for community use but currently unused.	Sustain pitch quality through dedicated maintenance regime. Maximise site capacity to alleviate overplay of other pitches in the area.	Council BFA/FF	Local	M	S	L	Protect

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## ROWLEY REGIS ANALYSIS AREA

Table 6.5: Pitch headline findings

Sport	Analysis area	Pitch type	Current capacity total (match equivalent sessions)	Future capacity total (match equivalent sessions)
Football (grass)	Rowley Regis	Adult	Shortfall of 6	Shortfall of 6.5
Football (grass)	Rowley Regis	Youth 11v11	Shortfall of 5	Shortfall of 5.5
Football (grass)	Rowley Regis	Youth 9v9	Shortfall of 2.5	Shortfall of 2.5
Football (grass)	Rowley Regis	Mini 7v7	At capacity	At capacity
Football (grass)	Rowley Regis	Mini 5v5	At capacity	At capacity
Football (grass)	Sandwell	Adult	Shortfall of 17	Shortfall of 19
Football (grass)	Sandwell	Youth 11v11	Shortfall of 10	Shortfall of 12
Football (grass)	Sandwell	Youth 9v9	Shortfall of 9	Shortfall of 9
Football (grass)	Sandwell	Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
Football (grass)	Sandwell	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (3G pitches)	Rowley Regis	Full size, floodlit	Shortfall of 0.75	Shortfall of 0.75
Cricket	Rowley Regis	Saturday	At capacity	At capacity
Cricket	Rowley Regis	Sunday	Spare capacity of 12	Spare capacity of 12
Cricket	Rowley Regis	Midweek	At capacity	At capacity
Cricket	Sandwell	Saturday	Shortfall of 23	Shortfall of 23
Cricket	Sandwell	Sunday	Spare capacity of 5	Spare capacity of 5
Cricket	Sandwell	Midweek	Shortfall of 7	Shortfall of 7
Rugby union	Rowley Regis	Senior	At capacity	At capacity
Rugby union	Sandwell	Senior	Spare capacity of 1	Spare capacity of 1
Hockey (sand AGPs)	Rowley Regis	Full size, floodlit	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.

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Table 6.6: Non pitch headline findings

Sport	Current picture	Future picture
<b>Tennis</b>	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).
<b>Netball</b>	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.
<b>Bowls</b>	The supply of bowling greens is deemed to be sufficient for current demand. However, the green at Cradley Heath Sports and Social Club is at risk following the closure of the wider sports club on site.	The supply of bowling greens is deemed to be sufficient for current demand. However, the green at Cradley Heath Sports and Social Club is at risk following the closure of the wider sports club on site.
<b>Athletics</b>	Supply is considered sufficient to meet demand.	Supply is considered sufficient to meet demand.
<b>Cycling</b>	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.
<b>Golf</b>	Supply is well placed to meet demand from all types of golfers. Support clubs in the area to remain sustainable.	Supply is well placed to meet demand from all types of golfers. Support clubs in the area to remain sustainable.
<b>Water sports</b>	Sandwell is relatively well provided for in terms of outdoor water sports.	Sandwell is relatively well provided for in terms of outdoor water sports.
<b>Other sports</b>	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

Table 6.7: Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Britannia Park and St Michael's CE High School.</li> <li>◀ Look to reinstate pitches at sites such as Brickhouse Farm.</li> <li>◀ Formalise community use agreements for clubs utilising unsecure sites.</li> <li>◀ Consider asset transfer of sites to clubs.</li> <li>◀ Enable use of currently unavailable sites.</li> <li>◀ Improve changing facilities where required.</li> </ul>
3G pitches	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Look to provide an additional full size pitch within the Analysis Area to alleviate current and future overplay e.g., at Britannia Park.</li> </ul>

## SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Priority recommendations
Cricket	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve changing facilities where required.</li> </ul>
Rugby union	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Hockey	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Explore the feasibility of providing floodlights at Ormiston Forge Academy Main Site.</li> </ul>
Golf	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support Dudley Golf Club to increase membership.</li> </ul>
Bowls	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Preserve the green at Cradley Heath Sports and Social Club or ensure it is appropriately mitigated.</li> <li>◀ If the green is lost, ensure the club is adequately relocated.</li> </ul>
Tennis	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support Old Hill TC to increase membership and improve courts at Old Hill Cricket Club.</li> <li>◀ Support the Council to improve court and ancillary facility quality at Britannia Park.</li> </ul>
Netball	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Cycling	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Athletics	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Water sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Other sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>



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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>12</sup>	Cost <sup>13</sup>	Aim
2	Ashtree Playing Field	Football	Council	One standard quality adult football pitch which has actual spare capacity of one match equivalent sessions per week.	Sustain pitch quality through dedicated maintenance regime. Maximise site capacity to alleviate overplay of other pitches in the area.	Council BFA/FF	Local	M	S	L	Protect
4	Bearnmore Playing Field	Football	Council	Two poor quality adult pitches which are played to capacity.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF ECB	Local	M	S	L	Protect Enhance
		Cricket		One standalone NTP of standard quality.	Sustain wicket quality for recreational and informal demand.			L	L	L	
8	Blackheath Primary School	Football	Education	One mini 7v7 pitch of standard quality which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF EN	Local	L	L	L	Protect
		Netball		One standard quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
10	Brickhouse Farm	Football (Disused)	Council	An adult football pitch which now lies disused.	Explore the feasibility of bringing the pitch back into use to support with shortfalls across the Borough.	Council BFA/FF	Local	M	S	L	Protect Enhance
13	Britannia Park	Football	Council	One adult, one youth 9v9, two mini 7v7 and two mini 5v5 pitches, all of poor quality. The adult pitch is overplayed by 0.5 match equivalent sessions per week whilst all other pitch formats have discounted spare capacity due to poor quality. A mini 5v5 and a mini 7v7 pitch overmark an adult pitch. The Council has secured significant funding to develop the site. This will be partly used to create a sporting 'hub' within the park including pitch and ancillary improvements and a small size 3G pitch.	Improve pitch quality through enhanced maintenance regime. Support the Council to create a wider sporting hub on site and improve ancillary provision on site. Explore 3G creation given area shortfalls.	Council BFA/FF LTA	Key (potential Hub)	H	M	H	Protect Enhance Provide
		Tennis		Three poor quality macadam tennis courts that are available for community use but without floodlighting. The Council has secured significant funding to develop the site. This will be partly used to create a sporting 'hub' within the park including court and ancillary improvements. The Council is looking for a suitable organisation to manage the proposed new pavilion.	Support the Council to improve court and ancillary facility quality on site alongside wider developments.			H	M	H	
58	Old Hill Cricket Club	Cricket	Sports Club	One good quality cricket square with 16 grass wickets. The pitch suffers from moss growth and drainage issues although the Club has recently invested in a new drainage system which is expected to help. The square has capacity for additional play on Sundays.	Sustain square quality through dedicated maintenance regime. Support the Club to improve onsite drainage.	Sports Club ECB LTA	Local	L	L	L	Protect

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

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



**SANDWELL METROPOLITAN BOROUGH COUNCIL  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>12</sup>	Cost <sup>13</sup>	Aim
		Tennis		Four standard quality macadam tennis courts of which two are floodlit. Old Hill TC reports quality has deteriorated in the last year and signs of wear and tear are now evident. ClubSpark is in place on site. The Club only has 14 current members and states its future is now uncertain.	Improve court quality through enhanced maintenance regime. Support the Club to increase membership to ensure its future sustainability.			H	S	L	
61	Ormiston Forge Academy (Hingleys)	Football	Education	One adult and two mini 7v7 pitches which are available to the community. The adult pitch is overplayed by 6.5 match equivalent sessions per week whilst the mini 7v7 pitches are played to capacity at peak time.	Improve pitch quality through enhanced maintenance regime to reduce overplay. Look to relocate some demand to alternate sites with actual spare capacity to alleviate spare capacity.	School BFA/FF	Local	H	S	L	Protect Enhance
62	Ormiston Forge Academy Main Site	Hockey	Education	One full-size hockey suitable AGP of standard quality which is available for community use but without floodlighting.	Sustain pitch quality through dedicated maintenance regime. Explore the feasibility of providing floodlights on site. Ensure sinking fund is in place for refurbishment when necessary.	School EH EN	Local	M	S	L	Protect
		Netball		Three standard quality macadam netball courts that are unavailable for community use.	Sustain court quality for curricular use.			L	L	L	
68	Portway Lifestyle Centre	3G	Trust	One good quality full size 3G which is floodlit and available for community use. Key users of the site include the Albion Foundation and Sandwell Steelers.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	Trust BFA/FF RFU	Local	L	L	L	Protect
77	St Michael's CE High School (Rowley Regis Learning Campus)	Football	Education	One youth 11v11 and one youth 9v9 pitch, both of poor quality. The youth 11v11 pitch is overplayed by five match equivalent sessions per week whilst the youth 9v9 pitch is overplayed by 2.5 match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime. Relocate some demand to alternate sites with actual spare capacity to alleviate overplay.	School BFA/FF	Local	H	S	L	Protect Enhance Provide
		Cricket		A standalone NTP that is not available for community use.	Retain for continued school use	School ECB		L	L	L	
		Hockey		A smaller sized (65 x 40 metre) AGP that is floodlit but not available for community use.	Retain for continued school use and explore community access given presence of lighting.	School		L	L	L	
		Tennis		Four standard quality macadam courts that are without floodlighting.	Retain for continued school use	School LTA		L	L	L	
		Netball		Three standard quality macadam courts that are without floodlighting.	Retain for continued school use	School EN		L	L	L	
91	Tividale Football Club	Football	Sports Club	One good quality adult pitch which has spare capacity although this has been discounted to preserve quality for Step football. Pitch quality is said to have improved in the last year after Tividale FC received pitch maintenance grants.	Sustain pitch quality through dedicated maintenance regime.	Sports Club BFA/FF EH	Local	L	L	L	Protect
		Hockey		One small-size AGP which is available for community use but without floodlighting.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for future refurbishment.			L	L	L	

