



## **BROMSGROVE DISTRICT COUNCIL**

### **MEETING OF THE CABINET**

WEDNESDAY 4TH FEBRUARY 2015 AT 6.00 P.M.

THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors M. A. Sherrey (Leader), C. B. Taylor (Deputy Leader),  
D. W. P. Booth, M. A. Bullivant, R. L. Dent and M. J. A. Webb

### **AGENDA**

1. To receive apologies for absence
2. Declarations of Interest  
  
To invite Councillors to declare any Disclosable Pecuniary Interests or Other Disclosable Interests they may have in items on the agenda, and to confirm the nature of those interests.
3. To confirm the accuracy of the minutes of the meeting of the Cabinet held on 7th January 2015 (Pages 1 - 6)
4. Minutes of the meeting of the Audit Board held on 11th December 2014 (Pages 7 - 14)
  - (a) To receive and note the minutes
  - (b) To consider any recommendations contained within the minutes
5. Minutes of the meeting of the Overview and Scrutiny Board held on 15th December 2014 (Pages 15 - 22)
  - (a) To receive and note the minutes
  - (b) To consider any recommendations contained within the minutes
6. Notes of the meeting of the Shared Services Board held on 12th January 2015 (Pages 23 - 26)

7. Overview and Scrutiny Board Short Sharp Review - Car Parking (Pages 27 - 66)
8. Medium Term Financial Plan 2015/16 - 2017/18 (Pages 67 - 82)
9. Homelessness Grant Funding Update and Bids for 2015/16 (Pages 83 - 88)
10. Playing Pitch Strategy - 2015 - 2018 (Pages 89 - 248)
11. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman, by reason of special circumstances, considers to be of so urgent a nature that it cannot wait until the next meeting

K. DICKS  
Chief Executive

The Council House  
Burcot Lane  
BROMSGROVE  
Worcestershire  
B60 1AA

27th January 2015

## BROMSGROVE DISTRICT COUNCIL

### MEETING OF THE CABINET

7TH JANUARY 2015 AT 6.00 P.M.

PRESENT: Councillors M. A. Sherrey (Leader), C. B. Taylor (Deputy Leader),  
D. W. P. Booth, M. A. Bullivant, R. L. Dent and M. J. A. Webb

Observers: Councillors S. R. Colella, B. Lewis, S. P. Shannon and C. J. Tidmarsh

Officers: Ms J. Pickering, Ms A. De Warr, Mr G. Revans, Mrs S. Sellers,  
Ms A. Scarce and Ms R. Cole

66/14 **APOLOGIES**

There were no apologies for absence.

67/14 **DECLARATIONS OF INTEREST**

There were no declarations of interest on this occasion.

68/14 **MINUTES**

The minutes of the meeting of the Cabinet held on 3rd December 2014 were submitted.

**RESOLVED** that the minutes of the meeting of the Cabinet held on 3rd December 2014 be approved as a correct record.

69/14 **WORCESTERSHIRE SHARED SERVICES JOINT COMMITTEE**

The minutes of the meeting of the Worcestershire Shared Services Joint Committee held on 27th November 2014 were submitted.

**RESOLVED** that the minutes of the meeting of the Worcestershire Shared Services Joint Committee held on 27th November 2014 be noted.

70/14 **NEW HOMES BONUS**

The Cabinet considered a report on the work undertaken by the New Homes Bonus Member Working Group to establish a scheme to enable community groups to apply for funding from the New Homes Bonus (NHB) grant received by the Council.

The Executive Director Finance and Resources outlined the work which had been undertaken by officers and Members following the submission to Council of the public petition in April 2014. This included a number of meetings of the NHB Working Group together with two public forums. There had been detailed consideration of feedback received from the public both at the public forums and responses received subsequently, a matrix of responses was attached as an appendix to the report. In addition the Group had considered the range of approaches taken by other Authorities to deal with NHB funding.

The report also contained a detailed breakdown of the funding received from the NHB scheme and a revised estimate of the funding for 2015/16.

The Portfolio Holder for Finance, Councillor M. J. A. Webb referred to the draft scheme which had been developed by the Working Group to enable community groups to access grants from NHB funding. This draft scheme was attached as an appendix to the report. Members expressed support for the draft scheme. It was felt however that in view of the work which was on going in respect of the Medium Term Financial Plan, which would be fully considered at the next meeting of the Cabinet on 4th February 2015, it would be inappropriate at this stage to recommend to the Council a specific percentage of NHB funding to be allocated to the scheme.

Councillor Webb also referred to the discussion at the Council Meeting on 19th November 2014 relating to a Notice of Motion on NHB. There had been a request that the Cabinet consider as part of their discussion on any NHB scheme the inclusion of the additional revenue "surplus" generated in 2013/14. Councillor Webb anticipated that this would form part of the further consideration at the next Cabinet.

Members were reminded that it was open to any Councillor to make a request for funding to be allocated within the Medium Term Financial Plan and that this would be considered together with competing bids as part of the budget process.

**RECOMMENDED:**

- (a) that the New Homes Bonus Allocation Scheme attached as an appendix to the report be approved; and
- (b) that consideration of an appropriate percentage/amount of New Homes Bonus to be allocated to the scheme be deferred until the next meeting of the Cabinet in order that it can be fully considered as part of the Medium Term Financial Plan process.

71/14

**COUNCIL TAX SUPPORT SCHEME 2015/16**

The Cabinet considered a detailed report which informed Members of the outcome of public consultation on the draft Council Tax Support scheme following agreement of the draft scheme by Cabinet on 5th November 2014. The scheme had proposed that entitlement to Council Tax support should be capped at 80% of Council Tax liability, that the provision of the second adult

rebate be removed, that non-dependents income be taken into account and enabled the future “uprating” of some of the figures to take account of other national changes in benefits and allowances.

Members were reminded of the background to the proposed changes to the Council Tax Support Scheme which were required to be considered following Government changes to the Council Tax Benefit scheme. It was noted that the Council was required to implement a scheme which protects people of pensionable age, incentivises work and had provisions to support vulnerable people in financial hardship as a result of the scheme.

Members noted that a further 28 responses to the follow up consultation had been received, including a response from the Bromsgrove District Housing Trust (BDHT) which was the same as that submitted previously in which the Trust expressed concern regarding changes to support for working age residents. The results of the consultation were attached as an appendix to the report.

Members were satisfied that the consultation had been undertaken on a thorough and fair basis although the response had been limited. It appeared that many other Authorities were adopting similar provisions to those proposed within their Council Tax Support Schemes.

The establishment of a Hardship Fund was supported by Members. It was noted that the proposed Hardship Policy had been drawn up in consultation with BDHT and with the benefit of experience from work undertaken by neighbouring authorities. Members requested to be kept informed on the operation of the Hardship Scheme.

**RECOMMENDED:**

- (a) that the Council Tax Support Scheme as amended be approved, namely
  - (i) that entitlement to Council Tax Support be capped at 80% of Council Tax liability;
  - (ii) that provision for a second adult rebate be removed; and
  - (iii) that the future “uprating “ of some of the figures to take account of other national changes in benefits and allowances be approved.
- (b) that the proposed Hardship Scheme as attached as an appendix to the report be approved; and
- (c) that no changes be made to the provisions relating to non-dependents income

(Councillor C. B. Taylor requested that it be noted that he was a Member of Worcestershire County Council.)

72/14 **COUNCIL TAX BASE 2015/16**

Members received a report which contained details of the calculation of the District's tax base for Council Tax setting purposes.

Members noted that on this occasion there would need to be a recommendation to Council on this matter as the Council Tax Base would vary according to whether the recommendation contained within the previous minute in relation to the Council Tax Support Scheme was approved by Council.

**RECOMMENDED:**

- (a) that if the proposed Council Tax Support Scheme at a cap of 80% support is approved:

The amount calculated by Bromsgrove District Council as the Council Tax Base for the whole area for 2015/16 be approved at 34,907.84 as detailed at appendix 1 to include the individual parish elements; **or**

- (b) that if the proposed Council Tax Support Scheme at a cap of 80% is rejected:

The amount calculated by Bromsgrove District Council as the Council tax Base for the whole area for 2015/16 be approved at 34,638.82 as detailed at appendix 2 to include the individual parish elements.

73/14 **MEDIUM TERM FINANCIAL PLAN UPDATE 2015/16 TO 2017/18**

The Cabinet considered a report on the current financial position in respect of the revenue budget 2015/16 – 2017/18. It was noted that officers were continuing to work in order to review savings and that a report would be submitted to the Cabinet meeting on 4th February 2015. This would also include details of the Capital Programme.

The Executive Director Finance and Resources highlighted to some of the detailed issues contained within the report including the position on funding to be received from Central Government and the new localised regime on Business Rates.

Members were reminded of the previous decision to reduce the amount of funding provided to the Artrix from £120,000 which had been the annual funding arrangement since 2005, to £60,000. Following a review officers felt that £60,000 was sufficient funding to enable the Artrix to deliver a programme to support the Council's strategic purposes.

There was discussion in respect of the Parish Council Grant which had originally been allocated by Central Government with the intention of mitigating the impact on Parish Councils of a reduction in Council Tax base

arising from changes to the Council Tax Discount funding. This was no longer shown separately within the Government Settlement but was estimated for 2015/16 to be £38,000. Members considered in detail the options for use of this funding.

**RESOLVED** that the current position for 2015/16 – 2017/18 be noted and that officers be requested to review the savings that can be delivered in order to achieve a balanced budget.

**RECOMMENDED** that in relation to the Parish Council Grant receivable from Central Government for 2015/16, the estimated sum of £30,000 be allocated proportionately to the Parish Councils and the remaining £8,000 be shared within the non parished areas of the District.

## 74/14 **CAR PARKING CHARGES -EVENING PARKING**

The Cabinet considered a report on a proposal to introduce, on a twelve month trial basis, free evening parking on the following Town Centre Pay and Display car parks:

- Recreation Road North
- Stourbridge Road
- Parkside
- School Drive
- Windsor Street
- New Road
- Hanover Street

It was recognised that it was important to ascertain the outcome of the trial in terms of additional benefit to businesses within the Town Centre in addition to benefits to individual residents. Officers were in the process of determining the most appropriate method of undertaking an assessment.

It was noted that there would be a shortfall in projected income of £60,000 arising from the trial period and it was reported that this could be funded through the use of balances.

**RESOLVED** that for a twelve month trial period (February 2015 to February 2016) free evening car parking be introduced in Pay and Display car parks in Bromsgrove Town Centre from 7.00pm each day.

**RECOMMENDED** that the shortfall in projected income of £60,000 for the free evening car parking trial period be met from balances.

## 75/14 **APPOINTMENTS TO OUTSIDE BODIES**

The Cabinet considered a report requesting that appointments be made to certain outside bodies.

## **RESOLVED**

- (a) that the following appointments be made:

Worcestershire Local Transport Board (one representative and one substitute from the three North Worcestershire Districts) - Councillor P. Mould and Councillor J. Campion;

Worcestershire European Union Structural and Investment Fund (ESIF) Committee (one representative and one substitute from the three North Worcestershire Districts ) – Councillor M. J. A. Webb and Councillor J. Fisher;

Greater Birmingham and Solihull Union Structural and Investment Fund (ESIF) Committee (one representative and one substitute from the three North Worcestershire Districts) – Councillor M. J. A. Webb and Councillor J. Fisher.

- (b) that the following appointment be noted:

Worcestershire Local Enterprise Partnership (LEP) – Councillor M. Sherrey appointed on behalf of the 3 North Worcestershire Districts, as required by the LEP constitution.

The meeting closed at 7.05 p.m.

Chairman



## BROMSGROVE DISTRICT COUNCIL

### MEETING OF THE AUDIT BOARD

THURSDAY 11TH DECEMBER 2014 AT 6.00 P.M.

PRESENT: Councillors M. T. Buxton (Vice-Chairman, in the Chair), S. J. Baxter, B. T. Cooper, S. J. Dudley (during Minute No's part of 33/14 to 39/14), P. A. Harrison and P. M. McDonald

Invitees: Mr. P. Jones and Ms. Z. Thomas, Grant Thornton

Officers: Ms. J. Pickering, Ms. A. De Warr, Mr. A. Bromage and Mrs. P. Ross

29/14 **APOLOGIES**

An apology for absence was received from Councillor H. J. Jones.

30/14 **DECLARATIONS OF INTEREST**

Councillor S. J. Baxter declared an other disclosable interest in respect of agenda item number 4, Grant Thornton Progress Update, as a Member of The National Association of Local Councils.

31/14 **MINUTES**

The minutes of the meetings of the Audit Board held on 19th June 2014 and 18th September 2014 were submitted.

**RESOLVED** that the minutes of the meetings of the Audit Board held on 19th June 2014 and 18th September 2014, be approved as a correct record.

32/14 **GRANT THORNTON PROGRESS UPDATE (TO NOVEMBER 2014)**

The Chairman welcomed Mr. P. Jones (Engagement Lead) and Ms. Z. Thomas (Audit Manager) from Grant Thornton to the meeting.

The Board was asked to note the Grant Thornton Progress Report Update to November 2014.

Mr. P. Jones introduced the report and in doing so informed Members that the report provided the Audit Board with details of the progress made in delivering their responsibilities as the Council's external auditors. The report provided a summary of emerging national issues and a number of challenge questions in respect of those emerging issues for the Board to consider. These included:-

- Chartered Institute of Public Finance and Accountancy (CIPFA), Local Authority Accounting Panel (LAAP) updates.
- Managing Council property assets.
- Grant Thornton Vision for 2020.
- Anti-fraud and corruption - the National Fraud Initiative.
- Auditing of Parish Councils – the complexity of the governments new arrangements for parish council audits.

The Executive Director, Finance and Resources informed the Board that with regard to the Auditing of Parish Councils, officers had raised this at the recent Worcestershire County Association of Local Councils (CALC) meeting held on 10th December 2014 to ensure that parishes were made aware of the government's new arrangements for parish council audits with effect from 2017.

Councillor S. J. Baxter expressed her concern in respect of the impact on smaller parish councils. They would not be required to carry out an audit, but if challenged an audit would need to be undertaken, hence her concern.

Mr. P. Jones drew Members' attention to page 23 of the report. Grant Thornton's national report "2020 Vision". The report provided a thorough analysis of the current political and economic context and explored a range of potential policies and outcomes. The report had been solely commissioned by Grant Thornton.

The Executive Director, Finance and Resources informed the Board that with regard to the National Fraud Initiative and the "Challenge Question", as posed on page 28 of the report. Officers had undertaken a considerable amount of work with the data matching team and a robust mechanism was in place for the National Fraud Initiative data matching exercise.

**RESOLVED** that the Grant Thornton Progress Update report to November 2014, be noted.

33/14

## **GRANT THORNTON ANNUAL AUDIT LETTER**

The Board was asked to consider and note the Grant Thornton Annual Audit Letter 2013/2014.

Mr. P. Jones introduced the report and in doing so informed Members that the Annual Audit Letter 2013/2014 summarised the key findings arising from the work they had carried out at the Council for the year ended 31st March 2014.

An unqualified opinion on the accounts had been issued and an unqualified Value for Money (VFM) conclusion given. Appendix A to the report summarised the significant recommendations identified during the 2013/2014 audit.

The Executive Director Finance and Resources responded to Councillor S. J. Baxter with regard to the slowness of financial reporting to Council. Members were informed that a new accounting system would be installed and in use by

January / February 2015. The new accounting system would allow managers on line access to their budgets and therefore enable the accounting team to close the accounts earlier than in previous years. Forth tier managers would receive a presentation to help them develop more robust forecasting and monitoring of budgets.

Mr. P. Jones responded to Councillor P. M. McDonald in respect of the £900 audit fee, as detailed on page 38 in the report. Mr. P. Jones informed the Board that, as detailed in their report, the Audit Commission set the scale fee on which the Council's audit fee was based; Grant Thornton did not determine the scale fee.

The Executive Director Finance and Resources responded to Councillor P. M. McDonald in respect of the recommendation as detailed on page 39 of the report:-

"The revisions to the 2014/2015 budget and 2015/2016 budget setting should include a review of vacancies and whether these should be included in the budgets going forward".

In response, the Executive Director Finance and Resources informed the Board that there would always be a period during a financial year when vacancies occurred. She was responsible for the finances but had to rely on Heads of Service, as it was their responsibility to ensure that the finance team was made aware of all vacancies within their departments. Going forward the budget programme for 2014/2015 would not include any key post vacancies.

Councillor P. M. McDonald raised questions in respect of the recommendation, as detailed on page 41 of the report:-

"We noted that there wasn't a clear approval of the Council House / Parkside project supported by a business case prior to a commitment being made".

In response, the Executive Director Finance and Resources assured Members that approval had been sought, there was an initial clear statement on the first proposal presented to Council in February 2012, which detailed the associated costs of £3.5 million from the 2012/2013 capital project bid, to jointly redevelop the former Parkside Middle School with Worcestershire County Council. A further report which detailed the financial arrangements for the joint facility with Worcestershire County Council was presented to the Cabinet on 6th February 2013. The Executive Director Finance and Resources agreed that Members would not have received a business case when initial approval was sought in February 2012.

**RESOLVED** that the Board note the Grant Thornton Annual Audit Letter year ended 31st March 2014.

34/14 **BENEFIT FRAUD - QUARTER 2**

The Board considered a report on performance information in respect of the Benefits Fraud Investigation Service for the period 1st July 2014 to 30th September 2014, Quarter 2.

The Head of Customer Access and Financial Support introduced the report and in doing informed Members that during the three month period, total overpayments of £180,000 in Housing Benefit had been identified; and that overpayments on investigations closed during the same period totalled £51,000 in Housing Benefit, £8,500 in Council Tax Benefit and £1,400 in Council Tax Support.

A shared dedicated counter fraud team was in place and their purpose was to prevent and deter fraud in addition to investigating any suspicions of fraudulent activity against the Authority. The team have completed the nationally recognised best practice qualifications in Professionalism in Security (PinS) appropriate to their role.

During quarter 2, 28 fraud referrals were received and considered for investigation by the team. 22 referrals were received from members of the public. More than half of these were allegations of fraud that were often difficult to identify through data-matching and not easily identified by staff, most related to:-

- occupancy of properties.
- undeclared partners or non-dependants.
- allegations that the customer was not residing at the address.

Publicity in the local press which followed successful prosecutions continued to encourage members of the public to report their suspicions of benefit fraud and reminded customers to report changes in their circumstances as they take place in order to avoid overpayments and prevent investigations into their claims.

The Head of Customer Access and Financial Support responded to Members' questions in respect of customers being prosecuted, accepting a caution or an administrative penalty. The Head of Customer Access and Financial Support reiterated that there had to be sufficient evidence to prosecute for any sanction to be considered. The Head of Customer Access and Financial Support suggested that the Benefits Fraud Manager would be able to provide the Board with more detailed information in order for Members to understand the processes behind prosecution, cautions and administrative penalties and the parameters applied in relation to the timescales allocated to repay overpayments.

Following on from further discussions it was agreed that the Head of Customer Access and Financial Support be tasked to include the following information in future reports to the Board:-

- Council Tax Support overpayments information.
- "Real Time Information" received from HM Revenues and Customs.

**RESOLVED:**

- (a) that the information as detailed in the preamble above be provided to the next meeting of the Board;
- (b) that the Benefits Fraud Services Manager be invited to attend the next meeting of the Board to provide information on the caution/prosecution/administrative penalty process; and
- (c) that the Benefits Services Fraud Investigations update for the period 1st July 2014 to 30th September 2014, quarter 2 be noted.

35/14

**2014/2015 APR - SEPT FINANCIAL SAVINGS MONITORING**

The Board were asked to note a report which detailed the monitoring of projected savings for 2014 / 2015. The report included the delivery of savings and additional income for the period April 2014 to September 2014.

The Executive Director Finance and Resources introduced the report and informed the Board that as recommended by the Council's External Auditors, Grant Thornton, the delivery of the savings were being monitored more closely to ensure the Council was meeting savings in the way that was expected when the budget had been set.

Appendix 1 to the report detailed the savings generated from the service review and efficiencies within Worcestershire Regulatory Services. The transformation slight shortfall would be achieved. The estimated six month saving with regard to the Director of Planning had been met in full. The post had not been recruited to and savings were expected to continue to accrue. The review of accountancy, payroll and payments had been completed and was expected to deliver the total saving by the end of the financial year. In response to the questions raised by Councillor P. M. McDonald, the Executive Director Finance and Resources agreed to provide information on the additional market income and any potential loss of income now that the Farmers Market was being held at Webbs Garden Centre.

**RESOLVED:**

- (a) that the Executive Director Finance and Resources to provide Audit Board Members with the information, as detailed in the preamble above, in respect of the market income; and
- (b) that the current financial position for projected savings as presented in the Finance Monitoring Report for April to September 2014/2015, be noted.

36/14

**RISK MANAGEMENT MONITORING GROUP - VERBAL UPDATE**

The Executive Director Finance and Resources provided the Board with a brief verbal update with regards to the Risk Management Monitoring Group. Internal Audit had included Risk Management within their 'other key audit work'. Their recommendations would be included at the next Risk Management Monitoring Group meeting in January 2015. The Audit Board Chairman and the Portfolio Holder for Finance were invited to attend the Risk Management Monitoring Group meetings.

37/14 **INTERNAL AUDIT MONITORING REPORT**

The Board considered the monitoring report of internal audit work and performance for 2014 / 2015.

Mr. A. Bromage, Service Manager, Worcestershire Internal Audit Shared Service introduced the report which provided commentary on Internal Audit's performance for the period 1st April 2014 to 31st October 2014 against the performance indicators agreed for the service.

The report detailed audit reports issued / completed since the last internal audit report. There had been five delivered audits all moderate and above so no high priorities. The two outstanding audits from 2013 / 2014, as detailed on page 62 of the report; Transformation – Corporate Anti-Fraud and Section 106 Agreements would be included in the next internal audit monitoring report. With regard to Asset Management the Terms of Reference for Asset Management would be presented to the next meeting of the Board.

**RESOLVED** that the report be noted.

38/14 **2015/2016 PROVISIONAL INTERNAL AUDIT PLAN**

The Board considered a report which detailed the Council's Internal Audit Operational Provisional Plan and the key performance indicators for the Worcestershire Internal Audit Shared Service for 2015/2016.

Mr. A. Bromage, Service Manager, Worcestershire Internal Audit Shared Service introduced the report and in doing so informed Members that the Internal Audit Plan for 2015/2016, as detailed at Appendix 1 to the report, was a risk based plan which took into account the adequacy of the Council's risk management, performance management and other assurance processes. The plan was based upon the service risk priorities and on-going dialogue and agreement with the Section 151 officer. Dialogue with the Heads of Service would commence in 2015 to agree a more detailed plan delivery, with the outcome reported back to the Board in March 2015.

Due to the changing internal environment, on-going transformation and more linked up and shared service working between Bromsgrove District Council and Redditch Borough Council, the plan had been organised in a smarter way in order to exploit the efficiencies that this type of work provided. Heads of Service would have an allocation of audit days with suggested audit areas of coverage linked to them, with an option that all or part of the budgeted days could be used on a flexible basis dependent on their service risk exposure. The end result would deliver flexible audit coverage based on the highest risk assessed areas within their service.

In response to Members' questions, the Service Manager reiterated that operational progress against the Internal Audit Plan for 2015/2016 would be closely monitored and reported back the Audit Board on a quarterly basis. Payroll had been transferred to Redditch Borough Council, but any outcomes from the annual audit of payroll would be reported back the Board.

**RESOLVED:**

- (a) that the Internal Audit Operational Provisional Plan for 2015/2016 be noted; and
- (b) that the key performance indicators for the Worcestershire Internal Audit Shared Service for 2015/2016 be noted.

39/14

**AUDIT BOARD WORK PROGRAMME 2014/2015**

Members considered the Board's Work Programme for the remainder of 2014/2015 municipal year.

As previously noted in the minutes of the meeting held on 18th September 2014, there were a number of reports due to be considered at the 19th March 2015 meeting. In consultation with the Chairman it was agreed that an additional meeting in March 2015 was no longer required.

**RESOLVED** that the Work Programme for 2014/15 be noted.

The meeting closed at 7.15 p.m.

Chairman

This page is intentionally left blank



## **BROMSGROVE DISTRICT COUNCIL**

### **MEETING OF THE OVERVIEW AND SCRUTINY BOARD**

**15<sup>TH</sup> DECEMBER 2014 AT 6.30 P.M.**

PRESENT: Councillors L. C. R. Mallett (Chairman), C. J. Bloore, J. S. Brogan, R. A. Clarke, S. R. Colella, B. T. Cooper, R. J. Laight, P. Lammas, R. J. Shannon, S. P. Shannon and C. J. Spencer

Invitees: Councillors M. Bullivant and M. Webb

Officers: Ms. J. Pickering, Mr. G. Revans, Mr. I. Roberts, Ms. J. Bayley and Ms. A. Scarce

86/14 **APOLOGIES FOR ABSENCE**

Apologies for absence were received on behalf of Councillors H. J. Jones and C. J. Tidmarsh.

87/14 **DECLARATIONS OF INTEREST AND WHIPPING ARRANGEMENTS**

There were no declarations of interest or whipping arrangements.

88/14 **MINUTES**

The minutes of the Overview and Scrutiny Board held on 17th November 2014 were submitted.

The Chairman explained that the minutes from the extra meeting of the Board that took place on 3rd December 2014 would be considered in the New Year.

**RESOLVED** that the minutes of the meeting held on 17th November 2014 be approved as a correct record.

89/14 **ACTION LIST**

The Chairman reminded Members that the Action List had been placed early on the agenda at the agreement of the Board at their previous meeting. A number of the action points were subsequently discussed in detail.

**Quarterly Write Off of Debts Reports**

Officers explained that the additional information that had been requested on 17th November would be incorporated into the following edition of the report.

**Green Waste Collection**

Members were advised that the green waste collection service had generated a surplus of approximately £200,000 since the inception of the scheme.

Concerns were raised about the potential for a fee of £35 per customer to cover the transportation costs for the green waste collection service. However, Officers confirmed that the costs of collecting garden waste were covered by the fee charged by the Council whilst the costs of disposal were funded by Worcestershire County Council.

Members also noted that in the recent past they had received complaints about residents continuing to receive the green waste collection service even when they were no longer paying the Council for that service. The Board was advised that these problems had been acknowledged by Officers and action had been taken to ensure that every brown bin used by residents who were no longer paying for the service had been recovered.

Advertisements were due to appear on the Council's garden waste collection vehicles to encourage residents only to use the garden waste collection service if they were not in a position to compost. The potential for communal composting to be encouraged amongst allotment holders and residents with smaller gardens was briefly discussed and Officers suggested that this could be discussed further with Worcestershire County Council.

## Bulky Collections

As part of service transformation the Place teams had trialled a new process for bulky collections. Residents could book the collection of a single bulky item over the phone. In cases where numerous bulky items would be collected the Council quoted residents £30 per hour per operative. The new approach had helped to reduce costs for the Council involved in delivering the service. Officers confirmed that it was standard practice for most local authorities to charge customers for bulky waste collections.

## Trade Waste Service

Members were advised that Officers were exploring options to make the service financially self-sustaining. This included considering working in partnership with a private sector company as well as retaining the service in house. The Council was not permitted to operate in a commercially competitive way and this would need to be taken into account when determining the best option for the delivery of the service.

There had been an assumption that the Trade Waste Collection service would be sold and this had informed the budget setting process in the previous year. However, during the year Officers had identified the potential for greater revenue to be generated by the service. In part this potential had been highlighted by an external company that compared the market for services such as waste collection and recycling and which had worked with other local authorities. Officers had concluded that based on this development at the national level the Council should investigate all options further before a final decision was made about the service.

## Business Rates

Members were advised that further information about the business rates would be provided as part of the budget scrutiny process in the new year.

**RESOLVED** that the Action List be noted.

90/14

## **QUARTER 2 FINANCE MONITORING REPORT**

The Director of Finance and Corporate Resources presented the Finance Monitoring Report for the period April to September 2014. Members were advised that the additional information that had been requested by the Board in respect of income and expenditure would be included in reports from the new financial year, following the introduction of the new finance system.

During the delivery of this report the following matters were highlighted for Members' consideration:

- There would be a number of recharges at the end of the year between Councils involved in sharing services as well as between departments at the Council which would influence the final budget figures for 2014/15.
- The income target of £204,000 for Environmental Services would not be met by the end of the financial year due to the decision made in respect of Trade Waste Service.
- Officers were now anticipating that there would be a revenue underspend at the end of the year of £210,000.
- There had been an assumption that a significant amount of capital expenditure would have been made on projects during the period. However, as many of these projects had experienced delays capital expenditure had been much lower than anticipated. As a consequence the Council would no longer be borrowing funding as originally anticipated.
- Parkside would not be ready for the Council to use until at least April/May 2015, the move may be postponed until after the local and national elections had taken place.
- The figure that had been provided in the report for the Town Centre Development - Project Management was incorrect as the level of expenditure had been counted twice.

Following presentation of the report a number of issues were discussed in further detail by the Board.

- Arrangements for capital expenditure and the potential for a breakdown of the Council's capital programme to be provided.
- The extent to which assumptions in the budget were based on a realistic analysis of future demand and lessons that could be learned when planning the budget in the future.
- The savings that the Bromsgrove Urban and Rural Transport (BURT) were predicted to achieve by the end of the year and the potential for these

savings to be used to fund other community transport projects in the district.

- The locations in which the BURT service operated and eligibility criteria. The Chairman suggested that further information on this subject had been provided to the Board in previous years and he requested that this be reported for Members' consideration at a future meeting.
- The energy efficiency home insulation project and the Council's approach to promoting the service.
- The projected variance in expenditure on customer services and the reasons for this variance.
- The impact of the reduction in funding for Customers Services made by Worcestershire County Council and the impact that this had had on demand for customer services at the district level.
- The £371,000 overspend on refuse and recycling services included both the £250,000 that had not been secured following the decision to not sell the trade waste service as well as £121,000 for vehicle breakdowns and replacement vehicle hire.
- The reduction in income from car parking charges and whether the sale of the Stourbridge Road car park had been taken into account when calculating the budget for future years. Officers explained that the sale was unlikely to proceed until the following financial year.

**RESOLVED** that the report be noted.

91/14

## **BUDGET POSITION - PRESSURES AND SAVINGS PRESENTATION**

The Director of Finance and Corporate Resources delivered a presentation on the pressures and savings that could be achieved in the Council's budget. She advised the Board that she would also be available to meet with any Members who wanted to discuss specific aspects of the budget in further detail. Further information about the lessons that had been learned from the Council's new approach to budget scrutiny would be discussed at the following meeting.

During the delivery of this presentation the following issues were highlighted for Members' consideration:

- The government grant settlement had reduced significantly in recent years.
- Whilst the government grant settlement for 2015/16 had not yet been announced it was anticipated that the figure would be approximately £1.2 million.
- The Council would continue to receive a Parish Council Grant, although it was anticipated that this would be further reduced, which had been awarded by the government two years previously to reimburse Councils for changes to Council tax.
- The budgetary impact of providing free parking in Bromsgrove during the evenings had not been included in the figures contained within the presentation as Cabinet had not as yet made a formal decision on this.

# Agenda Item 5

Overview and Scrutiny Board  
15th December 2014

- The reserves had been reviewed and had been amended to reflect changing priorities and circumstances.
- A number of services, had achieved minimal savings. This would be discussed further with senior Officers at a corporate level.
- Members were advised that a list of buildings affected by the business rates increase would be provided for their consideration.
- The costs of the IER process for the elections had cost the Council less than had been anticipated and this had helped to achieve savings.

Following delivery of the presentation a number of additional points were raised by Members:

- The impact of cuts to the government grant on the Council's finances.
- The stage at which, due to financial reductions, local government would no longer be viable.
- The need for elected Members to make difficult decisions about service provision in order to balance the budget in future years.
- The potential to use funding from balances and the Council's reserves to address key financial challenges.
- Once reserves had been used they would no longer be available to use to balance the budget in future years.

**RESOLVED** that the presentation be noted.

92/14

## **CAPITAL BUDGET - PRESENTATION**

The Director of Finance and Corporate Resources delivered a brief presentation on the Council's Capital Budget and highlighted the following for Members' consideration:

- There was a limited capital budget programme which was unusual.
- The £3.5 million quoted for the development of Parkside represented the gross rather than the net figure for the capital receipt quoted in the presentation.
- The budget for the replacement of fleet vehicles was designed to cover a 3 year period, though the programme for planning the replacement of the vehicles extended over a 10 year period.

Members subsequently discussed the following matters in further detail:

- The standard amount of time in which vehicles within the Council's fleet could safely be kept in operation.
- The potential for the length of time vehicles were in use to be extended and the need to balance consideration of the costs of replacing the fleet with the costs of ongoing maintenance which could become more expensive over time.
- Arrangements for disposing of vehicles, which generally involved a sale though on occasion vehicles had to be scrapped.
- The standard approach to replenishing the fleet and whether the Council leased/purchased new or second hand vehicles.

- The costs of hiring temporary vehicles, which was undertaken when necessary.

Following these detailed discussions it was

**RESOLVED** that the presentation be noted.

93/14 **CABINET WORK PROGRAMME 1ST JANUARY TO 30TH APRIL 2015**

The Board considered the Cabinet Work Programme for the period 1st January 2015 to 30th April 2015. The Chairman noted that no item had been recorded on the Work Programme for free parking during the evenings. It was understood that Cabinet would consider this matter in due course following the presentation of a notice of motion at Council in November 2014.

Members discussed the Setting of Fees for a Street Café Policy, which was scheduled for the consideration by Cabinet on 1st April 2015. Further clarification was requested to help explain the purpose of this report.

94/14 **CAR PARKING SHORT SHARP REVIEW**

The Chairman of the Car Parking Short, Sharp Review, Councillor S. P. Shannon, explained that the group had not met since the previous meeting of the Board as the last scheduled meeting had been cancelled due to the extra Overview and Scrutiny Board meeting taking place on 3<sup>rd</sup> December 2014. The Group were now due to meet on 22nd December 2014.

95/14 **WCC HEALTH OVERVIEW & SCRUTINY COMMITTEE**

The Council's representative on the Worcestershire Health Overview and Scrutiny Committee (HOSC), Councillor B. T. Cooper, provided an update on the two latest meetings of the Committee.

5th November 2014

Members were advised that the Committee had discussed three key items during a lengthy meeting:

- Mental health liaison.
- An update on the Joint Services Review (JSR). Members had been advised that whilst a preferred option had been put forward the decision would be reviewed by the West Midlands Clinical Senate at the request of NHS England.
- Hospital treatment for patients based in North Worcestershire. Patients referred to the Queen Elizabeth Hospital in Birmingham with routine conditions were being refused treatment and this had caused concerns within Worcestershire. The hospital had chosen to take this stance in order to protect their tertiary services.

Members noted that they had also learned that patients who lived in south Birmingham were using the Alexandra Hospital in Redditch. This had been

confirmed by the Chairman of the Birmingham HOSC who had attended the meeting.

The Chairman explained that he had been approached by another Member of the Council about the services provided to patients who were members of practices in parts of the north of the district. Some GP practices in these locations were part of a wider group that were led by a parent practice based in Birmingham and were part of the Birmingham Clinical Commissioning Group (CCG). It had been suggested to the Chairman that the Board might want to consider this matter as a topic for scrutiny. However, it appeared from the HOSC minutes of 17th November that HOSC was already scheduled to investigate this matter further. Members agreed that prior to the Board considering this matter Councillor Cooper should raise it at a future meeting of HOSC.

## 9th December 2014

The Board was informed that mental health services had been discussed in detail during the this meeting. Two issues in particular had been of concern to HOSC:

- Care for patients with acute mental health illnesses.
- Care for patients with mental health problems who were discharged into the community. The Committee had been reassured that the care available to patients in these circumstances was improving.

Members were advised that once the HOSC minutes for this meeting had been finalised they would be circulated for the consideration of the Board.

96/14

## **OVERVIEW AND SCRUTINY BOARD WORK PROGRAMME**

The Board considered the latest edition of the Overview and Scrutiny Work Programme. Members were reminded that the meeting of the Board in January had been postponed from 19th to 21st January 2015 to accommodate an extra Council meeting in the new year.

Officers explained that whilst the Work Programme for the Board was relatively busy there remained capacity for a Task Group review to be launched. Member were therefore asked to consider whether there were any issues they felt might be suitable for a Task Group exercise which could be discussed at the following meeting of the Board.

The meeting closed at 8.18 p.m.

Chairman

This page is intentionally left blank



## BROMSGOVE DISTRICT COUNCIL AND

## REDDITCH BOROUGH COUNCIL

### SHARED SERVICES BOARD

12<sup>th</sup> January 2015 at 6.00 pm

### COMMITTEE ROOM, COUNCIL HOUSE, BROMSGROVE

**Present:** Councillors Margaret Sherrey (Chairman), Roy Clarke and Mike Webb (Bromsgrove District Council)

Councillors Bill Hartnett and Debbie Taylor (Redditch Borough Council)

**In attendance:** Councillor John Fisher (Redditch Borough Council)

Councillor Mark Bullivant (Bromsgrove District Council)

**Officers:** Kevin Dicks, Amanda DeWarr, Deborah Poole, Liz Tompkins and Helen Mole

**Notes:** Amanda Scarce

#### **1. APOLOGIES**

Apologies for absence were received from Councillor Juliet Brunner (Redditch Borough Council) and Councillor Kit Taylor (Bromsgrove District Council).

It was noted that Councillor Greg Chance (Redditch Borough Council) was delayed due to attending another meeting.

#### **2. NOTES**

The notes of the previous meeting of the Board held on 6<sup>th</sup> November 2014 were approved as a correct record.

### **CONFIDENTIALITY**

These notes are an open public record of proceedings of the Board.

(Meetings of the Board are not subject to statutory Access to Information requirements; but information relating to individual post holders and/or employee relations matters would nonetheless not be revealed to the press or public.)

### **3. PRESENTATION – HELP ME FIND SOMEWHERE TO LIVE IN MY LOCALITY**

Members received a presentation from the Head of Customer Access and Financial Support which highlighted the work being carried out in respect of the demand covering the strategic purposes, 'Help me to be financially independent' and 'Help me to find somewhere to live in my locality'. The presentation covered the following areas:

- A breakdown of the volume of enquiries which highlighted a large number for Benefits and Housing.
- From the information it was clear that the vast majority of customers came to the Town Hall.
- The split between Council and non Council Tenants.
- The link between financial independence and housing.
- Details of what we were hoping to achieve and who was involved in the data capture process.
- Details of the trial and how it had evolved, including revising the form used to record the data on a number of occasions.
- It was highlighted that the data provided was a snap shot as not all data received had been analysed and the data capture process was an ongoing exercise.
- Changes that had already been made to address areas which arose from the data already captured.
- 45% of those presenting at the Town Hall were there because we had asked them to provide us with information.
- The work of the locality officers and how in 80% of the cases they dealt with they were able to resolve the matter without having to pass it on to anyone else.
- The next steps, including the cause of 'preventable' demand and understanding the type and frequency of system conditions.
- The need for a multi skilled team who were able to make the right decision at an earlier stage in the process, but ensuring that we do not miss a bigger more complex issue.
- Locality Plus and the links with other teams/agencies.

Following the presentation Members raised the following points:

- Whether the figures included "repeat" visits from tenants/residents.
- Concerns were raised around the number of taxi licensing visits to the Town Hall and whether these were outside of the regular days that WRS staff attended the Town Hall.
- How we could reduce the number of people visiting the Town Hall and whether such things as "live" on line chats would be considered.
- It would be useful for Members to have sight of some of the benefit forms in order to understand their complexity.

### **4. PROGRESS REPORT**

The Chief Executive introduced this report and invited Members to comment on its content.

At point 3.14.11 the roll out to GP practices of Healthy Horizons, it was noted that whilst this was being trialled in Redditch it was anticipated that this would be rolled out to Bromsgrove in due course, although consideration needed to be given to the fact that some GP surgeries within Bromsgrove District were outside of the CCG. It was expected that the initial discussions in respect of the roll out would be with the CCG in order to encourage the GPs to participate.

In respect of the future model delivery for Leisure and Cultural Services it was confirmed that this was predominately Redditch, but with the option for Bromsgrove to be included if they so wished.

In respect of item 4.2 it was highlighted that it would be useful for the savings to also include those made from the inception of shared services as opposed to the current year.

## **5. DATE OF NEXT MEETING**

It was confirmed that the next meeting of the Shared Services Board would be held on Tuesday 24<sup>th</sup> March 2015 at 5.30 pm in Committee Room 2, at Redditch Borough Council.

The meeting commenced at 6.00 pm

And closed at 6.50 pm

This page is intentionally left blank

### CABINET

4<sup>th</sup> February 2015

#### CAR PARKING SHORT SHARP REVIEW

Relevant Portfolio Holder	Councillor Mark Bullivant
Portfolio Holder Consulted	Yes
Relevant Head of Service for Overview and Scrutiny	Claire Felton – Head of Legal, Equalities and Democratic Services
Wards Affected	All
Ward Councillor Consulted	All Ward Councillors were invited to join the Task Group.
Non-Key Decision	

#### 1. SUMMARY OF PROPOSALS

- 1.1 The purpose of this report is to ask Cabinet to consider the findings and recommendations of the attached Overview and Scrutiny Board report.

#### 2. RECOMMENDATIONS

- 2.1 The Cabinet is requested to:
- (a) consider the attached Overview and Scrutiny Board report (Appendix 1) and the recommendations contained within it;
  - (b) to either agree, amend or reject each of the recommendations contained in the report;
  - (c) provide a Cabinet Response to the Overview and Scrutiny Board report and recommendations, which may include an Action Plan to summarise how and when each of the agreed recommendations will be implemented.
  - (d) request the relevant Portfolio Holder in consultation with appropriate officers to indicate the expected implementation dates, as appropriate.

#### 3. KEY ISSUES

##### Financial Implications

- 3.1 The estimated Financial and Resource implications of the recommendations are detailed in the Summary of Recommendations of the appended report.

##### Legal Implications

- 3.2 These are detailed within the attached report.

### CABINET

4<sup>th</sup> February 2015

---

#### Service/Operation Implications

- 3.3 Following consideration of the Finance Monitoring Quarter 1 Report at the Overview and Scrutiny Board meeting on 25<sup>th</sup> September 2014 it was noted that there appeared to be both a decline in revenue from Civil Parking Enforcement together with a decrease in use of car parking facilities within the Town Centre. Members discussed residents' preferences when parking in Bromsgrove and referred back to the Recreation Road South Car Parking Task Group Report which had recommended that the Pay on Foot system be introduced where possible at other Council owned car parks.
- 3.4 To ensure that car parking arrangements remained fit for purpose Members agreed that the contents of the Task Group's final report should be revisited as part of a Short Sharp Review. It was therefore resolved at that meeting that a Short Sharp Review of car parking arrangements in the district, made up of the members, and taking into account the findings, of that original Task Group's final report.

#### Customer / Equalities and Diversity Implications

3.5 N/A

#### 4. RISK MANAGEMENT

4.1 N/A

#### 5. APPENDICES

Appendix 1 – Car Parking Short Sharp Review Report

#### 6. BACKGROUND PAPERS

See attached report for details.

#### 7. KEY

None

#### AUTHOR OF REPORT

Name: Amanda Scarce – Democratic Services Officer  
E Mail: [a.scarce@bromsgroveandredditch.gov.uk](mailto:a.scarce@bromsgroveandredditch.gov.uk)  
Tel: 01527 881443

# **OVERVIEW & SCRUTINY** **BOARD**

## **CAR PARKING SHORT SHARP REVIEW**



**January 2015**



**Bromsgrove**  
District Council  
[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)

**This page is intentionally left blank**



## **Contents**

	<b>Page No</b>
1. Membership of the Review	1
2. Foreword from the Chairman	2
3. Summary of Recommendations	3
4. Background Information	5
5. Chapter 1 – Review of the Recreation Road South Car Park Task Group Report (August 2011)	6
6. Chapter 2 – General Observations	11
7. Appendix 1 – Car Parking Comparison Charges Table	14
8. Appendix 2 – Town Centre Health Check	16
9. Appendix 3 – Acknowledgements & Key Documents	34

**MEMBERSHIP OF THE SHORT SHARP  
REVIEW**



**Councillor Sean Shannon (Chairman)**



Councillors Roy Clarke and Pete Lammas



Councillors Luke Mallett and Rory Shannon

**SUPPORTING OFFICER DETAILS**

Amanda Scarce – Democratic Services Officer  
[a.scarce@bromsgroveandredditch.gov.uk](mailto:a.scarce@bromsgroveandredditch.gov.uk)

## **Foreword from the Chairman**

As the name suggests this review has taken place over a few weeks rather than the normal task group process of months.

Nevertheless, this cross party group have worked in harmony recognising the concerns raised at the September 25th O&S Board during the financial monitoring report, and also recent heavy media coverage of national car park usage trends including comments from motoring organisations, consumer groups. Also from the Government, Secretary for State and Communities Mr Eric Pickles has been very critical of how local authorities have been operating their car parks, which he suggests is linked to falling numbers of motorists parking and shopping.

Task group examined extensive data and reports from BDC officers. Studied a Bromsgrove Town Centre Survey carried out during November / December by a member of the task group. Group studied what actions similar authorities across the country have taken to address the falling numbers of car park users.

We now bring forward our recommendations that aspire to halt the decline in numbers of visitors and shoppers to the much improved town centre environment by making the car parking arrangements more attractive to residents and visitors.

**Councillor Sean Shannon**  
**Chairman of the Car Parking Short Sharp Review**

## Summary of Recommendations

After consideration of the evidence available and interviewing witnesses the Review Members have proposed the following recommendations:

<p><b>Recommendation 1</b></p>
<p>(The Review Group wish to reiterate Recommendation 4 of the previous Recreation Road South Car Park Task Group report (August 2011), with further supporting evidence provided within the main body of this report.)</p> <p><b><i>That free car parking on a Sunday be introduced for a 6 month trial period, to include the summer period in order to encourage people to visit the town centre.</i></b></p>
<p><b>Financial Implications:</b> The income generated from Sunday parking between April and September 2014 (6 months) was:</p> <p>Pay and Display - £15,686 excluding VAT</p> <p>Pay on Foot - £15,616 excluding VAT</p>
<p><b>Resource Implications:</b> None</p>

<p><b>Recommendation 2</b></p>
<p>(The Review Group wish to reiterate Recommendation 3 of the previous Recreation Road South Car Park Task Group report (August 2011), with further supporting evidence provided within the main body of this report.)</p> <p><b><i>That the Pay on Foot system be expanded to other car parks as part of the Town Centre Regeneration Programme, for example at the Hanover Street Car Park and the Dolphin Centre.</i></b></p>
<p><b>Financial Implications:</b> The cost of installing the existing Pay on Foot system in 2010 was £193K therefore with inflation in 2015 this would be nearer £213K. This project did include additional barriers to the Multi Storey however the pay stations were shared between the two. Therefore an estimate of the cost per car park converted to Pay on Foot would be between £150K and £200K.</p>
<p><b>Resource Implications:</b> Please note that not all the car parks are suitable for the Pay on Foot system.</p>

<b>Recommendation 3</b>
<i>That a car parking permit scheme for the over 65 year olds be re-introduced in order to encourage people to visit the town centre on a more regular basis.</i>
<b>Financial Implications:</b> We are not able to provide details of the possible loss of income for this recommendation unfortunately there are too many variables, such as the number of permits issued and the number of times people use the car parks.
<b>Resource Implications:</b> Consideration would need to be given to the process of applying for and being issued with a permit

## **Background Information**

Following consideration of the Finance Monitoring Quarter 1 Report at the Overview and Scrutiny Board meeting on 25<sup>th</sup> September 2014 it was noted that there appeared to be both a decline in revenue from Civil Parking Enforcement together with a decrease in use of car parking facilities within the Town Centre. Members discussed residents' preferences when parking in Bromsgrove and referred back to the Recreation Road South Car Parking Task Group Report which had recommended that the Pay on Foot system be introduced where possible at other Council owned car parks.

To ensure that car parking arrangements remained fit for purpose Members agreed that the contents of the Task Group's final report should be revisited as part of a Short Sharp Review. It was therefore resolved at that meeting that a Short Sharp Review of car parking arrangements in the district, made up of the members, and taking into account the findings, of that original Task Group's final report.

At the meeting of the Overview and Scrutiny Board held on 13<sup>th</sup> October it was noted that unfortunately only 2 original Members of the Recreation Road South Car Park Task Group had responded and confirmed that they would be interested in participating in the exercise. The Board therefore agreed that other Members should be offered an opportunity to participate in the review if the original Members of the Task Group were not available to do so. The membership was therefore agreed as that detailed within this report.

At its first meeting held on 22<sup>nd</sup> October the Members discussed the areas they wished to cover together with details of specific data they required from the Environmental Services Manager, who was invited to attend the following meeting of the Group.

The Review Group held a total of 3 meetings.

## Chapter 1

### Review of the Recreation Road South Car Park Task Group Report (August 2011)

The Review Group was formed as a consequence of the Overview and Scrutiny Board considering the Finance Monitoring Quarter 1 Report at its meeting held on 25<sup>th</sup> September 2015, when a projected variance had been recorded in that report of £44,000 in respect of car parks/civil enforcement. Members noted that Wychavon District Council, who provided the parking service under a Service Level Agreement, were investigating the variances, but were still concerned at the level of these at such an early stage in the financial year. The group noted that this variance referred to a decline in the revenue from Civil Parking Enforcement and a decrease in use of the car parking facilities in the Town Centre. Whilst it was acknowledged that the decrease in car parking usage was in line with the national trend it was felt that there may be an opportunity for the Council to make improvements which would counteract the decrease.

The remit of the Review Group was to revisit the Recreation Road South Car Park Task Group Report and to assess whether the recommendations within that report would still be of benefit to the Council and could contribute towards increasing the use of the Council's car parks and the economic development of the Town Centre.

22<sup>nd</sup> October 2014

At the Review Group's first meeting, it considered the earlier report and recommendations and discussed the areas it wished to investigate in more detail including comparative data it would like to receive from the Environmental Services Manager.

Whilst the original report had concentrated on the Recreation Road South Car Park, a number of the final recommendations were related to car parking in general within the Town Centre and it was those recommendations which the Review Group chose to concentrate its investigation around and in particular those which referred to providing free parking at particular times and the Pay on Foot system, that being recommendations 3, 4 and 5 which are set out below for information (together with the Cabinet responses received):

*Recommendation 3 – That the Pay on Foot system be expanded to other car parks wherever possible.*

*Cabinet Response – That the benefits of the Pay on Foot system be fully acknowledged, however in view of the Town Centre regeneration project which includes a comprehensive traffic management review, it would be premature to consider the introduction of a Pay on Foot system on other car parks at this stage.*

Recommendation 4 – That free car parking be provided (in all car parks) all day on a Sunday in order to encourage people to visit the Town Centre.

*Cabinet Response – That the operation of the car parking service would be reviewed as part of the Shared Services and Transformation Programme and matters such as the structure of car parking fees would be considered as part of that review. It was acknowledged however that the financial implications of this recommendation would inevitably be a significant issue.*

Recommendation 5 – That free car parking be provided (in all car parks) after 7.00 pm in order to encourage people to visit the Town Centre.

*Cabinet Response – That the operation of the car parking service would be reviewed as part of the Shared Services and Transformation Programme and matters such as the structure of car parking fees would be considered as part of that review. It was acknowledged however that the financial implications of this recommendation would inevitably be a significant issue.*

13<sup>th</sup> November 2014

At the second meeting of the Review Group detailed data was provided in respect of usage of all car parks and Councillor Rory Shannon also provided a Town Centre Health Check (Appendix 2) which contained details of the retail shops and food outlets within the Town Centre (a further updated version of this document was provided at the December meeting). This provided Members with a real insight into what was available within the Town Centre and they were pleasantly surprised to note that not only were there not as many vacant shops as believed, but also there was a much wider variety of retail shops and food outlets. The mix of shops and the detailed information provided within the health check led Members to begin to consider what changes, if any, to car parking in the Town Centre, would be of most benefit to not only the residents and visitors, but also retailers and the economic development of the Town Centre as a whole.

Additional information was requested at that meeting, which led Members to be confident that they would be in a position to formulate recommendations at the next meeting and agree which areas should be included within the final report.

22<sup>nd</sup> December 2014

(The Group had a meeting scheduled for 3<sup>rd</sup> December; however this had to be postponed due to an additional Overview and Scrutiny Board meeting being called.)

At this meeting Members discussed the notice of motion in respect of free evening car parking which had been brought before Council at its meeting on 19<sup>th</sup> November. Whilst not being against the proposal, the Review Group wished to record within this report their disappointment that this had been brought forward despite the Review Group's investigation still being carried



out and Members being aware of the work of the Group. It was agreed by members of the Review Group that it would have been more useful for such a motion to have been considered after the findings of the Review Group had been made available. Members were informed that as the motion had been agreed by Council, it was understood that a report would be brought before Cabinet at its meeting on 7<sup>th</sup> January 2015 to consider implementing a 12 month trial on Pay and Display car parks offering free parking after 7.00 pm each evening. The financial implication of this was a shortfall in projected income of approximately £60,000 with additional costs for changes to signage also being incurred. This was similar to the recommendation made in the original Recreation Road South Car Park Task Group Report in August 2011, when it was recommended that free parking be provided in all car parks, with an estimated financial cost to the Council of £140,000.

Whilst the Review Group understood the thinking behind the provision of free evening parking, when it considered all the evidence and data available, it believed that this may not be the best option if the Council wished to encourage the overall economic development of the Town Centre. After careful consideration the Review Group unanimously agreed that overall it would be more beneficial to provide free parking on a Sunday.

The Members gave the following reasons as to why they felt the option of providing free evening parking would have limited benefit to the Town Centre, in comparison to the financial cost to the Council:

- Whilst it was acknowledged that free evening car parking would be beneficial to residents and visitors, there was limited scope for this to lead to further enhancement of the night time economy, as those premises which opened during the evening would do so anyway with or without free parking being provided for their users.
- Off road parking was more readily available during the evening and therefore people who do not want to pay for car parking already have free parking available to them and already take advantage of this.
- As the food outlets within the Town Centre were well attended, particularly at the weekend period, it was likely that those residents and visitors that frequented them would do so whether car parking was free or charged.
- During the evenings only food and drinks outlets were open in the Town Centre with limited scope for greater economic growth.

However, if the Council were to consider providing free car parking on a Sunday the Review Group felt that the following benefits could be achieved:

- The financial cost to the Council would be similar to that for free evening car parking.
- If the appropriate marketing campaign was carried out there was a greater opportunity for economic growth – currently there were 36 retail outlets open for at least part of Sunday (see Appendix 2) with the potential for many more to open with the incentive of free parking for residents and visitors.

- If it was seen that the provision of free Sunday car parking proved to be a boost to the economic development in the Town Centre, then that boost may also encourage new retail shops to consider moving to the Town Centre and help to support the current regeneration programme.
- The opportunity to hold specific events over the weekend period at specific times of year, for example during the summer months or the Christmas period to further promote the Town Centre and the availability of free car parking.

The Members of the Review therefore recommend the following:

## **Recommendation 1**

(The Review Group wish to reiterate Recommendation 4 of the previous Recreation Road South Car Park Task Group report (August 2011).)

***That free car parking on a Sunday be introduced for a 6 month trial period, to include the summer period in order to encourage people to visit the town centre.***

Members believed that it was important for the Council to find a means of encouraging residents and visitors to the town centre, whether this is during the day or in the evening. As previously noted, the original report had concentrated in particular on the Recreation Road South Car Park and it was clear from that investigation and from updated information received from the Environmental Services Manager that the Pay on Foot system used at this car park was the most popular system, as it allowed people to pay at the end of their visit to the town centre, rather than having to anticipate how long their visit would last and make the necessary payment before it commenced. The data provided highlighted that the Recreation Road South Car Park was one of only 2 car parks which had in fact seen a slight increase in usage in the first 6 months of 2014, the other being the Churchfields Multi Storey which was also Pay on Foot.

The benefits of the Pay on Foot system had been highlighted within the original report and a recommendation made for it to be rolled out to other car parks wherever possible. Cabinet had responded by acknowledging the benefits of the Pay on Foot system but that due to the town centre regeneration project being underway and a comprehensive traffic management review taking place, it would be premature to consider the introduction of such a system at other car parks.

Members of the Review Group believed that as the Town Centre regeneration was now moving at a pace this was the ideal opportunity to once again highlight the positives of the Pay on Foot system and encourage the Council to take these into consideration during any negotiations within the redevelopment programme. This was particularly timely in respect of both the redevelopment of the Hanover Street site, which it was hoped would take

place in the not too distant future, together with the Dolphin Centre site and the building of the new Leisure Centre which was also eagerly awaited.

The Review Group therefore wished to take the opportunity once again to highlight both the benefits of this system and the opportunity for the Town Centre regeneration programme to include it wherever possible.

The Members of the Review therefore recommend the following:

<b>Recommendation 2</b>
-------------------------

(The Review Group wish to reiterate Recommendation 3 of the previous Recreation Road South Car Park Task Group report (August 2011).)
---

<b><i>That the Pay on Foot system be expanded to other car parks as part of the Town Centre Regeneration Programme, for example at the Hanover Street Car Park and the Dolphin Centre.</i></b>
--

## Chapter 2

### General Observations

Members received information from a variety of sources when considering car parking within the district. It noted from a report, which was published during their investigation, by the automobile club RAC that across the country car park surpluses had risen by 12% to a total of £650m. The report also suggested that local authorities were using car park incomes to prop up Council revenue funds, rather than reinvesting any surplus revenue from parking in local transport or road improvements, in line with the Secretary of State's parking guidance. From other reports it was also noted that in an AA/Populus survey responded to by 15,860 AA members, the cost of parking was considered the most important issue when deciding to make a trip into town (81%), with only 7% considering it unimportant.

It was confirmed to Members that the Council had no specific schemes that were funded from car parking revenue generated, as the income was allocated in full to the Council's General Fund.

From its investigations, it was clear to the Review Group that car parking had long been a contentious area amongst residents and one which had been considered by the Overview and Scrutiny Board on a number of occasions through either a report to the Board or Task Group investigations.

The reports previously received by the Board included:

- 10th September 2012 - Blue Badge Holder Consultation Presentation  
Car Parking Disability Usage/Marketing Campaign Report
- 16th December 2013 - Car Parking Review Report

The Board has also carried out a number of Task Groups over recent years:

- March 2007 Car Parking Task Group
- August 2011 Recreation Road South Car Park Task Group

It was also noted that on a number of occasions representatives from the Older Peoples Forum had put forward scrutiny topic proposals asking the Overview and Scrutiny Board to consider carrying out a review of discounted parking charges (January 2012) and car park charges generally (July 2013).

Members discussed ways in which residents generally could benefit from some sort of discount scheme or whether it was appropriate for this to be focused on a particular group, for example older people or those who used a "blue badge". From the information provided in Appendix 1 it was noted that generally the charges made by the Council for car parking were in line with, if not slightly more attractive than those listed within the "nearest neighbour group", the main difference being the provision of free parking during the

evening and/or on a Sunday and for disabled users. Whilst this has been further addressed in Chapter 1 of this report, Members wished to highlight that free parking for the disabled was something which the majority of other local authorities provided, as opposed to a charge being made by this Council.

During the course of its investigations, the Members of the Review had individually spoken to a number of residents, within their own Wards and Groups within the community. The Older Peoples' Forum had as stated above previously put forward topic proposals and during the course of discussions more recently had referred to an earlier scheme which allowed for discounted parking for older residents. Members considered the benefits of reinstating such a scheme, which it was believed would not only benefit the group of residents, but would encourage them to visit the town centre more often and therefore contribute to the regeneration/economic development of it. Whilst it was accepted that there was a significant financial implication to such a scheme Members agreed that this was out weighed by the benefits the town centre would gain.

The Members of the Review therefore wish to make the following recommendation:

<b>Recommendation 3</b>
-------------------------

<p><b><i>That consideration be given to the re-introduction of a car parking permit scheme for the over 65 year olds in order to encourage people to visit the town centre on a more regular basis.</i></b></p>
---

Whilst considering the data provided in respect of Nearest Neighbour Car Parking facilities, Members noted that some Local Authorities provided a small number of car parking bays which allowed for either 30 minutes or 1 hour free parking. The Review Group requested comparative data from the Environmental Services Manager in respect of 30 minute and 1 hour ticket sales for all car parks and from that data it did not appear that there was a change in the number of people purchasing these tickets, but just a general decline in all but the Pay on Foot car parks.

It was also noted that there appeared to be an increase in the number of privately owned car parks within the Town Centre area and that these were competitively priced in comparison to the Council owned ones, in particular for all day parking and weekend parking. Members were reminded that car parking charges had not increased since 2010 and that no increase was planned for 2015/16.

Whilst the Review Group considered making changes to the car parking charges, it was acknowledged that the Council's charges were reasonable when compared to those considered within the Nearest Neighbour List and that to do so would have a significant cost to the Council. It was confirmed that if free parking at specific times was applied then no changes to the

machines were necessary, but merely revised signage needed to be provided, whereas if changes to the tariffs were put in place, then the machines would need to be re-programmed, with a financial implication to the Council.

Members also discussed the change in people's shopping habits and it was acknowledged that it was difficult for any small town to compete with online shopping and the growing number of out of town retail parks which provided a larger selection of both retail shops and food outlets.

These changes in shopping habits included the introduction at many stores of a "click and collect" service which could necessitate a shorter stay at a car park. From the data provided in respect of the shops within the Town Centre area (detailed in Appendix 2) it was noted with interest that 92 provided an online service, although Members were unable to verify how many of those also provided a "click and collect" service. In any case it was acknowledged that the greater availability on any online service would undoubtedly have a detrimental effect on any Town Centre.

Taking all these points into account the Review Group agreed that it was therefore important to consider all ways of encouraging residents and visitors to come to the Town Centre. Whilst the Members did not think it appropriate to recommend making a number of parking bays available for short periods of time, it was agreed that perhaps it was something which could be considered in the future.

# Agenda Item 7

## Appendix 1

### Car Parking – Comparison Charges as at 31<sup>st</sup> October 2014

#### BROMSGROVE

Car Park	Up to 30 mins	1 hour	2 hours	3 hours	4 hours	5 hours	All day
Recreation Road South	40p	80p	£1.60	£2.40	£3.20	£4.00	n/a
Churchfields Multi-storey	40p	80p	£1.60	£2.40	-	-	£3.00
Recreation Road North	40p	80p	£1.60	£2.40	-	-	£5.00
Parkside	40p	80p	£1.60	£2.40	£3.20	£4.00	n/a
Stourbridge Road	40p	80p	£1.60	£2.40	-	-	£5.00
School Drive	40p	80p	£1.60	£2.40	-	-	£5.00
Hanover Street	40p	80p	£1.60	£2.40	-	-	£5.00
New Road	40p	80p	£1.60	£2.40	£3.20	£4.00	-
Windsor Street	50p	£1.00	£2.00	-	-	-	-
Bromsgrove Railway Station	n/a	n/a	n/a	n/a	n/a	n/a	£3.00
Dolphin Centre (Permits only)	n/a	n/a	n/a	n/a	n/a	n/a	n/a

#### OTHERS – Using Nearest Neighbour List

	Up to 30 mins	1 hour	2 hours	3 hours	4 hours	5 hours	All day
<u>Selby District Council</u> – Short Stay	-	50p	£1.00	Over 2 hrs £5.40			
– Long Stay 8 am – 6 pm Mon – Sat Free on a Sunday Free for disabled	-	-	-	Up to 3 hrs £1.20	Over 3 hrs £3.00		
<u>Maldon District Council</u> – Short Stay (some car parks include 5 free 30 minute parking bays)	-	90p	£1.20	£1.60	£3.10	Over 4 hrs £8	
- Long Stay 8 am – 6 pm		90p	£1.20	£1.60	£2.20	£4.00	
<u>Stroud District Council</u> Short Stay	-	80p	£1.50	£2.00			
Long Stay 8 am – 5 pm Mon – Sat Free on a Sunday Free for disabled One pay on foot which is payable Mon to Sun.	-	60p	£1.00	£1.50	£1.80	£2.50	

# Agenda Item 7

	Up to 30 mins	1 hour	2 hours	3 hours	4 hours	5 hours	All day
<b><u>High Peak Borough Council</u></b> Some were free for first hour but must display a ticket after that) 8 am – 6 pm Residents with parking permits can park free after 4.pm and all day on a Sunday in any Council Car Park.	-	80p	£1.30	-	£2.50	£3.50	
<b><u>Rushcliffe Borough Council</u></b> A number of free car parks and 3 pay and display 7.30 am – 6.00 pm 6pm – 11.59 pm £1 Sundays Free	-	-	£1	Up to 3 hrs £3.50			
<b><u>Tewkesbury Borough Council</u></b> 8 am – 5.30 pm Sunday 12.30 pm – 5.30 pm	-	£1	£2	£3.50	£5	£8	



# Agenda Item 7

## Appendix 2

### Breakdown of business types

	High St	Worcester Rd and others	
Bookmaker	3	1	4
Sweetshop	2	0	2
Catalogue	1	0	1
Clothing	11	3	14
Shoes	2	0	2
Charity	8	1	9
Pub/Restaurant	7	4	11
Bank	8	0	8
Pawn shop	1	0	1
Mobile phone	3	1	4
Cobbler	1	1	2
Fast Food	3	5	8
Newsagent	2	1	3
Books/Gifts	1	0	1
Travel agent	2	1	3
Cards/gifts	4	0	4
Café	3	3	6
Chemist	1	0	1
Furniture	1	0	1
Optician	4	0	4
Hairdresser	2	11	13
Estate Agent	3	5	8
Cosmetics	3	0	3
Butchers	1	0	1
Homecare	1	0	1
Jewellery	2	1	3
Photography	2	0	2
Computer repair	1	1	2
Stationary	1	0	1
Arcade	1	0	1
Post Office	1	0	1
Recruitment	1	0	1
Health Food	1	0	1
Toy Shop	1	0	1
Furniture	1	0	1
Homebrew	0	1	1
Printing	0	1	1
Interior Design	0	3	3
Bridal wear	0	1	1
Tuition	0	2	2
Supermarket	0	3	3

# Agenda Item 7

Greengrocer	0	1	1
Nail Bar	0	3	3
Printer cartridges	0	1	1
Takeaway	0	4	4
Florist	0	1	1
Electrical equipment	0	3	3
Insurance	0	1	1
Cars	0	1	1
Political party	0	1	1
Night club	0	1	1
Chiropodist	0	1	1
Skincare	0	1	1
Cake decorating	0	1	1
Tattoo	0	1	1
Carpets	0	1	1
Empty Unit	14	7	21
Total shops on High Street	<u>104</u>	<u>79</u>	<u>183</u>

## **Open on Sunday**

Yes	21	15	36
No	69	57	126
	<u>90</u>	<u>72</u>	<u>162</u>

## **Online Shopping**

Yes	32	65	97
No	58	7	65
	<u>90</u>	<u>72</u>	<u>162</u>

## Town Centre Survey 11th November 2014 (High Street)

Number	Business Name	Type	Mon to Fri	Sat	Sun	Online
	William Hill	Bookmaker	9 till 5	9 till 5	10 till 4	Yes
	Sweets	Sweetshop	9 till 5	9 till 5		No
	Argos	Catalogue/Homeware	9 till 6	9 till 5	10 till 4	Yes
	Sports Direct	Sports Clothing	9 till 5	9 till 5	10 till 4	Yes
	Shoe Zone	Shoes	9 till 5.30	9 till 5.30		No
	Cancer Research	Charity	9 till 5	9 till 5.30		No
	Empty					
	Slug and Lettuce	Pub/Restaurant	10 till 12	10 till 1	12 till 11	No
	NatWest	Bank	9 till 5	9 till 12.30		Yes
	Halifax	Bank	9 till 5	9 till 12.30		Yes
	Peacocks	Clothing	9 till 5.30	9 till 5.30	10.30 till	No

					4.30	
	Barclays	Bank	9.30 till 4.30	9.30 till 2		Yes
	The Money Shop	Pawn Shop	9.30 till 5.30	9.30 till 5.30		Yes
	EE	Mobile Phone	9.30 till 5.30	9 till 5.30		Yes
	Empty (Sense)					
	Timpson	Cobbler	9 till 5.30	9 till 5		No
112	Lloyds	Bank	9 till 5	9 till 12		Yes
110	Hoti Toyti	Toy Shop	9 till 5	9 till 5		No
108	Mad about Sweets	Sweet shop	9 till 5	9 till 5		No
	The Peer Group	Clothing	9 till 5	9 till 5		No
	Empty					
	Martins	Newsagents	8 till 5.30	8 till 5.30	8 till 2	No
	The Works	Book Shop/Gifts	9 till 5.30	9 till 5		No

	Thomas Cook	Travel Agent	9.30 till 5.30	9.30 till 5.30		Yes
	Clintons	Cards and Gifts	9.30 till 5.30	9.30 till 5.30		No
	Costa	Café	8.30 till 6	8.30 till 6	10 till 4	No
	Lambrooks	Bookmaker	8.30 till 10	8.30 till 10	9.30 till 7.30	Yes
	Carphone Warehouse	Mobile Phone	9.30 till 5.30	9.30 till 5.30		Yes
	Boots	Chemist	9.30 till 5.30	9.30 till 5.30		No
	Betel UK	Furniture	9 till 5	9 till 5		No
	Coffee 2	Café	9 till 5	9 till 5		No
	Empty (Waterstones)					
	Boots	Optician	9 till 5.30	9 till 5.30		No
	Empty					
	Store Twenty One	Clothing	9 till 5.30	9 till 5.30		No
	WH Smith	Newsagents/Books	8.30 till 5.30	8.30 till 5.30		Yes

52	Nationwide	Bank	9 till 5	9.30 till 12.30		Yes
54	The British Red Cross	Charity	9.30 till 5.30	9.30 till 5.30		No
	The West Brom	Bank	9 till 5	9.30 till 12.30		Yes
46	Eye Deal Eye Care	Optician	9.30 till 5.30	9 till 5		No
44	Empty (Standard)					
	UK Barbershops	Hairdresser	9 till 5	9 till 5		No
	The Regency	Café	9 till 5	9 till 5		No
38	Empty					
	Prezzo	Restaurant	12 till 11	12 till 11	12 till 10	No
	The Golden Cross	Pub/Restaurant	7 till 12	7 till 12	8 till 10	No
18	Alan Morris	Estate Agent	9 till 5.30	9 till 5.30		Yes
	Empty (Pizza Hut)					
	Primrose Hospice	Charity	9 till 4.30	9 till 4.30		No

	Urban Angel	Gifts	9.30 till 5.30	9.30 till 5.30		No
	Empty (Advertiser)					
	India Spice	Restaurant	12 till 12	12 till 12	12 till 10	No
	Empty (Tony and Guy)					
	The Grove	Pub	12 till 12	12 till 12	12 till 10	No
	Empty (Holland & Barratt)					
	Betfred	Bookmaker	8.30 to 10	8.30 till 10	10 till 10	Yes
	The Co-op	Funeral Director	9 till 5			No
	Pizza Express	Restaurant	11.30 till 11	11.30 till 11	11.30 till 11	No
	Empty (McDonalds)					
	Empty (McDonalds)					
	Dixons	Estate Agent	9.30 till 5	9 till 4		Yes

	Salvation Army	Charity	9 till 5	9 till 5		No
	Poundland	Homeware	8 till 6	8 till 6	10 till 4	No
	Bodycare	Cosmetics	9 till 5	9 till 5		No
47	HSBC	Bank	9 till 5	9 till 2		Yes
	Empty (Vodafone)					
	Empty (Hallmark)					
	Leigh Jones	Butchers	9 till 5	9 till 5		No
	Holland & Barrett	Health Foods	9 till 5	9 till 5		Yes
	F.Hinds	Jewellery	9 till 5	9 till 5		Yes
	Oulsnam	Estate Agent	9 till 5	9 till 5		Yes
	Max Spielmann	Photography	9 till 5.30	9 till 5.30		Yes
	Lesley Ashworth	Clothing	9 till 5	9 till 5		No
	Oswald Bailey	Outdoor Pursuits	9 till 5	9 till 5		No



	Vodafone	Mobile Phone	9 till 5.30	9 till 5.30		Yes
	Claire's	Cosmetics	9 till 5.30	9 till 5.30		No
	Red Lion	Pub	12 till 11	12 till 11	12 till 10	No
	Blunts	Shoes	9.30 till 5.30	9 till 4		No
	Card Factory	Cards/Gifts	9 till 5.30	9 till 5.30		No
	Edinburgh Woollen Mill	Clothing	9 till 5.30	9 till 5.30		No
	Elements	Jewellery	9.30 till 5.30	9.30 till 5.30		No
	French Connection	Fast Food	7 till 4	7 till 4		No
	Comucare	Computer Repairs	9 till 5	9 till 5		No
	Thomas Cook	Travel Agent	9 till 5.30	9 till 5.30		Yes
	Bromsgrove Menswear	Clothing	9 till 5	9 till 5		No
	Santander	Bank	9 till 5	9 till 5		Yes
	Ryman's	Stationary	9 till 5.30	9 till 5.30	10 till 4	Yes

	New look	Clothing	9.30 till 5.30	9.30 till 5.30		Yes
	Card Party	Cards/Gifts	9 till 5	9 till 5		No
	Oxfam	Charity	9 till 5	9 till 5		No
	Chapman	Optician	9 till 5.30	9 till 5		No
	Savers	Cosmetics	9 till 5	9 till 5		No
	Acorns	Charity	9 till 5	9 till 5		No
	Shipley's	Arcade				
	Burtens/Dorothy Perkins	Clothing	9.30 till 5.30	9 till 5		Yes
	M&Co	Clothing	9 till 5.30	9 till 5.30		Yes
	Post Office	Post Office	9 till 5.30	9 till 1		Yes
123	Fotofactory	Photography	9 till 5	9 till 5		No
	PDSA	Charity	9 till 5	9 till 5		No
	BlueCross	Charity	9 till 5	9 till 5		No

	Premiere People	Recruitment	9 till 5	9 till 5		No
	Specsavers	Opticians	9 till 5.30	9 till 5	10 till 4	No
	Subway	Fast Food	7 till 7	7 till 7	10 till 6	No
	Chapters	Hairdresser	9 till 8	9 till 5		No
	Dominos	Fast Food	10 till 12	10 till 12	12 till 10	Yes

**Town Centre Survey 21st December 2014 (Worcester Road, and other side streets)**

Number	Business Name	Type	Mon to Fri	Sat	Sun	Online
Church Street	Nails Avenue	Nail Bar	9 till 5	9 till 5	10 till 4	No
	Bromsgrove Sports	Sports Clothing	9 till 5	9 till 5		No
	Cartridge World	Printer Cartridges	9 till 5.30	9 till 5		Yes
	Snipz	Hairdresser	9 till 5	8.30 till 3.30		No
	Empty					
	Country Casuals	Clothing	9 till 5	9 till 5		No
	Hair Shack	Hairdresser	10 till 7	9 till 5	10 till 1	No
	School Days	School Clothing	9 till 5	9 till 5		No
	Corner Kitchen	Fast Food	7 till 3	7 till 3		No
	Wok Kitchen	Take Away	4 till 10.30	4 till 10.30	4 till 10.30	No

	K Bassam	Jewellery	9.30 till 5	9.30 till 4		No
	Bromsgrove Cobbler	Cobbler	9 till 5	9 till 5		No
	Clippers	Hairdresser	9 till 5	8.30 till 5.30		No
Mill Lane	The Co-operative Travel	Travel agent	9 till 5	9 till 5		Yes
	Fresh Flowers	Florist	9 till 5	9 till 5		Yes
	Thompsons	Electrical Equipment	9 till 5	9 till 5		No
	Extra Care	Charity	9 till 5	9 till 5		No
	John's Fruit and Veg	Greengrocer	9 till 5	9 till 5		No
	Iceland	Supermarket	8 till 6	8 till 6	10 till 4	Yes
Market Street	ASDA	Supermarket				Yes
Chapel Street	Sports' Barbers	Hairdresser	9 till 6	9 till 5		No
	The Lemon Tree Café	Café	8 till 4	9 till 5		No
	The Phone Club	Mobile phone	9 till 5	9 till 5		No

	Plaza Café	Café	8 till 6	8 till 5		No
	Scruples	Hairdresser	9 till 5.30	9 till 5.30		No
	Art Café	Café	9.30 till 4.30	9.30 till 4.30		No
6/7 High Street	A plan	Insurance broker	9 till 5	9 till 3		Mo
2 Worcester Road	Empty					
	Empty					
	Ladbrokes	Bookmaker	9 till 10	9 till 10	9 till 9.30	Yes
	Empty					
	Simply Letts	Estate agent	9 till 5	9 till 5		No
	Bromsgrove School of Music	Tuition	12 till 7	9 till 7		No
	Ann Marie	Bridalwear	10 till 3	10 till 3		No
19	Hairs and Graces	Hairdresser	10 till 5	10 till 5		No
	The Little Ale House	Pub	12 till 11	12 till 11	12 till 10	No

	Neal's Garage	Cars	9 till 6	9 till 6	10 till 5	No
35	Istanbul Grill	Fast Food	12 till 11	12 till 11	4 till 10.30	No
	Conservative Party	Political Party	?	?	?	Yes
	Love 2 Love	Night Club		9 till 4		No
	Capillago	Hairdresser	9 till 5	9 till 5		No
	Hair and Beauty Nails	Nail Bar	9 till 5	9 till 5		No
	Empty					
	Adrian Kriss	Chiropodist	9 till 6			No
	Pinfields	Computer Repairs	9 till 5			No
53	Rosmetics	Skincare	9 till 5	9 till 5		No
	Anarkal	Take Away	4 till 10.30	4 till 10.30	4 till 10.30	No
	New Orient	Take Away	12 till 10	12 till 10	12 till 10	No
	Charlie's Kebabs	Fast Food	12 till 10	12 till 10	4 till 10	No

56	Sugar craft	Cake decorating	10 till 5	9.30 till 4		No
	Newsagent	Newsagent	7 till 4	7 till 4		No
	Kip McGrath	Tuition	3 till 8.30	9 till 2		No
	Bicknell	Interior Design	9 till 5	9 till 5		No
	GR	Hairdresser	10 till 6	9 till 4		No
	On the rocks	Restaurant	4 till 10.30	4 till 10.30		No
	The Sandwich Lady and sons	Take Away	8 till 5	8 till 5		No
	Zig Zags	Hairdresser	9 till 5	9 till 5		No
	Manhattag	Nail Bar	10 till 6	10 till 6		No
38	DJ Chipshop	Fast Food	12 till 12	12 till 2.30	6 till 10	No
	The Max	Tattoo	10 till 6	10 till 6		No
	Antonio	Fast Food	12 till 12	12 till 12	4 till 10	No
	Bromsgrove Carpet Centre	Carpets	9 till 5	9 till 5	10 till 3	No



	The Dog and Pheasant	Pub		4 till 2		No
18	KSH	Interior Design	9 till 5	9 till 5		No
	KK Mart	Supermarket	9 till 5	9 till 5		No
	Bromsgrove Printing	Printers	9 till 5			No
	Maekag Thai	Restaurant	12 till 10	12 till 10	4 till 10	No
	Brew Badger	Homebrew	10.30 till 5.30			No
	Emily Jayne	Interior Design	9 till 5	9 till 5		No
	Bromsgrove Ego Centre	Electrical Equipment	9 till 5			No
	Empty					
	AP Morgan	Estate agent	9 till 5	9 till 5		No
George House	Empty					
New Road	Spain's	Electrical Equipment	9 till 5	9 till 5		No
	GB	Hairdresser	10 till 6	10 till 6		No

	Hanson's	Estate agent	9 till 5	9 till 5		No
	Fisher German	Estate agent	9 till 5	9 till 5		No
	Andrew Grant	Estate agent	9 till 5	9 till 5		No
	Alberto	Hairdresser	9 till 5	9 till 5		No

## **Appendix 3**

### **ACKNOWLEDGEMENTS**

The Task Group wishes to thank the Democratic Services Officer, Amanda Scarce for her support throughout the Review Group's investigations, together with Kevin Hirons, Environmental Services Manager who attended a number of meetings and provided supporting data.

### **KEY DOCUMENTS**

Recreation Road South Car Park Task Group Report (August 2011)  
BDC Parking Review (December 2013)  
BDC Car Park Quick Review (October 2014)



**Bromsgrove**  
District Council  
[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)

**Legal, Equalities and Democratic Services**  
Bromsgrove District Council, The Council House, Burcot Lane,  
Bromsgrove, Worcestershire B60 1AA  
Telephone: 901527) 881288  
Email: [scrutiny@bromsgrove.gov.uk](mailto:scrutiny@bromsgrove.gov.uk)

**CABINET**

**4<sup>th</sup> FEBRUARY 2015**

**MEDIUM TERM FINANCIAL PLAN 2015/16 – 2017/18**

Relevant Portfolio Holder	Michael Webb
Portfolio Holder Consulted	Yes
Relevant Head of Service	Jayne Pickering ( Exec Director)
Wards Affected	<b>All</b>
Ward Councillor Consulted	None specific

**1. SUMMARY OF PROPOSALS**

1.1 To enable Members to recommend the revenue budget for 2015/16 – 2017/18.

**2. RECOMMENDATIONS**

**2.1 Cabinet is asked to recommend to Full Council**

**2.1.1 The approval of the revenue bids :**

**2015/16 – 2017/18**

- £30k in relation to providing financial support under the Essential Living Fund framework

**2015/16**

- £23k in relation to providing support to economic development projects to be funded from the income received from the Greater Birmingham and Solihull Business Rates Pool

**2.1.2 The approval of the unavoidable pressures as detailed at Appendix 1 of :**

**2015/16 £380k**

**2016/17 -Nil**

**2017/18 £45k**

**2.1.3 The approval of the savings as detailed at Appendix 2 of :**

**2015/16 £547k**

**2016/17 £222k**

**2017/18 £25k**

**2.1.4 The approval of the increase in Council Tax of 1.9% for 2015/16**

**2.1.5 An amount to be agreed in relation to funding from New Homes Bonus (NHB) to be allocated to the NHB Community Scheme**

**2.1.6 The release of balances of**

**2016/17 £59k**

**2017/18 £438k**

#### 2.1.7 The release of balances to meet the costs associated with the NHB allocation

### 3. KEY ISSUES

#### Financial Implications

3.1 The Council's Medium Term Financial Plan (MTFP) provides the framework within which the revenue and capital spending decisions can be made over a 3 year period. The plan addresses how the Council will provide financial funding to the Strategic Purposes and ensure residents receive quality services to meet their needs in the future. The Purposes that drive the financial considerations are :

- Help me find somewhere to live in my locality
- Provide good things for me to see, do and visit
- Help me live my life independently
- Help me run a successful business
- Help me be financially independent
- Keep my place safe and looking good

3.2 When reviewing the budget projections officers consider the impact of demand on service and the costs associated with this demand. This may result in additional costs (associated with maintaining current service delivery) or reductions in anticipated income revenue over the next 3 years.

3.3 As Members are aware there continue to be considerable pressures facing the Council over the next 3 years as a result of a number of issues including:

- Continued reduction in Government Grant
- Reduction in Council Tax Benefit Grant received
- Changes to welfare reform and the impact on the Council from residents service need
- Transfer from Housing Benefit to Universal Credit

3.4 Officers will continue to work with our partners to identify the costs that may be associated with some of these changes.

#### Formula Grant / Localised Business Rates

3.5 The provisional settlement that was received recently by the Council for 2015/16 was as indicated previously at £2.814m. However this confirms the £500k reduction in the grant allocated for 2014/15. The

grant includes a number of allocations that were previously received as separate funding streams and therefore the cut is across all funding received by Central Government.