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>12</sup>	Cost <sup>13</sup>	Aim
111	Dudley Golf Club	Golf	Sports Club	An 18-hole, par 69 golf course. Membership has decreased by almost 20% since 2015 to 214 current members. The Club has recently received Sport England funding to build a lift within its clubhouse, improving access and improving its DDA compliance.	Sustain course quality through dedicated maintenance regime. Support the club to provide a lift on site and increase membership.	Sports Club EG	Local	L	L	L	Protect
112	Rowley Golf Club	Golf	Commercial	A nine-hole, par 36 golf course and a covered 22 bay driving range. The range has TopTracer technology installed and is available for pay and play.	Sustain course and range quality through dedicated maintenance regimes.	Commercial EG	Local	L	L	L	Protect
124	Cradley Heath Sports and Social Club	Bowls	Sports Club	One good quality crown bowling green which is used by Cradley Heath BC. The green is now at risk following the closure of the wider sports club due to development.	Ensure the green is protected to preserve Cradley Heath BC's demand or that it is appropriately mitigated. If the green is lost, look to relocate the Club to an unused green, such as the now disused green at Haden Hill Park.	Sports Club Council BCGBA	Local	H	S	L	Protect
126	St Giles Rowley Regis Parish Church	Bowls	Parish Council	One good quality crown bowling green which is floodlit.	Sustain green quality through dedicated maintenance regime.	Parish Council BCGBA	Local	L	L	L	Protect
127	Haden Hill Park	Tennis	Council	One standard quality macadam tennis court which is available for community use but without floodlighting.	Sustain court quality through dedicated maintenance regime.	Council LTA BCGBA	Local	L	L	L	Protect
		Bowls		One good quality crown bowling green used by Tallboats BC. The site previously provided a second green on site but this is no longer maintained.	Sustain green quality through dedicated maintenance regime.			L	L	L	

# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

## SMETHWICK ANALYSIS AREA

Table 6.8: Pitch headline findings

Sport	Analysis area	Pitch type	Current capacity total (match equivalent sessions)	Future capacity total (match equivalent sessions)
Football (grass)	Smethwick	Adult	Shortfall of 6.5	Shortfall of 7
Football (grass)	Smethwick	Youth 11v11	At capacity	Shortfall of 0.5
Football (grass)	Smethwick	Youth 9v9	At capacity	At capacity
Football (grass)	Smethwick	Mini 7v7	At capacity	At capacity
Football (grass)	Smethwick	Mini 5v5	At capacity	At capacity
Football (grass)	Sandwell	Adult	Shortfall of 17	Shortfall of 19
Football (grass)	Sandwell	Youth 11v11	Shortfall of 10	Shortfall of 12
Football (grass)	Sandwell	Youth 9v9	Shortfall of 9	Shortfall of 9
Football (grass)	Sandwell	Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
Football (grass)	Sandwell	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (3G pitches)	Smethwick	Full size, floodlit	Shortfall of 0.75	Shortfall of 0.75
Cricket	Smethwick	Saturday	Shortfall of 5	Shortfall of 5
Cricket	Smethwick	Sunday	Shortfall of 5	Shortfall of 5
Cricket	Smethwick	Midweek	Shortfall of 5	Shortfall of 5
Cricket	Sandwell	Saturday	Shortfall of 23	Shortfall of 23
Cricket	Sandwell	Sunday	Spare capacity of 5	Spare capacity of 5
Cricket	Sandwell	Midweek	Shortfall of 7	Shortfall of 7
Rugby union	Smethwick	Senior	Spare capacity of 1	Spare capacity of 1
Rugby union	Sandwell	Senior	Spare capacity of 1	Spare capacity of 1
Hockey (sand AGPs)	Smethwick	Full size, floodlit	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.

Table 6.9: Non pitch headline findings

Sport	Current picture	Future picture
Tennis	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).
Netball	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.
Bowls	The supply of bowling greens is deemed to be sufficient for current demand. Although Langley BC is currently operating above the recommended capacity threshold.	The supply of bowling greens is deemed to be sufficient for current demand. Although Langley BC is currently operating above the recommended

## SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Current picture	Future picture
	Therefore, the Club may require support to ensure the level of demand is sustainable.	capacity threshold. Therefore, the Club may require support to ensure the level of demand is sustainable.
Athletics	Supply is considered sufficient to meet demand. The track at Hadley Stadium is deemed surplus to requirements in its current form, with an alternative use therefore requiring exploration, although this could include informal athletics provision.	Supply is considered sufficient to meet demand. The track at Hadley Stadium is deemed surplus to requirements in its current form, with an alternative use therefore requiring exploration, although this could include informal athletics provision.
Cycling	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling. Continued access to Hadley Stadium for cycling should also be sought.	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling. Continued access to Hadley Stadium for cycling should also be sought.
Golf	Supply is well placed to meet demand from all types of golfers.	Supply is well placed to meet demand from all types of golfers.
Water sports	Sandwell is relatively well provided for in terms of outdoor water sports.	Sandwell is relatively well provided for in terms of outdoor water sports.
Other sports	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

Table 6.10: Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Hadley Stadium and West Smethwick Park.</li> <li>◀ Where pitches remain overplayed, seek the transfer of demand.</li> <li>◀ Ensure new pitches are provided at West Smethwick Park.</li> <li>◀ Formalise community use agreements for clubs utilising unsecure sites.</li> <li>◀ Consider asset transfer of sites to clubs.</li> <li>◀ Enable use of currently unavailable sites.</li> <li>◀ Improve changing facilities where required.</li> </ul>
3G pitches	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Ensure all existing pitches remain on the FA register to host competitive matches, particularly Hadley Stadium as its certification is set to expire shortly.</li> <li>◀ Look to provide an additional full size pitch within the Analysis Area e.g., an additional pitch at Hadley Stadium, Holly Lodge High School College of Science or Windsor Olympus Academy (New site).</li> </ul>
Cricket	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support the installation of an NTP at Smethwick Cricket Club.</li> <li>◀ Improve changing facilities where required.</li> <li>◀ Support West Bromwich Dartmouth CC to ensure ground grading requirements are met at Sandwell Academy.</li> </ul>

## SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Priority recommendations
Rugby union	<ul style="list-style-type: none"> <li>◀ Improve pitch quality at Warley RFC (St Johns Pitches) and explore the feasibility of improving ancillary facilities on site.</li> </ul>
Hockey	<ul style="list-style-type: none"> <li>◀ Support development of a new AGP as part of the creation of a new secondary school development in the area, providing it can be lit.</li> </ul>
Golf	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Bowls	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Monitor demand at Langley Bowling Club to ensure the green remains sustainable.</li> </ul>
Tennis	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Netball	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Cycling	<ul style="list-style-type: none"> <li>◀ Secure continued cycling access to Hadley Stadium.</li> </ul>
Athletics	<ul style="list-style-type: none"> <li>◀ Pursue an alternative use for the track at Hadley Stadium. This could include an informal athletics facility.</li> </ul>
Water sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Other sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>14</sup>	Cost <sup>15</sup>	Aim
7	Black Patch Park	Football	Council	One poor quality youth 11v11 pitch which is currently unused. Spare capacity is discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime to provide actual spare capacity.	Council BFA/FF	Local	M	S	L	Protect Enhance
24	Devonshire Infant and Junior Academy	Football	Education	One standard quality youth 9v9 pitch which is played to capacity.	Sustain pitch quality through dedicated maintenance regime.	School BFA/FF	Local	L	L	L	Protect
30	George Betts Primary School	Netball	Education	One poor quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
36	Hadley Stadium	Football	Trust	One standard quality adult football pitch which is overplayed by seven match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime. Relocate some demand to alternate pitches with actual spare capacity to alleviate overplay.	Trust BFA/FF RFU EA BC	Hub	H	S	L	Protect Enhance
		3G		One good quality, full-size 3G pitch which is floodlit and available for community use. The pitch is FA approved although this is set to expire in May 2022.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for future refurbishment. Ensure the pitch is recertified for match play. Explore possibility of providing a second full size pitch given local shortfalls.			M	S	L	
		Athletics		A 400m synthetic, floodlit athletics track. The track is assessed as poor quality and shows significant wear and tear. It also suffers from drainage issues. The track has now closed to the community due to health and safety issues. However, it is still used by Hadley Stadium Cycling Club which uses the track to provide family cycling in a safe off-road environment.	Consider repurposing the track for other sporting needs. Consider creation of innovative athletics facilities given current England Athletics focus. Ensure cycling demand can continue to be catered for, either on site or at a suitable alternative venue.			H	S	H	
40	Holly Lodge High School College of Science	Football	Education	Two standard quality adult pitches which have discounted spare capacity due to unsecure tenure.	Sustain pitch quality through dedicated maintenance regime. Look to formalise a community use agreement to provide users with security of tenure. Explore the feasibility of providing a full size 3G pitch on site.	School BFA/FF EN	Local	M	S	L	Protect
		Netball		Four good quality netball courts which are floodlit but unavailable for community use.	Sustain court quality through dedicated maintenance regime. Look to secure community access to the courts on site.			L	L	L	
49	Lewisham Park	Cricket	Council	A standalone NTP of standard quality, although improvements are said to be needed to preserve the wicket.	Sustain wicket quality through enhanced maintenance regime.	Council ECB BFA/FF	Local	H	M	H	Protect Provide
79	Sandwell Academy	Football	Education	Two standard quality adult pitches that overlap a cricket outfield. The pitches are available for community use and played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime. Formalise a community use agreement to provide users with security of tenure.	School BFA/FF	Key	L	L	L	Protect