- 3.6 Forecasting Government funding beyond 2015/16 is challenging, the key issue will be the outcome of the next Comprehensive Spending Review (CSR), due for publication after the General Election in May 2015. Recent Government and opposition announcements indicate that the austerity measures are set to continue into future years, in line with the Government's objective of achieving a budget surplus. Further estimated reductions on Formula Grant are therefore factored into the MTFP, in line with previous estimates.
- 3.7 The new localised regime on Business Rates (BR) took effect in April 2013. Bromsgrove is part of the Greater Birmingham and Solihull Business Rates Pool, set up as a mechanism to retain more BR growth funding within the area, and to manage risk on BR losses on a shared basis.
- 3.8 In the first year of this new regime, all members of the pool benefited financially from being in the pool. A net £750k growth levy was retained in the area which would have been returned to Central Government and following allocation of £307k to the LEP Growth Fund and payment of a Safety Net contribution to one of the Councils Bromsgrove gained £23k from the pool which has been included as funding for use I 2015/16. This is higher than the comparable income that would have been available from the Worcestershire Pool.

#### **New Homes Bonus**

- 3.9 The Council has received notification that the New Homes Bonus (NHB) total grant for 2015/16 will be £1.298m. This includes the 2015/16 grant of £348k which is significantly higher than the £126k included in the original budget estimates. This is due to the number of properties in the District increasing during 2014/15. A review of future years has been made and additional properties have been included in the medium term plan calculations. The Finance team will work more closely with Planning in the future to ensure that a more accurate estimate is used for projections.
- 3.10 As Members are aware all income received from New Homes Bonus grant is currently used within the General Funds of the Council and is utilised to offset the pressures facing the Council over the medium term. The petition to Council in April 2014 requested members look at the opportunity of allocating New Homes Bonus to the communities that were affected by housing growth.

- 3.11 A scheme for distribution of NHB funding was agreed at Cabinet and Full Council in January. At present no funding level has been decided and therefore the budget projections include all NHB income in the general budget. It is proposed that Members agree a percentage / value to be allocated during 2015/16 at this Cabinet meeting and that funding is released from balances to meet this requirement.

#### Council Tax

- 3.12 To ensure that necessary levels of funding are available given the large reductions in government grant highlighted above, the Council Tax increases will have to be sufficient to ensure that funding is available for the services that create value to the customer have appropriate levels of financial resource.
- 3.13 The government have offered a grant equivalent to a 1% rise in Council Tax for 2015/16 for councils who freeze their Council Tax in the next financial year. Acceptance of this freeze grant will cost the Council £140k pa once the grant ceases (assuming Council Tax would otherwise rise by 1.9% in 2015/16). The budget projections include an increase of 1.9% each year. It is therefore proposed that the Council Tax is increase by 1.9% and this has been built into the projections.

#### Transformation

- 3.14 The significant reductions in funding are not anticipated to improve for a number of years and therefore officers have looked at alternative ways to deliver savings whilst improving services to the community. As previously reported the services provided by the Council are undergoing transformational change using a different approach to assessing the value provided by the service. This work will focus on the purpose of services to the community and will aim to realise savings and protect those services that create value to our customers.
- 3.15 Members will be aware of the recent review to the provision of some services across a locality /place and the significant savings that have been identified whilst improving and enhancing the services to the community. In addition the work across customer services and departments continues to develop to ensure that an expert is on hand to support our residents.
- 3.16 Officers are focused on reducing costs of services that do not provide front line services to support the Strategic Purposes and will continue to drive out waste and redesign provision to reduce costs.

#### Current Position



3.17 Officers have also identified a number of budget pressures that have been deemed “unavoidable”. Unavoidable includes the ongoing effects of pressures identified during 2014/15 together with any issues that have been raised as fundamental to maintaining service provision as part of the budget process. In addition income shortfalls that cannot be managed by improved marketing or price increases have been addressed during the budget planning. These pressures are detailed in Appendix 1 and include :

- Shortfall in car parking income £62k resulting from a significant reduction in income from fixed penalty notices together with the impact of not increasing the charges in line with inflation ( the initial budget included an element of inflationary increase)
- Shortfall in garden waste income of £63k due to the increase in charge to £38 being less than the £45 originally anticipated
- Reduction in funding from Worcestershire County Council in relation to funding for the customer service centre (HUB) of £26k.
- Additional staffing resource within the Planning Service to meet demand

#### **Building Control**

As members are aware the Council currently hosts the Building Control Shared service which covers North Worcestershire. The service has been operating under this arrangement since December 2011. When the service was established the financial charging mechanism was based on the budget allocation that was passed over to Bromsgrove by each Council. A requirement of the legal agreement for the shared arrangement stated that the financial mechanism had to be reviewed to ensure that costs were being allocated on an activity basis rather than the initial budget method to reflect actual levels of service received rather than relying on historical budget information. An exercise has recently been undertaken and the resulting allocation as attached at Appendix 3 shows that Bromsgrove have a significantly higher proportion of applications and activity than Wyre Forest or Redditch Borough Councils. Therefore it is proposed that the partner share percentage is revised with effect from 1<sup>st</sup> April 2015. The resulting pressure for Bromsgrove is included within the unavoidable pressures on the Appendices to this report. The legal agreement will need to be updated to make reference to the outcome of the review and the change to partner contributions, including the negative financial impact on Bromsgrove, and these changes and any future changes will need to be incorporated into the original agreement. Officers propose that this is achieved by the parties signing a Variation Agreement.

3.18 In addition to the unavoidable pressures two revenue bids have been identified.

- **Essential Living Fund £30k** - to continue to support this fund which will no longer be supported from any external grant allocations. The bid is for £20k will enable the Council to continue to provide support to the most vulnerable residents, through the provision of:

- Short term help to pay energy costs;
- Emergency food, clothing or other essentials; and
- Basic furniture and/or electrical goods where a critical need has been identified.

In the last 2 years the funding received from County via the Government was £180k which was fully utilised. There remains pressure on the Government to reinstate the funding and officers will advise Members should any additional funding be made available.

- **Economic Development Projects £23k** – as part of the pooling arrangement with Greater Birmingham and Solihull the Council received £23k in 2014/15 from the levy allocation. It is proposed that this fund be allocated to support Economic Development activities across the District.

3.19 Officers have spent time reviewing how services are delivered across the Council to ensure that waste is eliminated and services are redesigned to reduce cost whilst ensuring that front line services adding value to the residents are protected. The schedule at Appendix 2 details the savings proposed to include:

- Reviews with Customer Services / Fraud £126k
- Place review – Environmental & Community Services £144k
- Reduction in election costs as shared with General Election £60k

### **Financial Position**

3.20 The current summary position at 3.21 includes the financial impact of the above in addition to the following assumptions:

- 2.2% pay award in relation to the National Agreement in place
- General inflationary increases in relation to contract arrangements
- A estimate of reduction for 2016/17 (10%) & 2017/18 (5%) in Central Government Grant
- 3% increase in fees and charges ( where appropriate)

- Borrowing costs for the development of Parkside with the County Council
- Borrowing costs of a new Leisure Centre of £11.5m from 2016/17
- Borrowing costs of new fleet and plant for the Depot Services
- An estimation of the New Homes Bonus income
- Additional growth income estimated in relation to the Business Rates receivable by the Council
- A new funding arrangement for the Artrix at £60k pa following the completion of the previous 10 year agreement

3.21 The revised position is shown below.

	2015-16 £000	2016-17 £000	2017-18 £000
<b>Departmental Expenditure (Starting Position)</b>	<b>11,314</b>	<b>11,323</b>	<b>11,369</b>
Exclude impact of one off savings / pressures		80	40
Additional re pay award / incremental progression	123	188	140
Bids	53		
Unavoidable Pressures (new in year)	380		45
Savings (new in year )	-547	-222	-25
<b>Net Service Expenditure</b>	<b>11,323</b>	<b>11,369</b>	<b>11,569</b>
Investment Income	-36	-24	-24
Cost of Borrowing	384	750	1,198
Recharge to Capital Programme	-26	-25	-25
<b>Net Operating Expenditure</b>	<b>11,645</b>	<b>12,070</b>	<b>12,718</b>
Funding of borrowing costs for Dolphin Centre from balances	-123	-331	-506
Revenue Support Grant	-1,190	-1,058	-947
Funding from Business Rate Pool	-23		
New Homes Bonus	-1,298	-1,554	-1,685
Collection Fund Surplus (Council Tax)	-127	-	-
Council Tax	-7,123	-7,294	-7,367
<b>Funding Total</b>	<b>-11,645</b>	<b>-12,011</b>	<b>-12,280</b>
Shortfall	<b>0</b>	<b>59</b>	<b>438</b>
Proposed Funding from balances	<b>0</b>	<b>-59</b>	<b>-438</b>
<b>Final Position</b>	<b>0</b>	<b>0</b>	<b>0</b>

- 3.22 It is proposed that there is a release from balances to meet the shortfalls in 2016/17 – 2017/18. In addition any funds allocated for the New Homes Bonus Scheme will be released from balances. This will ensure that the Council has a sustainable funding position over the 3 year financial plan but officers will continue to review services with the aim to redesign them to meet customer demand and reduce costs.

#### **General Fund Balances**

- 3.23 The level of the general fund balance is currently £3.7m. As previously agreed over £1m will be used to support the first 2 years borrowing costs for the new Leisure Centre. The use of balances for 2016/17 and 2017/18 will reduce the level by a further £565k to £2.2m. The remaining level of balances will be sufficient to cover the increased risks that will be placed upon the Council in the short term. However reliance on the balances is not sustainable in the longer term.
- 3.24 The estimated level of government funding over the MTFP will reduce more rapidly than the increase in Council Tax revenues. Consequently, there will be a continuing focus on transforming service delivery to reduce waste and to ensure that the funding available is aligned to the services that create value to the community of Bromsgrove.

#### **Capital Programme**

- 3.25 The Capital Programme is a 3 year rolling programme and officers are currently working to ensure that the level of expenditure falls within the current estimated project allocation. The majority of new schemes are funded from S106 and Reserves and therefore have no financial implications for the Council. The borrowing costs of the fleet replacement plan have been included in the projections and a schedule of all Capital projects will be reported to the next meeting of Cabinet to be included in the final budget approval report for 2015/16 – 2017/18.

#### **Legal Implications**

- 3.26 The Council has a statutory responsibility to set the level of Council Tax and a balanced budget for the following financial year. This will be presented to the next Cabinet and Council in late February 2015.

#### **Service / Operational Implications**

- 3.27 The MTFP will enable services to be maintained and, where achievable, improvements to the community.

**Customer / Equalities and Diversity Implications**

- 3.28 The impact on the customer has been reduced due to the savings being realised by reduction of waste in the services and ensuring that all service that create value to the customer are resourced.

**4. RISK MANAGEMENT**

- 4.1 To mitigate the risks associated with the financial pressures facing the Authority regular monitoring reports are presented to both officers and Members to enable proactive action being undertaken to address any areas of concern.

**5. APPENDICES**

Appendix 1 – Unavoidable Pressures (including income shortfalls)

Appendix 2 – Savings Proposed

Appendix 3 – Building Control Revised Allocation

**AUTHOR OF REPORT**

Name: Jayne Pickering – Exec Director Finance and Resources  
E Mail: [j.pickering@bromsgroveandredditch.gov.uk](mailto:j.pickering@bromsgroveandredditch.gov.uk)  
Tel: 01527-881400

This page is intentionally left blank

APPENDIX 1

STATEMENT SHOWS THE IMPACT OF THE NEW PRESSURES FOR EACH  
FINANCIAL YEAR

<b>UNAVOIDABLE PRESSURES</b>	<b>2015/16 £'000</b>	<b>2015/16 £'000</b>	<b>2015/16 £'000</b>	<b>Comments</b>
<b>ENABLING</b>				
Neighbourhood Referendum costs to the District	10	-	-	<i>To provide for the costs associated with the neighbourhood referendum - one year only</i>
Reduction in HUB funding from WCC	26	-	-	<i>Reduction in income resulting from further cuts from Worcestershire County Council on HUB funding</i>
Business Rate Increase - across number of buildings	10	-	-	<i>Various increases in Business Rate Liability across the Council owned assets</i>
Individual Electoral Registration	20	-	-	<i>Additional cost to be incurred in respect of Individual Electoral Registration</i>
Postage - additional postage costs	15	-	-	<i>Additional postage costs incurred to meet demand for information being sent across the District</i>
<b>KEEP MY PLACE SAFE AND LOOKING GOOD</b>				
Planning Staff	79	-	-	<i>To ensure capacity within the team to deliver service to customers</i>
Building Control	95	-	-	<i>To revise the charging mechanism for Building Control Shared Service to allocate costs based on activity</i>

<b>UNAVOIDABLE PRESSURES</b>	<b>2015/16 £'000</b>	<b>2015/16 £'000</b>	<b>2015/16 £'000</b>	<b>Comments</b>
Land Charges	-	-	45	<i>The Government is currently looking at changing the way land charges are provided from 2017/18 which may mean the income is no longer received by BDC</i>
Shortfall in garden waste income (£45 - £38)	63	-	-	<i>To meet the shortfall in income following decision to revise the charge for garden waste to £38 per year from the £45 included in the original budget projections</i>
<b>HELP ME RUN A SUCCESSFUL BUSINESS</b>				
Car Parking Income - no inflationary increase	32	-	-	<i>The budget includes an element of inflationary increase - the charges are not increasing for 2015/16 therefore there will be a shortfall to the estimated income</i>
Car Parking Income - reduced income from enforcement	30	-	-	<i>There is a projected shortfall in income relating to enforcement as drivers are now parking in a more compliant way</i>
<b>TOTAL PER SUMMARY ABOVE</b>	<b>380</b>	<b>0</b>	<b>45</b>	



STATEMENT SHOWS THE IMPACT OF THE NEW SAVINGS FOR  
EACH FINANCIAL YEAR

STRATEGIC PURPOSE SAVINGS	2015/16	2016/17	2017/18	Comments
	£'000	£'000	£'000	
<b>ENABLING</b>				
Customer Access & Financial Support - Service Review Fraud / Customer Services / General savings	-126	-	-	<i>Savings / additional income realised from service reviews to reduce the enabling costs of the Council including Fraud Customer services (£30k is for one year only )</i>
Elections - Sharing the election costs with General Election	-60	-	-	<i>Reduction in the budget requirement for the District Election as this can now be shared with the General Election - (one year only )</i>
Service Review of Resources within Enabling Services; HR, Legal & Democratic, Finance, IT, Business Transformation	-135	-100	-	<i>Restructure of the resources that provide enabling services / management across the organisation</i>
WRS Savings		-50	-	<i>Savings from further efficiencies in WRS</i>
<b>KEEP MY PLACE SAFE AND LOOKING GOOD</b>				
Place Review - Environmental Services & Community savings	-144	-47	-	<i>As part of the review of how the services can be delivered across the District meeting the needs of a locality / place significant savings can be made - Environmental Services</i>

<b>STRATEGIC PURPOSE SAVINGS</b>	<b>2015/16 £'000</b>	<b>2016/17 £'000</b>	<b>2017/18 £'000</b>	<b>Comments</b>
<b>HELP ME LIVE MY LIFE INDEPENDENTLY</b>				
Community Transport - renegotiation of contract	-16	-	-	<i>Saving offered from prior year renegotiation of contract</i>
Staffing Review across the Strategic Purpose	-20	-	-	<i>Savings estimated as a result of a review into the resource supporting the strategic purpose</i>
<b>PROVIDE GOOD THINGS FOR ME TO SEE, DO AND VISIT</b>				
Sports Dev Partnership change in arrangements for delivery of service to private organisation	-6	-	-	<i>No further payments to be made as the service is to be provided in an alternative way to support a number of sports and health activities across the County</i>
Staffing Review across the Strategic Purpose	-	-25	-25	<i>Review resources and service delivery across the Locality to link with the Strategic Purpose</i>
Dolphin Centre	-40	-	-	<i>Reduction in costs relating to the Dolphin Centre</i>
<b>TOTAL AS PER SUMMARY ABOVE</b>	<b>-547</b>	<b>-222</b>	<b>-25</b>	

**Building Control Shared Service - partner share allocation**

**Appendix 3**

<b>BUDGETS</b>	<b>Original Budget Baseline</b>		<b>2012 / 2013</b>		<b>2013 / 2014</b>		<b>2014 / 2015</b>
	<b>£</b>		<b>£</b>		<b>£</b>		
Bromsgrove	181,527	30%	154,645		146,565		129,855
Redditch	194,950	32%	166,072		157,395		147,399
Wyre Forest	225,100	37%	191,744		181,725		164,341
	<b>601,577</b>		<b>512,461</b>		<b>485,685</b>		<b>441,595</b>

<b>APPLICATIONS</b>	<b>2012/13 No of Applications</b>	<b>% of Total</b>	<b>2013/14 No of Applications</b>	<b>% of Total</b>	<b>2013/14 No of Applications (to 2nd Q)</b>	<b>% of Total</b>	<b>Average %</b>
<b>Bromsgrove</b>	601	48%	885	59%	337	47%	<b>51%</b>
<b>Redditch</b>	264	21%	259	17%	155	22%	<b>20%</b>
<b>Wyre Forest</b>	386	31%	363	24%	227	31%	<b>29%</b>

**SUMMARY**

	<b>Original % Share</b>	<b>2014/15 Budget £</b>	<b>Revised % Share</b>	<b>Revised Payment - based on 2014/15 £</b>	<b>Difference £</b>
<b>Bromsgrove</b>	30.18%	129,855	<b>51.00%</b>	<b>225,213</b>	95,358
<b>Redditch</b>	32.41%	147,399	<b>20.00%</b>	<b>88,319</b>	-59,080
<b>Wyre Forest</b>	37.42%	164,341	<b>29.00%</b>	<b>128,063</b>	-36,278
		<b>441,595</b>		<b>441,595</b>	

This page is intentionally left blank

### **CABINET**

**4 FEBRUARY 2015**

HOMELESSNESS GRANT FUNDING APPROVAL FOR HOMELESSNESS PREVENTATION OR TO HELP SUPPORT HOMELESS FAMILIES FOR 2015/16

Relevant Portfolio Holder	Cllr Kit Taylor
Portfolio Holder Consulted	Yes
Relevant Head of Service	Judith Willis – Head of Community Services
Wards Affected	All
Ward Councillor Consulted	No
Non-Key Decision	

#### **1. SUMMARY OF PROPOSALS**

- 1.1 Since the Homelessness Act 2002, the Government has allocated grant funding to local authorities to prevent and tackle homelessness.
- 1.2 The annual grant to BDC, allocated through Communities and Local Government (DCLG) has been used each year since 2002 to fund a range of homelessness support services and schemes that focus upon the prevention of homelessness and repeat homelessness. These schemes play a role in meeting the Council's Strategic Purposes:
  - Help me live my life independently
  - Help me find somewhere to live in my locality
  - Help me to be financially independent
- 1.3 BDC had made £112,000 homelessness grant available for the 2015/16 financial year. In addition to this an underspend has occurred due to the unexpected termination of the MyPlace private tenancy Scheme.
- 1.4 This report seeks Members approval to award Homelessness Grant to specific schemes recommended by the Strategic Housing Manager and delegate authority to the Portfolio Holder and Head of Service to allocate any underspend of Homelessness Grant during 2015/16.

#### **2. RECOMMENDATIONS**

- 2.1 That the submissions for the funding of schemes during 2015/16 recommended by the Strategic Housing Manager (table 2) be approved to receive funding from the Council's strategic fund for Homelessness for 2015/16.
- 2.2 That the Head of Community Services in consultation with the Portfolio Holder for Strategic Housing be granted delegated authority to allocate

### **CABINET**

**4 FEBRUARY 2015**

any under spend during the year or make further adjustments necessary to ensure full utilisation of the strategic fund for homelessness for 2015/16 in support of existing or new schemes.

### **3. KEY ISSUES**

#### **Financial Implications**

- 3.1 The Council has set a budget for Homelessness Grant allocation for 2015/2016 at £112,000. An underspend of £8,112 is anticipated from 2014/15 grant which will be carried forward. This will result in Homelessness Grant of £120,112 being made available for 2015/16.

#### **Legal Implications**

- 3.2 Prevention of homelessness through the initiatives and schemes developed and funded through CLG Grant assist the Council in meeting its statutory duties to homeless applicants under the Homeless provisions of the Housing Act 1996, and the requirements of the Homelessness Act 2002.

#### **Service / Operational Implications**

- 3.3 Officers have identified 4 areas of committed expenditure required from the homelessness grant in Table 1. Table 2 outlines the 4 bids received for funding from homelessness grant for 2015/16. These bids were evaluated by the Strategic Housing Team and are recommended for approval.

**Table 1 Committed Expenditure 2015/16**

BDHT Housing Options Service – home visits	£15,000
County Homelessness Coordinator	£3,500
Night Assessment Centre	£3,000
Step Up BDC private sector scheme salary	£14,074
<b>Total committed expenditure</b>	<b>£35,574</b>

**Table 2 Bids received for remaining grant of £84,538**

Overview of bids prioritised and recommended for approval	Amount	Quarterly payment

### CABINET

4 FEBRUARY 2015

		recommended?
<p><b>CAB – Money Confidence</b>                      The project aims to give people the confidence and skills in how to manage their money to budget, save, understand how to access affordable credit, access on line services and benefits. This service has also been discussed and supported by the Head of Customer Access and Financial Support</p>	£17,600	Yes
<p><b>Basement Drop-In</b>                      The Drop In service is a valuable resource for young people, but has become more so, following substantial reductions of housing related support services. The Drop in works to prevent homelessness and repeat homelessness by exploring options such as mediation, referral to Nightstop, referral for supported accommodation and other providers. In addition to housing, young people are offered assistance to access benefits, education and employment and one to one support to develop independent living skills, access health services, workshops ie; healthy eating, budget management, IT skills etc. The Drop in has facilities such as a washing machine, shower cubicle and kitchen area. The reduced floating support contract for young people funded by the County now only relates to 18-23year olds. This means there is no dedicated service for 16/17 year olds and therefore the Drop In service will be their only way of accessing support.</p>	£25,000	Yes
<p><b>New Starts - New Home New Start</b>                      NewStarts Furniture Project is the only provider of quality, reusable household goods, donated to homeless families, free of charge. In addition NewStarts provide emergency food parcels for individuals and families in need</p>	£10,000	Yes
<p><b>Fry Housing Support Service</b>                      Fry are the only service to offer housing to our most vulnerable and chaotic residents. If this service was no longer available, residents who would normally be offered</p>	£25,000	Yes

### **CABINET**

**4 FEBRUARY 2015**

this supported accommodation would be unlikely to be able to access general needs accommodation and are the most likely client group to become rough sleepers in the District.		
<b>Crash Pad</b> Emergency accommodation pilot for 16/17 year olds and vulnerable 18/19 year olds. The service will offer emergency accommodation for up to 6 weeks whilst appropriate supported accommodation is secured.	£6,750	Yes
<b>Total</b>	<b>£84,350</b>	

#### **Customer / Equalities and Diversity Implications**

- 3.4 This grant will benefit the Council's customer, by offering household's more options to prevent their homelessness and where possible to enable them to remain in their own homes. These schemes play a role in meeting the Council's Strategic Purposes:
- Help me live my life independently
  - Help me find somewhere to live in my locality
  - Help me to be financially independent

- 3.5 The grant will also benefit the larger community as opportunities to prevent homelessness will be maximised.

#### **4. RISK MANAGEMENT**

- 4.1 If the recommended schemes are not approved there is a risk that more households who are threatened with homelessness or who are in housing need will have limited alternative options. There is the risk that they may have to make a homeless approach and this could consequently lead to the following risks:
- Increased B&B costs.
  - Increased Rough Sleeping in the District
  - Impacts on health, education and similar through increased homelessness.

#### **5. APPENDICES**



## **CABINET**

**4 FEBRUARY 2015**

---

None

**6. BACKGROUND PAPERS**

**7. KEY**

### **AUTHOR OF REPORT**

Name: Amanda Glennie  
E Mail: [a.glennie@bromsgroveandredditch.gov.uk](mailto:a.glennie@bromsgroveandredditch.gov.uk)  
Tel: 01527 881278

This page is intentionally left blank

### **CABINET**

**4 February 2015**

#### **Bromsgrove Playing Pitch Strategy – 2015-18**

Relevant Portfolio Holder	Councillor Bullivant
Portfolio Holder Consulted	Yes
Relevant Head of Service	John Godwin
Ward(s) Affected	All
Ward Councillor(s) Consulted	N/A
Key Decision / Non-Key Decision	Non Key Decision

#### **1. SUMMARY OF PROPOSALS**

The report outlines the key sections and actions contained within the revised Playing Pitch Strategy 2015-18 and seeks member approval for the strategy to be approved and endorsed.

Once approved officers will as part of the normal operation of services look to implement these improvements over the next 3 to 5 years with support from National Governing Bodies for Sport.

#### **2. BACKGROUND**

- 2.1 In 2009-12 the Bromsgrove Playing Pitch Strategy was agreed by members and recommendations implemented by Officers. There were a number of outcomes from this work, which have improved the condition and variety of the playing pitches across Bromsgrove and as such created opportunities for residents to enjoy better facilities which contributes to increasing participation. Amongst these are the agreed funding for a new ATP (Astro Turf Pitch) at Bromsgrove Hockey Club, the pitch renovation and new changing room facilities at Barnsley Hall and Braces Lane and the funding for Meadow Park football Club to secure the long term use and enhance the facilities at Harris Brush Works.
- 2.2 The new Playing Pitch Assessment has been developed in line with Sport England's Playing Pitch Guidance October 2013 and supported and endorsed by both the National Governing bodies for sport at a regional level and also Strategic Planning Officers at Bromsgrove District Council. The Assessment has been carried out to establish whether there is sufficient playing pitch provision in Bromsgrove. The Strategy provides the Authority with an evidence base to identify where future investment can be derived from, planning gain and external grant funding. Then can be allocated to improve both the number of pitches and the quality of provision in the future. For example this can be achieved by enhancing the quality of the current pitches through improved drainage and access by investing in car parking and changing rooms.
- 2.3 Within the Strategy there are a number of strategic recommendations and actions for individual sites which consider a range of options across football, cricket, rugby, and hockey. The recommendations will enable the district to make both

### **CABINET**

**4 February 2015**

quantitative and qualitative improvements to enable facilities to cope with increased usage from significant population growth.

- 2.4 However, it should be noted that Bromsgrove District Council own a small number of pitches identified within the Strategy and the majority of pitches are owned by Schools or Sports Clubs. As such the long term future of sites, sits outside the control of the local authority, particularly cricket and rugby pitch sites which form part of the existing useable provision and have significant influence on the current and future provision. These need to be protected as part of planning policy. NPPF Planning Policy states 'Protection of Existing Facilities -' the loss of existing or allocated playing pitch facilities will not be permitted unless certain conditions are met. Bromsgrove District Council's Leisure and Cultural Services Team are statutory consultees and as such will feedback on any applications that affect the use of playing pitches and will refer to the PPS as a basis to make any comments related to this.
- 2.5 The Strategy references the Bromsgrove District Plan – Proposed Submission Version 2011 – 2030 Policy BDP25.1 and notes that Bromsgrove District Council will support proposals and activities that protect, retain or enhance existing sport, recreational and amenity assets, lead to the provision of additional assets, or improve access to facilities, particularly by non-car modes of transport.

### **3. RECOMMENDATIONS**

- 3.1 The report outlines the key sections and actions contained with the revised Playing Pitch Strategy 2015 and seeks Cabinet approval for the strategy to be approved and endorsed.

Once approved officers will as part of the normal operation of services look to implement these improvements over the next 3 to 5 years with support from National Governing Bodies. .

### **4. KEY ISSUES**

#### **Financial Implications**

- 4.1 There are no direct financial implications relating to this report, however in order to implement the improvements within the strategy additional resources or alternative methods of working (internal or external) may be required. In such circumstances individual business cases will be prepared and where applicable, funding requests brought back to members for approval and/or information.
- 4.2 For pitches owned by the Local Authority planning gain funding can be used to support potential schemes to improve the quality of the provision provided. In addition it can also be used as match funding with NGB's to provide larger schemes providing a larger amount of investment to improve provision.

### **CABINET**

**4 February 2015**

- 4.3 For those pitches not within the ownership of the Authority, the Council will act as a facilitator to bring funding streams together to benefit the wider community with a focus on developing the club environment. The Council, through their Sports Development Team will also support clubs to be more sustainable. This can include assisting them with funding applications and to gain quality accreditation.

### **5 Legal Implications**

- 5.1 There are no direct legal implications within this report. However, the Strategy does recommend that there will be an opportunity to lease pitches and buildings to junior clubs in the future utilising a similar legal model to that currently in place for the use of the Barnsley Hall site.
- 5.2 Any identified investment into pitches and/or infrastructure will require Planning Gain and community use agreements to be developed. As such legal advice and planning support will be needed to ensure that suitable contributions are drawn down and that monies are spent in line with the terms of each agreement.

### **6 Service / Operational Implications**

- 6.1 The Strategy will give the Authority the opportunity to identify quantitative deficiencies to meet existing unmet demand and plan for future population growth.
- 6.2 The Strategy has identified qualitative deficiencies to enhance existing provision including playing pitches through investment. For example improving drainage and replacing top surfaces can increase the number of matches that can be played by adult teams as well as providing a suitable facility for junior clubs to use to increase teams and as such participation. It can also result in a lesser need to invest into new pitches and as such lessen the need for investment that can be used to support other schemes. Qualitative improvements will also include enhancing access and infrastructure, including car parking and changing facilities.
- 6.3 In order to maximise investment into pitches and mitigate any future issues with quality, pitches need to be maintained to high standards. This will help to ensure that existing pitches have the capacity to hold more games and less reliance for new pitches to be provided. The Council through applying transformation principles will be able to deliver this aim. For example revising schedules to renovate some pitches and then resting them for a long period of time to give them sufficient time to recover so they are in good condition for future years. Also the Strategy supports the need for local leagues to review the way in which they allocate fixtures, currently the pitches are used well into May which reduces the time needed to maintain them pre-season and as such works against what the Council are trying to achieve above. Finally, the Strategy highlights the potential for pitches to be used for both junior and adult matches through use of different coloured marking. If pitches are well maintained they would have additional capacity to achieve this meaning more games are played on existing pitches so there is less reliance on providing investment for new pitches

### **CABINET**

**4 February 2015**

- 6.4 To achieve the above, Planning Gain funding can be used as contributory funding for clubs to obtain external grants to create the opportunity for them to be more sustainable so they can then take responsibility for pitches and associated ancillary facilities, such as changing areas. This supports a stronger community infrastructure and potentially reduces the demands on the Councils resources.
- 6.5 There will also be an opportunity to work alongside both schools and clubs to assist with the development of effective dual use agreements that address both qualitative and quantitative shortfalls.
- 6.6 Through improving provision the Authority and its partners can enjoy improved access to all outdoor playing pitches. This will help to support the development of local leagues and clubs to meet their needs and increase participation which has a positive impact on the health and well being of Bromsgrove Residents.

### **7. RISK MANAGEMENT**

- 7.1 There are no direct risk implications relating to this report

### **8. APPENDICES**

- 8.1 Appendix 1 - Draft Playing Pitch Strategy and Site Action Plans

### **9. BACKGROUND PAPERS**

N/A

### **AUTHOR OF REPORT**

Name: Dave Wheeler

email: [dave.wheeler@bromsgroveandredditch.gov.uk](mailto:dave.wheeler@bromsgroveandredditch.gov.uk)

Tel.: 01527 64252 ext.: 3313



**Bromsgrove**  
District Council

[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)

Page 93

**BROMSGROVE DISTRICT COUNCIL**

**PLAYING PITCH STRATEGY**

**JANUARY 2015**

Agenda Item 10

# CONTENTS

<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>1. INTRODUCTION</b>	<b>2</b>
BACKGROUND	2
SCOPE	2
METHODOLOGY	2
BROMSGROVE – SPORT ENGLAND ACTIVE PEOPLE PARTICIPATION IN SPORT	3
MARKET SEGMENTATION	5
AIMS AND OBJECTIVES	8
<b>2. PLAYING PITCHES NPPF PLANNING POLICY</b>	<b>9</b>
<b>3. SPORT SUMMARIES</b>	<b>12</b>
FOOTBALL	12
CRICKET	24
RUGBY UNION	29
HOCKEY	35
<b>4. STRATEGY FRAMEWORK FOR FUTURE DELIVERY OF PLAYING PITCH PROVISION</b>	<b>41</b>
PLAYING PITCH STRATEGIC OBJECTIVES	41
SPORT SPECIFIC OBJECTIVES:	42
FOOTBALL	42
CRICKET	42
RUGBY UNION	43
HOCKEY	43
<b>5. STRATEGIC RECOMMENDATIONS</b>	<b>46</b>
SITE BY SITE ACTION PLANS	52



## EXECUTIVE SUMMARY

This playing pitch assessment has been developed in line with Sport England's guidance set out in Sport England's Playing Pitch Guidance October 2013. The assessment has been carried out to establish whether there is sufficient playing pitch provision Bromsgrove.

There are a number of strategic recommendations and actions for individual sites which consider a range of options across football, cricket, rugby, and hockey.

The report considers current levels of active participation from clubs based within Bromsgrove, their playing pitch requirements and the facilities available for use. Current and future carrying capacity has been considered. Consideration is also given to the potential for clubs to increase teams in the future, quality of facilities and the secured future of playing pitches.

The analysis within the technical appendices is set out in two stages. First there is an analysis of the current supply and demand position. Second there is an analysis of the predicted future supply and demand.

The assessment has identified that some existing facilities in Bromsgrove are of poor or standard quality and are not able to cope with current or future demand. In addition to new facility provision, the strategy identifies qualitative improvements required to improve existing facilities to enable facilities to cope with increased usage from significant population growth.

The Playing Pitch Assessment has identified existing and future deficiencies in playing pitch facilities to meet the needs of Bromsgrove residents. However, the strategy recognises the location of Bromsgrove and the surrounding Local Authorities. The strategy facility requirements will seek to address the deficiencies by securing provision of new facilities or contributions from development to provide new or improved facilities where required.

The long term future of sites outside the control of the local authority, particularly cricket and rugby pitch sites which form part of the existing useable provision and have significant influence on the current and future provision. These need to be protected as part of planning policy.

# 1. INTRODUCTION

## BACKGROUND

- 1.1 Strategic Leisure was commissioned in July 2014 to take forward the work previously undertaken by Bromsgrove council the NGBs and Sport England and complete the Bromsgrove Playing Pitch Strategy. The playing pitch facilities considered in this assessment are Football, Cricket, Rugby Union and Hockey. The individual sport analysis has been undertaken using the information provided in the excel work books provided by Bromsgrove District Council in Appendix A. All projected population data has been taken from Sub National Population Projections 2012.

## SCOPE

- 1.2 This Bromsgrove Playing Pitch Strategy document sets out a playing pitch sports facilities assessment which considers the adequacy of provision for key pitch sports, specifically football, cricket, rugby and hockey. It summarises the data collected as part of the assessment (see Technical Appendices) and identifies the strategic requirements for provision in Bromsgrove, which result from the assessment.

This Playing Pitch Strategy provides the evidence base and facilities required to meet the need for new or improved outdoor playing pitch provision. It will apply to both new on site facilities provided within new housing development and developer contributions secured to provide or improve off site facilities which are required to mitigate the additional population demand arising from development.

- 1.4 The evidence base can also be used by partners, and clubs to assist them in applying for funding. The strategy also identifies the need to work with Town and Parish Councils, schools and National Governing Bodies of Sport Pitches to ensure community use of sites for now and in the future.

## METHODOLOGY

- 1.5 The area of the Playing Pitch Strategy covers the Bromsgrove District Council area. The strategy has been developed in line with guidance by Sport England (Playing Pitch Guidance, An approach to Developing and Delivering a Playing Pitch Strategy) 2013.

- **Stage A (Step 1) – of the methodology is to prepare and tailor the approach.**
- **Stage B: Steps 2 & 3 - Gather supply and demand information and views. Information was gathered on both the supply of pitches and the demand for these pitches, specifically:**
  - Supply – site details, see Technical Assessments Football, Cricket, Rugby and Hockey Appendix 1, accessibility and overall quality of current provision, including the use of Sport England’s Active Places database, existing records of pitch provision, Sport England’s non-technical visual quality assessment template, views of Bromsgrove District Council, NGBs, schools and user clubs

- Demand - see Technical Assessments Football, Cricket, Rugby and Hockey Appendix 1- teams and their match and training requirements, casual and educational demand as well as displaced and latent demand, through consultation with clubs.
- Details of potential changes to the future pitch stock, as well as projected and aspirational increases in participation
- **Stage C: Steps 4, 5 & 6 – Assessing the Supply and Demand Information and Views. The supply and demand information collated has been used to:**
  - understand the situation at individual sites
  - develop the current and projected future pictures of provision
  - identify the key findings and issues that need to be addressed.
- **Stage D: Steps 7 & 8 – Developing the recommendations and action plan and writing and adopting the strategy**

### BROMSGROVE – SPORT ENGLAND ACTIVE PEOPLE PARTICIPATION IN SPORT

1.6 The Sport England Active People Survey tracks people that participate in sport at region, county sports partnership and Local Authority level. The first survey, APS1 was conducted between October 2005 and October 2006. It has become a continuous process, with APS6 in October 2012 and APS7 was completed in October 2013.

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

1.8 The table below identifies that the Adult population (14+) in Bromsgrove participate (39.9%) at least once a week which is higher than the West Midlands (34.4%) and higher than England (36.7%).

**Table 1.1: Adult (14+) Participation in Sport (at least once a week)**

GEOGRAPHY	PARTICIPATION RATE
Bromsgrove	39.9%
West Midlands	34.4%
England	36.7%

*Source: Active People Survey, Year: 2012/13 (APS7)*

*Measure: Adult participation, aged 14+*

*^ 1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)*

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- 1.9 The table below shows the former N18 key performance indicator of participating 3 x a week. It shows that participation across Bromsgrove has increased from 2005/2006 (22.4%) to 2011/2013 (27.4%). Bromsgrove has a higher participation rate in sport than the West Midlands and England.

**Table 1.2: Sport England Former N18 Participation 3 x a week.**

INDICATOR	YEAR	BROMSGROVE			WEST MIDLANDS			ENGLAND		
		ALL	MALE	FEMALE	ALL	MALE	FEMALE	ALL	MALE	FEMALE
12+ days / 3x30 - N18	2005/06	22.4%	25.6%	19.4%	19.5%	22.3%	16.8%	21.3%	24.0%	18.7%
	2011/13	27.4%	28.2%	26.6%	23.2%	26.7%	20.0%	24.7%	28.3%	21.3%

- 1.10 The table below indicates that, in 2012/2013, the percentage of people volunteering to support sport in Bromsgrove (7.8%) was higher than the national average (6.0%), and higher than the West Midlands average (5.5%). In addition, the number of people who are club members (31.5%) is much higher than the West Midlands (19.7%) and higher than the national (21%).

- 1.11 Those that have received tuition/coaching in the last 12 months is lower in Bromsgrove than both the national and West Midlands averages. However, Bromsgrove (17.7%) has a greater percentage of people participating in organised competitive sport in the last 12 months than both the national (11.2%) and West Midlands (13.1%) averages.

**Table 1.3: Sport England's Active People – Key Performance Indicators**

INDICATOR	BROMSGROVE				WEST MIDLANDS				ENGLAND			
	2009/10	2010/11	2011/12	2012/13	2009/10	2010/11	2011/12	2012/13	2009/10	2010/11	2011/12	2012/13
KPI2^ - Proportion of the Adult Population volunteering at least one hour a week	5.4%	8.9%	*	7.8%	4.1%	7.4%	8.1%	5.5%	4.5%	7.2%	7.6%	6.0%
KPI3 - Club Membership in the last 4 weeks	28.6%	32.9%	31.9%	31.5%	22.3%	21.5%	21.7%	19.7%	23.9%	23.3%	22.8%	21.0%
KPI4 - Received tuition / coaching in last 12 months	22.3%	17.6%	19.8%	15.7%	16.0%	14.4%	16.0%	15.8%	17.5%	16.2%	16.8%	15.8%
KPI5 - Took part in organised competition in last 12 months	15.7%	19.7%	14.6%	17.7%	13.5%	13.3%	14.0%	13.1%	14.4%	14.3%	14.4%	11.2%
KPI6+ - Satisfaction with local provision	68.0%	~	~	59.3%	67.3%	~	~	62.2%	69.0%	~	~	60.3%

Source: Active People Survey, Year: 2009/10-2012/13, Measure: Key Performance Indicators 2, 3, 4, 5, 6

+ - KPI6 was not measured in APS 5 (2010/11) or APS6 (2011/12)

- 1.12 The table below shows the top 5 sports that people participate in across Bromsgrove District Council with regional and England comparisons. Football is the only pitch sport in the top 5 sports participated in Bromsgrove.

# BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

**Table 1.4: Sport England Active People Top 5 Sports**

SPORT	BROMSGROVE		WEST MIDLANDS		ENGLAND	
	No. (000s)	RATE	No. (000s)	RATE	No. (000s)	RATE
Swimming	10.3	13.3%	7.9	10.2%	4,896.9	11.5%
Gym	9.3	12.1%	7.7	9.9%	4,622.7	10.9%
Cycling	6.1	7.8%	5.4	7.0%	3,458.9	8.1%
Fitness & Conditioning	5.6	7.2%	4.9	6.4%	2,854.7	6.7%
Football	4.7	6.0%	4.6	6.0%	2,689.7	6.3%

Source: Active People Survey 7, 2012/13

Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month.

## MARKET SEGMENTATION

1.13 Sport England has developed nineteen sporting segments to provide a better understanding of people's attitudes to sport, their motivations and barriers. The key data sources were the Department of Culture, Media and Sport (DCMS), 'Taking Part' survey and Active People. Further data was added from Experian Mosaic databases. Population data is used for people aged 18 and over.