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

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



**SANDWELL METROPOLITAN BOROUGH COUNCIL  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>14</sup>	Cost <sup>15</sup>	Aim
79	Sandwell Academy	3G	Education	One good quality, full-size 3G pitch which is floodlit but unavailable for wider community use, with the Albion Foundation having exclusive access. The pitch previously featured on the FA register but this has expired.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when possible. Explore the feasibility of opening the pitch for wider community use.	School BFA/FF RFU ECB EN EA	Key	L	L	L	Protect Enhance Provide
		Cricket		A good quality grass cricket square with eight wickets. It is used by West Bromwich Dartmouth CC who are in discussions with the School regarding various ancillary aspects that need investment including a boundary rope, wicket covers and ballstop netting. After its third team was promoted, it now also requires this site to meet ground grading requirements which need to be met for the 2023 season or the team will be relegated. The Club also reports it would benefit from an NTP and a mobile training net on site. The square is currently played to capacity.	Sustain square quality through dedicated maintenance regime. Support the Club to work with the School and improve ancillary facilities on site to ensure ground grading requirements are met. Explore the feasibility of providing an NTP on site.			H	S	M-H	
		Netball		Two standard quality macadam courts which are available for community use but without floodlighting.	Sustain court quality through dedicated maintenance regime.			L	L	L	
		Athletics		A standard quality 200m 'mini' athletics track which is synthetic and without floodlighting.	Sustain track quality through dedicated maintenance regime.			L	L	L	
84	Stoney Lane	Football	Council	Two standard quality adult football pitches which are currently unused.	Sustain pitch quality through dedicated maintenance regime. Ensure spare capacity on site is maximised to alleviate overplay of other pitches in the area.	Council BFA/FF	Local	M	S	L	Protect
94	Victoria Park (Smethwick)	Cricket	Council	A standalone NTP of standard quality, although improvements are said to be needed to preserve the wicket. Grass wickets were also previously maintained on site.	Sustain wicket quality through enhanced maintenance regime. Consider re-establishing grass wickets should the site be required as a secondary venue for a club.	Council ECB LTA	Local	L	L	L	Protect
		Tennis		One poor quality macadam tennis court which is available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime.			L	L	L	
98	Warley Rugby Club (St Johns Pitches)	Football	Sports Club	Two standard quality adult pitches with 0.5 match equivalent sessions of actual spare capacity. The site is serviced by poor quality ancillary provision.	Sustain pitch quality through dedicated maintenance regime. Explore the feasibility of improving ancillary facilities on site.	Sports Club BFA/FF	Local	M	M	M	Protect Enhance
		Rugby Union		One senior rugby union pitch of poor (M1/D0). Maintenance on site is basic and drainage is problematic in specific areas of the pitch. The pitch is currently unused due to poor pitch quality. Ancillary provision is said to be in need of improvement, with existing facilities dated and too small for adult rugby.	Improve pitch quality through enhanced maintenance regime. Explore the feasibility of improving ancillary facilities on site.			M	M	M	



**SANDWELL METROPOLITAN BOROUGH COUNCIL  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>14</sup>	Cost <sup>15</sup>	Aim
102	West Bromwich Albion (The Hawthorns)	Football	Sports Club	One good quality adult football pitch which is unavailable for community use.	Sustain pitch quality for Championship football.	Sports Club BFA/FF	Key	L	L	L	Protect
103	West Bromwich Albion FC Academy	Football	Sports Club	One full-size, floodlit 3G pitch which is considered unavailable as most access is reserved for West Bromwich Albion FC. There is also a full-size indoor 3G pitch on site which is also unavailable to the wider community. Both pitches are of good quality.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	Sports Club BFA/FF	Key	L	L	L	Protect
105	West Smethwick Park	Football	Council	Four adult and one mini 7v7 pitch, all of which are of poor quality. The adult pitches are overplayed by two match equivalent sessions per week whilst the mini 7v7 pitch is played to capacity at peak time. Identified in the LFFP for pitch and ancillary improvements. A new youth pitch is to be established, in addition to ancillary improvements, as part of Heritage Lottery funding into the site. The site was previously considered for a 3G pitch development by the Albion Foundation although this would have jeopardised the Heritage Lottery funding.	Improve pitch and ancillary quality on site in line with LFFP recommendations to alleviate overplay. Ensure the additional pitch is provided on site. Explore creation of a full size 3G pitch given area shortfalls (as an alternative to an additional pitch at Hadley Stadium)	Council BFA/FF ECB	Key	H	M	M-H	Protect Enhance Provide
		Cricket		Two poor quality standalone NTPs. Grass wickets were previously maintained on site. The wickets were previously used by the Sandwell Cricket League which expects to recommence in 2022. One NTP may be lost due to the wider site improvements through Heritage Lottery funding.	Improve wicket quality through enhanced maintenance regime. Consider re-establishing grass wickets to better accommodate demand.			M	M	L	
114	Warley Woods Golf Course	Golf	Trust	A nine-hole, par 34 golf course. The Club aspires to improve its clubhouse which England Golf would be supportive of. Since 2015, membership has increased by 45% to 145 members.	Sustain course quality through dedicated maintenance regime. Support the Club to improve the clubhouse on site. Seek investment as part of the mitigation of Brandhall Golf Club.	Trust EG	Local	M	M	M	Protect Enhance
116	Langley Bowling Club	Bowls	Sports Club	One good quality crown bowling green used by Langley BC. The Club is operating above the recommended capacity limit.	Sustain green quality through dedicated maintenance regime. Monitor demand to ensure this is sustainable and does not cause green quality to deteriorate.	Sports Club BCGBA	Local	H	L	L	Protect
120	Smethwick Cricket Club	Cricket	Sports Club	One good quality grass cricket square with 13 wickets. The square is overplayed by five match equivalent sessions per season.	Sustain square quality through dedicated maintenance regime. Explore the feasibility of providing an NTP on site to alleviate overplay.	Sports Club ECB	Local	M	S	L	Protect Provide
123	Old Chapel Inn	Bowls (Disused)	Private	A disused bowling green which is now used solely as a beer garden.	Retain as strategic reserve should bowls demand reform and ensure area remains free of permanent built structures (without mitigation being provided).	Private BCGBA	Local	L	S	L	Protect

# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

## TIPTON ANALYSIS AREA

Table 6.11: Pitch headline findings

Sport	Analysis area	Pitch type	Current capacity total (match equivalent sessions)	Future capacity total (match equivalent sessions)
Football (grass)	Tipton	Adult	Shortfall of 1.5	Shortfall of 1.5
Football (grass)	Tipton	Youth 11v11	Spare capacity of 0.5	Spare capacity of 0.5
Football (grass)	Tipton	Youth 9v9	Spare capacity of 1	Spare capacity of 1
Football (grass)	Tipton	Mini 7v7	At capacity	At capacity
Football (grass)	Tipton	Mini 5v5	At capacity	At capacity
Football (grass)	Sandwell	Adult	Shortfall of 17	Shortfall of 19
Football (grass)	Sandwell	Youth 11v11	Shortfall of 10	Shortfall of 12
Football (grass)	Sandwell	Youth 9v9	Shortfall of 9	Shortfall of 9
Football (grass)	Sandwell	Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
Football (grass)	Sandwell	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (3G pitches)	Tipton	Full size, floodlit	At capacity	At capacity
Cricket	Tipton	Saturday	At capacity	At capacity
Cricket	Tipton	Sunday	At capacity	At capacity
Cricket	Tipton	Midweek	At capacity	At capacity
Cricket	Sandwell	Saturday	Shortfall of 23	Shortfall of 23
Cricket	Sandwell	Sunday	Spare capacity of 5	Spare capacity of 5
Cricket	Sandwell	Midweek	Shortfall of 7	Shortfall of 7
Rugby union	Tipton	Senior	At capacity	At capacity
Rugby union	Sandwell	Senior	Spare capacity of 1	Spare capacity of 1
Hockey (sand AGPs)	Tipton	Full size, floodlit	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.

# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 6.12: Non pitch headline findings

Sport	Current picture	Future picture
<b>Tennis</b>	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).
<b>Netball</b>	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.
<b>Bowls</b>	The supply of bowling greens is deemed to be sufficient although Victoria Park (Tipton) BC is operating on the limit of the lowest recommended capacity for future sustainability. The Club should therefore be supported to increase membership and ensure future sustainability.	The supply of bowling greens is deemed to be sufficient although Victoria Park (Tipton) BC is operating on the limit of the lowest recommended capacity for future sustainability. The Club should therefore be supported to increase membership and ensure future sustainability.
<b>Athletics</b>	Supply is considered sufficient to meet demand. Priority should be placed on protecting the track at Tipton Sports Academy and ensuring that it remains of a sufficient quality to accommodate the levels of demand received.	Supply is considered sufficient to meet demand. Priority should be placed on protecting the track at Tipton Sports Academy and ensuring that it remains of a sufficient quality to accommodate the levels of demand received.
<b>Cycling</b>	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.
<b>Golf</b>	Supply is well placed to meet demand from all types of golfers.	Supply is well placed to meet demand from all types of golfers.
<b>Water sports</b>	Sandwell is relatively well provided for in terms of outdoor water sports.	Sandwell is relatively well provided for in terms of outdoor water sports.
<b>Other sports</b>	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

Table 6.13: Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Tipton Sports Academy.</li> <li>◀ Where pitches remain overplayed, seek the transfer of demand.</li> <li>◀ Formalise community use agreements for clubs utilising unsecure sites.</li> <li>◀ Consider asset transfer of sites to clubs.</li> <li>◀ Enable use of currently unavailable sites.</li> <li>◀ Improve changing facilities where required.</li> </ul>