Page 14  
99

The segmentation model consists of 19 segments – each has a distinct sporting behaviour and attitude. A summary of each market segment is provided below.

**Table 1.5: Sport England Market Segmentations (19 Segments)**

NAME	TITLE	DESCRIPTION	TOP THREE PARTICIPATING SPORTS NATIONALLY
Ben	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.	Football, Keep fit/gym, Cycling
Jamie	Sports Team Drinkers	Young blokes (aged 18-25) enjoying football, pints and pool.	Football, Keep fit/gym, Athletics
Chloe	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym, Swimming, Athletics

Agenda Item 10

# BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

NAME	TITLE	DESCRIPTION	TOP THREE PARTICIPATING SPORTS NATIONALLY
Leanne	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym, Swimming, Athletics
Helena	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym, Swimming, Cycling
Tim	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling, keep fit/ gym, swimming, football, athletics and golf.  Club member and competitive sport. Cycling, keep fit/ gym, swimming, football, golf.
Alison	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym, Swimming, Cycling
Jackie	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym, Swimming, Cycling
Kev	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym, Football , Cycling
Paula	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym, Swimming, Cycling
Philip	Comfortable Mid Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling, keep fit/ gym, swimming, football, golf.
Elaine	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym, swimming, cycling, athletics or running, tennis and badminton.

# BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

NAME	TITLE	DESCRIPTION	TOP THREE PARTICIPATING SPORTS NATIONALLY
Roger & Joy	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym, swimming, cycling, golf and angling
Brenda	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym, Swimming, Cycling
Terry	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision for retirement.	Keep fit/gym, Swimming, Cycling
Norma	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym, Swimming, Cycling
Ralph & Phyllis	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym, Swimming, Golf
Frank	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf, Keep fit/gym, Bowls
Elsie & Arnold	Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym, Swimming, Bowls

Page 101

1.15 Understanding the dominant market segments in Bromsgrove is important as it can help direct sports provision and programming. The dominant market segments can be seen from the table below. These are 'Tim', 'Philip', 'Elaine' and 'Roger and Joy'. Tim and Philip are the most dominant segments and typically they participate in football and club team sports.

**Table 1.6: Sport England Dominant Market Segments**

NAME	DESCRIPTION	BROMSGROVE	
		NUMBER	RATE
Ben	Competitive Male Urbanites	4.6	6.3%
Jamie	Sports Team Drinkers	1.3	1.7%
Chloe	Fitness Class Friends	5.0	6.8%
Leanne	Supportive Singles	1.2	1.7%

NAME	DESCRIPTION	BROMSGROVE	
		NUMBER	RATE
Helena	Career Focused Females	4.1	5.6%
Tim	Settling Down Males	9.1	12.5%
Alison	Stay at Home Mums	4.7	6.4%
Jackie	Middle England Mums	3.0	4.2%
Kev	Pub League Team Mates	1.4	1.9%
Paula	Stretched Single Mums	1.0	1.4%
Philip	Comfortable Mid-Life Males	8.2	11.2%
Elaine	Empty Nest Career Ladies	6.3	8.5%
Roger & Joy	Early Retirement Couples	6.3	8.6%
Brenda	Older Working Women	1.4	2.0%
Terry	Local 'Old Boys'	1.1	1.5%
Norma	Later Life Ladies	0.6	0.9%
Ralph & Phyllis	Comfortable Retired Couples	5.8	7.9%
Frank	Twilight Year Gents	2.9	3.9%
Elsie & Arnold	Retirement Home Singles	5.2	7.2%
		<b>73.3</b>	<b>100.0%</b>

Source: Sport England, 2013, Measure: Sport Market Segmentation

## AIMS AND OBJECTIVES

- 1.16 The overall aim of this document is to ensure that Bromsgrove residents have access to good quality playing pitch sports facilities now and in the future as the population grows.
- 1.17 It is an objective of the strategy to secure (subject to viability) facility provision and or developer contributions from new development to ensure that playing pitch facilities meet the needs of Bromsgrove residents now and in the future.
- 1.18 The strategy also seeks to work in partnership with schools to ensure community access to playing pitch facilities that are provided by schools now and in the future.
- 1.19 This strategy has established current sports pitch needs and aspirations and assessed the requirements for the future.
- 1.20 The assessment has identified that some existing facilities in Bromsgrove are of poor or standard quality and are not able to cope with current or future demand. In addition to new facility provision the strategy identifies qualitative improvements required to improve existing facilities to enable facilities to cope with increased usage from population growth.



## 2. PLAYING PITCHES NPPF PLANNING POLICY

2.1 The NPPF Planning Policy states Protection of Existing Facilities – The loss of existing or allocated playing pitch facilities, will not be permitted unless:

- **An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or**
- **Any loss would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or**
- **The development is for alternative recreation or open space facilities, the need for which clearly outweighs the loss.**

2.2 Bromsgrove District Plan – Proposed Submission Version 2011 – 2030 Policy BDP25.1 Bromsgrove District Council will support proposals and activities that protect, retain or enhance existing sport, recreational and amenity assets, lead to the provision of additional assets, or improve access to facilities, particularly by non-car modes of transport. This will include maintaining greater access to and enjoyment of the countryside. The Council will ensure all new residential developments meet and contribute towards the qualitative, quantitative and accessibility standards set for the open space, sport and recreation facilities in the District (as follows):

Table 2.1: Bromsgrove District Council Quantity and Accessibility Standards

TYPOLOGY	QUANTITY STANDARD (HECTARE PER 1000 POPULATION)	ACCESSIBILITY STANDARD (TRAVELLING TIME TO THE FACILITY)
Outdoor Sports Facilities	1.67	Walk: 1 minutes (grass pitches) Drive: 15 minutes (tennis courts / bowling greens) 20 minutes (synthetic pitches, golf courses and athletics tracks)

2.3 Policy BDP25.1 above strongly supports the second two bullet points of the national policy set out above.

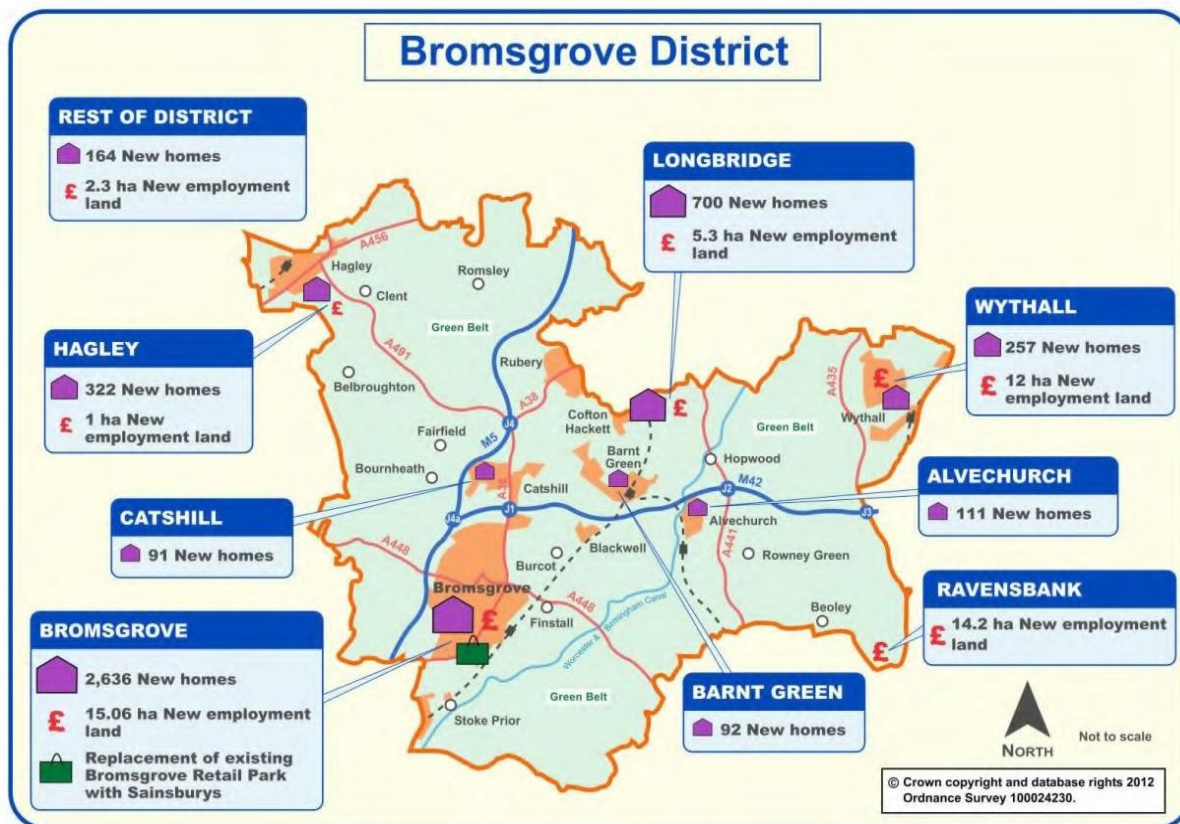
2.4 In addition the Bromsgrove – Proposed Submission Version 2011 – 2030 BDP5A.5 The community facilities consist of community hall, large equipped play areas, sports pitches and an allotment site. There is a specific requirement for adult football pitches adjacent to the King George V playing fields and associated infrastructure including access, parking and changing facilities should also be provided.

2.5 The Local Plan has identified that there is a specific requirement for adult football pitches due to increased participation in the Bromsgrove Leagues. Provision would also need to include access, parking and changing facilities. It is preferable for these facilities to be concentrated in a single location on BROM 2 adjacent to the King George V playing fields.

# BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- 2.6 Playing Pitch Surplus/Deficiency – This strategy has identified existing and future surplus/deficiencies in playing pitch facilities to meet the needs of Bromsgrove residents. The strategy’s facility requirements will seek to address the surplus/deficiencies by securing provision of new facilities or contributions from development to provide new or improved existing facilities.
- 2.7 The Playing Pitch Strategy will aspire to ensure that all new or improved playing pitch facilities will be constructed in accordance with Sport England and National Governing Bodies for Sport guidance.
- 2.8 The strategy seeks to work in partnership with facility providers, National Governing Bodies for Sport and Sport England to secure external funding for the priorities that have been identified. The strategy will also secure (subject to viability) S106 and CIL contributions from development to meet the strategy requirements. New housing requirements are shown in the following diagram.

Figure 2.1: Bromsgrove District –New Housing Requirements



## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- 2.9 The main concentration for new homes is in Bromsgrove itself (2636 new homes). Perryfileds has been identified as a site for 4 new adult pitches and associated changing facilities. A 3G Artificial pitch for football has also received funding and is being planned for South Bromsgrove School.
- 2.10 Other areas of concentration for new homes are Longbridge (700), Hagley (322 homes), Wythall (257 homes), Alvechurch (111 homes and Barnt Green (92 new homes)
- 2.11 The Longbridge Area Action Plan 2009 states that at Cofton Park although in Birmingham that there will be “Improvements to sports and recreational facilities including: - Upgrading and installing drainage across all sports pitches. - Enhancing and providing protective fencing to all cricket wickets. - The provision of improved changing rooms and accessible toilets. - Improvements to footpaths, seating, planting facilities for informal recreation and the need for additional play and sports facilities to serve the new development.”
- 2.12 As central Bromsgrove has been catered for regarding planning developments for football pitches. Hagley, Wythall, Alvechurch and Barnt Green need to be targeted for developer contributions towards new playing pitch facilities and improvements.

## 3. SPORT SUMMARIES

### FOOTBALL

#### CONTEXT

- 3.1 The Football Association is the governing body responsible for football in England. Facility improvement will be a focus in delivering their 'Whole Sport Plan 2013 – 2017' and will underpin the different programmes being rolled out to drive participation.
- 3.2 The Worcestershire and Birmingham Football Association has responsibility for football across Bromsgrove.
- 3.3 The Worcestershire and Birmingham FA's strategy for investment in facilities is in line with the FA's National Facility Strategy 2013 – 2015. The FA's priorities for 2013 to 2015 are as follows:

- **Natural grass pitch improvements and maintenance:** Grants will be made to support the development of new and improved natural grass pitches. Additional support will be made available to clubs wishing to develop their own skills in the future maintenance of natural grass, through relevant training and advice.
- **Development of new Artificial Grass Pitches:** The latest Artificial Grass Pitches (AGPs) are capable of supporting (carrying) much greater activity than natural grass. An increasing number of leagues are using games to be played on these surfaces and many grassroots clubs compete to access them for training purposes and matches. The FA estimates that a typical full-sized floodlit AGP can accommodate the training needs of up to 60 teams in any given week let alone wider use for matches and informal participation. The FA now have an accreditation system in place for 3G pitches that can be used for match play purposes and have amended their standard code of rules to reflect this change.
- **Refurbishment of old Artificial Grass Pitches:** The FA will work closely with other relevant National Governing Bodies and map out priority sites where existing old-style pitches might be replaced to reflect local need / demand. This will offer a value for money approach to sustaining and growing participation and at the same time create a financially sustainable network of AGP sites in England.
- **Provision of suitable changing accommodation and toilet facilities:** The FA will seek to ensure that suitable proposals for improvements to changing rooms and associated facilities are properly assessed against need and value for money, and that standards are put in place that are consistent with the needs of clubs at all levels. New construction methods will be assessed and implemented where these meet with local needs and are cost effective.

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- **Small Grants Programme for modest facility improvements:** This programme will continue and will aim to address the often very basic facility requirements of clubs. The FA will set down some broad guidelines for access to this funding although the intention will be to minimise red tape and keep access as open as possible.**replacement goalposts:** The FA will also ensure that awareness regarding goalpost safety is refreshed and publicised. Funding to replace unsafe goalposts will continue.

3.4 The Football Association (FA) recently concluded its Youth Development Review, which has made changes to formats and facilities within grassroots youth football from the football season 2013/14 onwards.

3.5 The proposals include raising the minimum age for competitive leagues, developing small sided football and introducing a 9- a-side game for Under 12s. The FA has set a range of revised pitch sizes, better suited to the needs of children of different ages. Table 3.1 identifies the youth format age groups and pitch sizes that need to be provided for football in the future across Bromsgrove.

Table 3.1: FA Youth Pitch Formats

THE FA RECOMMENDED PITCH SIZES										
AGE	TYPE	RECOMMENDED SIZE WITHOUT RUNOFF (SAFETY AREA AROUND PITCH)			RECOMMENDED SIZE INCLUDING RUNOFF (SAFETY AREA AROUND PITCH)			RECOMMENDED SIZE OF GOAL POSTS		
		LENGTH	X	WIDTH (YARDS)	LENGTH	X	WIDTH(YARDS)	HEIGHT	X	WIDTH (FT)
U7/U8	5 v 5	40		30	46		36	6		12
U9/U10	7 v 7	60		40	66		46	6		12
U11/U12	9 v 9	80		50	86		56	7		16
U13/U14	11 v 11	90		55	96		61	7		21*
U15/U16	11 v 11	100		60	106		66	8		24
U17/U18	11 v 11	110		70	116		76	8		24

### SUPPLY

### ACCESSIBILITY AND COMMUNITY USE

3.6 There are 43 sites with 104 individual grass football pitches across Bromsgrove. The key component of the analysis was an examination of the extent to which pitches identified were in secured public use. There are 64 pitches with secured community use and if access to these community use pitches was to be reduced then this would create a risk that there would be insufficient football pitches. The assessment of secured public use was undertaken in the context of the Sport England definition of community use, and embraces:

- **All local authority pitches (Town and Parish Council);**

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- **Educational facilities whether subject to formal dual use, community use agreements or similar formal hire arrangements with local teams or not;**
- **Any other facilities which are available to the public as a result of formal dual / community use agreements; and**
- **Any facilities owned, used or maintained by clubs/private individuals, which as a matter of policy or practice are available for use by sections of the public through membership of a club or admission fees.**

3.7 Not all of the pitches that are being played on are secured community use. There are a number of school sites that offer community use but there are no formal community use agreements in place.

3.8 The Central Area has the most pitches 38 in total of which 26 are secured for community use. The West Area has 24 pitches of which 14 are secured for community use, followed by the North 20 pitches of which only 5 are secured for community use, the East area has 12 pitches of which all 12 are secured for community use and the North East Area has 9 pitches of which 7 are secured for community use.

3.9 Secured community use is at its lowest in the North Area where there are 20 pitches but only 5 provide for secure community use.

3.10 Other pitches that have no club football played on them currently are:

- **Beoley First School – North East - 7 v 7**
- **Pearl Assurance – North East – 2 senior**
- **Blackwell First School – North – 7 v 7**
- **St Andrews First School – North - 7 v 7**
- **Charford First School – Central 7 v 7**
- **St Johns C of E – Central**
- **Alvechurch Middles School – East – Junior 11 v 11**
- **HMP Hewell – East - 1 senior and 1 junior 11 v 11**
- **Hunters Hill Technology College – 3 junior 11 v 11**

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- **Bromsgrove Football - Lapsed or Disused Sites**

3.11 The number of possible available pitches that are lapsed in the Central area equates to 1 Senior and 6 junior 11 v 11 or alternatively mini pitches. There are 2 lapsed sites in the North East Area these equate to 2 senior pitches and 1 junior 11 v 11.

### OWNERSHIP & MANAGEMENT

3.12 Bromsgrove District Council own 9 of the 43 identified sites this is 21% of the total sites. 14 sites are owned by Education establishments.

### FOOTBALL PITCH QUALITY

3.13 The quality of football pitches across Bromsgrove have been assessed by site visits and user consultation to come to an agreed rating of either:

- **Good**
- **Standard**
- **Poor**

3.14 Quality of pitches determines the capacity or number of times a pitch can be played. The FA has set guidance standards for the number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity).

3.15 The following table identifies the guidelines for quality and capacity that have been used across Bromsgrove District Area Playing Pitches.

Table 3.2: XXXXX

ADULT PITCHES		YOUTH PITCHES		MINI PITCHES	
PITCH QUALITY	MATCHES PER WEEK	PITCH QUALITY	MATCHES PER WEEK	PITCH QUALITY	MATCHES PER WEEK
Good	3	Good	4	Good	6
Standard	2	Standard	2	Standard	4
Poor	1	Poor	1	Poor	2

3.16 The non-technical site assessments have been used along with club perceptions of the quality of the pitches. The Regional Advisor IOG West Midlands looked at a number of the Bromsgrove Council Grounds and determined they were all of a poor quality:

- **Lickey End – 37.1%**

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- **Boleyn Road (Pitch One) – 32.9%**
- **Boleyn Road (Pitch Two) – 35.7%**
- **St Chads, Rubery – 24.3%**
- **Braces Lane – 44.3%**
- **Barnsley Hall – 38.6%**
- **King George Close – 37.1%**

3.17 In terms of general trends across Bromsgrove District Council football pitch sites the Regional IOG Adviser summarised the quality as follows:

- **The practice of ‘burning in’ the lines presumably through adding weed killer (glyphosate) to the line marking paint. This is not best practice (although I can understand the reasons). This results in a loss of grass cover and in some instances the ground was beginning to crack.**
- **Exposed goal sleeves in every location visited – goal caps should be used to cover the sleeves – potentially they could be very hazardous – especially for a small foot.**
- **Levels of compaction – these were very high. For example, the drainage that has been installed at St Chads, will not operate effectively until the pitch has been aerated. This was also the pitch that received the lowest assessment. If it is not possible to Vertidrain the pitches (all sites) in September/October (and again at the end of the season) regular slitting should be considered.**
- **At Boleyn Road, it did seem that the machinery used to cut the pitches had a relatively narrow cutting width (at this location) and as a consequence would significantly impact productivity. Pitch Two also has a significant issue with pitch levels near the far goalmouth. The grass growth has now got out of control and needs to be cut with a rotary roller mower. Mowing regimes need to be reviewed for all sites.**
- **The use of a third set of goal sleeves at Braces Lane allows significant flexibility and its introduction at other locations should be considered.**
- **There were references to renovated goalmouths in the initial assessments and issues with grass establishment – Lickey End, Braces Lane and Barnsley Hall were beginning to show signs of improvement. Boleyn Road, St Chads and King George Close require additional work (although it is possible they were not reseeded in the first place).**



- Braces Lane and Barnsley Hall have clearly received significant investment recently and together with Lickey End have significant potential in terms of offering good quality facilities and pitches. St Chads requires specific attention (see drainage point above). King George and Boleyn Road offer basic facilities with very basic pitches that also require some specific attention prior to the commencement of the forthcoming season.

### SPORTS CLUB PERCEPTION OF QUALITY

- Charford – Dog fouling is a major problem. The ground is hard and there is insufficient grass cover on the pitch, goal posts are out dated and in decay. Showers in changing rooms although hot are not very clean due to lack of cleaning materials and the pitch is uneven.
- St Chads - Dog fouling, Council burn lines preseason then up to the club to mark out after that.
- Boelyn Road – clubs complained of mole hills – no car park and no changing – has been abused by travellers and the Council doesn't cut the grass and clubs have to pay to have it marked.
- Clubs perceive they do not receive value for money when hiring Council pitches. Specifically, the perceived lack of preparation and ongoing maintenance is not reflected through a reduced cost of pitch hire. In particular, clubs feel that they are somewhat 'left to their own devices' when preparing the pitch and have to mark the lines out themselves.
- Clubs have stated that the cost of access to school sites is prohibitive.
- Some clubs in the Bromsgrove District League say they have to play outside Bromsgrove because of the condition of pitches, the lack of good quality senior pitches with changing accommodation.
- The majority of respondent clubs rated the pitches as standard or poor. The better sites being at Private facilities Stoke Prior Country Club and Britannic Assurance.
- Currently only two Bromsgrove Council sites have changing rooms these are Charford Recreation Ground and Rubery Recreation ground. Funding from the FA has assisted with changing rooms at Barnsley Hall and Braces lane which are now both operational.
- Rubery FC consider that Bay Tree playing fields are of good quality. However, a number of games are called off when it rains between November and February.
- The Meadow Catshill has received Sport England Inspired Funding to provide toilets and a function/training room.

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- **Alvechurch Parish Council, in partnership with the Lions and Alvechurch Cricket Club, put together a bid to the Sport England Olympic Legacy Fund. This was successful, and £33,000 was awarded to the partnership for drainage and general improvement.**

### EDUCATION

- **Hagley RC School have said their pitches get in a poor state due to the amount of use for school and community use.**
- **Wasley Hills High School say that from November to March that all their games are played away – their pitches need a drainage system.**

### NATIONAL LEAGUE SYSTEM CLUBS

3.18 There are a number of National League system clubs within Bromsgrove these are:

- **Bromsgrove Sporting FC** - Step 6 National League team that play in the Midland League First Division. They were offered the lease of the Victoria Ground in 2010. They received £50,000 of grant funding as part of the Budweiser Club Futures programme in 2013. The funding allowed the club to undertake an ambitious irrigation system installation, utilising rain water harvesting technology in a bid to bolster the club's ecological credentials.
- **Alvechurch FC** - Play in the Midland League premier Division. The clubs ground is Lye Meadow.
- **Fairfield Villa FC** - The season of 2012/13 saw the overhaul and redevelopment of its Recreation Ground facilities. An F.A grant coupled with the club's own finances meant that the structure was reformed with the addition of a new official's changing block and a further female facility, a complete renovation of the player changing rooms with a disabled toilet and a brand new kitchen and storage garage.

3.19 Investment in partnership funding in facilities such as Bromsgrove Sporting and Fairfield Villa from the FA and funding in Alvechurch Lions identifies best practice due to the improved outcomes in improved quality of facilities. However, security of tenure on the national league system grounds such as Bromsgrove Sporting and Fairfield Villa needs to be flagged as a concern. Longer term leases are an option to consider but the Council considers that Asset Transfer is not in the interest of the Authority.

3.20 There is a clear message to improve the quality of the pitches and maintenance to sustain more play and provide a better experience for adult and junior players. Football is heavily reliant on public pitches and subsidies for their maintenance and improvement are increasingly targets for cost saving measures. Improvements to maintenance and drainage will provide increased capacity of pitches. In addition football teams should respect that when pitches are not fit to play on they must not be played on due to the long term damage this can cause.

**FOOTBALL PLAYING PITCH – DEMAND CURRENT**

- 3.21 The audit of demand for this assessment has been undertaken using the Spread Sheet information provided by Bromsgrove District Council (Appendix A) and agreed with the FA. As an update to this some adjustments have been made regarding Wythall Juniors – moved to Birmingham and Solihull Rugby Club but have been included in the audit, Halesowen Town Colts have been included with teams playing at Wassel Grove which according to the post code entry on Neighbourhood Statistics web site is with Bromsgrove District Council and up dated information on where West Hagley FC matches are played has been used.
- 3.22 The Playing Pitch assessment has identified that there are currently 45 football clubs playing football within the Bromsgrove District and these clubs provide 164 teams. There are:
- **39 men’s adult teams**
  - **2 women’s adult teams**
  - **53 junior 11 v 11 boys teams**
  - **6 junior 11 v 11 girls teams**
  - **28 junior 9 v 9 boys teams**
  - **1 junior 9 v 9 girls team**
  - **27 mini 7 v 7 teams**
  - **8 mini 5 v 5 teams**
- 3.23 The clubs playing football across Bromsgrove District are shown by Area - Central Area 16 clubs providing 47 teams, North Area 11 clubs providing 26 teams, West Area 4 clubs providing 42 teams, East Area 4 clubs providing 13 teams and North East Area 8 clubs providing 36 teams.
- 3.24 The West Area around Hagley has the highest concentration of teams and will have the third highest number of new houses. The next area with the highest proportion of teams is the North East Area (this includes Wythall Juniors who currently play outside Bromsgrove).
- 3.25 Artificial Grass Pitches – see Paragraph 3.117

### OPPORTUNITIES FOR NEW OR IMPROVED SITES

- 3.26 The Local Plan identifies Perryfields as a site to provide for 4 senior playing pitches with changing rooms to be funded from new housing. In addition to this there is a site Shelly Close Catshill that could if funding was available provide up to 6 junior football pitches. These facilities would be most welcomed. However, the use of land at Catshill/Shelley Close could affect provision for other uses of open space.
- 3.27 There are funding opportunities that may be available for schools, clubs and the local authority to work with the FA to place successful bids for funding to improve the quality of facilities or bring new facilities into use. For example, funding such as Planning Contributions, Sport England Playing Pitch Funding, Sport England Inspired Facilities Funding and FA Funding could be applied for in partnership with local clubs.

### KEY ISSUES OF CURRENT PROVISION

- 3.28 The key issues of provision for football has been assessed through a detailed consultation programme and calculations and scenario testing. The data has been collected by carrying out site by site non-technical assessments, and consultation with clubs, leagues and the FA to identify an agreed assessment of quality for each site. This has then enabled the capacity analysis of each pitch.

The assessment (as detailed in the technical appendix ) reveals the following:

- **In quantitative terms, when including all pitches that are secured for community use, and taking into account existing teams and pitches and peak periods of play and the impact of two adult pitches at the PFI School sites not being accessible due to the cost of the hire charge. The model reveals that there is a current surplus of 1 adult pitch s across Bromsgrove spare at peak times. Consultation tells us that there is also an exported demand of football clubs requiring for 4 pitches. This identifies in practice a current deficit of 3 adult pitches and the need for Perryfields to be commissioned though new Housing as soon as possible.**
- **There is neither a surplus nor deficit of secured community use junior 11 v 11 pitches currently at peak times. There is a current deficit of secured community use junior 9 v 9 pitches (2) at peak times.**
- **There are currently sufficient 7 v 7 and 5 v 5 mini soccer pitches. These pitches can be played on average up to 3 times a day at peak times. The existing pitches 12 mini soccer 7 v 7 can cater for 36 matches at peak times (currently cater for 13.5 matches) and the 4 mini soccer 5 v 5 pitches can cater for 12 matches at peak times (currently cater for 4 matches at peak times).**
- **There is an imbalance in the levels of usage across some sites across Bromsgrove. The pitch capacity analysis has identified that some pitches are overplayed – King George Close, St Chads, and Fairfield Villa these are all senior pitches. The reason being is that the peak time for senior games is a Sunday AM and the poor quality of King Georges Close and St Chads impact on the number of games that can be played.**

- There is overplay on 1 junior 11 v 11 pitch at Baytree Farm and a junior 9 v 9 pitch at Hopwood Playing Fields.
- Senior pitches at Chalford Recreation Ground, Boelyn Road and Rowney Green are at the capacity that they can sustain. As are the junior 11 v 11 pitches at Harris Brush, Aston Fields Middle School, Braces Lane and the junior 9 v 9 pitch at Sanders Park.
- The issue for most senior clubs is the quality of local authority pitches and ongoing maintenance, lack of changing facilities and car parking.
- Dog fouling issues have been raised
- Council burn in line markings and then clubs have to pay to have them marked throughout the season.
- Insufficient grass cover and insufficient grass cutting.
- Clubs perceive they do not receive value for money when hiring Council pitches. Specifically, the perceived lack of preparation and ongoing maintenance is not reflected through a reduced cost of pitch hire. In particular, clubs feel that they are somewhat 'left to their own devices' when preparing the pitch and have to mark the lines out themselves.
- Clubs have stated that the cost of access to school sites is prohibitive.
- Some clubs in the Bromsgrove District League say they have to play outside Bromsgrove because of the condition of pitches, the lack of good quality senior pitches with changing accommodation.
- The majority of respondent clubs rated the pitches as standard or poor. The better sites being at Private facilities Stoke Prior Country Club and Britannic Assurance.
- Rubery FC consider that Bay Tree playing fields are of good quality. However, a number of games are called off when it rains between November and February.
- Hagley RC School have said their pitches get in a poor state due to the amount of use for school and community use.
- Wasley Hills High School say that from November to March that all their games are played away – their pitches need a drainage system
- There are currently no 3G artificial grass pitches in Bromsgrove. However, South Bromsgrove School has the finances and planning permission for the first 3G pitch in Bromsgrove. The number of football teams 164 indicates that the FA modelling of 56 teams to a 3G pitch requires 3 x 3G pitches in Bromsgrove.

- **There is use by football clubs of pitches that are not fit for play causing further long term damage.**

3.30 While it is essential to ensure that provision is adequate to meet current demand, this strategy must also facilitate planning to meet future demand. The table below identifies the requirements for football pitches 2014 – 2029.

3.31 The table 3.2 below takes into account the current 2014 surplus and deficiency, latent and sports development demand, exported club demand, team equivalents, strategic reserve and future population growth using team generation rates. This indicates that additional adult and junior pitches will be required. The shortfall in the future will be 10 senior pitches, 18 Junior 11 v 11 pitches, 11 junior 9 v 9 pitches. The mini soccer pitches 7 v 7 and 5 v 5 can be met with the current supply of mini soccer pitches.

**Table 3.3: Current and Future Demand Football**

<b>REQUIREMENTS FOR FOOTBALL PITCHES 2014 - 2029</b>	<b>SENIOR</b>	<b>JUNIOR 11 V 11</b>	<b>JUNIOR 9 V 9</b>	<b>JUNIOR 7 V 7</b>	<b>MINI 5 V 5</b>
Current 2014 Shortfall Surplus Secured Community Use Pitches in the audit table Only.	+4	0	-2	-1.5	0
Pitches to meet Team Equivalent Requirements	4	5	3	1	1
Strategic Reserve	4	3	2	1	1
Latent and Sports Development Demand	0	4	2	3	1
Future Population Growth 2029	2	6	2	1	1
Exported demand pitch requirements	4	0	0	0	0
<b>FUTURE DEFICIENCY 2029</b>	<b>-10</b>	<b>-18</b>	<b>- 11</b>	<b>-7.5</b>	<b>-4</b>

### SUMMARY OF KEY ISSUES TO ADDRESS

3.32 The key issues to address are:

- **Future playing pitch demand for senior adult and junior 11 v 11 and 9 v 9 football as a result of latent and sports development demand, an increase in population, exported club demand and strategic reserve.**
- **Improvements need to be made to improve the ongoing maintenance of existing pitches and provision of changing rooms.**
- **Imbalance of use between sites, with some facilities at capacity and others hardly used- and the provision of a strategic reserve.**
- **Investigate the best site to provide for a minimum 2nd 3G artificial grass pitch**

- **Need to ensure sustainability of junior clubs by providing long term security of playing facilities, allowing junior clubs to grow and develop and investigating and investing in multi pitch hub sites.**

## KEY PRIORITIES

3.33 Strategically the following priorities need to be put in place within the Action Plan:

- 1. Protection of all community use and informal community use pitches across Bromsgrove.**
- 2. Ensure sustainability of junior clubs and investigating and investing in multi pitch hub sites.**
- 3. To maximise the use of existing resources and to address future deficiencies in senior and junior football. This can be achieved through community use agreements at school sites and bringing into play other sites that are currently important to sport in Bromsgrove or have the potential to be. These priority sites include:**
  - Perryfields – Developer contributions to provide 4 adult pitches with changing rooms
  - Western Road – Secured access to December 2014 – requires an extension option for the short term as a condition of the planning approval until the replacement pitch of equal size and quality is provided as part of the wider planning applications.
  - The Artrix – 1 junior 11 v 11 available 2015,
  - Sanders Park – 2 junior 11 v 11 lapsed pitches - could be reinstated with Section 106 funding for drainage,
  - Aston Fields Recreation Ground – 1 junior pitch could be accommodated and a junior 11 v 11 at
  - Wythall Park a junior 11 v 11 could be accommodated
  - Site near Selby Close Catshill which could possibly accommodate 6 junior pitches
  - St Godwalds – could possibly provide a 9 v 9 pitch in the future.
  - Identify a site for an additional 3G artificial grass pitch.
- 4. Essential to investigate the ideal position for a second 3G artificial grass pitch in Bromsgrove. This could also assist in providing 7 v 7 and 9 v 9 pitches for additional competitive play.**
- 5. Improve pitch quality and ancillary provision by:**
  - Seeking to provide changing accommodation at all adult football sites to include facilities for women and girls and as a minimum toilet provision at junior and mini football sites to include toilets for women and girls.
  - Address the drainage issues for all local authority sites and Rubery FC, Hagley RC School, and Waslely Hills High School.
  - Address the quality issues of on-going maintenance at Local Authority owned sites to assist with capacity issues on senior pitches.
  - Consider and address staggered start times of games to increase capacity of play for senior games.
  - Introduce with leagues and clubs a call off system that protects pitches from damage in the long term.

6. **Establish a football sports action group across Bromsgrove so that the implication of this strategy and action plans can be implemented and that there are clear routes of communication and all decisions are taken with a full understanding of needs and aspirations.**
7. **Work with the FA to support clubs applying for funding, planning, undertaking asset transfer / management agreements where clubs are able to demonstrate long term development plans and have achieved the appropriate accreditations and provide player and sports development pathways.**
8. **Where possible use CIL or Section 106 funding to develop (match fund) new playing pitch facilities and bring existing facilities up to the required FA and Sport England Guidance Standards for playing pitches and changing accommodation.**

## CRICKET

### INTRODUCTION

The England and Wales Cricket Board (ECB) is the governing body for all cricket in England and Wales. The ECB has a dedicated team which works on all aspects of funding and facilities. Bromsgrove is part of the Worcestershire County Cricket governing body.

The ECB National Club Strategy is based on thorough research and builds upon the ECB's current national strategy; Grounds to Play (2010 – 2013).

A comprehensive review of the club game has highlighted the following issues:

- **Inability of many clubs to make long-term plans for a sustainable future Difficulty of recruiting and retaining adult players, members and volunteers**
- **Lack of growth due to poor access to, and quality of, club facilities**
- **Growing risk too many clubs' security of tenure**
- **Static or falling club income streams**
- **Ineffective use of volunteers' time due to unnecessary bureaucracy**
- **Increasing cost and time spent travelling to and from fixtures**
- **Damaging effects of rising temperatures and increased rainfall due to climate change**



## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- 3.37 In response, and following widespread consultation, the ECB has developed the National Club Strategy. This strategy provides a framework from which all ECB-affiliated clubs can plan for a sustainable future. It will remain central to all areas of club cricket for at least the next five years. If the ECB is to be successful in “inspiring the nation to choose cricket” then clubs must have the will to invest time, energy and resource in order to turn this strategy into action.
- 3.38 The ECB’s Cricket Partnerships team is responsible for implementing this strategy. They will liaise closely with clubs, providing support where it is most needed, in the four key areas of People, Places, Playing and Policy. The ECB People team will support, develop and reward those who encourage participation and provide accessible, affordable, high-quality training and membership services.
- 3.39 The ECB Places team will concentrate on the facilities that clubs and communities need. It will encourage community partnerships and self-funded projects, while advising on issues such as security of tenure, saving money, generating income and managing resources.
- 3.40 The ECB Playing Team will encourage the development of appropriate, innovative competitions. It will also focus on recruiting lapsed players, as well as retaining current players by increasing the levels of satisfaction felt by all.
- 3.41 The ECB Policy Team will help clubs and County Boards to organise and govern themselves better and as a result, enable clubs to gain Clubmark accreditation. It will also reduce the level of bureaucracy clubs face.

### WORCESTERSHIRE CRICKET BOARD

- 3.42 The Worcestershire Cricket Board – Champion Clubs will support those clubs who help themselves and have capacity to grow, identifying their priorities and prioritising support to clubs that engage with the cricket development groups.
- 3.43 As a game there is a need to pull together and become more adaptable to the changing environment, ensuring we are providing cricket that our players want to play.
- 3.44 Worcester Cricket Board urges clubs to work closely together to share resources where possible to ensure more people are playing cricket in teams, ensuring less games are conceded.
- 3.45 The Worcestershire Cricket Board has successfully launched their Champion Clubs strategy ensuring support is offered to those clubs who help themselves and therefore providing all primary affiliated clubs with the same opportunities.

### PITCH SUPPLY

- 3.46 The audit of cricket pitches in Bromsgrove identifies that there are 12 sites that provide secure community use providing 14 cricket squares of varying sizes. There are 13 cricket squares on Education sites across Bromsgrove that do not provide currently for secured community use. Bromsgrove School has 7 squares and a Cricket Director to Develop Cricket.

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- 3.47 The audit also identified 3 sites that are either lapsed or disused these are Stoke Prior Country Club, Pearl Assurance (Brittanic) and Hewell Cricket Club.
- 3.48 Bromsgrove District Council do not have any cricket sites within their ownership. All secure use community sites are owned or leased by clubs and one is managed by a community organisation.

### DEMAND

- 3.49 Cricket clubs in Bromsgrove generally have several senior and junior teams at different age groups. Demand for competitive cricket is strong in Bromsgrove with a total of 12 clubs generating 88 teams with peak time usage for seniors being on a Saturday Afternoon.
- 3.50 Bromsgrove CC has the highest number of teams (13) followed closely by Barnt Green (12) and Alvechurch and Hopwood (12). These are then closely followed by Belbroughton and Fiveways Old Edwardians (11).
- 3.51 There is a good level of junior participation in Bromsgrove with only 3 teams not fielding any junior teams. Bromsgrove and Belbroughton CC provide the most junior teams with 7. There are 9 clubs fielding 2 or more junior teams.
- 3.52 There is only one club in Bromsgrove that has a Women's Team – Fiveways Old Edwardians.
- 3.53 It is difficult to identify unmet demand. We understand that Bromsgrove CC may wish in the future to provide for a 5th Saturday 1X team. This would mean the club requiring an additional cricket square.
- 3.54 We know that Belbroughton CC sometimes use Stone CC and that Alvechurch and Hopwood have been using Fiveways Old Edwardians in the 2014 season for their 4th 1X games.
- 3.55 Bromsgrove CC and Barnt Green Cricket Club are used by the Worcestershire County Cricket Team 2nd X 1 for fixtures.
- 3.56 Old Doms Cricket Club plays at Bromsgrove Cricket Club on Sunday afternoons and the Vines Cricket Club is a pub team that occasionally play at Belbroughton normally mid-week.

### QUALITY OF PROVISION

- 3.57 Severn sites have been rated as good these are Alvechurch main ground, Avoncroft Cricket Gound, Barnt Green (Cherry Tree and Douglas), Bromsgrove Cricket Club, Fiveways Cricket Club, Hagley Cricket Club, Romsley and Hunnington. Belbroughton and Wythall have been rated as standard and Clent and Alvechurch and Hopwood Lea Lane ground have been rated as poor.
- 3.58 The ground regulations to compete in league competitions are stringent and as a result clubs are subject to annual audits to ensure that their grounds meet quality standards.

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

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

### ANCILLARY FACILITIES

- 3.61 All clubs have access to onsite changing facilities, however, one poor site (Hopwood Lea Lane) has suffered from storm damage in the winter of 2013. The Club has received funding to assist with the damage. The second rated poor club is Clent CC this is due to know hot and cold water supply and no toilets in its pavilion.
- 3.62 Some clubs have recently upgraded or extended their pavilion or clubhouse facilities. These are Avoncroft Cricket Club, Hagley Cricket Club and Belbroughton are maintaining and repairing their pavilion with funding assistance from the Parish Council.
- 3.63 There are some discussions with regards to housing development in Alvechurch where a developer is promising a new clubhouse for Alvechurch and Hopwood Cricket Club if additional houses can be built on adjacent land. The club received funding from Sport England's Flood fund earlier this year to assist with putting the clubhouse and ground back in order following the horrific weather last winter at Lea Lane.
- 3.64 Barnt Green Cricket club – The 1st and 2nd teams play in the Birmingham and District Premier League. Barnt Green CC has access to two facilities - Cherry Tree- the changing rooms are old with a flat felt roof above them which leaks heavily and are extremely poor. The second ground (Douglas Ground) has a small block of changing rooms which are around 8 years old but is still not in a very good condition- both need investing in.
- 3.65 Five Ways CC the clubhouse facilities are fairly new following replacement after a fire, Bromsgrove CC – Pavilion and changing are in good condition, Romsley and Hunnington the pavilion has just been refurbished inside and outside.
- 3.66 Capacity analysis for cricket is measured on a seasonal rather than weekly basis. This is due to playability (i.e., only one match is generally played per pitch per day at weekends or weekday evening). Wickets are rotated throughout the season to reduce wear and allow repair. Therefore, it is more accurate to assess capacity seasonally rather than weekly. The capacity of a pitch to accommodate matches is driven by the number and quality of wickets.
- 3.67 To help calculate pitch capacity, the ECB suggests that a good quality wicket should be able to take:
- **5 matches per season per grass wicket (adults)**
  - **60 matches per season per synthetic wicket (adults)**

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- 3.68 We need to identify if there is any spare capacity. There could be situations where, a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site.
- 3.69 Romsley and Hunnington and Wythall cricket clubs do not have a non-turf wicket to practice on so it seems sensible to say that these grounds could be at capacity as they are using wicket strips for training as well as artificial nets.
- 3.70 Barnt Cricket club has spare capacity but it would not take many games to reach its capacity.
- 3.71 Avoncroft, Clent and Fiveways cricket clubs are the main clubs identified as having spare capacity at their grounds. Fiveways have accommodated teams from Alvechurch and Hopwood during the 2014 season.