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Sport	Priority recommendations
3G pitches	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Ensure all existing pitches remain on the FA register to host competitive matches.</li> </ul>
Cricket	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve changing facilities where required.</li> </ul>
Rugby union	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Hockey	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Golf	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Bowls	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support Victoria Park (Tipton) BC to improve toilet facilities and increase membership at Victoria Park (Tipton).</li> </ul>
Tennis	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support the Sandwell Leisure Trust and LTA to enhance the available tennis offer at Tipton Sports Academy.</li> </ul>
Netball	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Cycling	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Athletics	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve track quality at Tipton Sports Academy and ensure the throwing cage is improved to meet certifications.</li> </ul>
Water sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Other sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>16</sup>	Cost <sup>17</sup>	Aim
22	Coneygre Arts Centre Pitches	Football	Council	One standard quality adult football pitch which is played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime.	Council BFA/FF	Local	L	L	L	Protect
27	Farley Park	Football	Council	One poor quality adult football pitch which is played to capacity.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	L	L	L	Protect Enhance
33	Great Bridge Primary School	Football	Education	One mini 7v7 pitch of standard quality which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
45	Jubilee Park	Football	Council	Two adult, one youth 9v9 and two mini 7v7 pitches all of poor quality. The adult pitches are played to capacity whilst the youth and mini pitches have discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF ECB	Local	M	S	L	Protect Enhance
		Cricket		A standard quality, standalone NTP.	Sustain wicket quality through dedicated maintenance regime.			L	L	L	
55	Newtown Primary School	Football	Education	One standard quality mini 5v5 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
69	Powis Avenue	Football (Disused)	Council	One youth 11v11 pitch which now lies disused and is no longer marked.	Explore the feasibility of reinstating the pitch in order to support local shortfalls.	Council BFA/FF	Local	H	S	L	Protect Provide
73	Q3 Academy Tipton	Football	Education	One standard quality adult pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FA RFU LTA EN	Local	L	L	L	Protect
		Rugby Union		One senior rugby union pitch of poor (M0/D0) quality which is unavailable for community use.	Sustain pitch quality for curricular demand.			L	L	L	
		Tennis		Three poor quality macadam tennis courts that are available for community use but without floodlighting.	Sustain court quality for curricular demand.			L	L	L	
		Netball		Three poor quality macadam netball courts that are available for community use but without floodlighting.	Sustain court quality for curricular demand.			L	L	L	
78	Gospel Oak School	Football	Education	A youth 11v11 and a youth 9v9 pitch of standard quality. Both pitches have one match equivalent sessions of actual spare capacity. The youth 9v9 pitch is overmarked with rugby union.	Sustain pitch quality through dedicated maintenance regime. Look to maximise actual spare capacity to alleviate overplay of other pitches in the area.	School BFA/FF RFU ECB	Key	M	S	L	Protect Enhance
		3G		One good quality full-size 3G pitch which is floodlit and available for community use. The pitch also features on the FA pitch register.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	
		Cricket		A standalone NTP in poor condition which is in need of repair/replacement. The wicket was previously used by the Sandwell Cricket League which expects to recommence in 2022.	Look to repair/replace the NTP on site to better accommodate curricular demand and the Sandwell Cricket League, should it return.			M	S	L	
		Rugby Union		One senior rugby union pitch which is of standard (M1/D1) quality which is played to capacity through curricular and football use. The pitch is overmarked with a youth 9v9 football pitch.	Sustain pitch quality through dedicated maintenance regime.			L	L	L	

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

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

**SANDWELL METROPOLITAN BOROUGH COUNCIL  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>16</sup>	Cost <sup>17</sup>	Aim
78	Gospel Oak School	Tennis	Education	Three standard quality macadam tennis courts which are unavailable for community use.	Sustain court quality for curricular demand.	School LTA EN	Key	L	L	L	Protect
		Netball		Three standard quality macadam netball courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
80	Silvertrees Academy	Hockey	Education	One small-size, hockey suitable AGP which is without floodlighting and is unavailable for community use.	Sustain pitch quality for curricular demand.	School EH	Local	L	L	L	Protect
90	Tipton Sports Academy	Football	Trust	One adult and one youth 11v11 pitch, both of standard quality. Both pitches are overplayed by 1.5 and 0.5 match equivalent sessions per week respectively. Listed in the LFFP for pitch and ancillary improvements although Tipton Town FC reports the site is supported by good quality ancillary facilities. The adult pitch is also overmarked for American Football.	Improve pitch quality through enhanced maintenance regime and in line with LFFP recommendations. Further explore whether ancillary improvements are necessary on site. Alleviate overplay by relocating some demand to an alternate site with actual spare capacity or by improved pitch management.	Trust BFA/FF EH LTA EA	Hub	H	S	L	Protect Enhance Provide
		Hockey		One small-size hockey suitable AGP which is floodlit and available for community use.	Sustain pitch quality for curricular demand.			L	L	L	
		Tennis		Four good quality macadam tennis courts which are floodlit and available for community use. Courts are supported by good quality ancillary provision. The courts are used by the Walsall and Wolverhampton parks tennis leagues. Sandwell Leisure Trust and the LTA are in discussions regarding an aspiration to cover the four courts on site with two air domes/bubbles and to install four dedicated padel courts where a multi-use games area is currently provided.	Sustain court quality through dedicated maintenance regime. Support the Sandwell Leisure Trust and LTA to enhance the available tennis offer on site.			H	L	H	
		Athletics		A 400m, eight lane synthetic athletics track of standard quality which is floodlit and available for community use. The track passed a TrackMark inspection although repairs are required and the surface is need of cleaning and over spraying. The throwing cage also recently failed an inspection although can still be used for training. Financial support has been provided to bring the cage up to standard. The track is supported by good quality ancillary facilities and is home to Tipton Harriers.	Improve track quality through enhanced maintenance regime and improve the throwing cage in order to pass inspections.			M	S	M	

**SANDWELL METROPOLITAN BOROUGH COUNCIL  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>16</sup>	Cost <sup>17</sup>	Aim
95	Victoria Park (Tipton)	Cricket	Council	A standard quality standalone NTP. The site also previously accommodated grass wickets although these are no longer maintained.	Sustain wicket quality through dedicated maintenance regime. Consider re-establishing grass wickets should the site be required as a secondary venue for any club.	Council ECB LTA BCGBA	Local	L	L	L	Protect Enhance
		Tennis		One poor quality macadam tennis court which is available for community use but without floodlighting. Line markings on site are said to be badly faded. Ancillary facilities on site are in poor condition.	Improve court quality through enhanced maintenance regime. Explore the feasibility of improving ancillary facilities on site.			L	L	L	
		Bowls		One good quality crown bowling green which is used by Victoria Park (Tipton) BC. The Club plans to refurbish toilet facilities on site and is due to submit a planning application for this. Membership is said to have declined in recent years and the Club now operates on the lower limit of the recommended capacity level.	Sustain green quality through dedicated maintenance regime. Support the Club to improve toilet facilities and to increase membership.			M	S	L	
100	Wednesbury Oak Academy	Football	Education	One standard quality mini 7v7 pitch which is unavailable for community use.	Sustain pitch quality for curricular use.	School BFA/FF	Local	L	L	L	Protect



# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

## WEDNESBURY ANALYSIS AREA

Table 6.14: Pitch headline findings

Sport	Analysis area	Pitch type	Current capacity total (match equivalent sessions)	Future capacity total (match equivalent sessions)
Football (grass)	Wednesbury	Adult	Spare capacity of 1	Spare capacity of 1
Football (grass)	Wednesbury	Youth 11v11	Shortfall of 3	Shortfall of 3
Football (grass)	Wednesbury	Youth 9v9	Shortfall of 0.5	Shortfall of 0.5
Football (grass)	Wednesbury	Mini 7v7	At capacity	At capacity
Football (grass)	Wednesbury	Mini 5v5	At capacity	At capacity
Football (grass)	Sandwell	Adult	Shortfall of 17	Shortfall of 19
Football (grass)	Sandwell	Youth 11v11	Shortfall of 10	Shortfall of 12
Football (grass)	Sandwell	Youth 9v9	Shortfall of 9	Shortfall of 9
Football (grass)	Sandwell	Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
Football (grass)	Sandwell	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (3G pitches)	Wednesbury	Full size, floodlit	At capacity	At capacity
Cricket	Wednesbury	Saturday	Shortfall of 6	Shortfall of 6
Cricket	Wednesbury	Sunday	Shortfall of 6	Shortfall of 6
Cricket	Wednesbury	Midweek	Shortfall of 6	Shortfall of 6
Cricket	Sandwell	Saturday	Shortfall of 23	Shortfall of 23
Cricket	Sandwell	Sunday	Spare capacity of 5	Spare capacity of 5
Cricket	Sandwell	Midweek	Shortfall of 7	Shortfall of 7
Rugby union	Wednesbury	Senior	Shortfall of 0.5	Shortfall of 0.5
Rugby union	Sandwell	Senior	Spare capacity of 1	Spare capacity of 1
Hockey (sand AGPs)	Wednesbury	Full size, floodlit	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.

# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 6.15: Non pitch headline findings

Sport	Current picture	Future picture
<b>Tennis</b>	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).
<b>Netball</b>	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.
<b>Bowls</b>	The supply of bowling greens is deemed to be sufficient for current demand.	The supply of bowling greens is deemed to be sufficient for current demand.
<b>Athletics</b>	Supply is considered sufficient to meet demand.	Supply is considered sufficient to meet demand.
<b>Cycling</b>	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.
<b>Golf</b>	Supply is well placed to meet demand from all types of golfers.	Supply is well placed to meet demand from all types of golfers.
<b>Water sports</b>	Sandwell is relatively well provided for in terms of outdoor water sports.	Sandwell is relatively well provided for in terms of outdoor water sports.
<b>Other sports</b>	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

Table 6.16: Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Hydes Road Playing Fields.</li> <li>◀ Where pitches remain overplayed, seek the transfer of demand.</li> <li>◀ Look to reinstate pitches at sites such as Kent Road Park and Elwells.</li> <li>◀ Formalise community use agreements for clubs utilising unsecure sites.</li> <li>◀ Consider asset transfer of sites to clubs.</li> <li>◀ Enable use of currently unavailable sites.</li> <li>◀ Improve changing facilities where required.</li> </ul>
3G pitches	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Ensure all existing pitches remain on the FA register to host competitive matches.</li> </ul>
Cricket	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve changing facilities where required.</li> <li>◀ Explore the increased utilisation of NTPs.</li> </ul>
Rugby union	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at overplayed sites.</li> </ul>
Hockey	◀ No action required.
Golf	◀ No action required.

## SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Priority recommendations
Bowls	◀ Explore options for the currently unused green at Hydes Road Playing Fields.
Tennis	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support the LTA to provide site improvements at Brunswick Park.</li> <li>◀ Support Wednesbury TC to provide floodlights and improve court quality at Wednesbury Sports Union.</li> </ul>
Netball	◀ Protect provision.
Cycling	◀ No action required.
Athletics	◀ No action required.
Water sports	◀ No action required.
Other sports	◀ No action required.