### KEY ISSUES

- 3.72 The future demand identifies that there will be a loss of 2 adult teams and a gain of 3 junior teams by 2029. In this instance there is not a requirement in the future for additional sites for cricket.
- 3.73 There is a scenario for instance if Bromsgrove CC wanted to introduce a 5th X1 playing on a Saturday then they would require an additional site. With some upgrading to facilities this could be accommodated at Clent or the disused Hewell Cricket Ground could be considered.
- 3.74 The development of junior cricket fluctuates from year to year. The clubs offer junior training but the number of actual teams fluctuates. The number of non-turf wickets enable junior teams to train and play matches without impacting on the main cricket strips. Most games are played Sunday mornings and or mid-week.
- 3.75 There is a need to address the quality issues of some sites eg Clent (Pavilion), Alvechurch and Hopwood Lea Lane and Barnt Cricket Club pavilion at Cherry Tree.

### KEY PRIORITIES

- 3.76 Strategically the following priorities need to be put in place within the Action Plan:
- 1. Protection of all secured community use and education cricket pitches across Bromsgrove. Including those that are lapsed eg Hewell Cricket Club, Stoke Prior Country Club and Pear/Brittanic Assurance (Off site contribution may be better for this site to improve facilities at Wythal Silver Street).**

- 2. Improve pitch quality and ancillary provision by:**
  - Seeking to improve pavilion and changing accommodation at Barnt Green (Barnt Green), Alvechurch Cricket Club (main Ground) and Clent Cricket club.
  - Improve the ground facilities at Lea Lane Hopwood.
- 3. The Local Authority to work with the Worcestershire Cricket Board and Bromsgrove Cricket Clubs so that the implication of this strategy and action plans can be implemented and that there are clear routes of communication and all decisions are taken with a full understanding of needs and aspirations.**
- 4. Work with the ECB and Worcestershire Cricket Board to support clubs applying for funding, and planning, particularly with clubs that can demonstrate long term development plans and have achieved the appropriate accreditations and provide player and sports development pathways.**
- 5. Where possible use CIL or Section 106 funding (match funding) to develop new playing pitch facilities and bring exiting facilities up to the required ECB and Sport England Guidance Standards for playing pitches and changing accommodation.**

## RUGBY UNION

### INTRODUCTION

- 3.77 The Rugby Football Union (RFU) is the national governing body for the development of Rugby Union. The RFU 'Whole Sport Plan 2013 – 2017' aims to use the Sport England funding to capitalise on hosting the Rugby World Cup in 2015 and generate more interest in the sport. The funding will be used over the 4 year period to support the RFU's key priorities.
- 3.78 The RFU's National Facilities Strategy provides a framework for the sustainable development of facilities for rugby union in England, at a national, regional and local level. The framework enables clubs, Constituent Bodies (CBs) the Rugby Football Union (RFU) and other partners to:
- **Identify priorities for facility developments to meet the various needs of the sport.**
  - **Identify what facilities are required to meet the needs of the Government sports policy and the RFU's Strategic Plan.**
  - **Support the prioritisation of investment and funding through a detailed set of developmental criteria, technical requirements, management / operational structures and potential financial viability which will be critical to the provision of quality rugby facilities.**
  - **Prioritise future investment to ensure that the right facilities are provided in the right locations and for the right reasons.**

- **Identify and deliver a minimum standard for all facility provision.**
- **It is also a high priority for the RFU to target investment in the following:**
- **Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues**
- **Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs**
- **Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment**

### SUPPLY

3.79 The audit of Rugby Union pitches in Bromsgrove identifies that there are 5 club sites with 17 senior pitches 5 of these are floodlit and there are 2 mini/midi pitches. All the club sites provide for secure community use. The Education sites that are not currently open for community use but provide for school rugby across Bromsgrove are:

- **South Bromsgrove High School – 1 senior pitch**
- **North Bromsgrove High School – 1 senior pitch**
- **Bromsgrove High School – 6 senior pitches**
- **Haybridge High School – 2 senior pitches**
- **Alvechurch Middle School – 1 mini/midi**
- **Catshill Middles School – 1 mini/midi**
- **Crown Meadow First School – 1 mini/midi**

3.80 Bromsgrove High School has the highest concentration of school rugby pitches(6)

3.81 The current RFU recommendations for mini and youth pitches are:

- **U7 20m x 12m + 5m IGA (in-goal area)**

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- **U8 45m x 22m + 5m IGA**
- **U9 60m x 30m + 5m IGA**
- **U10 60m x 35m + 5m IGA**
- **U11/U12 60 x 35m + 5m IGA**
- **U13 Girls 60m x 35M + 5m IGA**

3.82 There are no Bromsgrove District Council owned rugby pitches. All pitches are owned by the rugby clubs (5 Sites), Woodrush Rugby Club lease one of their pitches from Cadbury's.

### DEMAND

3.83 The audit of demand for this assessment has been undertaken using the Spread Sheet information provided by the RFU. As an update to this some adjustments have been made regarding Birmingham Wyvern RFC who are a nomadic club and play at Five Ways Edwardian. A second nomadic club which plays socially is Old Griffinions they also play at Five Ways Edwardians.

3.84 The Playing Pitch assessment has identified that there are currently 7 rugby clubs playing rugby union within the Bromsgrove District. And these clubs provide 62 teams. There are:

- **21 men's adult teams**
- **1 Ladies Team**
- **2 x 18 – 19 years Youth Teams – Colts Teams**
- **15 junior teams**
- **23 mini/midi teams**

3.85 In the West Area Old Halesonians provide 18 teams. There are four clubs in the East Area providing 20 teams. Birmingham Wyvern and Old Griffinions play at Five Ways Old Edwardians ground and Woodrush RFC in the North East Area providing 8 teams.

## QUALITY OF PROVISION

3.86 The following table identifies the RFU guidelines for quality and capacity that have been used across Bromsgrove Rugby Pitches. Quality has been decided by undertaking a visual non-technical assessment, discussion with the clubs and the RFU. The numbers in the table identify the number of games that can be played per pitch per week.

Table 3.4: RFU Guidelines Quality and Capacity

		MAINTENANCE		
		POOR (M0)	STANDARD (M1)	GOOD (M2)
DRAINAGE	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

3.87 The site analysis identifies that all club sites have the capacity for meeting their match play requirements and all sites are underplayed when it comes to match play. However, when team equivalent games are added for training and touch rugby then all sites become overplayed. It must be noted that pitches with floodlights are training pitches and are the work horse of the club and these pitches will become over played before other pitches as the season progresses.

3.88 New Ravens Rugby League Club who play May – September are currently using Kings Norton Rugby Club Pitches. There is no pitch supply change but it must be noted that the hosting of the Rugby League club does negate the club from vital pitch renovation works.

## ANCILLARY FACILITIES

3.89 Clubs have identified their needs for now and in the future these are:

- **Bromsgrove RFC - The club is seeking £10,000 (match funded) from the RFU to upgrade the clubhouse social space. The clubhouse is in a standard to poor condition and is in need of modernising and the kitchen and toilets need upgrading. The changing facilities are overall in a standard condition but are a little tired and changing rooms 4 and 5 both need a new floor due to wear and tear.**
- **Kings Norton RFC – The club has slowly been refurbishing its clubhouse over the past two years with its own funds but it needs to do more eg area behind the bar, stairs leading up to the clubhouse and toilets**
- **Five Ways Old Edwardians – The club requires permanent floodlights**
- **Woodrush RFC – Requires an extension to its car park and improvements to enlarge its changing rooms and clubhouse.**



- **Old Halesonians - the club are hoping to put in a mezzanine floor in the entrance to incorporate a club shop and trophy cabinets. The changing rooms could do with extending and the car park at the rear needs resurfacing it is currently just rubble**
- **Currently there are sufficient pitches to provide for match play for rugby across Bromsgrove. The issue is capacity for match equivalents when training is considered. The capacity issue to provide for training and matches would be improved if drainage was improved.**

3.90 While it is essential to ensure that provision is adequate to meet current demand, this strategy must also facilitate planning to meet future demand. The table below identifies the requirements for rugby pitches 2014 – 2029. The table below takes into account the current 2014 surplus and deficiency, latent and sports development demand, exported club demand, team equivalents, and future population growth using team generation rates. This indicates that additional adult and junior pitches will be required. The shortfall in the future will be 3 senior pitches, 3 junior pitches, and 4 mini/midi pitches.

**Table 3.5: Requirements for Rugby Pitches 2014 - 2029**

<b>REQUIREMENTS FOR RUGBY PITCHES 2014 – 2029</b>	<b>SENIOR</b>	<b>JUNIOR</b>	<b>MINI/MID</b>
Current 2014 Surplus and deficiency – displaced demand and protect all current pitches	0	0	0
Latent and Sports Development Demand Additional Pitch Requirements	+2	+2	+3
Future Population Growth and Proposed Population Growth Additional Pitch Requirements	+1	+1	+1
<b>FUTURE DEFICIENCY 2029</b>	<b>3</b>	<b>3</b>	<b>4</b>

**SUMMARY OF KEY ISSUES TO ADDRESS**

- 3.91 The key issues to address are:
- **Future playing pitch demand for senior adult, junior and mini and midi pitches.**
  - **Improvements need to be made to drainage and maintenance of existing pitches and improvements to changing facilities and pavilions.**
  - **Improvements to drainage will improve playing and training capacity.**

**KEY PRIORITIES**

3.92 Strategically the following priorities need to be put in place within the Action Plan:

- 1 Protection of all community use and informal community use pitches across Bromsgrove.**
- 2 Ensure all teams are playing on the right size pitches**
- 3 To maximise the use of existing resources and to address future deficiencies in senior, junior and mini/midi rugby union. This can be achieved through community use agreements at school sites and other priority sites. These priority sites include:**
  - South Bromsgrove High School – 1 senior pitch
  - North Bromsgrove High School – 1 senior pitch
  - Bromsgrove High School – 6 senior pitches
  - Haybridge High School – 2 senior pitches
  - Alvechurch Middle School – 1 mini/midi
  - Catshill Middles School – 1 mini/midi
  - Crown Meadow First School – 1 mini/midi
  - Woodrush Rugby Club – Leased land from Cadbury's
- 4 Improve pitch quality and ancillary provision by:**
  - Over time address the drainage issues for all clubs to assist with current capacity issues
  - Ensure over time that all clubs have one floodlit pitch
  - Address the quality issues that clubs have with ancillary facilities such as changing room's club houses car parking and access
- 5 Establish a rugby sports action group across Bromsgrove so that the implication of this strategy and action plans can be implemented and that there are clear routes of communication and all decisions are taken with a full understanding of needs and aspirations.**
- 6 Work with the RFU to support clubs applying for funding, planning, lease with clubs that are able to demonstrate long term development plans and have achieved the appropriate accreditations and provide player and sports development pathways.**
- 7 Where possible use CIL or Section 106 funding to develop (match funding) new playing pitch facilities and bring exiting facilities up to the required RFU and Sport England Guidance Standards for playing pitches, clubhouse and changing accommodation.**

## HOCKEY

### INTRODUCTION

- 3.93 England Hockey (EH) governs the sport at a regional and local level. The game is played predominately on sand based/filled artificial grass pitches (AGPs).
- 3.94 Competitive play cannot take place on third generation turf pitches (3G) although 40mm pitches may be suitable, in some instances, for beginner training.

### ENGLAND HOCKEY (EH) 'THE RIGHT PITCHES IN THE RIGHT PLACES'

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

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

### SUPPLY

- 3.96 The audit of pitches in Bromsgrove identifies that there are 2 sites with 3 artificial sand dressed or sand filled pitches available for community use.
- 3.97 The key component of the analysis is an examination of the extent to which pitches identified were in secured public use. This was undertaken in the context of the Sport England definition of community use, and embraces:
- **Educational facilities whether subject to formal dual use, community use agreements or similar formal hire arrangements with local teams or not**

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

3.98 The Community use pitches are shown in the table below and there are formal hire arrangements with clubs.

**Table 3.6: Current Community Use Artificial Pitches – Bromsgrove District Council by Analysis Area**

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR HOCKEY	ANALYSIS AREA	OWNERSHIP	No OF AGPS AND COMMUNITY USE	SAND FILLED /SAND DRESSED	FLOODLIT	LAST REFURBISHED
Bromsgrove School	Central	Education	2 only 1 used by the community	2 x sand dressed	Yes	2010
Woodrush High School	North East	Education	1 used by the community	1 x sand filled	Yes	2013

3.99 The artificial grass pitches used by hockey clubs are at Bromsgrove High School 1 pitch available for community use but only available during weekday evenings and Woodrush High School.

3.100 All current artificial pitches used for hockey in Bromsgrove are currently in the ownership of Education establishments.

### DEMAND

3.101 The audit of demand for this assessment has been undertaken using the Spread Sheet information provided by Bromsgrove District Council (Appendix A).

3.102 The Playing Pitch assessment has identified that there are currently 3 hockey clubs affiliated to England Hockey playing hockey within the Bromsgrove District and these clubs provide 24 teams. There are:

- **13 men’s adult teams**
- **8 ladies teams**
- **3 Badger teams**

3.103 In addition to the teams above each club has a junior training session on a Sunday morning. Old Halesonians have a thriving Junior Section, which benefits from close links with local schools and Dudley Borough Council which is a neighbour to Bromsgrove District Council, and provides coaching for Boys and Girls from age seven upwards and links with Dudley Schools. Kings Heath are part of the Kings Heath Cricket and Sports Club a 10 minute drive from Woodrush School AGP and have a thriving junior section.

### MATCHES AND TRAINING

- 3.104 Matches currently take place on a Saturday and there is a requirement for 12 match slots per week. There is currently only 1 artificial turf pitch available for use in Bromsgrove for matches and this is at Woodrush School which is currently used exclusively by Kings Heath Hockey Club on a Saturday. Kings Heath require 4 match slots per Saturday and Kings Heath youths train on a Sunday morning at Woodrush. All Kings Heath senior teams train at Woodrush on a Thursday evening.
- 3.105 Bromsgrove Hockey Club currently play their home games at Trinity College Redditch and require 4.5 match slots on a Saturday. All training takes place at Bromsgrove School.
- 3.106 Old Halesonians Hockey Club are now playing their matches 2014/15 season at King Edwards Five Ways a new pitch in Birmingham, and training at Windsor School Dudley – youth teams play Sunday Morning and the club occasionally use the Ormiston Forge Academy Sandwell. The club requires 4 match slots on a Saturday.

### DISPLACED DEMAND

3.107 Displaced demand is where Bromsgrove District hockey teams would be accessing the use of pitches outside of the area. There are a number of teams that access pitches outside the Bromsgrove District Area. The main reason given is:

- **Not sufficient AGPs within Bromsgrove**

3.108 The focus of this study is Bromsgrove, but this area cannot be considered in isolation from other surrounding districts as the demand for sports facilities by users is not limited by local authority boundaries.

3.109 The clubs that are displaced and would like to play within Bromsgrove are:

- **Bromsgrove Hockey Club – Club House at Bromsgrove Cricket, Hockey and Tennis Club St Godwolds Bromsgrove**
- **Old Halesonians Hockey Club – Club House at Wassel Grove**

3.110 Kings Heath is an imported Hockey Club using the only AGP hockey pitch in Bromsgrove with its club house in Birmingham.

### CAPACITY ANALYSIS – CURRENT

3.111 This assessment has used as a given that 4 matches are played per Saturday on artificial grass pitches. As only one AGP is available for use in Bromsgrove on a Saturday this means that only 4 games are playable on a Saturday. These games are played by Kings Heath at Woodrush School.

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

- 3.112 Bromsgrove Hockey Club has been offered grants from Sport England, England Hockey, National Hockey Foundation and Bromsgrove Council totaling a maximum of £570,000, together with allied charges over the land and buildings of the club, for the Club to build an artificial grass hockey pitch. It is hoped this AGP will be available for the start of the 2015 season. This will increase the number of match slots available for Hockey in Bromsgrove to 8.
- 3.113 It is clear from the sports club consultation, that there is a shortfall of good quality artificial grass pitches in Bromsgrove for Hockey. However, this is being addressed with a new pitch at St Godwalds and the provision of the new pitch at King Edwards Five Ways, Woodrush School pitch was resurfaced in 2013.

### LATENT DEMAND AND SPORTS DEVELOPMENT DEMAND

- 3.114 Latent demand is identified demand which is not yet expressed, and therefore is not yet being met. It does not necessarily relate to the need of additional pitches but the quality of facilities. All three clubs have expressed latent demand:

- **Bromsgrove Hockey Club**
- **Old Halesonians Hockey Club**
- **Kings Heath Hockey Club**

- 3.115 It would be fair to say that the number of team's particularly junior teams will grow through sports development work. So a 30% growth has been attributed to the current number of teams in the table below.

**Table 3.7: Latent Demand and Sports Development – Projected Increase in number of pitches**

	CURRENT NUMBER OF TEAMS	30% ADDITIONAL TEAMS
Men's Adult Teams	13	3.9
Women's Adult Teams	8	2.4
Badgers 13+	3	0.9
Total	24	7.2

- 3.116 The latent demand and sports development increases the number of additional pitch requirements by an additional 3 match slots on a Saturday and 1 match slot on a Sunday.
- 3.117 As well as growth through latent demand and sports development, the assessment has looked at population growth to 2039 and identified that with the latent demand and population growth there will be an increase in 3 match slots by 2030. This is due to a decline in the hockey team generation rates with the identified population projections to 2030 but an increase in play though latent demand and sports development initiatives.

3.118 Strategically the following priorities need to be put in place within the Action Plan for Hockey:

1. **Protection of all community use and informal community use artificial hockey pitches across Bromsgrove.**
2. **Ensure the development of the new Bromsgrove Hockey Club artificial pitch is well used.**
3. **Ensure that plans are in place to maintain AGP quality in the long term across all Bromsgrove AGPs**
4. **Encourage the ongoing development of school and Hockey Club links.**
5. **Work with England Hockey to promote Back to Hockey and Rush Hockey to increase participation**

### **SPORT ENGLAND FACILITY PLANNING MODEL – ARTIFICIAL GRASS PITCHES**

3.119 Sport England carried out a series of Facility Planning Model Runs with different scenarios in 2013 for Bromsgrove. The focus of the study was Bromsgrove, but this area cannot be considered in isolation from other surrounding districts as the demand for sports facilities by users is not limited by local authority boundaries. The report therefore focuses on Bromsgrove, but takes into account supply and demand in the wider area, which is comprised of:

- **South Birmingham**
- **Dudley**
- **Redditch**
- **Solihull**
- **South Staffordshire**
- **Stratford-Upon-Avon**
- **Wychavon**
- **Wyre Forest**

## BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

3.120 The FPM raises key points, These are:

- **Bromsgrove residents are very mobile with car ownership higher than the regional and national averages; and**
- **Bromsgrove is on the edge of a large densely populated urban area, with a shortfall in supply and with a good road network; and**
- **As the population and participation increases in Bromsgrove, it also does so in the adjoining local authorities.**

3.121 The Runs undertaken are now obsolete and a new run should be undertaken to identify if there is an additional need for an artificial sand dressed/filled hockey facility and or an additional 3G artificial grass pitch for football. All changes and planned changes since the 2013 runs should be considered ie South Bromsgrove School 3G artificial pitch, Woodrush School artificial sand pitch has been resurfaced (2013), and Bromsgrove Hockey Club sand dressed pitch included (St Godwolds) and King Edward VI Fiveways (Dudley MBC) have opened a new sand based pitch (2014).

3.122 By carrying out this Facility Planning Model Run it should identify the need for an additional 3G AGP in Bromsgrove but also highlight if there is a need for Trinity School Redditch artificial sand dressed pitch to remain a sand dressed hockey pitch.

### KEY PRIORITIES

3.123 Strategically the following priorities need to be put in place within the Action Plan:

1. Carry out a Sport England Facility Planning Model Run to establish whether there is a need for additional Artificial Grass Pitches sand filled/sand dressed for hockey and or 3G for football and identify if there is a need for Trinity School, Redditch to remain as a sand dressed hockey pitch.



## 4. STRATEGY FRAMEWORK FOR FUTURE DELIVERY OF PLAYING PITCH PROVISION

4.1 The strategy framework will focus on the following principles:

- **Quantity and Quality** – The strategy seeks to make sure that the right amount of playing pitches and ancillary facilities of the right quality are in the right place. It promotes the protection of existing provision and recognises that quality and ongoing maintenance can have an impact on the capacity of use. It also recognises the benefits of multi pitch sites.
- **Sustainability** – To be sustainable pitch provision across Bromsgrove must be delivered in partnership. Key partners such as Bromsgrove District Council, local schools, PFI providers, County Council, Private and Voluntary Sports Clubs, and NGBs must work together to maximise the full potential of playing pitch assets and the long term sustainability of these assets.
- **Investment** – In times of public sector austerity, investment needs to be directed at sites which will provide the best impact and highest increase in participation. It is the policy of Bromsgrove District Council to support projects and sports clubs that are able to demonstrate sustainable long term development, increase participation and support those clubs that have achieved the appropriate accreditations eg Clubmark and or Charter Standard and provide player and sports development pathways.

### PLAYING PITCH STRATEGIC OBJECTIVES

The Playing Pitch Strategy has identified the following Strategic Objectives:

- SO1** Address quantitative deficiencies to meet existing unmet demand and plan for new provision.
- SO2** Address qualitative deficiencies and enhance existing provision including playing pitches, access and infrastructure improvements including car parking.
- SO3** Seek capital funding or where possible use Community Infrastructure Levy (CIL) or Section 106 funds as match funding or seek to support clubs to obtain external grant funding to address issues and align developer funding opportunities and grants with priority projects that meet Bromsgrove District Council and its partners priorities.
- SO4** Maximise access to all outdoor playing pitches including school playing pitches.
- SO5** Support the development of local leagues and clubs to meet their needs to increase participation.

## SPORT SPECIFIC OBJECTIVES:

### FOOTBALL

- **Protect the current football pitch stock.**
- **Address the qualitative and quantitative deficiencies faced by adult football across the authority**
- **Address the deficiencies in playing pitch provision for junior football and address the need to adhere to meet the current youth and junior pitch sizes.**
- **Support junior clubs to develop with the management and improvement of facilities and ensure security of tenure of playing facilities for junior clubs either through leasing or community asset transfers so clubs can become sustainable in the future.**
- **Investigate further provision of 3G pitches in Bromsgrove – to provide for match play and training.**
- **Support clubs as necessary through the planning application process.**
- **Increase the standard of non-playing pitch facilities including access and car parking and the quality of changing rooms to provide segregated changing for male and females.**
- **Work with named junior football clubs that meet the Councils and NGBs priorities and support clubs to achieve Charter Standard accreditation as a minimum kite mark for the Council to provide future support and funding and support those clubs that wish to achieve community or development clubs.**

### CRICKET

- **Provide appropriate facilities to meet needs of local cricket clubs**
- **Support clubs to continue to develop and thrive**
- **Ensure clubs have appropriate levels of security of tenure to secure the long term future of the clubs**
- **Support clubs to take more responsibility to manage their own sites**

**RUGBY UNION**

- **Work with the RFU and the five rugby clubs in Bromsgrove to support the clubs development plans as far as is practicable.**
- **Work with the RFU to support clubs where practicable possible to improve the quality of playing pitches by improving drainage and clubhouse facilities and the provision of floodlights.**
- **Encourage the ongoing development of school club links.**

**HOCKEY**

- **Bromsgrove Council to work with England Hockey and Bromsgrove Hockey Club to develop and support Bromsgrove Hockey Clubs development plans as far as is practicable.**
- **Ensure that plans are in place to maintain AGP quality in the long term across all Bromsgrove AGPs**
- **Encourage the ongoing development of school and Hockey Club links. EH will continue to work with the CSP to identify interested parties (school, Colleges and Clubs) and will broker effective relationships.**
- **Work with England Hockey to promote Back to Hockey and Rush Hockey to increase participation.**

Page 137

4.3 The table below provides general Planning Policy recommendations and Sports Development recommendations and these are followed by a Site by Site action plan.

**Table 4.1: General Recommendations**

GENERAL RECOMMENDATIONS PLANNING & SPORT DEVELOPMENT	ACTION
General Recommendations for Planning	<p><b>Agree the following Actions for the Local Plan</b></p> <ul style="list-style-type: none"> <li>• Apply existing planning policies to protect all current Playing Pitch Sites</li> <li>• Ensure that where sites are lost, through development or closure, those facilities of the same or improved standard are provided to meet the needs of current and future residents.</li> </ul>

Agenda Item 10

GENERAL RECOMMENDATIONS PLANNING & SPORT DEVELOPMENT	ACTION
	<ul style="list-style-type: none"> <li>• Any facilities to be lost must be replaced as part of the landowners' plans and interim provision agreed before the current facility is lost.</li> <li>• Planning consent should include appropriate conditions and/or be subject to CIL or a Section 106 Agreement. Where developer contributions are applicable a Section 106 Agreement must be completed specifying the amount and timing of sums to be paid.</li> <li>• The Infrastructure Delivery Plan and the Community Infrastructure Levy Charging Schedule should include projects for investment in playing pitch facility provision and maintenance for sites.</li> <li>• Where new pitches are provided changing rooms should be located on site as a minimum for adult use including provision for women and girls or as a minimum toilet facilities should be provided for junior and mini football use including toilets for women and girls.</li> <li>• Where schools seek planning permission for outdoor playing pitches and/or artificial grass pitches the planning conditions must stipulate a formal community use agreement is put in place with the School and the Local Authority to provide for community use of the facility.</li> </ul>
<p>General Recommendations Sports Development</p>	<p>Bromsgrove Council will work in partnership with:</p> <ul style="list-style-type: none"> <li>• Football Association Investment and Facilities manager and Worcester FA and Birmingham FA</li> <li>• English Cricket Board Facilities and Investment Manager and Worcester Cricket</li> <li>• Rugby Football Union Investment and Facilities Manager</li> <li>• England Hockey Relationship Manager for West Midlands</li> <li>• Private and voluntary sector playing pitch owners and or lessees</li> <li>• Education, and Further Education pitch providers</li> </ul>

GENERAL RECOMMENDATIONS PLANNING & SPORT DEVELOPMENT	ACTION
	<p><b>Short Term Action By April 2015:</b> Specific Bromsgrove District wide sports specific Development Groups should be formed for:</p> <ul style="list-style-type: none"> <li>• Football- exists already a steering group with the adult league has been established. One to one meets with clubs exists</li> <li>• Cricket</li> <li>• Rugby Union</li> <li>• Hockey</li> </ul> <p>Terms of Reference should be put in place and Sports specific Development plans put in place for each Development Group. The Sports Specific Development Groups will monitor and Review the PPS site action plans on an annual basis. These should also be reviewed with NGB's and Sport England.</p> <p><b>Short Term Action April 2015 - Long Term Action April 2018:</b> The action plan from the PPS should be implemented by Bromsgrove Sports Development and the Parks Pitch Service through the individual sport specific development Groups.</p> <ul style="list-style-type: none"> <li>• The action plan must be used to draw down developer funding and Section 106 funding when agreed and when required.</li> <li>• Continue to monitor the quality and quantity of all existing grass pitch and artificial grass pitch sports to meet existing, future and latent demand for all pitch sports.</li> </ul>

## 5. STRATEGIC RECOMMENDATIONS

5.1 The strategic recommendations are provided in the table below. Generally the first named body should lead action on each item.

Table 5.1: Strategic Recommendations

STRATEGIC RECOMMENDATIONS	PRIORITY SITES/ISSUES	ACTION	TIMESCALE SHORT TERM – BY 2020 UNLESS OTHERWISE STATED MEDIUM TERM – BY 2025 UNLESS OTHERWISE STATED LONG TERM – UP TO 2030	RESPONSIBILITY
<p><b>SO1</b> Address quantitative deficiencies meet existing unmet demand and plan for new provision</p>	<p>The assessment has identified a deficit of football pitches in Bromsgrove in the future to 2030. The deficit is 11 senior football pitches, 17 junior 11 v 11 pitches and 11 9 v 9 pitches.</p>	<p><b>Senior Football</b> To negate the senior football pitch deficiencies (11 pitches) it is proposed to put into place a number of actions.</p> <p><b>Action 1.</b> – It is proposed that BDC will work with the County Council, local schools, NGBs and PFI providers to increase access and usage of these sites in particular multi pitch sites that can become long term venues for community clubs and will review and put in place community use agreements with education establishments to ensure security of use at the following sites:</p> <ul style="list-style-type: none"> <li>• <b>Balaam Wood Academy (2 adult pitches).</b></li> <li>• <b>Woodrush School (1 adult pitch).</b></li> <li>• <b>Hagley RC School (1 adult pitch).</b></li> <li>• <b>Wasley Hills High School (2 adult pitches).</b></li> </ul> <p><b>Action 2</b> – Discuss with North Bromsgrove High School (1 adult pitch) and South Bromsgrove High School (1 adult pitch) fees and charges for pitches so that these pitches are affordable for senior football clubs to use in the future.</p> <p><b>Action 3</b> - The Local Plan has identified Perryfields as a new playing pitch site that will provide for 4 adult football pitches with changing rooms. This site will provide sufficient facilities to meet the current deficit identified by the Bromsgrove and District Football League.</p> <p><b>Action 4</b> – Discuss with the Bromsgrove and District Football League Staggered start times once qualitative improvements to pitches have been made to Local Authority pitches.</p>	<p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p>	<p><b>Bromsgrove District Council – Leisure/ Football NGB, Clubs, local schools, County Council and PFI providers.</b></p> <p>Bromsgrove District Council – Leisure/ Football NGB, Clubs, local schools, County Council and PFI providers.</p>
		<p><b>Junior Football 11 v 11</b></p> <p><b>Action 1</b> – It is proposed to review and put in place community use agreements with education establishments to ensure security of use at the following sites:</p> <ul style="list-style-type: none"> <li>• <b>Balaam Wood Academy 1 Junior 11 v 11.</b></li> <li>• <b>Woodrush High School 1 junior 11 v 11.</b></li> <li>• <b>Hagley RC High School 2 junior 11 v 11.</b></li> <li>• <b>Haybridge High School 3 junior 11 v 11.</b></li> <li>• <b>Waseley Hills School 2 junior 11 v 11.</b></li> <li>• <b>New Inns Lane School 1 junior 11 v 11</b></li> </ul>	<p>Short Term</p>	<p>Bromsgrove District Council – Leisure/ Football NGB, Clubs, local schools, County Council and PFI providers.</p>

STRATEGIC RECOMMENDATIONS	PRIORITY SITES/ISSUES	ACTION	TIMESCALE SHORT TERM – BY 2020 UNLESS OTHERWISE STATED MEDIUM TERM – BY 2025 UNLESS OTHERWISE STATED LONG TERM – UP TO 2030	RESPONSIBILITY
		<p><b>Action 2</b> – The Playing Pitch Technical Assessment has identified lapsed sites that can be brought back into use –</p> <ul style="list-style-type: none"> <li>• <b>The Artrix 1 junior 11 v 11 available 2015.</b></li> <li>• <b>Sanders Park – 2 junior 11 v 11 lapsed pitches</b></li> <li>• <b>Aston Fields Recreation Ground – 1 junior pitch.</b></li> <li>• <b>Wythall Park 1 junior 11 v 11 pitch</b></li> </ul> <p>In addition there is a site near Shelly Close, Catshill which could accommodate 6 junior pitches (or a mixture of junior 11 v 11 and 9 v 9). This site will require funding by partners and this needs to be explored further by BDC and NGBs as a possible junior club facility for the future.</p>	Short Term	
	Rugby Union Deficiencies between 2014 and 2029 identify 3 additional senior pitches, 3 junior pitches and 4 mini/midi pitches	<p><b>Junior Football 9 v 9</b></p> <p><b>Action 1</b> – It is proposed to review and put in place community use agreements with education establishments to ensure security of use at the following sites:</p> <ul style="list-style-type: none"> <li>• <b>Hagley RC High School 1 9 v 9.</b></li> <li>• <b>New Inns Lane 1 9 v 9.</b></li> </ul> <p><b>Action 2</b></p> <ul style="list-style-type: none"> <li>• <b>St Godwalds – could possibly provide a 9 v 9 pitch in the future.</b></li> <li>• <b>Consider designating Wythall Park as a junior development centre providing 2 9 v 9 pitches.</b></li> <li>• <b>Consider provision of new junior 9 v 9 pitches at Selby Road as part of a junior development centre.</b></li> </ul> <p>To address deficiencies in future senior, junior and min/midi rugby community use agreements and school club links would provide the required junior number of pitches on existing non-secured community use sites.</p> <p>There is also land available at Woodrush Rugby club that is leased from Cadbury's that could be used for pitch expansion if funding was available in the future.</p>	Short Term  Medium Term	<p><b>Bromsgrove District Council – Leisure/ Football NGB, Clubs, local schools, County Council and PFI providers.</b></p> <p><b>Bromsgrove District Council/RFU and Clubs.</b></p>
<p><b>SO2</b> <b>Address qualitative deficiencies and enhance existing provision including playing pitches, access and infrastructure improvements including car parking.</b></p>	Local Authority Sites	<p>Develop a standard hierarchy of grounds maintenance for each site and ensure it is delivered. Work with FA NGB to increase carrying capacity of pitches.</p> <p>Improve levels of compaction of football pitches. If it is not possible to vertidrain the pitches (all sites) in September/October (and again at the end of the season) regular slitting should be considered and mowing regimes need to be reviewed for all sites. Introduction of additional goal sleeves at Braces Lane has allowed for significant flexibility and its introduction at other locations should be considered.</p> <p>Goal mouth re seeding needs to be reviewed across all sites.</p> <p>A review of line marking should be considered as burning in the lines at the beginning of the season can lead to loss of grass growth.</p> <p>Provide appropriate signage and bins to discourage dog fouling on pitches. Work with local football leagues and clubs to put in place a system that calls games off to protect pitches from long term damage.</p>	Short Term	<p><b>Bromsgrove District Council</b></p>

STRATEGIC RECOMMENDATIONS	PRIORITY SITES/ISSUES	ACTION	TIMESCALE SHORT TERM – BY 2020 UNLESS OTHERWISE STATED MEDIUM TERM – BY 2025 UNLESS OTHERWISE STATED LONG TERM – UP TO 2030	RESPONSIBILITY
		<p>Seek to provide changing accommodation at all adult football sites to include facilities for women and girls and as a minimum toilet provision at junior and mini football sites to include toilets for women and girls.</p> <p>Once the community use of school pitches has been undertaken and the feasibility of providing multi use sites has been considered. Consider at the same time the possibility to re designate current adult pitches without changing rooms to junior or min soccer pitches.</p>		
	Rubery FC – Bay Tree Farm Hagley RC School Waseley Hills High School	Seek funding for these sites to improve drainage of football pitches to ensure sufficient capacity of play is available for school and community use of football pitches.	Medium Term	BDC/FA/Schools and Club Partnerships
	Kings Norton Rugby Club	Kings Norton Rugby club to seek funds to improve the clubhouse and changing rooms.	Medium Term	Kings Norton Rugby Club / RFU
	Bromsgrove Rugby Club	Bromsgrove Rugby Club to seek funding to improve the drainage of 2 pitches. -RFU to support the club with match funding to upgrade the clubhouse social space only.	Medium Term Short Term	RFU/Bromsgrove Rugby Club RFU/Bromsgrove Rugby Club
	Five Ways Old Edwardians Rugby Club	RFU to work with the club to provide permanent floodlights on 1 pitch	Medium Term	RFU/Five Ways Old Edwardians Rugby Club
	Old Halesonians Rugby Club	RFU to work with the club to improve drainage of 2 senior pitches and 2 mini / midi pitches.  New mezzanine floor in the entrance to the clubhouse to incorporate a club shop and trophy cabinets.  RFU to work with the rugby club to extend changing rooms.  The car park at the rear needs resurfacing.	Long Term  Medium Term  Long Term Medium Term	RFU/Old Halesonians Rugby Club  Rugby Club  RFU/Rugby Club Rugby Club
	Woodrush Rugby Club	<p>Bromsgrove District Council will work with the club and the RFU to improve the club facilities to improve player pathways. Bromsgrove District Council will provide Section 106 funding to assist with match funding. The work required includes:</p> <ul style="list-style-type: none"> <li>• <b>Extending the changing rooms and improvements to the clubhouse.</b></li> <li>• <b>Enlarge the car park this needs to be bigger to cope with the mini and junior section.</b></li> <li>• <b>Drainage and maintenance of Pitch 1 and Pitch 2.</b></li> <li>• Permanent floodlights over 1 pitch currently poor floodlighting over a training area provided on telegraph poles.</li> </ul> <p>The club needs to ensure security of tenure of pitch 3 which is leased from Cadbury's and is part of an 8 acre field.</p>	Medium /Long Term    Short Term	Bromsgrove District Council/RFU/ Woodrush Rugby Club    Woodrush Rugby Club



STRATEGIC RECOMMENDATIONS	PRIORITY SITES/ISSUES	ACTION	TIMESCALE SHORT TERM – BY 2020 UNLESS OTHERWISE STATED MEDIUM TERM – BY 2025 UNLESS OTHERWISE STATED LONG TERM – UP TO 2030	RESPONSIBILITY
	Alvechurch Cricket Club (Main Ground)	BDC and ECB to work to support the club if developers are to provide a new Pavilion for the club and provide help and guidance.	Medium Term	BDC/EBC and Club
	Alvechurch (Lea Lane Ground)	Club to work with ECB to get this facility up and working again some funding has already been obtained.	Short Term	ECB and Club
	Avoncroft CC	Club require additional net cages	Long Term	ECB/Club
	Barnt Green Cricket Club	BDC through Section 106 funding to match fund with ECB and Club to work together to support funding for refurbishment of the pavilions at Cherry Tree.	Long Term	BDC/EBC and Club.
	Bromsgrove Cricket Club	If Bromsgrove CC is to field a 5 <sup>th</sup> X1 on a Saturday in future additional facilities will be required. Consideration should be given to the Hewell CC club site.	Medium Term	BDC/ECB and Club
	Belbroughton Cricket Club	Club to continue upgrading and refurbishing its facilities with the assistance of the Parish Council.	Medium Term	Club
	Clent Cricket Club	As the club develops there will be a need to supply cold and hot water and toilet facilities. BDC need to investigate the future development plans of the club as this facility with pavilion improvements could be used as an overspill for other nearby cricket clubs eg Belbroughton.	Long term	BDC/ECB/ Clent Cricket Club and Clent Parish Council
	Hagley Cricket Club	The club is at capacity on its use of its grass wickets. The development of a non-turf wicket could benefit the future development of the club.	Medium Term	BDC/ECB/Club
	Wythall Cricket Club	Bromsgrove District Council to ensure protection of this site as a playing field.  The Pavilion is in need of replacement. BDC to work with the club to develop its junior pathways and look to seek funding in the future for a new pavilion if the junior section is sustainable and the club can show a player pathway.	Short Term  Long Term	BDC  BDC/EBC/Club
	Identification of site for additional 3G AGP and strategic needs analysis to understand what surface would best suit existing AGPs.	Run Sport England's Facility Planning Model and carry out a strategic needs analysis taking into consideration all recent refurbishments and new build facilities.		