**SANDWELL METROPOLITAN BOROUGH COUNCIL  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>18</sup>	Cost <sup>19</sup>	Aim
14	Brunswick Park	Football	Council	A standard quality adult football pitch which is available for community use but unused.	Sustain pitch quality through dedicated maintenance regime. Look to maximise actual spare capacity to alleviate overplay of other pitches in the area.	Council BFA/FF LTA EN	Local	M	S	L	Protect Enhance Provide
		Tennis		Four poor quality macadam tennis courts which are available for community use but without floodlights. The LTA is working with the Council on a parks development project in 2022 which may include upgrades to the provision on site and the implementation of Gate Access.	Improve court quality through enhanced maintenance regime. Support the parks development project on site to further improve the recreational and informal tennis offer.			H	S	M-H	
		Netball		One poor quality macadam netball court which is available for community use but without floodlighting.	Support the LTA and Council's parks development project on site to improve court quality.			M	S	L	
25	Elwells	Football (Disused)	Council	An adult football and a youth 11v11 pitch which now lie disused.	Explore the feasibility of bringing the pitches back into use to support with shortfalls across the Borough.	Council BFA/FF	Local	M	S	L	Protect Enhance
29	Friar Park Playing Fields	Football (Lapsed)	Council	Four lapsed youth 11v11 pitches. A development of circa 630 dwellings is currently being considered on site.	Determine future use of the provision based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and mitigate loss to meet Sport England Playing Field Policy requirements.	Council BFA/FF	-	-	-	-	Protect
42	Holyhead Primary School	Football	Education	One standard quality youth 9v9 pitch which is available for community use. The pitch has discounted spare capacity due to unsecure tenure.	Sustain pitch quality through dedicated maintenance regime. Look to formalise community use agreement to provide users with security of tenure.	School BFA/FF	Local	M	S	L	Protect
43	Hydes Road Playing Fields	Football	Council	Six adult and one youth 9v9 pitch, all of poor quality. The adult pitches have discounted spare capacity whilst the youth 9v9 pitch is overplayed by 0.5 match equivalent sessions per week. Identified in the LFFP for pitch and ancillary improvements. The site is also being considered for a full size 3G or hockey-suitable AGP development.	Improve pitch and ancillary facility quality in line with LFFP recommendations. Explore the feasibility of providing a full-size artificial pitch on site. This could be a 3G or hockey-suitable AGP development, depending on other developments in the area.	Council BFA/FF ECB	Local	H	M	H	Protect Enhance Provide

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

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

**SANDWELL METROPOLITAN BOROUGH COUNCIL  
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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>18</sup>	Cost <sup>19</sup>	Aim
		Cricket		A standalone NTP which is in poor condition and in need of repair/replacement. Grass wickets were also previously provided on site but are no longer maintained.	Improve wicket quality through repair or replacement. Consider re-establishing the grass wickets if the site is required as a secondary venue for any clubs.			M	S	L	
43	Hydes Road Playing Fields	Bowls	Council	One good quality crown bowling green which is currently unused.	Retain as strategic reserve or look to repurpose the green into another sporting facility.	Council BCGBA	Local	L	L	L	Protect
54	Moorlands Primary School	Netball	Education	One standard quality macadam netball court which is unavailable for community use.	Sustain pitch quality for curricular demand.	School EN	Local	L	L	L	Protect
59	Old Park Primary School	Football	Education	One standard quality youth 11v11 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
70	Pulse Soccer & Fitness Wednesbury	Football	Commercial	Two adult pitches that are to be lost to housing, with replacement provision to be provided at Phoenix Academy	Re-provide pitches to a good quality.	BFA/FF	Local	H	S	L	Protect Enhance
		Netball		Six poor quality macadam netball courts that are floodlit and available for community use. To be replaced through new courts and secured use at Phoenix Academy.	Re-provide courts to a good quality and secure community use.	Commercial BFA/FF RFU EN		H	S	L	
		3G		Nine small size 3G pitches that are floodlit and available for community use. The pitches have now exceeded their recommended lifespan.	Improve pitch quality through resurfacing as soon as feasibly possible.			H	S	H	
85	Stuart Bathurst Catholic High School	Netball	Education	Three standard quality macadam netball courts that are unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
99	Wednesbury Sports Union	Cricket	Sports Club	A good quality cricket square with ten grass wickets and an NTP. The square is overplayed by six match equivalent sessions per season.	Sustain square quality through dedicated maintenance regime. Explore the feasibility of better utilising the NTP on site to alleviate overplay.	Sports Club ECB LTA	Local	M	S	L	Protect Enhance Provide
		Tennis		Four standard quality macadam tennis courts that are available for community use but without floodlighting. Court quality is said to be deteriorating, with resurfacing required in the near future. Wednesbury TC is working with the LTA regarding the potential installation of floodlighting on site. ClubSpark is in place on site.	Sustain court quality through dedicated maintenance regime. Ensure sinking fund is in place for resurfacing work when necessary. Support the Club to provide floodlighting on site.			M	M	M	
101	Wednesbury Rugby Club	3G	Sports Club	One small-size 3G pitch which is floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	Sports Club RFU BFA/FF	Local	L	L	L	Protect Enhance
		Rugby Union		One poor (M1/D0) quality senior rugby union pitch which is without floodlighting although the club has a separate floodlit training area. The pitch is overplayed by 0.5 match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.			M	S	L	

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>18</sup>	Cost <sup>19</sup>	Aim
107	Wodensborough Ormiston Academy	Football	Education	One standard quality youth 11v11 pitch which is available to the community and overplayed by three match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime to reduce overplay. Look to relocate some demand to an alternate pitch with actual spare capacity to alleviate overplay.	School BFA/FF	Local	H	S	L	Protect Enhance
		Rugby Union		One poor (M0/D1) quality senior rugby union pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School RFU LTA	Local	L	L	L	Protect
		Tennis		Three standard quality macadam tennis courts that are floodlit but unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
107	Wodensborough Ormiston Academy	Netball	Education	Two standard quality macadam netball courts that are floodlit but unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
108	Wood Green Academy	Football	Education	Two adult, one youth 11v11 and one youth 9v9 pitch, all of standard quality. All pitch formats have discounted spare capacity due to unsecure tenure. The youth 9v9 pitch is also used for rugby union by the School but no markings are in place. The School aspires to install a dedicated external pavilion on site to better facilitate community lettings.	Sustain pitch quality through dedicated maintenance regime. Look to formalise community use agreement to provide users with security of tenure.	School BFA/FF ECB	Local	M	S	L	Protect Enhance
		Cricket		A standalone NTP which is considered to be of poor quality and in need of repair/replacement.	Improve wicket quality through repair/replacement to better accommodate curricular demand.			L	L	L	
130	Kent Road Park	Football (Lapsed)	Council	One adult pitch which now lies lapsed.	Determine future use of the provision based on the following priority order of options: 1) Retain/allocate site as strategic reserve. 2) Explore feasibility to bring back into use. 3) Use as open space to meet local needs. 4) Redevelop site and mitigate loss to meet Sport England Playing Field Policy requirements.	Council BFA/FF	-	-	-	-	Protect

# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

## WEST BROMWICH ANALYSIS AREA

Table 6.17: Pitch headline findings

Sport	Analysis area	Pitch type	Current capacity total (match equivalent sessions)	Future capacity total (match equivalent sessions)
Football (grass)	West Bromwich	Adult	Spare capacity of 1.5	Spare capacity of 1
Football (grass)	West Bromwich	Youth 11v11	Shortfall of 4.5	Shortfall of 5
Football (grass)	West Bromwich	Youth 9v9	Shortfall of 1.5	Shortfall of 1.5
Football (grass)	West Bromwich	Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
Football (grass)	West Bromwich	Mini 5v5	At capacity	At capacity
Football (grass)	Sandwell	Adult	Shortfall of 17	Shortfall of 19
Football (grass)	Sandwell	Youth 11v11	Shortfall of 10	Shortfall of 12
Football (grass)	Sandwell	Youth 9v9	Shortfall of 9	Shortfall of 9
Football (grass)	Sandwell	Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
Football (grass)	Sandwell	Mini 5v5	Spare capacity of 1.5	Spare capacity of 1.5
Football (3G pitches)	West Bromwich	Full size, floodlit	Shortfall of 0.75	Shortfall of 0.75
Cricket	West Bromwich	Saturday	Shortfall of 12	Shortfall of 12
Cricket	West Bromwich	Sunday	Shortfall of 12	Shortfall of 12
Cricket	West Bromwich	Midweek	Shortfall of 12	Shortfall of 12
Cricket	Sandwell	Saturday	Shortfall of 23	Shortfall of 23
Cricket	Sandwell	Sunday	Spare capacity of 5	Spare capacity of 5
Cricket	Sandwell	Midweek	Shortfall of 7	Shortfall of 7
Rugby union	West Bromwich	Senior	At capacity	At capacity
Rugby union	Sandwell	Senior	Spare capacity of 1	Spare capacity of 1
Hockey (sand AGPs)	West Bromwich	Full size, floodlit	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.	At capacity although the pitch at Ormiston Sandwell Community Academy requires improvement or an additional hockey suitable AGP is required.



# SANDWELL METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 6.18: Non pitch headline findings

Sport	Current picture	Future picture
<b>Tennis</b>	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	Where known, supply of club courts is sufficient to meet demand. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).
<b>Netball</b>	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.	Demand is being met. Focus should be placed on protecting these facilities as well as on supporting the various initiatives that are championed by England Netball.
<b>Bowls</b>	The supply of bowling greens is deemed to be sufficient for current demand. Dartmouth Central BC (with 19 members) is operating below the level of membership required to ensure that its green is sustainable. Support is therefore required to safeguard the Club, with emphasis needing to be placed on ensuring that it can fulfil its future growth aspirations.	The supply of bowling greens is deemed to be sufficient for current demand. Dartmouth Central BC (with 19 members) is operating below the level of membership required to ensure that its green is sustainable. Support is therefore required to safeguard the Club, with emphasis needing to be placed on ensuring that it can fulfil its future growth aspirations.
<b>Athletics</b>	Supply is considered sufficient to meet demand.	Supply is considered sufficient to meet demand.
<b>Cycling</b>	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.	Supply is considered sufficient to meet demand. Implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling.
<b>Golf</b>	Supply is well placed to meet demand from all types of golfers.	Supply is well placed to meet demand from all types of golfers.
<b>Water sports</b>	Sandwell is relatively well provided for in terms of outdoor water sports.	Sandwell is relatively well provided for in terms of outdoor water sports.
<b>Other sports</b>	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.	For American football, no dedicated pitches are provided; there is a need for one facility to provide for Sandwell Steelers. No baseball/softball or Gaelic football demand is identified, although some isolated demand may be travelling to clubs in nearby authorities.