STRATEGIC RECOMMENDATIONS	PRIORITY SITES/ISSUES	ACTION	TIMESCALE SHORT TERM – BY 2020 UNLESS OTHERWISE STATED MEDIUM TERM – BY 2025 UNLESS OTHERWISE STATED LONG TERM – UP TO 2030	RESPONSIBILITY
<b>SO3</b> Seek capital funding or where possible use Community Infrastructure Levy (CIL) or Section 106 funds as match funding or seek to support clubs to obtain external grant funding to address issues and align developer funding opportunities and grants with priority projects that meet Bromsgrove District Council and its partners priorities.	Perryfields	Use Section 106 Developer contributions as match funding from the FA to provide 4 senior pitches and associated parking and changing facilities	Short Term	Bromsgrove District Council/FA
	Shelly Close	Seek developer contributions as match funding to develop a multi pitch facility at Shelly Close Catshill. Explore with the FA possible use by a junior football club.	Medium Term	Bromsgrove District Council/FA
	Barnt Green Cricket Club (Cherry Tree Ground)	To provide developer contributions as match funding with the ECB to improve the pavilion and changing rooms to be fit for purpose at Barnt Green Cherry Tree Ground.	Medium Term	Bromsgrove District Council/ECB
	Woodrush Rugby Club	To provide developer contributions as match funding with the RFU to improve the playing pitches and associated facilities at Woodrush Rugby Club	Medium Term	Bromsgrove District Council/RFU
	All Clubs	To work with all clubs and schools to obtain external grant funding to improve the quality of playing pitch and ancillary facilities	Ongoing	Bromsgrove District Council/NGBs/Schools and Clubs
<b>SO4</b> Maximise access to all outdoor playing pitches including school playing pitches	All school sites with grass pitches or artificial grass pitches	Review all school sites to obtain guarantee increased secured community use of school facilities	Short Term	Bromsgrove District Council – Leisure/Football NGB, Clubs, local schools, County Council and PFI providers.
		Once security of use has been resolved on school sites for football pitches then a planned approach to multi pitch sites can be undertaken and these sites should become priority sites with identified priority clubs to receive investment.	Short Term	Bromsgrove District Council – Leisure/Football NGB, Clubs, local schools, County Council and PFI providers.
	All future planning applications for school sites with playing fields	On all school sites seek through planning conditions on new outdoor playing pitch provision a community use agreement	Ongoing	Bromsgrove District Council
	All leased sites and asset transfer sites current and future	Bromsgrove Council and FA to implement a consistent approach to leasing, asset transfer and operation of sites. This must consider: <ul style="list-style-type: none"> <li>• Disparate rental or lease fees</li> <li>• Poor management of agreements</li> <li>• Sports development and sustainable business plans</li> </ul>	Ongoing	Bromsgrove District Council/FA

STRATEGIC RECOMMENDATIONS	PRIORITY SITES/ISSUES	ACTION	TIMESCALE SHORT TERM – BY 2020 UNLESS OTHERWISE STATED MEDIUM TERM – BY 2025 UNLESS OTHERWISE STATED LONG TERM – UP TO 2030	RESPONSIBILITY
<p><b>SO5</b> Support the development of local leagues and clubs to meet their needs to increase participation</p>		Work with The FA/ RFU/ ECB and England Hockey to support clubs applying for funding, planning, undertaking asset transfer/ management agreements where clubs are able to demonstrate long term development plans and have achieved the appropriate accreditations and provide player and sports development pathways.	Ongoing	Bromsgrove District Council/FA/ECB/RFU/EH
		Work with the FA to ensure the sustainability and ensure security of tenure of playing pitches and ancillary facilities.	Ongoing	Bromsgrove District Council/FA
		Bromsgrove Sports Development Team to work with Bromsgrove Hockey Club: <ol style="list-style-type: none"> <li>1. To increase the number of coaches and volunteers to grow the club structure and day time opportunities by providing promotion through the Councils web site and other outlets</li> <li>2. To assist the club in providing outreach work linked to schools and hard to reach groups. This can be developed further Inc. ASB and positive activities links</li> <li>3. Seek use of the pitch for additional sports and interventions outside of Hockey subject to these activities not being detrimental to the condition of the playing surface i.e. no studs, for example walking football, disability sport and sports tournaments in winter times for schools, colleges &amp; work places.</li> <li>4. Provide promotional avenues to promote back to hockey and Rush Hockey</li> </ol>	Ongoing	Bromsgrove District Council/Bromsgrove Hockey Club/EH

**SITE BY SITE ACTION PLANS**

Table 5.2: Site by Site Action Plan

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Charford Recreation Ground</b> <b>Local Authority Ownership</b>	Easting's 395853 Northings 269080	SO1 BDC to Protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field. Improve the ground maintenance at this site to raise quality and capacity of play. Improvements can be made by reducing dog fouling. The ground requires de compacting as it is hard. There is insufficient grass cover on the pitch, goal posts are out dated and in decay. Showers in changing rooms although hot are not very clean due to lack of cleaning materials.	Short Term	Bromsgrove District Council
<b>King George V Playing Fields</b> <b>Local Authority Ownership</b>	Easting's 395510.63 Northings 272025.69	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field Review maintenance regime to improve grass cutting, line marking and end of season drainage and re seeding works.	Short Term	Bromsgrove District Council
<b>St Godwald's</b> <b>Club Ownership</b> <b>Bromsgrove Crickt and Hockey Club</b>	Easting's 397064 Northings 269011	SO1 BDC to Protect Playing Field	Bromsgrove District Council to ensure protection of both cricket squares and outfield as a playing field. New artificial grass pitch for hockey – funded and planning permission in place – hoping to be operational Sept 2015. If Bromsgrove CC is to field a 5 <sup>th</sup> X1 on a Saturday in future additional facilities will be required. Consideration should be given to the Hewell CC club site.	Short Term Short Term Medium Term	Bromsgrove District Council Bromsgrove Hockey Club BDC/ECB and Club
<b>LG Harris Brush</b> <b>Private Club</b>	Easting's 395387 Northings 266860	SO1 BDC to Protect Playing Field SO5	Bromsgrove District Council .to ensure protection of this site as a playing field. Ensure security of lease for Meadow Park Football Club	Short Term Long Term	Bromsgrove District Council
<b>Navigation Inn</b> <b>Privately Owned (Unsecured Community Use)</b>	Easting's 395132 Northings 267137	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field. Currently Farmers land that requires protection or provision of a new facility to replace if to be developed.	Short Term Long Term	Bromsgrove District Council Bromsgrove District Council

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Aston Fields Middle School</b> <b>Education Owned (Unsecured Community Use)</b>	Easting's 396994.38	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 269900.45	SO3 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its Junior 11 v 11 football pitch.	Medium Term	Bromsgrove District Council
<b>Sanders Park</b> <b>Local Authority Owned</b>	Easting's 394961	SO1 BDC to Protect Playing Field SO2	Bromsgrove District Council .to ensure protection of this site as a playing field.  Need to review pitch maintenance regimes.	Short Term	Bromsgrove District Council
	Northings 270651	SO2	An additional 2 junior 11 v 11 pitches could be accommodated if funding could be found for drainage		
<b>Braces Lane</b> <b>Local Authority Owned</b>	Easting's 397160	SO1 BDC to Protect Playing Field SO2	Bromsgrove District Council .to ensure protection of this site as a playing field.  Ensure pitch maintenance regimes are in place	Short Term	Bromsgrove District Council
	Northings 274286		Bromsgrove District Council to actively seek a junior club to take this site on.		
<b>Licky End Park</b> <b>Local Authority Owned</b>	Easting's 397390	SO1 BDC to Protect Playing Field SO2	Bromsgrove District Council .to ensure protection of this site as a playing field.  Ensure pitch maintenance regimes are in place	Short Term	Bromsgrove District Council
	Northings 272458				
<b>Lickey End First School</b> <b>Education (Unsecured Community Use)</b>	Easting's 397073	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 272588	SO4 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its Junior 11 v 11 football pitch	Medium Term	Bromsgrove District Council
<b>The Meadow</b> <b>Parish Council Owned</b>	Easting's 395896.29	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  Funding has been provided to improve this site.	Short Term	Bromsgrove District Council
	Northings 271321.07				
<b>Catshill Middle School</b> <b>Education (Unsecured Community Use)</b>	Easting's 395957.86	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 273705.4	SO4 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 2 Junior 11 v 11 football pitches and 1 junior 9 v 9 pitch.	Medium Term	Bromsgrove District Council

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Parkside Middle School</b> <b>(Education Unsecured Community Use)</b>	Easting's 395962.48	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 271377.88	SO4 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 2 Junior 11 v 11 football pitches and 1 junior 9 v 9 pitch.	Medium Term	Bromsgrove District Council
<b>North Bromsgrove High School</b> <b>Education</b> <b>(Secured Community Use but Access Issues over price of hire)</b>	Easting's 396438.05	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 270993.98	SO4 Maximise use of all playing pitches	Bromsgrove District Council to discuss with North Bromsgrove High School access issue of fees and charges for pitches to see if there is a solution that would allow affordable access to the schools senior pitch.	Medium Term	Bromsgrove District Council
<b>South Bromsgrove High School</b> <b>Education (Secured Community Use with access issues over price of hire)</b>	Easting's 395765.84	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 269686.95	SO4 Maximise use of all playing pitches	Bromsgrove District Council to discuss with South Bromsgrove High School access issue of fees and charges for pitches to see if there is a solution that would allow affordable access to the schools senior pitch.	Medium Term	Bromsgrove District Council
<b>Bromsgrove School</b> <b>Education</b> <b>(Unsecured Community Use)</b>	Easting's 395962.48	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 271377.88	SO4 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 1 Junior 11 v 11 football pitch and Rugby and Cricket facilities if and when required.	Medium Term	Bromsgrove District Council/FA/ECB/CRFU
<b>Stoke Prior Country Club</b> <b>Private</b> <b>Secured Community Use</b>	Easting's 394349	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 266255.4				
<b>Victoria Ground</b> <b>Local Authority - Leased</b>	Easting's 396283.28	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 271257.32		BDC to consider longer term lease as an option to provide club with security of tenure but Asset Transfer is not considered to be in the interest of the Local Authority.		

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Ryland Centre Social Enterprise</b>	Eastings 396257  Northings 270284	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Barnsley Hall Local Authority - Leased</b>	Eastings 396062  Northings 272885	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  Ensure the security of tenure of the football club leasing the facility.	Short Term	Bromsgrove District Council
<b>Balaam Wood Academy Education (Unsecured Community Use)</b>	Eastings 398940  Northings 395367	SO1 BDC to Protect Playing Field  SO3 Maximise use of all playing pitches	Bromsgrove District Council .to ensure protection of this site as a playing field.  Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 2 adult pitches and 1 Junior 11 v 11 football pitch.	Short Term  Medium Term	Bromsgrove District Council  Bromsgrove District Council
<b>St Chads Park Local Authority</b>	Eastings 398919.83  Northings 277258.44	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  Review the maintenance arrangements for this pitch site.	Short Term	Bromsgrove District Council
<b>Boelyn Road Local Authority</b>	Eastings 398435  Northings 278820	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  Review the maintenance arrangements for this pitch site.	Short Term	Bromsgrove District Council
<b>Colmers Farm Playing Fields  Education Unsecured Community Use)</b>	Eastings 400173  Northings 277737	SO1 BDC to Protect Playing Field  SO3 Maximise use of all playing pitches	Bromsgrove District Council .to ensure protection of this site as a playing field.  Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 2 adult pitches and 1 mini soccer 5 v 5 football pitch.	Short Term  Medium Term	Bromsgrove District Council  Bromsgrove District Council
<b>Rubery Leisure Centre  Leased to and Managed by a volunteer committee</b>	Eastings 397912  Northings 276764	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Wasley Hills High School</b>	Eastings 397920.29	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 277073.56	SO3 Maximise use of all playing pitches	Improve the drainage of playing pitches at this site  Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 2 adult pitches and 1 junior 11 v 11 football pitches.	Medium Term	Bromsgrove District Council
<b>Romsley Playing Fields Parish Council</b>	Eastings 395902.6	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 280013.3				
<b>New Inns Lane (Reaside School)</b>	Eastings 398539	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Education (Unsecured Community Use)</b>	Northings 278022	SO3 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 2 junior 11 v 11, 1 junior 9 v 9, 1 mini soccer 7 v7 and 1 mini soccer 5 v 5.	Medium Term	Bromsgrove District Council
<b>Hagley RC High School</b>	Eastings 389953.12	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Education (Unsecured Community Use)</b>	Northings 280479.04	SO3 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its s 1 adult, 2 junior 11 v 11 and 1 junior 9 v 9 football pitches.  Seek funding to improve drainage and carrying capacity of pitches.	Medium Term	Bromsgrove District Council
<b>Haybridge High School</b>	Eastings 389966.3	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Education (Unsecured Community Use)</b>	Northings 280666.2	SO3 Maximise use of all playing pitches	Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 3 junior 11 v 11 football pitches.	Medium Term	Bromsgrove District Council
<b>Hagley Playing Fields Parish Council</b>	Eastings 390268.93	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 280422.36		Seek security of tenure for West Hagley Juniors  Qualitative improvements to the ancillary accommodation to help make West Hagley FC more sustainable		
<b>Belbroughton Recreation Centre Parish Council</b>	Eastings 392226	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
	Northings 276832				



SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Fairfield Villa Club - Leased from Parish Council</b>	Easting's 394790  Northings 275279	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  Ensure teams are playing on correct size pitches.  Ensure Fairfield Villa have security of tenure for this facility in the future.	Short Term	Bromsgrove District Council
<b>Smallwork – Wassel Grove. Leased to club from Health Authority</b>	Easting's 393025  Northings 282000	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Rowney Green Parish Council</b>	Easting's 404262.04  Northings 271779.63	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Hopwood Playing Field Parish Council</b>	Easting's 402982.78  Northings 274628.5	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Wiggins Memorial Ground</b>	Easting's 402920.19  Northings 272961.8	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Lye Meadow (Alvechurch FC Stadia Ground)</b>	Easting's 403127  Northings 271879	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council
<b>Hopwood Cricket Ground Sports Club</b>	Easting's 403127  Northings 271879	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.	Short Term	Bromsgrove District Council

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Hewell Cricket Ground</b>	Easting's 399871.51  Northings 269765.28	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  This site could be used for cricket in the summer and football in the winter.	Short Term	Bromsgrove District Council
<b>Woodrush High School Education (Unsecured Community Use)</b>	Easting's 408361.4  Northings 276695.8	SO1 BDC to Protect Playing Field  SO3 Maximise use of all playing pitches	Bromsgrove District Council .to ensure protection of this site as a playing field.  Bromsgrove District Council to work with a club and the school to provide a Community Use Agreement for community use of its 3 junior 11 v 11 football pitches.  Seek to ensure continued community use of the artificial turf pitch for competitive hockey and training for hockey and football.	Short Term  Medium Term	Bromsgrove District Council  Bromsgrove District Council
<b>Baytree Farm Sports Club</b>	Easting's 406498  Northings 276697	SO1 BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  The drainage of these pitches requires improvement	Short Term	Bromsgrove District Council
<b>Wythall Community Park Trust</b>	Easting's 407716.51  Northings 276318.59	SO1 BDC to Protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  The cricket Pavilion is in need of replacement. BDC to work with the club to develop its junior pathways and look to seek funding in the future for a new pavilion if the junior section is sustainable and the club can show a player pathway.  Consideration should be given to this site as a junior development centre.	Short Term	Bromsgrove District Council
<b>Kings Norton Rugby Club Ownership</b>	Easting's 403618  Northings 274364	SO1 BDC to Protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  RFU to work with Kings Norton Rugby club to improve the clubhouse and changing rooms.	Short Term  Medium Term	Bromsgrove District Council  RFU and Kings Norton Rugby Club
<b>Bromsgrove Rugby Club Club Ownership</b>	Easting's 397376.88  Northings 269671.57	BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  RFU to work with Bromsgrove Rugby Club to improve the drainage of 2 pitches.  RFU to support the club with match funding to upgrade the clubhouse social space only.	Short Term  Medium Term  Short Term	Bromsgrove District Council  RFU/Bromsgrove Rugby Club  RFU/Bromsgrove Rugby Club
<b>Five Ways Old Edwardians Rugby and Cricket Club Club Ownership</b>	Easting's 403456.75  Northings 274411.49	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field. RFU to work with the club to provide permanent floodlights on 1 pitch	Short Term Medium Term	Bromsgrove District Council RFU/Five Ways Old Edwardians Rugby Club

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
<b>Old Halesonians</b>  <b>Club</b> <b>Ownership</b>	Eastings 392736  Northings 281676	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  RFU to work with the club to improve drainage of 2 senior pitches and 2 mini / midi pitches.  New mezzanine floor in the entrance to the clubhouse to incorporate a club shop and trophy cabinets.  RFU to work with the rugby club to extend changing rooms.  The car park at the rear needs resurfacing.	Short Term  Long Term  Medium Term  Long Term  Medium Term	Bromsgrove District Council  RFU/Old Halesonians Rugby Club  Rugby Club  RFU/Rugby Club  Rugby Club
<b>Woodrush Rugby Club</b>  <b>Ownership</b>  <b>2 pitches are owned by the club.</b>  <b>1 pitch is leased from Cadbury's.</b>	Eastings 405547.46  Northings 275937.67	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  Bromsgrove District Council will work with the club and the RFU to improve the club facilities to improve player pathways. Bromsgrove District Council will provide Section 106 funding to assist with match funding. The work required includes: Extending the changing rooms and improvements to the clubhouse. Enlarge the car park this needs to be bigger to cope with the mini and junior section. Drainage and maintenance of Pitch 1 and Pitch 2. Permanent floodlights over 1 pitch currently poor floodlighting over a training area provided on telegraph poles.  The club needs to ensure security of tenure of pitch 3 which is leased from Cadbury's and is part of an 8 acre field.	Short Term  Medium /Long Term  Short Term	Bromsgrove District Council  Bromsgrove District Council/RFU/Woodrush Rugby Club  Woodrush Rugby Club
Alvechurch Main Cricket Ground	Eastings 402766  Northings 272924	BDC to Protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  BDC and ECB to work to support the club if developers are to provide a new Pavilion for the club and provide help and guidance.	Short Term  Medium Term	Bromsgrove District Council  BDC/EBC and Club
Alvechurch Cricket Club Lea Lane Hopwood	Eastings 403487  Northings 275618	BDC to Protect Playing Field	Bromsgrove District Council .to ensure protection of this site as a playing field.  Club to work with ECB to get this facility up and working again some funding has already been obtained.	Short Term  Short Term	Bromsgrove District Council  ECB and Club
Avoncroft Cricket Club	Eastings 394934  Northings 268298	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  Club require additional net cages	Short Term  Long Term	Bromsgrove District Council  ECB/Club

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
Barnt Green Cricket Club Club owned	Cherry tree Easting's 400451.6  Northings 274136.5  Douglas Easting's 400530 Northings 274171	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of both Cherry Tree and Douglas cricket grounds as playing fields.  BDC through Section 106 funding to match fund with ECB and Club to work together to support funding for refurbishment of the pavilions at Cherry Tree Ground.	Short Term  Long Term	Bromsgrove District Council  BDC/ECB and Club.
<b>Belbroughton CC</b>	Eastings 391710.15  Northings 277141.4	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  Club to continue upgrading and refurbishing its facilities with the assistance of the Parish Council.	Short Term  Medium Term	Bromsgrove District Council  Club
<b>Clent Cricket Club</b>	Eastings  Northings	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  As the club develops there will be a need to supply cold and hot water and toilet facilities. BDC need to investigate the future development plans of the club as this facility with pavilion improvements could be used as an overspill for other nearby cricket clubs eg Belbroughton.	Short Term  Long term	Bromsgrove District Council  BDC/ECB/Clent Cricket Club and Clent Parish Council
<b>Hagley Cricket Club</b>	Eastings 392077  Northings 280769	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  The club is at capacity on its use of its grass wickets. The development of a non-turf wicket could benefit the future development of the club.	Short Term  Medium Term	BDC  BDC/ECB/Club
<b>Romsley and Hunnigton Cricket Club</b>	Eastings 396711  Northings 281268	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.	Short Term	BDC
<b>Wythall Cricket Club</b>	Eastings 407716.51  Northings 276318.59	BDC to protect Playing Field	Bromsgrove District Council to ensure protection of this site as a playing field.  The Pavilion is in need of replacement. BDC to work with the club to develop its junior pathways and look to seek funding in the future for a new pavilion if the junior section is sustainable and the club can show a player pathway.	Short Term  Long Term	BDC  BDC/ECB

**MONITORING AND REVIEW**

5.3 There are a number of actions that need to be completed before other actions can be carried out. It is important to recognise that the Secured Community Use of School playing pitches is essential in the delivery of this strategy and it is not until this has been assured can a full assessment of multi pitch sites be completed.

5.2 It is important that the steering group and the proposed sports forums keep this Strategy Alive. This will be achieved by:

- **Monitoring the delivery of the recommendations and actions.**
- **Providing up to date annual supply and demand for pitch stock**
- **Addressing changing trends and formats for the different pitch sports as they develop and monitoring participation of these changes and trends.**

5.3 The on-going monitoring of the strategy will be led by Bromsgrove District Council and will be linked to the individual sports forums. The Strategy will be updated every 3 years.

This page is intentionally left blank

## 1. INTRODUCTION

### SCOPE

Strategic Leisure was commissioned in July 2014 to complete the Bromsgrove Playing Pitch Strategy. The playing pitch facilities considered in this assessment are Football, Cricket, Rugby Union and Hockey.

For the purposes of this assessment Bromsgrove has been broken down into 5 analysis areas – Central, West, East, North and North East.

The individual sport analysis has been undertaken using the information provided in the excel work books provided by Bromsgrove District Council in Appendix A.

All projected population data has been taken from Sub National Population Projections 2012.

### Bromsgrove Profile

Bromsgrove District is situated in north Worcestershire and covers approximately 21,714 hectares. Although the Town is located only 22km (14 miles) from the centre of Birmingham, the District is predominately rural with approximately 91% of the land designated Green Belt.

The area is well served by motorways, with the M5 running north to south and the M42 from east to west. The M5 and M42 connect with the M6 to the north of Birmingham and the M40 to the east. The District also benefits from train and bus connections into Birmingham City Centre and the wider region.

The main centre of population in Bromsgrove District is Bromsgrove Town with other larger centres being Alvechurch, Barnt Green, Catshill, Hagley, Rubery, and Wythall. A series of smaller rural villages and hamlets are spread throughout the District. Development pressures are high due to the District's proximity to the Birmingham conurbation and the motorway and railway connections.

The 2011 Census shows that Bromsgrove District had a resident population of 93,637, 19,019 of them were aged 17 or below, representing almost 20.3% of the total population in Bromsgrove. There were 19,135 aged 65-plus living in the District, almost 20.4% of the total population.

The number of children (i.e. Age 17 or below) has decreased by 93 between 2001 and 2011. Over the same time period, the number of people aged 65 and over has risen by about 3,989, representing a 26% increase and the number of people in the 18-64 age group has increased by 1,904 over the same time period.

The population of Bromsgrove is projected to increase by about 6,000 for the period 2011-21(99,637), and by about 12,800 up to 2030 (106,437). The 18-64 age group stays roughly constant over the 2008-30 time period, whilst the 0-17 age group has a projected increase of around 800. The number of persons aged 65-plus is projected to increase by around 11,300.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The District has a relatively healthy population in respect of illness, with 49.1% of the population considering themselves to be in very good health, compared to 46.5% in Worcestershire and 45.1% in the Region. The Sport England Active People Survey (survey covers Oct 2010-Oct 2011) states that 20% of respondents regularly participate in sport 3 times a week and 37.3% (survey covers April 2012 to April 2013) participate in 30 minutes of moderate intensity sport once a week. Bromsgrove therefore has a significant number of its population who regularly participate in sporting activity.

The focus of the study is Bromsgrove, but this area cannot be considered in isolation from other surrounding districts as the demand for sports facilities by users is not limited by local authority boundaries. The report therefore focuses on Bromsgrove, but has to consider other areas such as South Birmingham, Dudley, Redditch, Solihull, South Staffordshire, Wychavon and Wyre Forest.

## DRAFT INDIVIDUAL SPORT ASSESSMENT PLAYING PITCH SPORTS – CURRENT SITUATION FOOTBALL

### CONTEXT

The Football Association is the governing body responsible for football in England. Facility improvement will be a focus in delivering their 'National Game Strategy and will underpin the different programmes being rolled out to drive participation.

The Worcestershire and Birmingham Football Association have responsibility for football affiliation and administration across Bromsgrove.

The Worcestershire and Birmingham FA's strategy for investment in facilities are in line with the FA's National Facility Strategy 2013 – 2015. The FA's priorities for 2013 to 2015 are as follows:

- **Natural grass pitch improvements and maintenance:** Grants will be made to support the development of new and improved natural grass pitches. Additional support will be made available to clubs wishing to develop their own skills in the future maintenance of natural grass, through relevant training and advice.
- **Development of new Artificial Grass Pitches:** The latest Artificial Grass Pitches (AGPs) are capable of supporting (carrying) much greater activity than natural grass. An increasing number of leagues are using these surfaces for fixtures and many grassroots clubs compete to access them for training purposes. The FA estimates that a typical full-sized floodlit AGP can accommodate the training needs of up to 56 teams in any given week let alone wider use for matches and informal participation. The FA will continue to work with Leagues and Competitions to encourage appropriate use of AGPs. The FA now have a performance test to ensure pitches are compliant for match use and as long as this performance test is in situ. There is no reason why an artificial pitch cannot be used for matches.
- **Refurbishment of old Artificial Grass Pitches:** The FA will work closely with other relevant National Governing Bodies and map out priority sites where existing old-style pitches might be replaced to reflect local need / demand. This will offer a value for money approach to sustaining and growing participation and at the same time create a financially sustainable network of AGP sites in England.
- **Provision of suitable changing accommodation and toilet facilities:** The FA will seek to ensure that suitable proposals for improvements to changing rooms and associated facilities are properly assessed against need and value for money, and that standards are put in place that are consistent with the needs of clubs at all levels. New construction methods will be assessed and implemented where these meet with local needs and are cost effective.



## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

- **Small Grants Programme for modest facility improvements:** This programme will continue and will aim to address the often very basic facility requirements of clubs. The FA and Football Foundation will set down some broad guidelines for access to this funding although the intention will be to minimise red tape and keep access as open as possible.
- **Replacement goalposts:** The FA will also ensure that awareness regarding goalpost safety is refreshed and publicised. There is Funding to replace unsafe goalposts will continue.

The Football Association (FA) recently concluded its Youth Development Review, which has made changes to formats and facilities within grassroots youth football from the football season 2013/14 onwards.

The proposals include raising the minimum age for competitive leagues, developing small sided football and introducing a 9 a-side game for Under 12s. The FA has set a range of revised pitch sizes, better suited to the needs of children of different ages. Table 3.1 identifies the youth format age groups and pitch sizes that need to be provided for football in the future across Bromsgrove.

Table 1.1: Youth Format Ages and Pitch Sizes 2013/14 Season

THE FA RECOMMENDED PITCH SIZES								
AGE	TYPE	RECOMMENDED SIZE WITHOUT RUNOFF (SAFETY AREA AROUND PITCH)		RECOMMENDED SIZE INCLUDING RUNOFF (SAFETY AREA AROUND PITCH)			RECOMMENDED SIZE OF GOAL POSTS	
		LENGTH	X WIDTH (YARDS)	LENGTH	X WIDTH (YARDS)	HEIGHTX	WIDTH (FT)	
U7/U8	5 v 5	40	30	46	36	6	12	
U9/U10	7 v 7	60	40	66	46	6	12	
U11/U12	9 v 9	80	50	86	56	7	16	
U13/U14	11 v 11	90	55	96	61	7	21*	
U15/U16	11 v 11	100	60	106	66	8	24	
U17/U18	11 v 11	110	70	116	76	8	24	

With the new pitch sizes comes problems of provision now and in the future. It is believed that the pressure points are around adult pitches in Bromsgrove. However, with the change in the youth format it is more likely to be that the pressure point will be for Junior 11 v 11 and 9 v 9 pitches in Bromsgrove.

### **BROMSGROVE SUPPLY OF FOOTBALL PITCHES – CURRENT**

The audit of pitches in Bromsgrove identifies that there are 43 sites with 100 football pitches of various types available for community use.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The key component of the analysis was an examination of the extent to which pitches identified were in secured public use. This was undertaken in the context of the Sport England definition of community use, and embraces:

- All local authority pitches (Town and Parish Council);
- Educational facilities whether subject to formal dual use, community use agreements or similar formal hire arrangements with local teams or not – there are idiosyncrasies locally regarding access to local educational facilities in Bromsgrove.;
- Any other facilities which are available to the public as a result of formal dual / community use agreements; and
- Any facilities owned, used or maintained by clubs/private individuals, which as a matter of policy or practice are available for use by sections of the public through membership of a club or admission fees.

All football pitches are shown in Table 1.2. Not all of these are secured community use. There are a number of school sites that offer community use but there are no formal community use agreements in place. These sites have been identified as (Unsecured Community Use) in table 1.2 below.

**Table 1.2: All Football Pitches identified either as Secured Community Use or Unsecured Community Use – Bromsgrove District Council by Analysis Area**

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL (SECURED COMMUNITY USE AND UNSECURED COMMUNITY USE)	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
Charford Recreation Ground (Secured Community Use)	Central	Local Authority (BDC)	2	-	-	-	-
King George Close (Sidemoor) (Secured Community Use)	Central	Local Authority (BDC)	1	-	-	-	-
St Godwalds Road (Secured Community Use)	Central	Club	-	1	-	-	-
Harris Brush (Secured Community Use)	Central	21 years Lease – Club	-	2	3	-	1
Navigation Inn (Unsecured Community Use)	Central	Farmer – Annual agreement	1	-	-	-	-
Aston Fields Middle School (Unsecured Community Use)	Central	Education	-	-	1	-	-
Sanders Park (Secured Community Use)	Central	Local Authority (BDC)	-	1	-	-	-
Braces Lane (Secured Community Use)	Central	Local Authority (BDC)	-	1	1	-	1
Lickey End Park (Secured Community Use)	Central	Local Authority (BDC)	-	-	1	-	-
Lickey End First School (Unsecured Community Use)	Central	Education	-	-	-	-	1
The Meadow (Secured Community Use)	Central	Charity Management	-	-	1	-	-
Catshill Middle School (Unsecured Community Use)	Central	Education	-	1	2	-	-
Parkside Middles School (Unsecured Community Use)	Central	Education	1	1	2	-	-
North Bromsgrove High School (Secured Community Use but access issues)	Central	Education	1	-	-	-	-

BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL (SECURED COMMUNITY USE AND UNSECURED COMMUNITY USE)	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
South Bromsgrove High School (Secured Community Use)	Central	Education	1	-	-	-	-
Bromsgrove School (Unsecured Community Use)	Central	Education	-	-	1	-	-
Stoke Prior Country Club (Secured Community Use)	Central	Private	1	-	1	-	-
Victoria Ground (Secured Community Use)	Central	Local Authority leased to club	1	-	-	-	-
Ryland Centre (Secured Community Use)	Central	Social Enterprise	-	1	1	-	-
Barnsley Hall (Secured Community Use)	Central	Local Authority leased to club	-	2	1	1	-
<b>ALL PITCHES – CENTRAL AREA (20 SITES)</b>	Central		<b>9</b>	<b>10</b>	<b>15</b>	<b>1</b>	<b>3</b>
<b>SECURED COMMUNITY USE PITCHES</b>	Central		<b>7</b>	<b>8</b>	<b>9</b>	<b>1</b>	<b>1</b>
<b>UNSECURED COMMUNITY USE PITCHES</b>	Central		<b>2</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>2</b>

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
Balaam Wood Academy (Unsecured Community Use)	North	Education	2	-	1	-	-
St Chads Park (Secured Community Use)	North	Local Authority (BDC)	1	-	-	-	-
Boelyn Road (Secured Community Use)	North	Local Authority (BDC)	2	-	-	-	-
Colmers Farm Playing Fields (Unsecured Community Use)	North	School Managed by Club	2	-	-	1	-
Rubery Leisure Centre (Secured Community Use)	North	Bourneville Village Trust manage the land on behalf of the National Trust and lease to a community association	-	-	1	-	-
Waseley Hills High School (Unsecured Community Use)	North	Education	2	-	2	-	-

BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
Romsley Playing Field (Secured Community Use)	North	Romsley Parish Council	1	-	-	-	-
New Inns Lane (Callowbrook Swifts) (Unsecured Community Use)	North	Education	-	1	2	1	1
<b>ALL PITCHES – NORTH AREA (8 SITES)</b>	North		<b>10</b>	<b>1</b>	<b>6</b>	<b>2</b>	<b>1</b>
<b>SECURED COMMUNITY USE PITCHES</b>	North		<b>4</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>UNSECURED COMMUNITY USE PITCHES</b>	North		<b>6</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>1</b>

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
Hagley RC High School (Unsecured Community Use)	West	Education	1	1	2	-	-
Haybridge High School (Unsecured Community Use) one of the Junior 11 v 11 pitches has a 9 v 9 over laid.	West	Education	-	-	3	-	-
West Hagley Playing Fields (Secured Community Use)	West	Parish Council	-	1	1	1	2
Belbroughton Recreation Centre (Secured Community Use)	West	Parish Council	-	-	2	-	3
Fairfield Villa (Secured Community Use)	West	Club leased from Parish Council	1	-	-	-	-
Smallwork – Wassel Grove (Secured Community Use)	West	Leased	2	-	-	-	1
<b>ALL PITCHES – WEST AREA (6 SITES)</b>	<b>West</b>		<b>4</b>	<b>2</b>	<b>8</b>	<b>1</b>	<b>6</b>
<b>SECURED COMMUNITY USE PITCHES</b>	<b>West</b>		<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>6</b>
<b>UNSECURED COMMUNITY USE PITCHES</b>	<b>West</b>		<b>1</b>	<b>1</b>	<b>5</b>	<b>0</b>	<b>0</b>

BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

Page 163

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
Rowney Green (Secured Community Use)	East	Parish Council	1	-	-	-	-
Hopwood Playing Fields (Secured Community Use)	East	Parish Council	-	1	1	-	1
Wiggins Memorial Ground (The Meadows – Meadow Lane) (Secured Community Use)	East	Parish Council	-	2	1	-	1
Lye Meadow (Alvechurch FC) Stadia Ground (Secured Community Use)	East	Private	1	-	-	-	-
Hopwood Cricket Club (Lea End Lane) (Secured Community Use)	East	Private	1	-	-	-	1
Hewell Cricket Ground (Secured Community Use)	East	Private	1				
<b>ALL PITCHES – EAST AREA (6 SITES)</b>			<b>4</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>3</b>
<b>SECURED COMMUNITY USE PITCHES</b>			<b>4</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>3</b>
<b>UNSECURED COMMUNITY USE PITCHES</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
Woodrush High School (Unsecured Community Use)	North East	Education	1	-	1	-	-
Baytree Farm (Secured Community Use)	North East	Club	1	1	1	1	1
Wythall Community Park (Secured Community Use)	North East	Community Association	2	-	-	-	-
<b>ALL PITCHES – NORTH EAST (3 SITES)</b>	North East		<b>4</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>SECURED COMMUNITY USE PITCHES</b>	North East		<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>UNSECURED COMMUNITY USE PITCHES</b>	North East		<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL BY AREA	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US				
--	---------------	-----------	--	--	--	--	--

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

			ADULT	YOUTH		MINI	
				9v9	11v11	5v5	7v7
All Pitches	Central	38	9	10	15	1	3
All Pitches	North	20	10	1	6	2	1
All Pitches	West	21	4	2	8	1	6
All Pitches	East	12	4	3	2	-	3
All Pitches	North East	9	4	1	2	1	1
<b>TOTAL ALL PITCHES</b>		<b>100</b>	<b>31</b>	<b>17</b>	<b>33</b>	<b>5</b>	<b>14</b>
SECURED COMMUNITY USE PITCHES	Central	26	7	8	9	1	1
SECURED COMMUNITY USE PITCHES	North	5	4	0	1	0	0
SECURED COMMUNITY USE PITCHES	West	14	3	1	3	1	6
SECURED COMMUNITY USE PITCHES	East	12	4	3	2	0	3
SECURED COMMUNITY USE PITCHES	North East	7	3	1	1	1	1
<b>TOTAL SECURED COMMUNITY USE PITCHES</b>		<b>64</b>	<b>21</b>	<b>13</b>	<b>16</b>	<b>3</b>	<b>11</b>

Other pitches that are unavailable for community use are on Education sites with the exception of Britannic Assurance and HMP Hewell. These are listed below:

- Beoley First School – North East - mini soccer 7 v 7
- Blackwell First School – North – mini soccer 7 v 7
- Charford First School – Central – mini soccer 7 v 7
- Crown Meadow First School – East - Junior 11 v 11
- HMP Hewell – East - 1 senior and 1 junior 11 v 11
- Pearl Assurance – North East – 2 senior
- St Andrews First School – North - mini soccer 7 v 7
- St Johns C of E – Central
- Alvechurch Middles School – East – Junior 11 v 11
- Hunters Hill Technology College – 3 junior 11 v 11

The Central Area has the most pitches 38 in total of which 26 are secured for community use. The West Area has 24 pitches of which 14 are secured community use, followed by the North 20 pitches of which only 5 are secured for community use, the East area has 12 pitches of which all 12 are secured for community use and the North East Area has 9 pitches of which 7 re secured for community use.

The North Area with 20 pitches and only 5 of these pitches are secured for community use. The North Area is the worst area for numbers of secured community use pitches.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## **BROMSGROVE FOOTBALL - LAPSED OR DISUSED SITES**

There are 7 lapsed sites with football pitches in the Central area. These are:

- **St Godwalds – possible 9 v 9 pitch in the future.**
- **The Artrix – 1 junior 11 v 11 available 2015.**
- **Sanders Park – 2 junior lapsed pitches - could be reinstated.**
- **Aston Fields Recreation Ground – 1 junior pitch could be accommodated.**
- **Hanbury Recreation Ground - Parish Council in discussion with Trust over land purchase possible to accommodate a senior pitch in the future.**

The number of possible available pitches that are lapsed in the Central area equates to 1 Senior and 6 junior 11 v 11 or alternatively mini pitches

There are 2 lapsed sites in the North East Area. These are:

- **Becketts Farm – 2 senior football –privately owned.**
- **Wythall Park – 11 v 11 junior football**

The number of possible available pitches that are lapsed in the North East area equates to 2 senior and 1 junior 11 v 11 pitch.

## **OWNERSHIP & MANAGEMENT**

Bromsgrove District Council own 9 of the 43 identified sites this is 21% of the total sites. Barnsley Hall has been included in the available site audit.

14 sites are owned by Education establishments. Some schools have stated they provide community use but do not have a community use agreement in place and other schools state they provide community use of football pitches but no clubs can be found to play at these sites. The reason for non-use of secured community use sites at schools is twofold. Firstly in some instances the fees and charges for use are very high and unaffordable to clubs and secondly schools wish to protect their pitches for use by the school.

## **FOOTBALL PITCH QUALITY**

The quality of football pitches across Bromsgrove have been assessed by site visits and user consultation to come to an agreed rating of either:

- **Good**
- **Standard**
- **Poor**

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The non-technical site assessments have been used along with club perceptions of the quality of the pitches. The Regional Advisor IOG West Midlands looked at a number of the Bromsgrove Council Grounds and determined they were all of a poor quality.

- **Lickey End – 37.1%**
- **Boleyn Road (Pitch One) – 32.9%**
- **Boleyn Road (Pitch Two) – 35.7%**
- **St Chads, Rubery – 24.3%**
- **Braces Lane – 44.3%**
- **Barnsley Hall – 38.6%**
- **King George Close – 37.1%**

In terms of general trends across Bromsgrove District Council football pitch sites the Regional IOG Adviser summarised the quality as follows:

- **The practice of ‘burning in’ the lines presumably through adding weed killer (glyphosate) to the line marking paint. This is not best practice (although I can understand the reasons). This results in a loss of grass cover and in some instances the ground was beginning to crack.**
- **Exposed goal sleeves in every location visited – goal caps should be used to cover the sleeves – potentially they could be very hazardous – especially for a small foot.**
- **Levels of compaction – these were very high. For example, the drainage that has been installed at St Chads, will not operate effectively until the pitch has been aerated. This was also the pitch that received the lowest assessment. If it is not possible to Vertidrain the pitches (all sites) in September/October (and again at the end of the season) regular slitting should be considered.**
- **At Boleyn Road, it did seem that the machinery used to cut the pitches had a relatively narrow cutting width (at this location) and as a consequence would significantly impact productivity. Pitch Two also has a significant issue with pitch levels near the far goalmouth. The grass growth has now got out of control and needs to be cut with a rotary roller mower. Mowing regimes need to be reviewed for all sites.**
- **The use of a third set of goal sleeves at Braces Lane allows significant flexibility and its introduction at other locations should be considered.**
- **There were references to renovated goalmouths in the initial assessments and issues with grass establishment – Lickey End, Braces Lane and Barnsley Hall were beginning to show signs of improvement. Boleyn Road, St Chads and King George Close require additional work (although it is possible they were not reseeded in the first place).**
- **Braces Lane and Barnsley Hall have clearly received significant investment recently and together with Lickey End have significant potential in terms of offering good quality facilities and pitches. St Chads requires specific attention (see drainage point above). King George and Boleyn Road offer basic facilities with very basic pitches that also require some specific attention prior to the commencement of the forthcoming season.**



# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## **SPORTS CLUB PERCEPTION OF QUALITY**

Charford – Dog fouling is a major problem. The ground is hard and there is insufficient grass cover on the pitch, goal posts are out dated and in decay. Showers in changing rooms although hot are not very clean due to lack of cleaning materials and the pitch is uneven

St Chads - Dog fouling, Council burn lines preseason then up to the club to mark out after that.

Boelyn Road – clubs complained of mole hills – no car park and no changing – has been abused by travellers and the Council doesn't cut the grass and clubs have to pay to have it marked.

Clubs perceive they do not receive value for money when hiring Council pitches. Specifically, the perceived lack of preparation and ongoing maintenance is not reflected through a reduced cost of pitch hire. In particular, clubs feel that they are somewhat 'left to their own devices' when preparing the pitch and have to mark the lines out themselves.

Clubs have stated that the cost of access to school sites is prohibitive.

Some clubs in the Bromsgrove District League say they have to play outside Bromsgrove because of the condition of pitches, the lack of good quality senior pitches with changing accommodation.

The majority of respondent clubs rated the pitches as standard or poor. The better sites being at Private facilities Stoke Prior Country Club and Britannic Assurance.

Currently only two Bromsgrove Council sites have changing rooms these are Charford Recreation Ground and Rubery Recreation ground. Funding from the FA has assisted with changing rooms at Barnsley Hall and Braces Lane. Clubs perceptions are that some changing rooms are too small and the cost to hire Rubery is 50% more that hiring a pitch with a changing room in Redditch.

Rubery FC consider that Bay Tree playing fields are of good quality. However, a number of games are called off when it rains between November and February.

## **EDUCATION**

Hagley RC School have said their pitches get in a poor state due to the amount of use for school and community use.

Wasley Hills High School say that from November to March that all their games are played away – their pitches need a drainage system.

The Meadow Catshill has received Sport England Inspired Funding to provide toilets and a function/training room.

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

Alvechurch Parish Council, in partnership with the Lions and Alvechurch Cricket Club, put together a bid to the Sport England Olympic Legacy Fund. This was successful, and £33,000 was awarded to the partnership for drainage and general improvement.