Table 6.19: Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Birmingham County FA Headquarters, Charlemont Playing Fields and Queen Elizabeth Playing Fields.</li> <li>◀ Where pitches remain overplayed, seek the transfer of demand.</li> <li>◀ Look to reinstate pitches at sites such as Kenrick Park.</li> <li>◀ Formalise community use agreements for clubs utilising unsecure sites.</li> <li>◀ Consider asset transfer of sites to clubs.</li> <li>◀ Enable use of currently unavailable sites.</li> <li>◀ Improve changing facilities where required.</li> </ul>

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Sport	Priority recommendations
3G pitches	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Ensure all existing pitches remain on the FA register to host competitive matches.</li> <li>◀ Look to provide an additional full size pitch within the Analysis Area to cater for future demand, with options including Birmingham County FA Headquarters and Phoenix Collegiate.</li> </ul>
Cricket	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Explore the installation of an NTP at West Bromwich Dartmouth Cricket Club to alleviate overplay.</li> <li>◀ Improve changing facilities where required, including at West Bromwich Dartmouth Cricket Club.</li> </ul>
Rugby union	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Hockey	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Golf	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Bowls	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support Dartmouth BC to increase membership.</li> </ul>
Tennis	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Netball	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Cycling	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Athletics	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>
Water sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
Other sports	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
1	All Saints C Of E Primary School	Netball	Education	One poor quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
5	Birmingham County FA Football Development Centre	Football	NGB	One good quality adult football pitch which has one match equivalent sessions of actual spare capacity.	Sustain pitch quality through dedicated maintenance regime. Maximise spare capacity on site to alleviate overplay of other pitches in the area.	BFA/FF	Key	L	L	L	Protect
6	Birmingham County FA Headquarters	Football	Commercial	One poor quality adult football pitch which is played to capacity. Listed in the LFFP for grass pitch and ancillary improvements. The site had also been listed for a small size 3G but a full size 3G pitch is now being considered. The FA and Football Foundation are supportive of the project but access and parking issues would need to be resolved.	Improve pitch quality through enhanced maintenance regime, in line with LFFP recommendations. Support ancillary facility improvements on site and explore the feasibility of providing a full-size 3G pitch on site.	Commercial BFA/FF	Key	H	M	H	Protect Enhance Provide
16	Bustleholme Playing Fields	Football	Council	Three poor quality youth 9v9 pitches which are unused although spare capacity is discounted due to unsecure tenure.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
19	Charlemont Playing Fields	Football	Council	Two youth 11v11 and three youth 9v9 pitches, all of poor quality. The youth 11v11 pitches are overplayed by 4.5 match equivalent sessions per week whilst the youth 9v9 pitches are overplayed by 1.5 match equivalent sessions per week. Bustleholme FC aspires to take on management of the site. Ancillary facilities are of standard quality although the toilets are in poor condition and the showers are unsafe for use.	Improve pitch quality through enhanced maintenance regime. Support Bustleholme FC to improve ancillary provision on site. Look to agree a long-term lease agreement with the Club to attract grant funding for site improvements.	Council BFA/FF	Local	H	S	M	Protect Enhance
21	Churchfields Playing Fields	Football	Council	Three standard quality adult pitches that are played to capacity.	Sustain pitch quality through dedicated maintenance regime.	Council BFA/FF	Local	L	L	L	Protect
26	F.C Premier	Football	Sports Club	One good quality and one standard quality adult pitch. The good quality pitch is played to capacity at peak time whilst the standard quality pitch is played to capacity. Listed in the LFFP for pitch improvements.	Improve pitch quality through enhanced maintenance regime in line with LFFP recommendations.	Sports Club BFA/FF BCGBA	Local	L	L	L	Protect Enhance
		Bowls		One good quality crown bowling green that was used by Great Barr BC although the Club has not been able to re-access the green as it has not yet re-opened following initial Covid-19 restrictions.	Sustain green quality through dedicated maintenance regime. Ensure Great Barr BC is able to re-access the green on site.			H	S	L	
28	Ferndale Primary School	3G	Education	One small-size 3G pitch which is floodlit and available for community use from 16:00 – 19:00 during the week.	Sustain pitch quality through dedicated maintenance regime and ensure sinking fund is in place for future refurbishment.	School BFA/FF	Local	L	L	L	Protect

<sup>20</sup> (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

<sup>21</sup> (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
28	Ferndale Primary School	Netball	Education	Two standard quality netball courts that are unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
31	George Salter Academy	Football	Education	Two adult pitches of poor quality and one youth 11v11 pitch of standard quality. The adult pitches are overplayed by 0.5 match equivalent sessions per week whilst the youth 11v11 pitch is played to capacity.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF RFU EN	Key	M	S	L	Protect Enhance
		3G		One full size and one small size 3G pitch which is floodlit and available for community use. Both pitches feature on the FA pitch register and are of good quality. The floodlights on the full size pitch are said to be temperamental and in need of an upgrade.	Sustain pitch quality through enhanced maintenance regime. Support the School to improve floodlighting on site. Ensure sinking fund is in place for future refurbishment.			M	S	L	
		Netball		Four good quality netball courts that are floodlit and available for community use. The site is home to the Dudley Netball League. The courts have recently been resurfaced although the League reports some worn areas are starting to develop. The site is serviced by good quality ancillary facilities.	Sustain court quality through dedicated maintenance regime.			L	L	L	
34	Greets Green Playing Fields	Football	Council	One standard quality and two poor quality adult football pitches that are currently unused. All pitches have spare capacity although this is discounted from the poor quality pitches due to poor pitch quality. Ancillary provision on site is of poor quality and has recently been condemned, meaning they are no longer accessible. Listed as a potential site for mitigation if developments at Lion Farm Playing Fields go ahead.	Improve pitch quality through enhanced maintenance regime. Look to reinstate ancillary provision on site, if required by site users.	Council BFA/FF BCGBA	Local	M	S	L	Protect Enhance
		Bowls		One good quality crown bowling green. The site previously provided two bowling greens although the second has been repurposed as a play area.	Sustain green quality through dedicated maintenance regime.			L	L	L	
35	Grove Vale Primary School	Netball	Education	Two standard quality macadam netball courts that are unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
37	Hanbury Primary School	Football	Education	One standard quality mini 7v7 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
38	Hargate Primary School	Football	Education	One standard quality mini 5v5 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF	Local	L	L	L	Protect
44	Jesson Playing Fields	Football	Council	One poor quality adult football pitch which is unused although spare capacity is discounted due to poor pitch quality. Listed as a potential site for mitigation if developments at Lion Farm Playing Fields go ahead.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
46	Kenrick Park	Football (Disused)	Council	An adult football pitch which now lies disused.	Explore the feasibility of bringing the pitch back into use to support with shortfalls across the Borough.	Council BFA/FF	Local	M	S	L	Protect Enhance
47	King George V Playing Fields (West Bromwich)	Football	Council	Seven standard quality adult football pitches that are played to capacity at peak time. Identified in the LFFP for pitch and ancillary improvements.	Improve pitch and ancillary facility quality on site in line with LFFP recommendations.	Council BFA/FF ECB EH	Key	M	M	M	Protect Enhance
		Cricket		A standalone NTP of standard quality.	Sustain wicket quality through dedicated maintenance regime.			L	L	L	
		Hockey		One small-size hockey suitable AGP which is floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	
66	Phoenix Collegiate	Football	Education	One poor quality adult pitch and a standard quality youth 11v11 pitch which is unavailable for community use. The School will provide two additional adult pitches on site from September 2022 as part of mitigation for its closed campus, with the potential for these to be floodlit. Once online, they will be available to the community. The site is identified in the LFFP as a potential venue for a full size 3G pitch.	Improve pitch quality through enhanced maintenance regime. Ensure additional pitches are provided on site. Explore the feasibility of providing a full size 3G pitch on site and explore the options for this to cater for both football and rugby union demand.	School BFA/FF LTA EN EA	Key	H	M	H	Protect Enhance Provide
		Tennis		One good quality macadam tennis court which is floodlit and available for community use.	Sustain court quality through dedicated maintenance regime.			L	L	L	
		Netball		Seven good quality macadam tennis courts that are floodlit and available for community use. The courts were resurfaced in 2019 and are used by the Walsall Netball League and a Play Netball League.	Sustain court quality through dedicated maintenance regime.			L	L	L	
		Athletics		One 400m cinder track which is without floodlighting. The track has been improved recently as well as adding a seventh lane.	Sustain track quality through dedicated maintenance regime.			L	L	L	
72	Q3 Academy Great Barr	Football	Education	Two adult and one youth 9v9 pitches, all poor quality. The pitches are unavailable for community use. One adult pitch overmarks a senior rugby union pitch.	Sustain pitch quality for curricular demand.	School BFA/FF RFU EH	Local	L	L	L	Protect
		Rugby Union		One senior rugby union pitch which is overmarked on an adult football pitch. The rugby pitch is of poor (M0/D0) quality and unavailable for community use.	Sustain pitch quality for curricular demand.			L	L	L	
		Hockey		One small-size hockey suitable AGP which is floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales <sup>20</sup>	Cost <sup>21</sup>	Aim
74	Queen Elizabeth Playing Fields	Football	Council	Two adult, one youth 9v9 and one mini 7v7 pitch, all of poor quality. All pitch types have discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
75	Red House Park	Football	Council	Four adult and one mini 7v7 pitches, all of standard quality and all overlap a cricket outfield. The pitches are available for community use and the mini 7v7 pitch has 0.5 match equivalent sessions of actual spare capacity whilst the adult pitches are played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime.	Council BFA/FF	Local	L	L	L	Protect
104	West Bromwich Dartmouth Cricket Club	Cricket	Sports Club	One good quality cricket square with ten wickets. The square is overplayed by 12 matches per season. Ancillary provision is of standard quality although the Club is exploring the reconfiguration of the ground floor of the clubhouse and changing rooms to make facilities gender compliant.	Sustain square quality through dedicated maintenance regime. Explore the installation of an NTP to reduce demand on grass wickets. Support the Club to improve ancillary facilities and ensure changing rooms are gender compliant.	Sports Club ECB BCGBA	Local	H	M	M	Protect Enhance Provide
		Bowls		One good quality crown bowling green used by Dartmouth Links BC.				Sustain green quality through dedicated maintenance regime.			
110	Dartmouth Golf Club	Golf	Sports Club	A nine-hole, par 36 golf course although two tee beds are provided on each hole to replicate an 18-hole offering. Membership has fallen by almost 6% since 2015, to 101 members.	Sustain course quality through dedicated maintenance regime. Support the Club to increase membership.	Sports Club EG	Local	L	L	L	Protect
113	Sandwell Park Golf Club	Golf	Sports Club	An 18-hole, par 71 golf course of good quality. Green fees are unavailable at the weekends as this is typically reserved for competitions. Ancillary provision on site is also of high quality. Membership has increased by almost 9% since 2015, with membership now at 432.	Sustain course quality through dedicated maintenance regime.	Sports Club EG	Local	L	L	L	Protect
121	Dartmouth Bowling Club	Bowls	Sports Club	One good quality crown bowling green used by Dartmouth BC. The Club is currently operating below the minimum capacity rating with 19 members. Car parking on site is said to be problematic.	Sustain green quality through dedicated maintenance regime. Support Dartmouth BC to increase membership.	Sports Club BCGBA	Local	H	S	L	Protect
122	West Brom football supporters club	Bowls	Sports Club	One good quality crown bowling green which is used by West Bromwich Football Supporters BC.	Sustain green quality through dedicated maintenance regime.	Sports Club BCGBA	Local	L	L	L	Protect
129	Shireland Collegiate Academy	Tennis	Education	Three standard quality macadam tennis courts that are unavailable for community use.	Sustain court quality for curricular demand.	School LTA EN	Local	L	L	L	Protect
		Netball		Three standard quality macadam courts that are unavailable for community use.	Sustain court quality for curricular demand.			L			



## PART 7: HOUSING GROWTH SCENARIOS

The PPOSS provides an estimate of demand for pitch sports based on population forecasts to 2039 (in line with the previously proposed Black Country Plan, which will now be replaced by four separate local plans). This future demand is translated into teams likely to be generated, rather than actual pitch provision required. The Sport England Playing Pitch Calculator adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved via team generation rates in the Assessment Report to determine how many new teams would be generated from an increase in population derived from housing growth and gives the associated costs of supplying the increased pitch provision.

Experience shows that housing sites with 600 dwellings or more are likely to generate demand for new provision to be created. For such large scale developments, consideration should be given to providing multi-pitch sites with suitable ancillary provision, including appropriate clubhouse/changing facilities and car parking. Single pitch sites which have been provided traditionally by developers are not considered to provide long term sustainable provision for the relevant sports.

Where demand does not warrant new pitch provision, the Action Plan in this document should be consulted to determine whether the additional demand can be accommodated via existing provision (in which case no further action is required). If this is not the case, contributions should be sought to enhance existing provision in the locality to accommodate the increased demand. This can be through, for example, improving quality, or providing new or improved ancillary provision. Consultation with appropriate NGBs should also be used to assist in the selection of suitable sites and suitable enhancements.

The scenarios below are provided as a guide to show the potential additional demand for pitch sports that could be generated from housing growth in Sandwell, thus showing how the calculator works and what it provides. The demand is shown in match equivalent sessions per week for most sports, except for cricket, where match equivalent sessions are by season. Training demand is expressed in either hours or match equivalent sessions. Where expressed in hours, it is expected that demand will be to either a 3G pitch (to accommodate football demand) or an AGP (to accommodate hockey demand). Where expressed in match equivalent sessions, it is expected training will take place on floodlit grass pitches (rugby).

The scenarios are based on two individual developments that are already planned in Sandwell. These are as follows:

- ◀ **Scenario One** – Development of land at Friar Park Road – 630 dwellings.
- ◀ **Scenario Two** – Development of Brandhall Golf Course - 190 dwellings (unconfirmed).
- ◀ **Scenario Three** - Accumulative demand for pitch sports generated from housing growth from the total anticipated housing growth across the Black Country.

For reference, the indicative figures assume that population growth will average 2.3<sup>22</sup> per dwelling.

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<sup>22</sup> The occupancy rate of 2.3 is in line with figures used in the 2011 Census.



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## Scenario One – Development of land at Friar Park Road – 630 dwellings.

The estimated additional population derived from housing growth from 630 dwellings with an occupancy rate of 2.3 per household is 1,449 people. This population increase equates to 0.77 match equivalent sessions of demand per week for grass pitch sports, 0.02 match equivalent sessions of demand per week for hockey and 1.57 match equivalent sessions of demand per season for cricket. Training demand equates to 1.51 hours of use per week for football on 3G pitches, 0.01 match equivalent sessions of demand per week on rugby union pitches and 0.04 hours per week for hockey.

Table 7.1: Likely demand for grass pitch sports generated from 630 dwellings

Pitch sport	Match demand (MES) per week <sup>23</sup>	Training demand <sup>24</sup>
Adult football	0.24	1.51 hours total
Youth football	0.36	As above
Mini soccer	0.16	As above
Rugby union	0.01	0.01 match equivalent sessions
Rugby league	0.00	0.00 match equivalent sessions
Adult hockey	0.01	0.04 hours
Junior & mixed hockey	0.01	0.00 hours
Cricket	1.57	-

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

Table 7.2: Estimated demand and costs for new pitch provision

Pitch type	Number of pitches to meet demand	Capital cost <sup>25</sup>	Lifecycle Cost (per annum) <sup>26</sup>	No. of rooms	Capital cost
Adult football	0.24	£22,477	£4,783	0.47	£77,546
Youth football	0.36	£27,554	£5,786	0.47	£76,852
Mini soccer	0.16	£3,714	£780	0	£0
Rugby union	0.01	£1,155	£247	0.02	£2,845
Rugby league	0.00	£0	£0	0	£0
Cricket	0.03	£9,692	£1,958	0.07	£11,335
Sand based AGPs	0.00	£2,568	£80	0.01	£1,067
3G	0.04	£37,587	£1,464	0.08	£13,033

Overall, an additional 0.76 grass football pitches, 0.01 rugby union pitches, 0.03 cricket squares and 0.04 full-size 3G pitches will be required to accommodate increased demand from the Friar Park Road development. This would require an expected capital cost of £104,747 and a lifecycle cost per annum of £15,057. To facilitate the increased provision, 1.11 changing rooms would need to be provided at a capital cost of £182,678.

<sup>23</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>24</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

<sup>25</sup> Sport England Facilities Costs – [Link to Sport England cost guidance](#)

<sup>26</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

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As none of these figures represent full pitch developments, contributions to improve existing facilities within the vicinity of the development should be sought. Similarly, despite one changing room being required, a single standalone changing room is unlikely to have any benefit and so allocations for changing rooms should also be directed to improve existing facilities.

### **Scenario Two – Development of Brandhall Golf Course - 190 dwellings (unconfirmed).**

The estimated additional population derived from housing growth from 190 dwellings with an occupancy rate of 2.3 per household is 437 people.

However, it should be noted that whilst options for the future use of the are being considered and whilst a decision will be made in 2022, no development of the site is yet planned and no current options consider a 190 dwelling housing development on site. This scenario is only meant to serve as a rough guide for the site for the consideration of a potential housing development.

This population increase equates to 0.23 match equivalent sessions of demand per week for grass pitch sports and 0.47 match equivalent sessions of demand per season for cricket. Training demand equates to 0.46 hours of use per week for football on 3G pitches and 0.01 hours per week for hockey.

*Table 7.3: Likely demand for grass pitch sports generated from 190 dwellings*

Pitch sport	Match demand (MES) per week <sup>27</sup>	Training demand <sup>28</sup>
Adult football	0.07	0.46 hours total
Youth football	0.11	As above
Mini soccer	0.05	As above
Rugby union	0.00	0.00 match equivalent sessions
Rugby league	0.00	0.00 match equivalent sessions
Adult hockey	0.00	0.01 hours
Junior & mixed hockey	0.00	0.00 hours
Cricket	0.47	-

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

<sup>27</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>28</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

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Table 7.4: Estimated demand and costs for new pitch provision

Pitch type	Number of pitches to meet demand	Capital cost <sup>29</sup>	Lifecycle Cost (per annum) <sup>30</sup>	No. of rooms	Capital cost
Adult football	0.07	£6,778	£1,430	0.14	£23,384
Youth football	0.11	£8,304	£1,744	0.14	£23,156
Mini soccer	0.05	£1,121	£235	0.00	£0
Rugby union	0.00	£348	£75	0.01	£858
Rugby league	0.00	£0	£0	0.00	£0
Cricket	0.01	£2,923	£590	0.02	£3,418
Sand based AGPs	0.00	£774	£24	0.00	£322
3G	0.01	£11,333	£441	0.02	£3,930

Overall, an additional 0.23 grass football pitches, 0.01 cricket squares and 0.01 full-size 3G pitches will be required to accommodate increased demand from the theoretical Brandhall Golf Course development. This would require an expected capital cost of £31,582 and a lifecycle cost per annum of £4,540. To facilitate the increased provision, 0.34 changing rooms would need to be provided at a capital cost of £55,068.

As none of these figures represent full pitch developments, contributions to improve existing playing pitch and ancillary facilities within the vicinity of the development should be sought.

<sup>29</sup> Sport England Facilities Costs [Link to Sport England cost guidance](#)

<sup>30</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

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**Scenario Three – Accumulative demand for pitch sports generated from housing growth from the total anticipated housing growth across the Black Country.**

The estimated additional population from housing growth from all the scenarios is 19,687 dwellings with an occupancy rate of 2.3 per household this equates to 45,280 people. This equates to 13,235 dwellings in Dudley (30,441 people), 9,158 dwellings in Sandwell (21,064 people), 14,760 dwellings in Walsall (33,948 people) and 12,100 dwellings in Wolverhampton (27,830 people).