### **NATIONAL LEAGUE SYSTEM CLUBS**

There are a number of National League system clubs within Bromsgrove these are:

**Bromsgrove Sporting FC** – Step 6 National League team that play in the Midland League First Division. They were offered the lease of the Victoria Ground in 2010. They received £50,000 of grant funding as part of the Budweiser Club Futures programme in 2013. The funding allowed the club to undertake an ambitious irrigation system installation, utilising rain water harvesting technology in a bid to bolster the club's ecological credentials.

**Alvechurch FC** – Play in the Midland League premier Division. The clubs ground is Lye Meadow.

**Fairfield Villa FC** - The season of 2012/13 saw the overhaul and redevelopment of its Recreation Ground facilities. An F.A grant coupled with the club's own finances meant that the structure was reformed with the addition of a new official's changing block and a further female facility, a complete renovation of the player changing rooms with a disabled toilet and a brand new kitchen and storage garage.

### **FOOTBALL PLAYING PITCH – DEMAND CURRENT**

The audit of demand for this assessment has been undertaken using the Spread Sheet information provided by Bromsgrove District Council (Appendix A) and agreed with the FA. As an update to this some adjustments have been made regarding Wythall Juniors – moved to Birmingham and Solihull Rugby Club but have been included in the audit, Halesowen Town Colts have been included with teams playing at Wassel Grove which according to the post code entry on Neighbourhood Statistics web site is within Bromsgrove District Council and up dated information on where West Hagley FC matches are played has been used.

The Playing Pitch assessment has identified that there are 45 football clubs playing football within the Bromsgrove District. And these clubs provide 164 teams. There are:

- **39 men's adult teams**
- **2 women's adult teams**
- **53 junior 11 v 11 boys teams**
- **6 junior 11 v 11 girls teams**
- **28 junior 9 v 9 boys teams**
- **1 junior 9 v 9 girls team**
- **27 mini 7 v 7 teams**
- **8 mini 5 v 5 teams**

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The clubs playing football across Bromsgrove District are shown by Area in Table 3.4 Central Area 16 clubs providing 47 teams. Table 3.5 North Area 11 clubs providing 26 teams. Table 3.6 West Area 4 clubs providing 42 teams, Table 3.7 East Area 4 clubs providing 13 teams and Table 3.8 North East Area 8 clubs providing 36 teams.

**Table 1.4: Current Clubs and teams in Central Area**

CLUB	ADULT TEAMS		YOUTH TEAMS				MINI TEAMS		TOTALS
	SENIOR MEN	SENIOR WOMEN	BOYS		GIRLS		MINI SOCCER		
			9 v 9	11 v11	9 v 9	11 v11	5 v 5	7 v 7	
Meadow Park & Meadow Park (Youth)	1	-	2	6	-	-	1	2	12
Meadow Park Girls FC	-	-	-	-	-	4	-	-	4
Stoke Prior FC	1	-	-	-	-	-	-	-	1
Millfield Rovers FC	1	-	-	-	-	-	-	-	1
Sporting Grapevine FC	1	-	-	-	-	-	-	-	1
Coldfield FC	1	-	-	-	-	-	-	-	1
Golden Lion Athletic	2	-	-	-	-	-	-	-	2
Santiago colts	-	-	1	4	-	-	-	4	9
Bromsgrove Blades	-	-	1	3	-	-	-	-	4
Bromsgrove Sporting FC	2	-	-	-	-	-	-	-	2
Bromsgrove Sporting Youth	-	-	1	3	-	-	-	-	4
Bromsgrove Casuals	1	-	-	-	-	-	-	-	1
Bromsgrove United	1	-	-	-	-	-	-	-	1
Court Leet Dons	1	-	-	1	-	-	-	-	2
Athletico	1	-	-	-	-	-	-	-	1
AFC Millfields	1	-	-	-	-	-	-	-	1
<b>TOTAL TEAMS (16)</b>	<b>14</b>	<b>-</b>	<b>5</b>	<b>17</b>	<b>-</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>47</b>

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The club in the Central Area providing the most teams is Meadow Park who play at Harris Brush. Santiago Colts currently use pitches across the areas. They now lease Barnsley Hall from BDC. There are 14 senior teams in the Central Area of which 8 are 1 team clubs.

**Table 1.5 Current Clubs and teams in North Area**

CLUB	ADULT TEAMS		YOUTH TEAMS				MINI TEAMS		TOTALS
	SENIOR MEN	SENIOR WOMEN	BOYS		GIRLS		MINI SOCCER		
			9 v 9	11 v 11	9 v 9	11 v 11	5 v 5	7 v 7	
FC Rednall	1	-	-	-	-	-	-	-	1
Frankley FC	1	-	-	-	-	-	-	-	1
Westheath United FC	1	-	-	-	-	-	-	-	1
Rubery Athletic FC	1	-	-	-	-	-	-	-	1
Santiago RV FC	1	-	-	-	-	-	-	-	1
Santiago Colts	-	1	-	3	-	1	3	-	8
Callowbrook Swifts	1	-	2	4	-	-	-	1	8
North Colts United	1	-	-	-	-	-	-	-	1
AFC Northfield	2	-	-	-	-	-	-	-	2
Longbridge Athletic	1	-	-	-	-	-	-	-	1
Churchfield United	1	-	-	-	-	-	-	-	1
<b>TOTAL TEAMS (11 CLUBS)</b>	<b>11</b>	<b>1</b>	<b>2</b>	<b>7</b>		<b>1</b>	<b>3</b>	<b>1</b>	<b>26</b>

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The North Area has 11 clubs providing 27 teams. The largest teams are Santiago Colts and Callowbrook Swifts. There are 11 senior adult teams of which 9 are 1 team clubs.

**Table 1.6: Current Clubs and teams in West Area**

CLUB	ADULT TEAMS		YOUTH TEAMS				MINI TEAMS		TOTAL
	SENIOR MEN	SENIOR WOMEN	BOYS		GIRLS		MINI SOCCER		
			9 v 9	11 v 11	9 v 9	11 v 11	5 v 5	7 v 7	
Fairfield Villa FC	2	-	1	3	-	-	-	-	6
Fairfield La Coruna FC	1	-	-	-	-	-	-	-	1
West Hagley FC	3	-	6	7	1	-	-	8	25
Halesowen Town Colts	-	-	4	3	-	-	-	3	10
<b>TOTAL TEAMS (4 CLUBS)</b>	<b>6</b>	<b>-</b>	<b>11</b>	<b>13</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>11</b>	<b>42</b>

The West Area provides 4 clubs with 42 teams. West Hagley FC are the largest club in the West Area and the Bromsgrove District. Halesowen Town Colts play at Wassel Grove close to the Dudley Council Boundary and use some pitch sites within Dudley. The Halesowen Town Colts Teams accounted for in Table 3.6 play at Wassel Grove.

**Table 1.7: Current Clubs and teams in East Area**

CLUB	ADULT TEAMS		YOUTH TEAMS				MINI TEAMS		TOTAL
	SENIOR MEN	SENIOR WOMEN	BOYS		GIRLS		MINI SOCCER		
			9 v 9	11 v 11	9 v 9	11 v 11	5 v 5	7 v 7	
Alvechurch FC	1	-	-	-	-	-	-	-	1
Hewell Grangers FC (Hewell CC)	1	-	-	-	-	-	-	-	1
Alvechurch & Rowney FC	-	-	-	1	-	-	-	-	1
Alvechurch Lions FC	-	-	3	2	-	-	1	4	10
<b>TOTAL TEAMS (4 CLUBS)</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>4</b>	<b>13</b>

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The East Area provides 4 clubs with 13 teams. The largest club is Alvechurch Lions.

**Table 1.8: Current Clubs and teams in North East Area**

CLUB	ADULT TEAMS		YOUTH TEAMS				MINI TEAMS		TOTAL
	SENIOR MEN	SENIOR WOMEN	BOYS		GIRLS		MINI SOCCER		
			9 v 9	11 v 11	9 v 9	11 v 11	5 v 5	7 v 7	
AFC Rubery	1	-	-	-	-	-	-	-	1
FC Club	1	-	-	-	-	-	-	-	1
Kings Heath Concorde Club		-	1	2	-	-	-	-	3
Rubery FC		1	3	9	-	1	2	3	19
Rubery Oak	1	-	-	-	-	-	-	-	1
Washford Lions	1	-	-	-	-	-	-	-	1
Toby Jug Athletic	1	-	-	-	-	-	-	-	1
Wythall Juniors	1	-	3	2	-	-	1	2	9
<b>TOTAL TEAMS (8 CLUBS)</b>	<b>6</b>	<b>1</b>	<b>7</b>	<b>13</b>	<b>-</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>36</b>
<b>TOTAL NUMBER OF TEAMS BROMSGROVE DISTRICT</b>	<b>39</b>	<b>2</b>	<b>28</b>	<b>53</b>	<b>1</b>	<b>6</b>	<b>8</b>	<b>27</b>	<b>164</b>

There are 8 clubs in the North East Area providing 36 teams. Rubery FC is the largest club with 19 teams. There are 5 senior 1 team clubs. Wythall Juniors currently play outside of Bromsgrove at Solihull Rugby Club. They have been counted in this assessment as playing in the North East Area of Bromsgrove.

## DISPLACED DEMAND

Displaced demand is where Bromsgrove District teams would be accessing the use of pitches outside of the area. There are a number of teams that access pitches outside the Bromsgrove District Area. The main reasons given are:

- **Quality of pitches and ancillary facilities**
- **Not sufficient Senior Pitches within Bromsgrove – This is based on all matches starting at 10.30pm on a Sunday i.e. only one fixture per Sunday.**

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The clubs that are displaced and would like to play within Bromsgrove are:

- **Bromsgrove Town – Currently play at Studley Sports Centre**
- **Kings Park Rangers FC, Victoria Barnt Green FC and Red Lions FC – Currently play at HAD Sports Club Cherry Tree Walk**
- **Hizza United – Currently play at Greenlands 5**
- **Stoke Sporting FC and Spa Athletic – Currently play at King George v Playing Field Droitwich**
- **Laburnham FC – Currently play at Highgate United FC, Shirley**
- **Belbroughton Athletic – Currently play at Redhill School, Stourbridge**

## CAPACITY ANALYSIS - CURRENT

Quality of pitches determines the capacity or number of times a pitch can be played. The FA has set guidance standards for the number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity).

The following table 1.9 identifies the guidelines for quality and capacity that have been used across Bromsgrove District Area Playing Pitches.

Table 1.9: Guidelines for Football Quality and Capacity

ADULT PITCHES		YOUTH PITCHES		MINI PITCHES	
PITCH QUALITY	MATCHES PER WEEK	PITCH QUALITY	MATCHES PER WEEK	PITCH QUALITY	MATCHES PER WEEK
Good	3	Good	4	Good	6
Standard	2	Standard	2	Standard	4
Poor	1	Poor	1	Poor	2

## CENTRAL AREA CURRENT ADULT – CAPACITY ANALYSIS

An analysis of current capacity in Table 3.10 shows the following:

- **The current peak time in the Central Area for adult match play is a Sunday morning 10.30am kick off. If kick off times were flexible additional games could be played on pitches that have capacity to undertake additional games.**
- **Both Charford and King George Close (Bromsgrove District Council) are both poor quality sites and played to the capacity they can sustain. It is a fact that improved maintenance increases capacity of pitches.**
- **There are two school sites North Bromsgrove High School and South Bromsgrove High School that have said through the consultation they provide Community Use but there is no identified community use of these sites. The two schools have a community use agreement in place but it is believed that price is an issue. Both schools have a PFI agreement for 21 years.**

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

- The remaining adult pitch sites in the Central area – Navigation Inn, and the Victoria Ground are not accessible to all football clubs across Bromsgrove due to secure leases to individual clubs. The Victoria Ground is a stadia pitch. These pitches have capacity for additional matches.
- Harris Brush – site has been identified as a site used by adult football clubs but no adult pitch is currently available at this site.

Table 1.10: Capacity of use of current Pitches by Site – Central Area - Adult Pitch Provision

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Charlford Recreation Ground 2 adult pitches used by:</b> Millfield Rovers - Sun AM Sporting Grapevine – Sun AM Crabmill Munchengladbach – Sun AM Bromsgrove Casual's – Sun AM	Secured – Bromsgrove District Council	Poor	2	2	0	Played to the level the site can sustain.
<b>King George Close – 1 adult pitch used by:</b> Golden Lion Athletic – Sun AM Golden Lion Athletic Reserves – Sun AM AFC Millfileds – Sun AM Bromsgrove Sporting Youth U16 – Sun AM	Secured – Bromsgrove District Council	Poor	1	2	1	Over played – issue is all teams wish to play Sun AM
<b>Navigation Inn– 1 adult Pitch used by:</b> Stoke Prior FC – Sun AM Bromsgrove Blades – U16 Sun AM	Community Use – Unsecured	Standard	2	1	1	Pitch is underplayed
<b>Harris Brush – 0 adult pitches used by:</b> Meadow Park FC – Sun AM Bromsgrove United FC – Sun AM Leet Dons FC – Sun AM	Community Use Currently Secured through Lease	Standard	0	1.5	1.5	Pitch is over played. Adults are currently utilising a junior 11 v 11 pitch.



BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Parkside Middle School – 1 adult Pitch</b> No teams found	Community Use	Standard	2	0	2	Pitch appears to be used only by the school so is underplayed.
<b>North Bromsgrove High School – 1 adult pitch</b> No teams found	Community use agreement in place – Education PFI Agreement 21 years 9	Standard	2	0	2	Pitch appears to be used only by the school so is underplayed.
<b>South Bromsgrove High School – 1 adult pitch</b> No teams found	Community use agreement in place – Education PFI Agreement 21 years	Standard	2	0	2	Pitch appears to be used only by the school so is underplayed.
<b>Stoke prior Country Club – 1 adult pitch</b> Athletico FC –Sun AM	Community Use – Secured	Standard	2	0.5	1.5	This pitch is currently underplayed
<b>Victoria Ground – 1 adult pitch</b> Bromsgrove Sporting FC – Midland Combination Bromsgrove Sporting FC Reserves – Midland Combination	Community Use Secured by Lease – Stadium Pitch	Standard	2	1	1	This pitch is currently underplayed

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CENTRAL AREA CURRENT JUNIOR 11 v 11 – CAPACITY ANALYSIS

The current peak time for Junior 11 v 11 is shared between Saturday AM and Sunday PM. An analysis of current capacity in Table 3.11 shows the following:

- **Barnsley Hall is now in use following refurbishment works and is being leased by Santiago Colts.**
- **There are pitches on school sites that state they offer community use but there is no identified community use – Parkside Middle School and Bromsgrove School.**
- **All other 11 v 11 junior pitches in the Central area are underplayed. Where there are two pitches e.g. Parkside Middle pitches could be reconfigured as a senior pitch to assist with any senior demand. Harris Brush junior 11 v 11 pitch could be reconfigured as an adult pitch.**

Table 3.11: Current Capacity - Central Area Junior Playing Pitch Provision (Junior 11 v 11 Football)

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Harris Brush - 3 junior 11 v 11 pitches used by:</b> Meadow Park U13s – Sat AM Meadow Park U13s – Sat AM Meadow Park U14s – Sat AM Meadow Park U15s – Sun PM Meadow Park U16s – Sun PM Meadow Park U16s United - Sun PM Meadow Park U14s Girls – Sat AM Meadow Park U16s Girls – Sat PM Meadow Park U13s Girls – Sat PM	Secured Community Use –Currently by a Lease	Standard	6	4	2	Pitches are currently underplayed
<b>Aston Fields Middle School – 1 junior 11 v 11 pitch used by:</b>  Bromsgrove Blades U13s – Sun PM	Unsecured Informal Agreement	Poor	1	1	0	With school use this pitch is played to the capacity it can sustain

BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Braces Lane – 1 junior 11 v 11 pitches used by:</b> Santiago FC Colts U 11s – Sun AM Santiago FC Colts U 12s – Sun AM	Community Use – Secured	Poor	1	1	0	Pitch is currently played to the level it can sustain.
<b>Licky End Park – 1 junior 11 v11 pitch used by:</b> Santiago Colts U15s – Sun AM	Secured	Poor	1	0.5	0.5	This pitch is currently under played but of a poor quality.
<b>The Meadow – 1 junior 11 v 11 pitch used by:</b> Bromsgrove Blades U13s – Sun PM	Secured – Managed by a Charity	Standard	2	1	1	This pitch is currently under played.
<b>Catshill Middle School – 2 junior 11 v11 pitches used by:</b> No Use	Community Use – not secured	Standard	4	0 Factor in school use	4	These pitches have only school use and are under played
<b>Parkside Middle School- 2 junior 11 v 11 pitches used by:</b> No Use	Community Use – Not secured	Standard	4	0	4	These pitches have only 0school use and are currently under played
<b>Stoke Prior Country Club – 1 junior 11 v 11 pitch used by:</b> No Use	Community Use –Secured	Good	4	0	4	This pitch has no identified sports club use and is under played
<b>Bromsgrove School – 1 junior 11 v 11 pitch used by:</b> No Use	Community Use – Not Secured	Standard	2	0	2	This pitch has no identified sports club use and is underplayed
<b>Ryland Centre – 1 junior pitch 11 v 11 used by:</b> Bromsgrove Sporting Youth FC Under 18s Sat PM	Community Use – Secured	Standard	2	0.5	1.5	This pitch is currently underplayed.
<b>Barnsley Hall – 1 junior 11 v11 used by:</b> Not currently used	Community Use - Secured	Standard	2	0	2	This pitch is currently under played

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CENTRAL AREA - CURRENT JUNIOR 9 v 9 (ANALYSIS)

There are ten 9 v 9 junior pitches providing community use across the Central Area of Bromsgrove District.

An analysis of current capacity in Table 1.12 shows the following:

- 2 of the 10 9 v 9 junior pitches are on school sites but are not currently used by community sports clubs.
- 2 of the 10 9 v 9 pitches are at Barnsley Hall home to Santiago Colts
- Sanders Park is the only pitch played to the level it can sustain and level of play is restricted by the quality of the pitch.
- There are sufficient junior 9 v 9 pitches in the Central Area to meet the current demand.

Table 1.12: Current Capacity – Central Area Junior Playing Pitch Provision (9 v 9 Football)

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>St Godwalds - 1 Junior 9 v 9 pitch used by:</b> Bromsgrove Blades U12s Sat AM	Secured Community Use	Standard	2	0.5	1.5	Underplayed by 1.5 matches per week
<b>Harris Brush – 2 junior 9 v 9 pitch used by:</b> Meadow Park (Youth FC) U11s Meadow Park (Youth FC) U12s	Secured Community Use	Standard	4	1	3	Underplayed by 3 matches per week
<b>Sanders Park – 1 junior 9 v 9 pitch used by:</b> Santiago Colts U11s - Sun PM Santiago Colts U11s - Sun PM	Secured Community Use	Poor	1	1	0	Currently played to the level the pitch can sustain
<b>Braces Lane – 1 Junior 9 v 9 pitch used by:</b>	Secured Community Use	Standard	2	0	2	Underplayed by 2 matches per week
<b>Parkside Middle School – 1 junior 9 v 9 pitch used by:</b> No Use	Community Use – Not Secure	Standard	2	0	2	Pitch not currently in community use – Underplayed

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Catshills Middles School – 1 junior 9 v 9 pitch used by:</b> No Use	Community Use – Not Secure	Standard	2	0	2	Pitch not currently in community use – Underplayed
<b>Ryland Centre – 1 junior 9 v 9 used by:</b> Bromsgrove Sporting Youth FC Under 12s	Community Use – Secure	Standard	2	0.5	1.5	Pitch currently underplayed
<b>Barnsley Hall – 2 junior 9 v 9 used by:</b>	Community Use - Secure	Standard	4	0	4	Pitch currently underplayed

### CENTRAL AREA CURRENT MINI SOCCER 7 v 7 ANALYSIS

There are 3 mini soccer 7 v 7 pitches in the Central Area in Bromsgrove.

An analysis of current capacity in Table 3.12 shows the following:

- **Peak time for mini soccer 7 v 7 matches is Sunday AM.**
- **There is a 1.5 match equivalent capacity per week at Harris Brush.**
- **Braces Lane is now back in use and BDC are currently actively trying to find a junior club to take this site on – quality issues have been identified and resolved**
- **Lickey End First School is used to capacity by Santiago Colts**

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

**Table 1.13: Capacity in Junior Playing Pitch Provision Central Area (mini soccer 7 v 7 Football)**

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Harris Brush – 1 mini soccer 7 v 7 pitch used by:</b> Meadow Park (Youth) U10s Sun AM Meadow Park (Youth) U10s Sun AM	Secured Community Use - Lease	Standard	4	0.5	3.5	This pitch is currently underplayed
<b>Braces Lane - 1 mini soccer 7 v 7 pitch used by:</b> Not Used	Secured community Use	Poor	2	0	1	This pitch is currently underplayed – No use was identified at this site
<b>Licky End First School – 1 mini soccer 7 v 7 pitch used by:</b> Santiago Colts U9s – Sun AM Santiago Colts U9s – Sun AM Santiago Colts U10s – Sun AM Santiago Colts U10s –Sun AM	Community Use but not secured	Standard	4	2	2	This pitch is currently underplayed

## CENTRAL AREA CURRENT MINI SOCCER 5 v 5 ANALYSIS

There will be 1 mini soccer 5 v 5 pitch in use in the Central Area in the near future this will be at Barnsley Road. The Barnsley Road facility will be used by Santiago Colts. An additional mini soccer 5 v 5 team has been identified at Meadow Youth FC. This provides a deficit of 0.5 pitches per week for mini soccer 5 v 5 pitches in the Central Area.

## CURRENT ADULT – NORTH AREA CAPACITY ANALYSIS

The current peak time for adult match play in the North Area is a Sunday AM.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

An analysis of current capacity in Table 3.14 shows the following:

- Three of the six sites are Education sites with unsecured community use.
- Two of the sites are Bromsgrove District Council Sites – St. Chad and Boelyn Road both of poor quality.
- Romseley Playing Fields has no identified use.
- There are sufficient adult pitches with capacity in the North Area.
- Rubery Athletic is stated to play at Rubery Leisure Centre which has been identified as having 1 junior 11 v 11 pitch so this club has been allocated against the junior 11 v 11 pitch.
- Santiago U15 and U13 appear to be using the senior pitch at Colmers Farm.

Table 1.14: Capacity of use of current Pitches by Site – North Area - Adult Pitch Provision

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Balaam Wood Academy   2 adult pitches used by:</b> Frankley FC – Sun AM Callowbrook Swifts U21s	Community Use – Unsecured	Standard	4	1	3	Site is currently underplayed
<b>St Chads – 1 adult pitch used by:</b> Longbridge Athletic – Sun AM Churchfield United – Sun AM Santiago Colts U16s– Sun PM	Community Use – secured	Poor	1	1.5	0.5	Pitch currently overplayed due to quality of pitch being poor
<b>Boelyn Road – 2 adult Pitches used by:</b> North Colts United – Sun AM AFC Northfields – Sun AM AFC Northfields Reserves – Sun AM FC Rednall – SUN AM	Community Use –Secured	Poor	2	2	0	Pitches are played to the level they can sustain

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Colmers Farm – 2 adult pitches used by:</b> Santiago RVFC – Sun AM Santiago Colts Ladies – Sun PM Santiago Colts U15s – Sun PM Santiago Colts U13s – Sun PM	Community Use – Non secured use of pitches has been halved by the school	Good	8	2	6	Although these pitches indicate under play of 6 match equivalent's per week. School use should also be considered and it should be noted that the school has reduced the amount of community use of these pitches.
<b>Waseley Hills High School – 2 adult pitches.</b>  No Use	Community use but not Secured	Standard	4	0	4	Underplay of these pitches – no community use identified
<b>Romseley Playing Fields – 1 adult pitch</b> No Use	Community use - Secured	Standard	2	0	2	Underplay of these pitches – no community use identified

## CURRENT JUNIOR 11 v 11 – NORTH AREA CAPACITY ANALYSIS

The current peak time for Junior 11 v 11 is a Sunday AM:

- Four sites are identified as providing junior 11 v 11 pitches.
- Rubery Athletic appear to be a Senior Side using a junior 11 v 11 pitch at Rubery Leisure Centre.
- Balaam Wood Academy and Waseley High School are not currently used.
- New Inns Lane is used by Callowbrook Swifts
- All pitches are under played.



# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

**Table 1.15: Current Capacity - North Area Junior Playing Pitch Provision (Junior 11 v 11 Football)**

ADULT PITCH PROVISION	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Balaam Wood Academy - 1 junior 11 v 11 pitches</b> No Use	Community Use - Not Secured	Standard	2	0	2	This pitch is currently under played no identified community use
<b>Rubery Leisure Centre – 1 junior 11 v 11 pitch used by:</b>  Rubery Athletic – Sun AM Santiago Colts U15s – Sun AM	Community Use – Secured	Standard	2	1	1	This pitch is currently under played
<b>Waseley High School – 2 junior 11 v 11 pitches</b> No Use	Community Use – Not Secured	Standard	4	0	4	His pitch is currently underplayed
<b>New Inns Lane – 2 junior 11 v11 pitch used by:</b> Callowbrook Swifts U21 Sun AM Callowbrook Swifts U17Sun AM Callowbrook Swifts U15 Sun PM Callowbrook Swifts U14s Sun AM	Community Use – Secured	Standard	4	2	2.	This pitch is currently under played.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CURRENT JUNIOR 9 v 9 NORTH AREA (ANALYSIS)

New Inns Lane provides the only 9 v 9 junior pitches in the North Area. This pitch is used by Callowbrook Swifts and is under played by 1 match equivalent per week.

Table 1.16: Current Capacity – North Area Junior Playing Pitch Provision (9 v 9 Football)

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>New Inns Lane - 1 Junior 9 v 9 pitch used by:</b> Callowbrook Swifts U11s A Sun AM Callowbrook Swifts U11 Sun AM	Community Use - secured	Standard	2	1	1	Underplayed by 1 matches per week

## CURRENT MINI SOCCER 7 v 7 NORTH AREA ANALYSIS

There is 1 site currently providing mini soccer 7 v 7 pitches in the North Area - New Inns Lane School and the site is underplayed.

Table 1.17: Capacity in Junior Playing Pitch Provision North Area (Mini Soccer 7 v 7 Football)

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>New Inns Lane - 1 mini soccer 7 v 7 pitch used by:</b> Callowbrook Swifts U10s Sun AM	Community use Secured	Standard	4	0.5	3.5	This pitch is currently underplayed

## CURRENT MINI SOCCER 5 v 5 NORTH AREA ANALYSIS

There are 2 sites currently providing mini soccer 5 v 5 pitches in the North Area Colmers Farm and New Inns Lane School. Both are Education Sites. Both sites are under played.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

**Table 1.18: Capacity in Junior Playing Pitch Provision North Area (mini soccer 5 v 5 Football)**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Colmers Farm – 1 mini soccer 5 v 5 pitch used by:</b> Santiago U7s Santiago U7s Santiago U8s	Community Use – Not Secured	Good	6	1.5	4.5	This pitch is currently underplayed
<b>New Inns Lane - 1 mini soccer 5 v 5 pitch used by:</b> Callowbrook Swifts U8s Sun PM	Community Use Secured	Standard	4	0.5	3.5	This pitch is currently underplayed

## CURRENT ADULT – WEST AREA CAPACITY ANALYSIS

There are three sites with adult pitches with community use. One of these sites is an Education site and is not used. Fairview Villa are the main club at Fairview and Halesown Town Colts play at Wassesl Grove (Smallworks).

Fairview appears to be the only site overplayed all other sites are underplayed.

**Table 1.19: Capacity of use of current Pitches by Site – West Area - Adult Pitch Provision**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Hagley RC High School 1 adult pitches – Teams that use this pitch.</b>  No Use	Community Use not secured	Standard	2	0	2	This pitch is currently underplayed

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Fairfield Villa – 1 senior pitch used by:</b> Fairfield Villa Seniors – Sat PM Fairfield Reserves – Sat PM Fairfield La Coruna FC – Sun AM Fairfield Villa U17s – Sun PM Fairfield Villa U15s – Sun AM Fairfield Villa U14s – Sun PM Fairfield Villa U12s – Sun PM	Secured – Private Sports Club	Standard	2	3.5	1.5	This pitch is currently over played
<b>Wassel Grove Smallwork – 2 adult pitch used by:</b> Halesowen Junior 11 v 11 Sun AM Halesowen Junior 11 v 11 Sun PM Halesowen Junior 11 v 11 Sun AM	Community use Secured	Standard	4	1.5	2.5	This pitch is currently under played

## CURRENT JUNIOR 11 v 11 – WEST AREA CAPACITY ANALYSIS

The current peak time of play for 11 v 11 junior pitches is Sunday AM.

There are three clubs with Junior 11 v 11 teams – West Hagley 7 teams, Fairfield Villa 3 teams and Halesowen Town Colts 3 teams.

Fairfield Villa is stated as only having one senior pitch so the junior 11 v 11 Fairfield Villa Teams have been attributed to the senior pitch in Table 3.18. The Halesowen Colts Team has also been attributed to the senior pitches at Wassel Grove in 3.18 above.

Hagley RC School has no identified use of its 2 junior 11 v 11 pitches. West Hagley FC use Haybridge High School pitches.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

**Table 1.20: Current Capacity - West Area Junior Playing Pitch Provision (Junior 11 v 11 Football)**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Hagley RC High School - 2 junior 11 v 11 pitches</b> No use	Community Use – Not secured	Standard	4	0	4	Capacity to provide additional use – no current identified use.
<b>Hagley Recreation Ground – 1 junior 11 v 11 pitch used by:</b> West Hagley FC U14 – Sun AM West Hagley FC U13 – Sun AM West Hagley FC U13 – Sun AM	Community Use - Secured	Standard	2	1.5	0.5	Capacity to provide additional use.
<b>Haybridge High School – 3 junior 11 v 11 pitch used by:</b> West Hagley FC U16 - Sun AM West Hagley FC U16 –Sun AM West Hagley FC U15 North –Sun AM West Hagley FC U15 South – Sun AM  West Hagley 3 x 9 v 9 teams play on an over laid pitch	Community Use Unsecured Informal Agreement	Standard	6	3.5	2.5	Capacity to provide additional play
<b>Belbroughton Recreation Centre – 2 junior 11 v 11 pitches</b> No identified Use	Community Use – Secured	Standard	2	0	2	Capacity to provide additional play

## CURRENT JUNIOR 9 v 9 WEST AREA (ANALYSIS)

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

There are two clubs playing 9 v 9 junior football in the West Area. West Hagley FC and Halesowen Town Colts. Halesowen Town Colts has 3 teams so requires 1.5 match play equivalents per week. Although the Wassel Grove site is not identified as having a 9 v 9 pitch it is assumed that 1 of the adult pitches has been converted to a 9 v 9 pitch.

This would mean that Wassel Grove has capacity for more match play if the pitch is of a Standard Quality providing for 2 match play games per week.

The remaining 3 sites in the West Area providing 9 v 9 junior pitches are Hagley Park Recreation Ground – underplayed but providing secure community use and two education sites – Hagley RC School and Haybridge.High School. Haybridge High School has a 9 v 9 pitch over laying a junior 11 v 11 pitch.

**Table 1.21: Current Capacity – West Area Junior Playing Pitch Provision (Junior 9 v 9 Football)**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Hagley Park Recreation Ground– 1 junior 9 v 9 pitch used by:</b> West Hagley FC U12 East West Hagley FC U12 West West Hagley FC U11 South	Community Use Secured	Standard	2	1.5	0.5	This pitch is currently underplayed
<b>Hagley RC School 1 junior 9 v 9 pitch used by:</b>  No identified use	Community Use Not Secured	Standard	2	0	2	This pitch is currently underplayed
<b>Haybridge High School 1 junior 9 v 9 This pitch is over laid on a 11 v 11 junior pitch:</b>	Community Use Not Secured	Standard				This pitch is over laid on a junior 11 v 11 pitch

### **CURRENT MINI SOCCER 7 v 7 WEST AREA ANALYSIS**

There are 2 clubs providing mini soccer 7 v 7 teams West Hagley FC 8 teams and Halesowen Town Colts 3 teams.

West Hagley play over 3 different sites. Hagley Park 7 v 7 is currently over played.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

**Table 1.22: Capacity in Junior Playing Pitch Provision West Area (mini soccer 7 v 7 Football)**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Bellbroughton Recreation Centre – 3 mini soccer 7 v 7 pitch used by:</b> West Hagley FC U7 North West Hagley FC U7 South West Hagley FC U7 East	Community Use Secured	Standard	6	1.5	4.5	These pitches are currently underplayed
<b>Wassel Grove (Smallwork) - 1 mini soccer 7 v 7 pitch used by:</b> Halesowen Town Colts FC Halesowen Town Colts FC Halesowen Town Colts FC	Community Use Secured	Standard	2	1.5	0.5	This pitch is currently underplayed
<b>Hagley Park – 2 mini soccer 7 v 7 pitches used by:</b> West Hagley FC U9 West Hagley FC U9 West Hagley FC U8 West Hagley FC U8 East West Hagley FC U8 West	Community Use Secured	Standard	8	2.5	5.5	This pitch is currently underplayed.

## CURRENT MINI SOCCER 5 v 5 ANALYSIS

There is one 5 v 5 mini soccer pitch at Hagley Park.

## CURRENT ADULT – EAST AREA CAPACITY ANALYSIS

There are four sites with adult pitches with community use. Two of these sites are Cricket Club Sites. Lye Meadow is a Stadia Pitch site.

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

- The current peak time for adult match play is a Sunday Morning. 3 sites have additional capacity. Rowney Green is played to the capacity it can sustain.

Table 1.23: Capacity of use of current Pitches by Site – East Area - Adult Pitch Provision

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Rowney Green - 1 adult pitch used by:</b> Alvechurch and Rowney FC U17s – Sun AM Alvechurch Lions FC U17s – Sun AM	Community use Secured	Poor	1	1	0	Played to the level the site can sustain.
<b>Lye Meadow – 1 adult pitch used by:</b> Alvechurch FC – Sat PM Stadia Pitch	Community Use Secured	Standard	2	0.5	1.5	Capacity to provide additional play on senior pitch.
<b>Hopwood CC (Lea End) – 1 adult Pitch</b> No teams identified	Community Use Secured	Standard	2	0	2	Pitch is underplayed but also being used for junior pitches by Alvechurch Lions.
<b>Hewell Cricket Club 1 adult Pitch Used by:</b> Hewell Grangers FC – Sun AM	Community Use Secured	Poor	1	0.5	0.5	Capacity to provide additional play on senior pitch.

### CURRENT JUNIOR 11 v 11 – CAPACITY EAST AREA ANALYSIS

The current peak time for Junior 11 v 11 is a Sunday afternoon.

There are two sites providing 11 v 11 in the East Area - Wiggins Memorial Ground and Hopwood Playing Fields which is being brought back into use. Both sites have capacity for additional play.



# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

**Table 1.24: Current Capacity - East Area Junior Playing Pitch Provision (Junior 11 v 11 Football)**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Wiggins Memorial Ground - 1 junior 11 v 11 pitch</b> No identified use	Community Use Secured	Standard	2	0	2	Capacity to provide additional play if ground conditions were improved.- funding has been secured from Sport England to bring pitch back into use
<b>Hopwood Playing Fields – 1 junior 11 v 11 pitch</b> Alvechurch Lions FC Under 16s – Sun AM	Community Use Secured	Poor	1	0.5	1.5	Capacity to provide additional play

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CURRENT JUNIOR 9 v 9 EAST AREA (ANALYSIS)

There are two sites providing 9 v 9 junior pitches both providing secure use in the East Area – Wiggins Memorial Ground and Hopwood Playing Fields.

Wiggins Memorial Trust Ground has capacity for additional games.

Table 1.24: Current Capacity – East Area Junior Playing Pitch Provision (Junior 9 v 9 Football)

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Hopwood Playing Fields - 1 junior 9 v 9 pitch used by:</b> Alvechurch Lions Under 11s –Sun AM Alvechurch Lions Under 12s – Sun PM Alvechurch Lions Under 12s Athletic – Sun AM	Community Use Secured	Poor	1	1..5	0.5	Over played by 0.5 matches per week
<b>Wiggins memorial Trust – 2 junior 9 v 9 pitch used by:</b> No use	Community Use Secured	Standard	2	0	2	Underplayed by 2 matches per week

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CURRENT MINI SOCCER 7 v 7 EAST AREA ANALYSIS

There are currently 3 sites being used to provide for mini soccer 7 v 7 pitches in the East Area. Hopwood Cricket Club, Wiggins memorial ground and Hopwood Playing Fields.

Table 1.25: Capacity in Junior Playing Pitch Provision (mini soccer 7 v 7 Football)

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Hopwood Playing Fields – 1 mini soccer 7 v 7 pitch used by:</b> Alvechurch Lions FC Under 10s – Sun AM Alvechurch Lions FC Under 10s – Athletic – Sun AM	Community Use Secured	Poor	2	1	1	This pitch is currently underplayed
<b>Wiggins Memorial ground - 1 mini soccer 7 v 7 pitch used by:</b> No identified use	Community Use Secured	Standard	4	0	4	This pitch is currently underplayed
<b>Hopwood Cricket Club – 1 mini soccer 7 v 7 pitch used by:</b> Alvechurch Lions FC Under 7s – 5 v 5 – Sun AM Alvechurch Lions Under 9s – 7 v 7 – Sun AM Alvechurch Lions Under 9s 7 v 7 Sun AM	Community Use Secured	Standard	4	1.5	2.5	This pitch is currently underplayed

## CURRENT MINI SOCCER 5 v 5 EAST AREA ANALYSIS

There are no current mini soccer 5 v 5 pitches in the East Area.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CURRENT ADULT – NORTH EAST AREA CAPACITY ANALYSIS

The current peak time for adult match play is a Sunday Morning.

The main pitches are allocated at Bay Tree Farm. The audit identifies that there are 2 adult pitches and 2 7 v 7 pitches at Bay Tree Farm, Due to the changes in youth format we have assumed that these pitches have now been changed into 1 senior pitch, 1 junior 11 v 11, 1 9 v 9, 1 7v7 and 1 5 v 5.

In addition adult pitches have been identified at Woodrush High School and Wythall Community Park.

**Table 1.26: Capacity of use of current Pitches by Site – North East Area - Adult Pitch Provision**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Woodrush High School - 1 adult pitch.</b>  No use	Community Use not secured	Standard	2	0	2	No identified Community teams use this site.
<b>Baytree Farm – 1 Adult Pitch used by:</b> Rubery Oak – Sun AM Rubery Ladies FC Senior 11 v 11 Rubery U 17s 11 v 11	Community Use Secured	Good	4	1.5	2.5	Available capacity
<b>Wythall Community Park – 2 adult pitches used by:</b> Washford Lions FC Seniors – Sun AM Toby Jug FC Seniors – Sun AM Kings Heath Concorde FC Under 17 11 v 11 – Sun PM Kings Heath Concorde Fc Under 16s 11 v 11 – Sun PM Kings Heath Concorde Under 11s 9 v 9 –Sun AM FC Club Senior – Sun AM	Community Use Secured	Standard	4	3	1	Available capacity

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CURRENT JUNIOR 11 v 11 – CAPACITY NORTH EAST AREA ANALYSIS

The current peak time for Junior 11 v 11 is a Sunday afternoon.

Two sites have been identified Woodrush High School and Bay Tree Farm.

Woodrush High School does not appear to have any use.

**Table 1.27: Current Capacity – North East Area Junior Playing Pitch Provision (11 v 11 Football)**

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Woodrush High School - 1 junior 11 v 11 pitch.</b> No use	Community Use - Not Secured	Standard	2	0	2	Capacity to provide additional play if ground conditions were improved.

BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<p><b>Bay Tree Farm – 1 Junior 11 v 11 pitch used by:</b></p> <p>Rubery Girls FC under 15s 11 v 11 Sat AM                      Rubery FC Under 13s 11 v 11 Sun AM                      Rubery FC Under 13s A 11 v 11 Sun AM                      Rubery FC Under 14s 11 v 11 Sun AM                      Rubery FC Under 14s A 11 v 11 Sun AM                      Rubery FC Under 15s 11 v 11 Sun AM                      Rubery FC Under 15s A 11 v 11 Sun AM                      Rubery FC Under 16s 11 v 11 Sun AM                      Rubery FC Under 16s A 11 v 11 Sun AM</p>	<p>Community Use Secured</p>	<p>Good</p>	<p>4</p>	<p>4.5</p>	<p>0.5</p>	<p>Pitch is over played</p>

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

## CURRENT JUNIOR 9 v 9 NORTH EAST AREA (ANALYSIS)

There is one identified pitch at Bay Tree Farm.