This population increase equates to 72.43 (19.35 Dudley, 11.11 Sandwell, 28.17 Walsall and 13.80 Wolverhampton) match equivalent sessions of demand per week for grass pitch sports, 2.62 match equivalent sessions of demand per week on AGPs for hockey (0.28 Sandwell, 1.82 Walsall and 1.24 Wolverhampton) and 201.62 match equivalent sessions of demand per season for cricket (64.60 Dudley, 22.85 Sandwell, 56.78 Walsall and 57.39 Wolverhampton).

Training demand equates to 139.31 hours (38.69 Dudley, 21.97 Sandwell, 52.34 Walsall and 26.31 Wolverhampton) of use per week for football on 3G pitches and hockey equates to 9.27 hours of use per week on AGPs (0.62 Sandwell, 4.83 Walsall and 3.82 Wolverhampton). There are also 3.03 match equivalent sessions per week of training for rugby on a floodlit grass pitch (0.13 Sandwell, 2.17 Walsall, 0.73 Wolverhampton).

Table 7.5: Likely demand for grass pitch sports generated from all housing demand across the Black Country

Pitch sport	Dudley		Sandwell		Walsall		Wolverhampton		Black Country	
	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand
Adult football	4.17	38.69 hours	3.44	21.97 hours	7.10	52.34 hours	4.47	26.31 hours	19.18	139.31 hours
Youth football	8.72		5.27		12.51		5.82		32.32	
Mini soccer	6.46		2.27		6.57		2.86		18.16	
Rugby union	0.00	0.00 match equivalent sessions	0.13	0.13 match equivalent sessions	1.99	2.17 match equivalent sessions	0.65	0.73 match equivalent sessions	2.77	3.03 match equivalent sessions
Rugby league	0.00	0.00 match equivalent sessions	0.00	0.00 match equivalent sessions	0.00	0.00 match equivalent sessions	0.00	0.00 match equivalent sessions	0	0.00 match equivalent sessions
Adult hockey	0.00	0.00 hours	0.19	0.57 hours	1.29	3.87 hours	1.14	3.43 hours	2.62	7.87 hours
Junior & mixed hockey	0.00	0.00 hours	0.09	0.05 hours	0.53	0.96 hours	0.10	0.39 hours	0.72	1.40 hours
Cricket	64.60	-	22.85	-	56.78	-	57.39	-	201.62	-

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

Table 7.6: Estimated demand and costs for new pitch provision from all housing demand across the Black Country

Pitch type	Dudley					Sandwell					Walsall				
	Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms	
	Pitches required to meet demand	Capital cost <sup>31</sup>	Lifecycle Cost (per annum) <sup>32</sup>	No.	Capital cost	Pitches required to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost	Pitches required to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost
Adult football	4.17	£395,698	£83,492	8.33	£1,365,159	3.44	£326,765	£68,947	6.88	£1,127,339	7.10	£674,057	£142,226	14.19	£2,325,497
Youth football	8.72	£662,392	£139,102	10.87	£1,781,410	5.27	£400,549	£84,115	6.82	£1,117,072	12.51	£950,496	£199,604	15.27	£2,501,755
Mini soccer	6.46	£153,469	£32,228	0.00	£0	2.27	£53,996	£11,339	0.00	£0	6.57	£155,950	£32,749	0.00	£0
Rugby union	0.00	£0	£0	0.00	£0	0.13	£16,786	£3,592	0.25	£41,366	1.99	£265,247	£56,763	3.99	£653,644
Rugby league	0.00	£0	£0	0.00	£0	0.00	£0	£0	0.00	£0	0.00	£0	£0	0.00	£0
Cricket	1.43	£400,130	£80,826	2.86	£467,949	0.50	£140,902	£28,462	1.01	£164,783	1.23	£345,213	£69,733	2.46	£403,723
Sand based AGPs	0.00	£0	£0	0.00	£0	0.05	£37,327	£1,157	0.09	£15,516	0.33	£258,978	£8,028	0.66	£107,647
3G	1.02	£962,303	£37,479	2.04	£333,663	0.58	£546,430	£21,282	1.16	£189,466	1.38	£1,301,867	£50,704	2.75	£451,401
<b>Total</b>	<b>21.79</b>	<b>£2,573,992</b>	<b>£373,129</b>	<b>24.09</b>	<b>£3,948,180</b>	<b>12.24</b>	<b>£1,522,755</b>	<b>£218,895</b>	<b>16.20</b>	<b>£2,655,541</b>	<b>31.10</b>	<b>£3,951,807</b>	<b>£559,808</b>	<b>39.32</b>	<b>£6,443,667</b>

<sup>31</sup> Sport England Facilities Costs [Link to Sport England cost guidance](#)

<sup>32</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

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Pitch type	Wolverhampton					Black Country				
	Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms	
	Pitches required to meet demand	Capital cost <sup>33</sup>	Lifecycle Cost (per annum) <sup>34</sup>	No.	Capital cost	Pitches required to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost
Adult football	4.47	£424,714	£89,615	8.94	£1,465,265	19.18	£1,821,234	£384,280	38.34	£6,283,260
Youth football	5.82	£442,590	£92,944	7.70	£1,261,152	32.32	£2,456,027	£515,765	40.66	£6,661,389
Mini soccer	2.86	£67,898	£14,259	0.00	£0	18.16	£431,313	£90,575	0.00	£0
Rugby union	0.65	£86,423	£18,494	1.30	£212,971	2.77	£368,456	£78,849	5.54	£907,981
Rugby league	0.00	£0	£0	0.00	£0	0.00	£0	£0	0.00	£0
Cricket	1.26	£353,841	£71,476	2.53	£413,814	4.42	£1,240,086	£250,497	8.86	£1,450,269
Sand based AGPs	0.29	£225,481	£6,990	0.57	£93,724	0.67	£521,786	£16,175	1.32	£216,887
3G	0.69	£654,367	£25,486	1.38	£226,891	3.67	£3,464,967	£134,951	7.33	£1,201,421
<b>Total</b>	<b>16.04</b>	<b>£2,255,314</b>	<b>£319,263</b>	<b>22.42</b>	<b>£3,673,816</b>	<b>81.17</b>	<b>£10,303,868</b>	<b>£1,471,095</b>	<b>102.03</b>	<b>£16,721,204</b>

<sup>33</sup> Sport England Facilities Costs [Link to Sport England cost guidance](#)

<sup>34</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

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### **Conclusion**

For the scenarios above, the tables show that, through housing growth relating to the aforementioned developments, demand will be generated for football, rugby union, hockey and cricket. The level of demand generated for football is such that new provision could be warranted although this would likely only be a single pitch development.

There is unlikely to be a requirement for new provision for cricket pitches or 3G pitches, over and above what is already required. Instead, as the demand generated from the housing growth at specific developments does not equate to a whole pitch, contributions would be better focused on improving existing sites to increase capacity to an appropriate level. The PPOSS and in particular the Action Plan, as well as future consultation with NGBs, should be used to inform this (e.g. to select suitable sites).

This is particularly the case for football, cricket and rugby union as there is a lack of supply to meet current and future demand. With housing growth in the area expected to exacerbate these shortfalls, off-site contributions should be sought to increase capacity for these sports, whether that be through pitch quality improvements or ancillary improvements to ensure underused sites can be fully utilised.

However, as shown in the final scenario, when considering all housing growth allocated to Sandwell in the previously proposed Black Country Plan (which will now be replaced by four separate local plans), new football and cricket provision is likely to be required.

To provide the greatest impact, contributions from housing developments could be pooled together to improve key sites. The action plan identifies high priority sites which would likely provide the most benefit from investment. This includes:

- ◀ Barnford Park
- ◀ Lion Farm Playing Fields
- ◀ Birmingham County FA Headquarters
- ◀ Sandwell Academy
- ◀ Britannia Park
- ◀ Tipton Sports Academy
- ◀ Cakemore Playing Field
- ◀ Warley Rugby Club
- ◀ Charlemont Playing Fields
- ◀ West Bromwich Dartmouth Cricket Club
- ◀ Hadley Stadium
- ◀ West Smethwick Park
- ◀ Hydes Road Playing Fields

However, if high priority sites in the local area of the development cannot be identified for investment, contributions should be pooled in order to fund the creation of new provision, particularly for cricket, in consultation with Sport England and the relevant NGB to ensure the potential provision would be utilised and sustainable.

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

The section below is a generalised approach on how to deliver a PPOSS whilst also keeping it robust and up to date. However, a more tailored approach should also be considered and designed for Dudley based on the requirements and priorities of the Steering Group.

#### ***Delivery***

The PPOSS seeks to provide guidance for maintenance/management decisions and investment made across Sandwell. 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 the Borough 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 creation of this document should be regarded as part 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. Each member of the steering group should take the lead to ensure the PPOSS is used and applied appropriately within their area of work and influence.

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

The process of completing the PPOSS will hopefully have already resulted in a number of benefits that will help with its application and delivery. These may include enhanced partnership working across different agendas and organisations, pooling of resources along with strengthening relationships and understanding between different stakeholders and between members of the steering group and the sporting community. The drivers behind the PPOSS and the work to develop the recommendations and action plan will have also highlighted, and helped the steering group to understand, the key areas to which it can be applied and how it can be delivered.

#### ***Monitoring and updating***

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

It is agreed that the Council (potentially via consultants e.g., KKP) is responsible for keeping the database and background supply and demand information up to date in order that area-by-area action plans can be updated. This should be carried out in consultation with the NGBs, particularly around affiliation time when information is updated.



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As a guide, if no review and subsequent update has been carried out within three years of the PPOSS being signed off by the steering group, then Sport England and the NGBs would consider it and the information on which it is based to be out of date. The nature of the supply and in particular the demand for provision is likely to change year-on-year, meaning that without any form of review and update it would be difficult to make the case that the supply and demand information and assessment work is sufficiently robust.

An annual review should not be regarded as a particularly resource intensive task. However, it should highlight:

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

Alongside regular steering group meetings a good way to keep the strategy up to date and maintain relationships is to hold sport specific meetings with the NGBs and other relevant parties. These meetings 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 are also able to indicate any further performance quality assessments that have been undertaken within the study area.

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## Checklists

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

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

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

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

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

For more information, see:  
[Link to Sport England website](#)