Table 1.28: Current Capacity – North East Area Junior Playing Pitch Provision (Junior 9 v 9 Football)

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Baytree Farm – 1 junior 9 v 9</b> <b>Pitch used by:</b>  Rubery FC Under 11s 9 v 9 Rubery FC Under 11s A 9 v 9 Rubery FC Under 12s A 9 v9	Community Use Secured	Good	4	1.5	2.5	Pitch is currently under played

## CURRENT MINI SOCCER 7 v 7 NORTH EAST AREA ANALYSIS

There is one identified pitch at Bay Tree

Table 1.29: Capacity in Mini Soccer Playing Pitch Provision North East Area (Mini soccer 7 v 7 Football)

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Baytree Farm – Central</b> <b>Warwickshire Youth League</b> <b>Pitch used by:</b>  Rubery FC Under 10s 7 v 7 Rubery FC Under 10s B 7 v 7 Rubery FC Under 9s 7 v 7	Community Use Secured	Good			Used as a Central Venue for the Warwickshire youth league	

**CURRENT MINI SOCCER 5 v 5 ANALYSIS NORTH EAST AREA**

There is one mini soccer 5 v 5 pitches in the North East Area

Table 1.30: Capacity in Mini Soccer Playing Pitch Provision North East Area (Mini Soccer 5 v 5 Football)

SITE NAME	SECURITY OF USE	QUALITY STANDARD	PITCH CAPACITY	DEMAND (MATCH EQUIVALENTS)	DIFFERENCE BETWEEN CAPACITY & DEMAND MATCH EQUIVALENTS	OVERALL LEVEL OF CAPACITY
<b>Baytree Farm – 1 5 v 5 pitch used by:</b>  Rubery FC Under 7s 5 v 5 Rubery FC Under 8s 5 v 5	Community Use Secured	Good	6	1.5	4.5	Pitch is currently under played

**CURRENT PLAYING PITCH (FOOTBALL) – LATENT DEMAND, TEAM EQUIVALENTS, FUTURE PITCH REQUIREMENTS AND SURPLUS OR DEFICIT**

**Latent Demand and Sports Development Demand**

Latent demand is identified demand which is not yet expressed, and therefore is not yet being met. It does not necessarily relate to the need of additional pitches but the quality of facilities. The following clubs expressed latent demand:

- Bromsgrove Sporting FC would like to expand the club but there are not enough quality pitches.
- Fairfield Villa extra boys team
- Meadow FC are expanding the club to offer football at all age groups
- Santiago FC are looking to expand seniors and juniors
- Rubery FC
- Alvechurch Lions FC

It would be fair to say that the number of team’s particularly junior teams will grow through sports development work. 10% has been attributed to the current number of teams in the table below. The adult teams are expected to remain the same with some new teams created but with some teams dropping out.



# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

**Table 1.31 Latent Demand and Sports Development – Projected Increase in number of pitches**

	<b>CURRENT NUMBER OF TEAMS</b>	<b>10% ADDITIONAL TEAMS</b>	<b>NUMBER OF PITCHES REQUIRED</b>
Men's Adult Teams	39	0	0
Women's Adult Teams	2	0	0
Boys 11 v 11	53	5.3	3
Girls 11 v 11	6	0.6	1
Boys 9 v 9	28	2.8	2
Girls 9 v 9	1	0.1	0
Mini 7 v 7	27	2.7	3
Mini 5 v 5	8	0.8	1

The latent demand and sports development increases the number of additional pitch requirements to 1 x 5 v 5, 2 x 7 v 7, 2 x 9 v 9, 4 x 11 v 11 junior pitches.

## **TEAM EQUIVALENTS**

In addition to the number of teams requiring access to pitches for competitive matches, the impact on overall demand as a result of training and school use during the curriculum and for school matches use can be assessed by calculating the team equivalents that such usage generates. Team equivalents are therefore a measure of the additional demand for access to pitches.

Two hours of training for a team is equivalent of 1 match and 2 hours of educational use of school pitches where community use takes place is equivalent of 1 match.

Team equivalents are hard to work out as clubs across Bromsgrove have stated they stay off the pitches when they are training. Either by using other sites or artificial turf pitches. However, it is more likely that some junior clubs do train on the pitches and schools also use the pitches.

To provide a usage figure for team equivalents a 15% increase has been added to all pitches to increase adult, youth football and mini soccer.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The table below identifies the number of team equivalents using a 15% increase.

**Table 3.32 Team Equivalents**

TEAM TYPE	ACTUAL TEAMS	% EXTRA DEMAND	TEAM EQUIVALENTS	EQUIVALENT PITCH REQUIREMENTS
Adult Football	41	15%	8	4
11 v 11 Juniors	65	15%	10	5
9 v 9 Juniors	29	15%	5	3
7 v 7 Juniors	12	15%	2	1
5 v 5 Juniors	4	15%	1	1

The team equivalents show a requirement for an additional 4 senior pitches, and 5 11 v11 junior pitches 3 9 v 9 junior pitches 1 7 v 7 mini soccer pitch and 1 5 v 5 mini soccer pitch.

## FUTURE PLAYING PITCH (FOOTBALL) DEMAND – POPULATION GROWTH

As well as growth through latent demand and sports development, there will be a need for additional playing pitches (football) in Bromsgrove District as a result of population growth. The table below shows the number of potential changes in team numbers in age groups to 2030 through the use of Team Generation rates. This shows a need for 2 adult senior pitches, 6 junior 11 v 11 pitches, 2 junior 9 v 9 pitches and 1 mini soccer 7 v 7 and 1 mini soccer 5 v 5 pitch.

**Table 3.33 Team Generation Rates to identify future pitch requirements through population growth to 2030 (Source: ONS Subnational Population Projections 2012)**

SPORT AND AGE GROUPS	NUMBER OF TEAMS IN AGE GROUP WITHIN THE AREA	CURRENT POPULATION IN AGE GROUP WITHIN THE AREA	FUTURE POPULATION IN AGE GROUP WITHIN THE AREA	CURRENT TGR	POPULATION CHANGE IN AGE GROUP	POTENTIAL CHANGE IN TEAM NUMBERS IN AGE GROUP
Football Adult Men 11v11 (17-45yrs)	39	15987	16670	410	683	2
Football Adult Women 11v11 (16-45yrs)	2	15612	15060	7806	-552	-0.07
Football Youth Boys 11v11 (12-15yrs)	53	2257	2478	43	221	6
Football Youth Girls 11v11 (12-15yrs)	6	2000	2291	333	291	1
Football Youth Boys 9v9 (10-11yrs)	28	1109	1191	40	82	2
Football Youth Girls 9v9 (10-11yrs)	1	1000	1115	1000	115	0
Football Mini Soccer Mixed 7v7 (8-9yrs)	27	2166	2241	80	75	1
Football Mini Soccer Mixed 5v5 (6-7yrs)	8	2142	2187	268	45	1

## SCENARIOS – SURPLUS AND OR DEFICIT DEMAND

It is clear from the sports club consultation, quality assessment and the capacity analysis that there is a shortfall of good quality senior adult pitches that are accessible at the right hire charge. The number of clubs that have to play outside of Bromsgrove but would wish to play in Bromsgrove equates to 8 teams which equals 4 match equivalent pitches.

There are a number of school facilities that have been identified as providing community use. However, there are very few formal agreements in place to provide for long term continued community use. There are two schools with PFI agreements North Bromsgrove and South Bromsgrove where there is a perception by the league and clubs that pricing of these facilities is a barrier to use.

Santiago Colts have lost pitches at Colmers Farm because the management of the school changed and reduced the use of pitches because they were being overplayed. Other schools have said that they cannot cope with community use and school pitch use.

There is a total of 100 pitches across Bromsgrove but only 64 of them provide secure community use.

The assessment provides the following scenarios:

- **Scenario 1. All pitches in the audit table plus Exported Demand, Latent Demand, Equitable Demand, Future Population Growth and a Strategic Reserve (10%) at peak time.**
- **Scenario 2. All pitches with identified secured community use only plus Exported demand, Latent Demand, Equitable Demand, Future Population Growth and a Strategic Reserve (10%) at peak time.**

## CURRENT AND FUTURE REQUIREMENTS FOR PLAYING PITCHES (FOOTBALL)

### SCENARIO 1

Table 1.34 shows the current shortfall or surplus for football pitches at peak times taking into consideration Scenario 1. All the pitches in the audit table across Bromsgrove. Exported club demand, Latent and Sports Development Demand for pitches in the future and the impact on Team Equivalents as well. In addition a line has been added in to create a Strategic Reserve which is 10% of the current secured pitch stock. The number of pitches required currently (2013) at peak times are senior 18 (Sunday AM), junior 11 v 11 15 (Sunday AM) and junior 9 v 9 15. There are sufficient mini soccer 7 v 7 and mini soccer 5 v 5 pitches as these pitches can be played up to 3 times per day. There are currently 8 5 v 5 mini soccer teams requiring 4 pitches weekly and 27 mini soccer 7 v 7 teams requiring 14 pitches weekly. The number of Mini soccer 7 v 7 pitches in Bromsgrove is 14 and the number of mini soccer 5 v 5 pitches in Bromsgrove is 5. These pitches can be played up to 3 times per day allowing for match play of 15 mini soccer 5 v 5 games and 42 mini soccer 7 v 7 games.

**Table 1.34 Scenario 1 All pitches in the audit table plus Exported club demand, Latent Demand, Equitable Demand, Future Population Growth and a Strategic Reserve (10%) at peak times**

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

REQUIREMENTS FOR FOOTBALL PITCHES 2014 - 2030	SENIOR	JUNIOR 11 V 11	JUNIOR 9 V 9	MINI 7 V 7	MINI 5 V 5
Current 2013 Shortfall Surplus All Pitches in the audit table (Peak Time)	+13	+16	+2	-1.5	0
Pitches to meet Team Equivalent Requirements	4	5	3	1	1
Strategic Reserve	4	3	2	1	1
Latent and Sports Development Demand	0	4	2	3	1
Future Population Growth 2029	2	6	2	1	1
Exported demand pitch requirements	4	0	0	0	0
<b>FUTURE DEFICIENCY 2018</b>	<b>-1</b>	<b>-2</b>	<b>-7.5</b>	<b>-7.5</b>	<b>-4</b>

The deficit in mini soccer 7 v 7 pitches and mini soccer 5 v 5 pitches in Scenario 1 can be met by existing pitches as these can be played up to 3 times a day at peak times. The existing pitches 14 7 v 7 can cater for 42 matches at peak times (currently cater for 14 matches) and the 4 5 v 5 pitches can cater for 12 matches at peak times (currently cater for 4 matches at peak times).

Senior pitches show neither a surplus nor deficit in the future, a deficit of -3 junior 11 v 11 pitches and 7.5 9 v 9 pitches in the future.

## SCENARIO 2

Table 1.35 shows the current shortfall or surplus for football pitches at peak times taking into consideration Scenario 2. All pitches within the audit excluding those pitches that have been identified with no secured community use plus Exported club demand, Latent and Sports Development Demand for pitches in the future and the impact on Team Equivalents as well. In addition a line has been added in to create a Strategic Reserve which is 10% of the current secured pitch stock.

**Table 1.35 Scenario 2 - All pitches within the audit excluding those pitches that have been identified with no secured community use plus Exported club demand, Latent Demand, Equitable Demand, Future Population Growth and a Strategic Reserve (10%) at peak times**

REQUIREMENTS FOR FOOTBALL PITCHES 2014 - 2029	SENIOR	JUNIOR 11 V 11	JUNIOR 9 V 9	JUNIOR 7 V 7	MINI 5 V 5
Current 2014 Shortfall Surplus Secured Community Use Pitches in the audit table Only.	+3	+1	-2	-1.5	0
Pitches to meet Team Equivalent Requirements	4	5	3	1	1
Strategic Reserve	4	3	2	1	1
Latent and Sports Development Demand	0	4	2	3	1

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

REQUIREMENTS FOR FOOTBALL PITCHES 2014 - 2029	SENIOR	JUNIOR 11 V 11	JUNIOR 9 V 9	JUNIOR 7 V 7	MINI 5 V 5
Future Population Growth 2029	2	6	2	1	1
Exported demand pitch requirements	4	0	0	0	0
<b>FUTURE DEFICIENCY 2029</b>	<b>-11</b>	<b>-17</b>	<b>- 11</b>	<b>-7.5</b>	<b>-4</b>

The deficit in junior 7 v 7 pitches and 5 v 5 pitches in Scenario 2 can be met by existing pitches as these can be played up to 3 times a day at peak times. The existing pitches 12 7 v 7 can cater for 36 matches at peak times (currently cater for 13.5 matches) and the 4 5 v 5 pitches can cater for 12 matches at peak times (currently cater for 4 matches at peak times).

Senior pitches show a deficit in scenario 2 of 11 adult pitches in the future, a deficit of 17 junior 11 v 11 pitches and 11 9 v 9 pitches in the future.

### PITCH ISSUES – DEALING WITH SURPLUSES AND DEFICIENCIES

When comparing the two scenarios the worst case scenario is Scenario 2 which considers secured community use pitches only. It shows a deficit of 11 senior adult pitches and 17 11 v 11 junior pitches and 11 9 v 9 pitches between 2014 and 2029.

This identifies the need to address the community use of pitches and ensure all current pitches are protected as part of planning policy.

Opportunities for optimising pitch provision and addressing deficiencies include:

- **Increasing access to pitches, particularly school sites to provide secure community use.**
- **creation of new pitches and re-establishing pitches not currently in use**
- **Staggered kick off times**

### ADULT PITCHES

Scenario 2 is the worst case scenario and a deficit of 11 adult pitches is required to be addressed. When taking into account all secured community use adult pitches only, (21) there is a current surplus of 3 adult pitches at peak times in Bromsgrove. The current surplus can be reduced by a further 2 adult pitches due to the access pricing issues at the two PFI Schools. This creates a current surplus of 1 adult pitch. In addition there is a requirement currently for 4 adult pitches due to exported clubs. The exported clubs requirements means that there is a current deficit of 3 adult pitches across Bromsgrove. This deficit grows to 11 pitches when you take into account, Latent Demand, Equitable Demand, Future Population Growth and a Strategic Reserve (10%) at peak times.

The best solution would be to ensure that all pitches in Scenario 1 were available for community use.

## **JUNIOR 11 v 11 PITCHES**

Currently in Scenario 2 when taking into account all junior 11 v 11 pitches (16) with secured community use. There is neither a current 2013 deficit nor a surplus of pitches at peak times. The number of pitches required by 2029 grows though when you add latent demand, equivalents demand, strategic reserve and future population growth requiring an additional 18 pitches by 2029.

This highlights the need to provide community use agreements at all current sites providing junior 11 v 11 pitches. By having all current sites agreeing to secured community use provides a deficit of 2 junior 11 v 11 pitches in 2029.

## **JUNIOR 9 v 9 PITCHES**

Currently in Scenario 2 when taking into account all junior 9 v 9 pitches (13) with secured community use there is a current deficit (2013) of 2 pitches at peak times. This is further exacerbated by latent demand team equivalents demand, strategic reserve and future population growth requiring an additional 11 pitches by 2029. This highlights the need to provide community use agreements at all current sites providing junior 9 v 9 pitches. However, there would still be a deficit of 8.5 pitches if all current pitches had secure community use agreements in place.

## **DEALING WITH THE DEFICIENCIES AND SURPLUSES**

Opportunities for optimising pitch provision and addressing deficiencies include:

- **Re designation of pitches**
- **increasing access to pitches, particularly school sites**
- **creation of new pitches**
- **Staggered kick off times**

In dealing with the deficiencies the following action points should be considered:

## **ADULT PITCHES**

- **All existing community use playing pitches (football) should be protected unless additional better quality facilities are to be provided to replace the current facilities.**
- **Address the access to all pitches to provide community use agreements.**
- **Address the access on school sites that need quality improvements e.g. Wasley High School drainage improvements Hagley RC High School.**
- **Address where possible access issues of hire charges being restrictive to the PFI sites at North Bromsgrove and South Bromsgrove schools.**

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

- **Improvement in maintenance and the pitch stock and provision of changing facilities at Council owned and managed pitches would increase the playing capacity of these pitches. However, most adult pitches are used at peak times (Sunday AM) at these sites currently. The consideration of staggered start times would also enable increased capacity at some sites.**
- **New site at Perryfields will provide an additional 4 adult pitches in the future with changing block and car parking. This site is identified in the local plan for playing pitches and is adjacent to King George Close Playing Fields a pitch adult football site.**
- **Hanbury Recreation Ground - Parish Council in discussion with Trust over land purchase possible to accommodate a senior pitch in the future.**
- **We are also aware that Dudley MBC Draft Playing Pitch Strategy is showing a deficit of football pitches. This may well have an impact of importing teams from Dudley MBC wishing to use pitches in Bromsgrove.**

4 pitches will be created at Perryfields this will reduce the deficit to 6 adult pitches. Hanbury would reduce the deficit to 5 pitches. If secure community use agreements could be put in place at Balaam Wood Academy (2 adult pitches), Woodrush School (1 adult pitch), Hagley RC School (1 adult pitch), and Wasley Hills High School (2 adult pitches). This would provide a surplus of 1 adult pitch.

### **JUNIOR 11 v 11 PITCH DEFICIENCIES**

There is a current surplus of 1 Junior 11 v 11 pitches currently (2013). The current scenario includes the demand of Wythall Juniors who currently play out of the Bromsgrove area. The future deficit is projected to be 17 junior 11 v 11 pitches. In dealing with the deficiencies the following action points should be considered:

- **All current junior 11 v 11 pitch sites need to be protected.**
- **Need to secure long term security for the junior clubs to grow and ensure sustainability e.g. West Hagley FC (currently playing at numerous sites), Callowbrook Swifts, Rubery FC, Halesowen Town Colts, Wythall Juniors and Alvechurch Lions.**
- **The 18 pitch deficit could partially be resolved by:**
  - **Securing Community Use Agreements at Balaam Wood Academy 1 Junior 11 v 11, Woodrush High School 1 junior 11 v 11, Hagley RC High School 2 junior 11 v 11, Haybridge High School 3 junior 11 v 11, Waseley Hills School 2 junior 11 v 11, New Inns Lane School 1 junior 11 v 11 = 10 junior 11 v 11 pitches**
- **The deficit of 6 junior pitches could be accommodated at lapsed sites - the Artrix – 1 junior 11 v 11 available 2015, Sanders Park – 2 junior 11 v 11 lapsed pitches - could be reinstated with Section 106 funding for drainage, Aston Fields Recreation Ground – 1 junior pitch could be accommodated and a junior 11 v 11 at Wythall Park.**
- **In addition there is a site near Selby Close Catshill which could possibly accommodate 6 junior pitches and in the future become a club leased site.**

## JUNIOR 9 v 9 DEFICIENCIES

There is a current deficiency of 2 Junior 9 v 9 pitches within Scenario 2 secured community use pitches only. This includes the need for pitches within Bromsgrove for Wythall Juniors who currently play out of the area and takes into account a need for a 9 v 9 junior pitch to replace the one currently over laid on the 11 v 11 junior pitch at Haybridge High School. The future needs identify a deficit of 11 junior 9 v 9 pitches by 2029. In dealing with the deficiencies the following action points should be considered:

- **All current junior 9 v 9 sites need to be protected**
- **There is a need to secure community use agreements for all current junior 9 v 9 pitch sites e.g. Hagley RC High School 1 9 v 9, New Inns Lane 1 9 v 9 this would leave a future predicted deficit of 9 junior 9 v 9 pitches.**
- **St Godwalds – could possibly provide a 9 v 9 pitch in the future.**
- **Consider designating Wythall Park as a junior development centre providing 2 9 v 9 pitches.**
- **Consider provision of new junior 9 v 9 pitches at Selby Road 6 pitches.**
- **Consider a Central Venue site for 9 v 9 West Hagley FC currently play over 3 different sites**

## ARTIFICIAL GRASS PITCHES

Competitive football is still primarily played on grass pitches, artificial pitches are frequently used for football training and are becoming more commonplace for competitive play (and are now approved surfaces by FIFA and the FA through the Standard Code of Rules for Leagues.)

Consultation with clubs has identified there is a need for artificial 3G pitches in Bromsgrove District for training and if Leagues would allow flexible kick off times on Saturdays and Sundays to allow multiple competitive games to be played on an artificial 3G pitch. AGPs are also commonly used as central venues for the small sided junior game.

The FA has recently changed the standard code of rules regarding the use of 3G football turf pitches, to become effective from 2014/15 season, Provided a football turf pitch has been tested and appears on the FA Register it will be allowed to be used for match play in all competitions outside the National League System (NLS) i.e. Step 7 and below including women's and youth football. The test is based on the British Standard for synthetic turf sports surfaces – BS EN 15330-1 must be carried out by a recognized test house accredited by FIFA and/or having ISO 17025 accreditation by UKAS.

The use of artificial grass pitches would release an adult pitch which could be replaced by junior pitch 11 v 11 or Junior 9 v 9 pitches.

## SPORT ENGLAND FACILITY PLANNING MODEL – ARTIFICIAL TURF PITCHES.

Sport England carried out a series of Facility Planning Model Runs with different scenarios in 2013 for Bromsgrove. The focus of the study was Bromsgrove, but this area cannot be considered in isolation from other surrounding districts as the demand for sports facilities by users is not limited by local authority boundaries.



## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The report therefore focuses on Bromsgrove, but takes into account supply and demand in the wider area, which is comprised of:

- **South Birmingham**
- **Dudley**
- **Redditch**
- **Solihull**
- **South Staffordshire**
- **Stratford-Upon-Avon**
- **Wychavon**
- **Wyre Forest**

The FPM identified the current supply in 2013 as Bromsgrove providing 3 full size AGP pitches within the District; all three are sand based and all three are on school sites:

- **Bromsgrove School - (2 pitches, both sand based)**
- **Woodrush School – (sand based)**

Bromsgrove School has one pitch which was built in 1989 and one which was completed in 2006. The one built in 1989 has not been refurbished to our knowledge and would be overdue to have a new carpet. Woodrush School's AGP was built in 1996 and refurbished in 2013.

All of the pitches are floodlit which means that they can accommodate usage during the weekday evening peak period hours. However, currently none of the facilities in Bromsgrove offer the maximum supply of 34 hours per week in the peak period. Bromsgrove School offers a total of 32 hours (16 football and 16 hockey) and Woodrush only offers 29 hours (13 football and 16 hockey).

The runs that were undertaken are as follows:

- **RUN 1** - Current supply of AGPs including known commitments and based on 2012 population estimates.
- **RUN 2** – As Run 1 but based on ONS population projections for 2022.
- **RUN 3** - As Run 2, but assuming the resurfacing of one sand AGP at Bromsgrove School with a rubber crumb surface and the resurfacing of one sand AGP at Woodrush School with a rubber crumb surface
- **RUN 4** – As Run 3, but including a new sand based pitch at Bromsgrove Cricket Hockey and Tennis Club.

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

- **Run 5** - Run 5 builds on Run 2, but models the theoretical changes of; one of the sand dressed pitch at Bromsgrove School being changed to a 3G pitch; a new 3G pitch created at the Dolphin Centre; and a new sand dressed pitch at Bromsgrove Cricket, Hockey and Tennis Club. As with previous runs, no changes to the projected demand levels have been modelled.

Run 1 and Run 2 provide modelling on the current AGP facilities in Bromsgrove and the summaries of these two FPM Runs are shown below:

### **RUN 1 - CURRENT SUPPLY OF AGPs INCLUDING KNOWN COMMITMENTS AND BASED ON 2012 POPULATION ESTIMATES**

- There are 3 AGPs on 2 school sites, which limits access and which results in a supply equivalent of 1.72 pitches;
- All the pitches are sand based and 1 is estimated to be in need of a new carpet;
- There is a demand of 1,864 vpwpp for AGPs and a supply of only 1,270 vpwpp of AGPs, creating a shortfall of 594 vpwpp.
- Satisfied demand is relatively high at 83.7% (1559 vpwpp) compared to the average national benchmark 79.5%, but it relies on a high number of exports to meet the satisfied demand; 78.9 % (301 vpwpp) for hockey and 58.4% (688 vpwpp) for football are exported to other local authority areas;
- The Borough has 304 vpwpp of combined unmet demand which is 16.3% of the total demand. The majority of this unmet demand, i.e. 92.2%, is due to lack of capacity within Bromsgrove.
- The majority of the football unmet demand is due to the lack of capacity within the borough. This is mainly located around the border with South Birmingham and up around Hagley;
- The facilities are full at peak times, but it should be noted that 55.1% (699 vpwpp) of the used capacity is imported demand;
- The largest proportion of imports for hockey come from Redditch and for football from South Birmingham; and
- 80% (320 vpwpp) of all hockey use is imported.

### **RUN 2 – AS RUN 1 BUT BASED ON ONS PROJECTIONS FOR 2022.**

- Run 2 tested the projected population increase for Bromsgrove District Council with no changes to the AGPs provision;
- There is only a minimal increase in demand, +14 vpwpp, caused by the population growth and estimated increases in participation;
- There is a demand of 1,878 vpwpp for AGPs and a supply of only 1,270 vpwpp of AGPs creating a shortfall of 608 vpwpp.
- The number of visits imported for hockey remains at 320 vpwpp (20.1%); the number of visits imported for football rises +3 vpwpp to 382 vpwpp.
- South Birmingham remains the largest exporter of hockey (138 vpwpp) and football (288 vpwpp) usage to Bromsgrove.

Since these runs were undertaken there has been some changes and new facilities will becoming operational in the near future:

- Woodrush School sand based AGP has been refurbished as a sand based AGP (2013).
- South Bromsgrove School has received funding for a new 3G AGP and changing rooms through the Premier League and FA Facilities Fund.

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

- **Bromsgrove Hockey Club at St Godswolds has received funding from Sport England's Improvement Fund to allow for a new sand based artificial turf pitch. The pitch will be ready for the start of the 2015/16 season.**
- **King Edward V1 Fiveways (Birmingham City Council) have opened a new sand based artificial pitch with use by Old Halesonians Hockey Club out of school hours.**

The development of these facilities needs to be considered in a new run of the FPM model to be able to see the impact that these refurbished and new facilities will have on the future development of artificial pitches in Bromsgrove.

Consideration needs to be given to future plans of Birmingham City Council for new leisure facilities in particular new 3G/4G pitches.

Bromsgrove Football clubs have stated they use Redhill School, Stourbridge (Dudley MBC), Earls High School (Dudley MBC), Studley Sports Centre (Stratford on Avon), Arrow Vale Community College and Trinity 6th Form College (Redditch ) and King Charles 1 School (Wyre Forest).

Alvechurch FC are working in partnership with Bourneville College Longbridge in providing an Academy. The partnership is looking at providing an AGP with shared use for the club and the college at Alvechurch.

There is a need to identify if 1 pitch sites could be closed and if multi pitch sites with an AGP could be developed to sustain the senior and junior game of football in Bromsgrove.

The Football Association has said that it would like to see 1 3G pitch for every 56 teams. In Bromsgrove this equals 2.92 pitches with 164 teams identified. The current proposal is 1 pitch to be built at South Bromsgrove School. Leaving a shortfall of 2 3G artificial pitches. 3 3G artificial pitches could help release 3 adult grass pitch 1 pitch sites that could be re designated as junior 11 v 11 or 9 v 9 pitches.

The Football Association has unveiled ambitious plans to build more than 150 new "football hubs" across the country by 2020.

The plan is to drastically increase investment in building more than 600 new all-weather 3G pitches, focused on 30 of the country's biggest cities, over the next six years.

Whereas grass pitches tend to be used for four to five hours a week, with matches often cancelled due to inclement weather, 3G pitches can be used for 70 to 80 hours. They also promote better technical skills at a younger age that, combined with a new approach to concentrating funding and the best coaches at younger age groups.

The FA hopes to persuade local authorities, which have been reducing investment in sport and recreation in the face of swinging budget cuts that have led to worsening facilities and rising costs, to put up around half the money. The FA is hopeful that local authorities can be persuaded because they can make a one-off capital investment in the new pitches and then hand over the running of them to a new trust that would seek to operate them at break even and reduce the need for ongoing subsidy.

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX.

The vision is for “football hubs” that could host a mixture of school and community sessions during the day, youth coaching and matches in the evening and weekends and profit-making “pay as you play” sessions in the evening.

The hope is that the hubs will be self-sufficient, with their own bars and facilities.

The following actions are required:

- **Undertake a new Sport England Facility Planning Run that takes into consideration the refurbished and new facilities that have been provided or are to be provided in the near future including Birmingham City Councils desirable plans.**
- **As part of the run a further two 3G AGPs should be placed into the model alongside the planned facility at South Bromsgrove to see what impact this would have.**

## 2. CRICKET ASSESSMENT

### INTRODUCTION

The England and Wales Cricket Board (ECB) is the governing body for all cricket in England and Wales. The ECB has a dedicated team which works on all aspects of funding and facilities. Bromsgrove is part of the Worcestershire County Cricket governing body.

The ECB National Club Strategy is based on thorough research and builds upon the ECB's current national strategy; Grounds to Play (2010 – 2013).

A comprehensive review of the club game has highlighted the following issues:

- **Inability of many clubs to make long-term plans for a sustainable future Difficulty of recruiting and retaining adult players, members and volunteers**
- **Lack of growth due to poor access to, and quality of, club facilities**
- **Growing risk too many clubs' security of tenure**
- **Static or falling club income streams**
- **Ineffective use of volunteers' time due to unnecessary bureaucracy**
- **Increasing cost and time spent travelling to and from fixtures**
- **Damaging effects of rising temperatures and increased rainfall due to climate change**

In response, and following widespread consultation, the ECB has developed the National Club Strategy. This strategy provides a framework from which all ECB-affiliated clubs can plan for a sustainable future. It will remain central to all areas of club cricket for at least the next five years. If the ECB is to be successful in "inspiring the nation to choose cricket" then clubs must have the will to invest time, energy and resource in order to turn this strategy into action.

The ECB's Cricket Partnerships team is responsible for implementing this strategy. They will liaise closely with clubs, providing support where it is most needed, in the four key areas of People, Places, Playing and Policy. The ECB People team will support, develop and reward those who encourage participation and provide accessible, affordable, high-quality training and membership services.

The ECB Places team will concentrate on the facilities that clubs and communities need. It will encourage community partnerships and self-funded projects, while advising on issues such as security of tenure, saving money, generating income and managing resources.

The ECB Playing Team will encourage the development of appropriate, innovative competitions. It will also focus on recruiting lapsed players, as well as retaining current players by increasing the levels of satisfaction felt by all.

The ECB Policy Team will help clubs and County Boards to organise and govern themselves better and as a result, enable clubs to gain Clubmark accreditation. It will also reduce the level of bureaucracy clubs face.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

## WORCESTERSHIRE CRICKET BOARD

The Worcestershire Cricket Board – Champion Clubs will support those clubs who help themselves and have capacity to grow, identifying their priorities and prioritising support to clubs that engage with the cricket development groups.

As a game there is a need to pull together and become more adaptable to the changing environment, ensuring we are providing cricket that our players want to play.

Worcester Cricket Board urges clubs to work closely together to share resources where possible to ensure more people are playing cricket in teams, ensuring less games are conceded.

The Worcestershire Cricket Board has successfully launched their Champion Clubs strategy ensuring support is offered to those clubs who help themselves and therefore providing all primary affiliated clubs with the same opportunities

## BROMSGROVE SUPPLY OF CRICKET PITCHES – CURRENT

The audit of cricket pitches in Bromsgrove identifies that there are 12 sites that provide secure community use providing 14 cricket squares of varying sizes.

The key component of the analysis was an examination of the extent to which pitches identified were in secured public use. This was undertaken in the context of the Sport England definition of community use, and embraces:

- **All local authority pitches (Town and Parish Council);**
- **Educational facilities whether subject to formal dual use, community use agreements or similar formal hire arrangements with local teams or not;**
- **Any other facilities which are available to the public as a result of formal dual / community use agreements; and**
- **Any facilities owned, used or maintained by clubs/private individuals, which as a matter of policy or practice are available for use by sections of the public through membership of a club or admission fees**

The Community use pitches where current cricket clubs play are shown in Table 2.1. All of these are secured community use sites.

Table 2.1 Current Community Use Cricket Pitches – Bromsgrove District Council Area

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL	SECURED COMMUNITY USE	FOCUS CLUB	SQUARES	WICKETS	
				GRASS	ARTIFICIAL (NON TURF)
Alvechurch & Hopwood Cricket Ground	Yes Owned by Club	Affiliated Club with a junior section	1	9	1

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR FOOTBALL	SECURED COMMUNITY USE	FOCUS CLUB	SQUARES	WICKETS	
				GRASS	ARTIFICIAL (NON TURF)
Alvechurch & Hopwood Lea End Lane Cricket Ground	Yes Owned by Club		1	6	-
Avoncroft Cricket Ground	Yes Leased to the club by Bourneville Trust	Affiliated Club with a junior section Clubmark	1-	15	1-
Barnt Green – Cherry Tree Ground	Yes Owned by the club	Focus Club Clubmark	1	15	1
Barnt Hill – Douglas Ground	Yes Owned by the club		1	10	-
Belbroughton – Hackmans Gate Ground	Yes Owned by the Club	Focus Club Clubmark	1-	10	1
Bromsgrove Cricket Club – St Godwalds	Yes Owned by the Club	Focus Club Clubmark	2-	23	1
Centenary Field Clent	Leased by the Club from Clent Parish Council		1-	8	
Masshouse Hopwood	Yes Owned by the Club	Focus Club Clubmark	2-	20	1
Hagley Park	Yes Owned by the Club	Affiliated Club with a junior section Clubmark	1	13	-
Romsley and Hunnington	Yes Owned by the Club	Affiliated Club with a junior section Clubmark	1	12	
Wythall Community Park	Managed by club but owned by Community Association	Focus Club Clubmark	1	12	
<b>COMMUNITY USE PITCHES –(12 SITES)</b>			<b>14</b>	<b>153</b>	<b>6</b>

Other pitches that are unavailable for community use are on Education sites. These are listed below:

- **Aston Fields Middle School 1 pitch**
- **Bromsgrove School 7 pitches**
- **Catshill Middle School 1 pitch**
- **Hagley Catholic High School 1 pitch**
- **Haybridge High School 1 pitch**
- **Hunters Hill Technology College 1 pitch**
- **Woodrush High School 1 pitch**

There are 13 cricket squares on school sites that do not provide for community use.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

## BROMSGROVE CRICKET - LAPSED OR DISUSED SITES

The assessment has captured 3 sites that appear to be lapsed or disused these are:

- **Hewell Cricket Ground**
- **Stoke Prior Country Park.**
- **Pearl Group**

### Ownership & Management

Bromsgrove District Council do not have any cricket sites within their ownership.

All community use sites are owned or leased by clubs and one is managed by a community organisation.

## CRICKET PITCH QUALITY

The audit of cricket pitches in Bromsgrove 9 of the secured community use pitch sites to be 'good' quality. Furthermore, 2 sites were rated as 'standard' and two received a 'poor' rating. The poor quality sites at the time of the assessment was Hopwood Cricket Ground which was currently not in use. And was having repair work carried out due to storm damage. Clent CC was considered poor mainly due to its pavilion provision there is no hot or cold running water or toilet provision.

It can be said that in terms of quality, pitches generally meet the demands of the clubs and the respective leagues that they play in. Overall, the quality of facilities in Bromsgrove is good. There are no fundamental pitch issues to report and all clubs have private or their own ground staff that prepare the pitches to the highest quality. Some outfielders get water logged in heavy rain due to the clay soil eg Bromsgrove CC main pitch.

**Table 2.2 Quality Ratings Cricket**

<b>GOOD QUALITY</b>	<b>STANDARD QUALITY</b>	<b>POOR QUALITY</b>
Alvechurch & Hopwood – Main Ground Avoncroft CC Barnet Green CC both grounds Bromsgrove CC both sites Five Ways Mass House Hagley CC Romsley & Hunnington	Belbroughton CC Wythall CC	Alvechurch & Hopwood Lea Lane Clent CC

The ground regulations to compete in league competitions are stringent and as a result clubs are subject to annual audits to ensure that their grounds meet quality standards.



## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

Maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous.

To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard Assessment (PQS). The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. The report identifies surface issues and suggests options for remediation together with likely costs.

### **ANCILLARY FACILITIES**

All clubs have access to onsite changing facilities, however, the poor site (Hopwood Lea Lane) has suffered from storm damage in the winter of 2013. The Club has received funding to assist with the damage. The second rated poor club is Clent CC due to know hot and cold water supply and no toilets in its pavilion.

Some clubs have recently upgraded or extended their pavilion or clubhouse facilities. These are Avoncroft Cricket Club, Hagley Cricket Club and Belbroughton are maintaining and repairing their pavilion with funding assistance from the Parish Council.

There are some discussions with regards to housing development in Alvechurch where a developer is promising a new clubhouse for Alvechurch and Hopwood Cricket Club if additional houses can be built on adjacent land. The club received funding from Sport England's Flood fund earlier this year to assist with putting the clubhouse and ground back in order following the horrific weather last winter at Lea Lane.

Barnt Green Cricket club – The 1st and 2nd teams play in the Birmingham and District Premier League. Barnt Green CC has access to two facilities - Cherry Tree- the changing rooms are old with a flat felt roof above them which leaks heavily and are extremely poor. The second ground (Douglas Ground) has a small block of changing rooms which is around 8 years old but is still not in a very good condition- both need investing in.

Five Ways CC the clubhouse facilities are fairly new following replacement after a fire.

Clent CC currently have no toilet facilities or hot and cold water.

Bromsgrove CC – Pavilion and changing are in good condition.

Romsley and Hunnington the pavilion has just been refurbished inside and outside.

### **TRAINING**

Access to cricket nets is important, particularly for pre-season/winter training. All clubs access indoor provision, off site. Bromsgrove School, Hagley RC School, Haybridge School are the main facilities used.

The majority of clubs have access to practice nets and cages.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

## NON-TURF WICKETS

Some competitive league play is sanctioned on artificial wickets but informal games and other social leagues can take place, as well as Last Man Stands (LMS) competitions. There are a total of 6 non-turf artificial wickets in Bromsgrove.

## DEMAND

Cricket clubs in Bromsgrove generally have several senior and junior teams at different age groups. Demand for competitive cricket is strong in Bromsgrove with a total of 12 clubs generating 88 teams with peak time usage for seniors being on a Saturday Afternoon.

Table 2.3: Summary of Teams

ANALYSIS AREA	NO. OF COMPETITIVE TEAMS		TOTAL	
	SENIOR MEN	SENIOR WOMEN	JUNIORS	
Alvechurch and Hopwood	4 Sat 2 Sun		6	12
Avoncroft	3 Sat 1 Sun		3	7
Bromsgrove	4 Sat 2 Sun		7	13
Barnt Green	4 Sat 2 Sun		6	12
Belbroughton	3 Sat 1 Sun		7	11
Clent	1 Sun			1
Fiveways	3 Sat 1 Sun	1 Sun & Midweek	6	11
Hagley	3 Sat 1 Sun 1 Midweek		4	9
Romsley and Hunnington	2 Sat 1 Sun		4	7
Wythall	1 Sat 1 Sun		2	4
The Vines (Belbroughton)	1 Midweek Pub Team			1
Old Doms (Bromsgrove)	1 Sunday afternoon			1
<b>TOTAL</b>	<b>27 Sat 14 Sun 2 mid-week Total 43</b>	<b>1</b>	<b>44</b>	<b>88</b>

Bromsgrove CC has the highest number of teams (13) followed closely by Barnt Green (12) and Alvechurch and Hopwood (12). These are then closely followed by Belbroughton and Fiveways Old Edwardians (11).

There is a good level of junior participation in Bromsgrove with only 3 teams not fielding any junior teams. Bromsgrove and Belbroughton CC provides the most junior teams with 7. There are 9 clubs fielding 2 or more junior teams.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

## SCHOOL CRICKET

The Chance to Shine (C2S) programme operates in primary (and some secondary) schools in Bromsgrove. 'Taster' sessions are delivered by the LCB cricket development officer for approximately six weeks with each age group receiving one hour of coaching each week. It aims to get more children to participate in cricket and to join local clubs.

There are 13 cricket squares on school sites 7 of these are provided for at Bromsgrove School. Bromsgrove School has a Director of Cricket. The role of the Director of Cricket is to develop cricket within the school to link and work with outside organisations to promote cricket.

## WOMEN'S AND GIRLS CRICKET

There is only one club in Bromsgrove that has a Women's Team – Fiveways Old Edwardians.

## LEAGUES

There are a number of leagues that provide for Bromsgrove Cricket Clubs on a Saturday and Sunday:

- **Birmingham And District Premier League – Saturdays**
- **Worcester league – Saturdays**
- **Cotswold Hills League – Saturdays**
- **South Arden Sunday League – Sundays**
- **Arden Sunday League – Sundays**
- **Worcestershire Sunday Club Cricket League – Sundays**
- **Worcester Sunday Border League – Sundays**
- **Women's Midlands League**
- **Warwickshire Women's 20 20 League**

## UNMET AND DISPLACED DEMAND

It is difficult to identify unmet demand. We understand that Bromsgrove CC may wish in the future to provide for a 5th Saturday 1X team. This would mean the club requiring an additional cricket square.

We know that Belbroughton CC sometimes use Stone CC and that Alvechurch and Hopwood have been using Fiveways Old Edwardians in the 2014 season for their 4th 1X games.

Bromsgrove CC and Barnt Green Cricket Club are used by the Worcestershire County Cricket Team 2nd X 1 for fixtures.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

Old Doms Cricket Club plays at Bromsgrove Cricket Club on Sunday afternoons and the Vines Cricket Club is a pub team that occasionally play at Belbroughton normally mid-week.

## CAPACITY ANALYSIS

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

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

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

Table 2.4: Capacity Analysis

SITE NAME	NO OF PITCHES	NO OF WICKETS	NO OF NON-TURF WICKETS	GAMES PER SEASON		QUALITY	SITE COMMENTS
				GAMES PLAYED	CAPACITY		
<b>Alvechurch and Hopwood Cricket Grounds</b>	2	15	1	62 Adult Games 28 Junior Games	75 Grass Games 60 Non turf wicket games	Main Ground is 'Good'  Lea Lane Ground 'Poor'	The pitches have capacity for additional capacity once the Lea Lane facility is brought back into use.  The club during the last season played some fixtures at Fiveways.  Junior games can be accommodated on grass and the non-turf wicket.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

SITE NAME	NO OF PITCHES	NO OF WICKETS	NO OF NON-TURF WICKETS	GAMES PER SEASON		QUALITY	SITE COMMENTS
				GAMES PLAYED	CAPACITY		
<b>Avoncroft Cricket Ground</b>	1	16	1	35 adult games 12 junior games	80 grass games 60 non-turf	'Good'	This ground has spare capacity
<b>Barnt Green Cherry Tree and Douglas Grounds</b>	2	25	1	64 club games 12 other games 40 junior games	125 grass games 60 non-turf games	Both sites 'Good'	116 games have been played so the ground can play more games.
<b>Belbroughton – Hackmans Gate</b>	1	10	1	49 club games 31 junior games	50 grass games 60 non-turf games	Standard	The number of games meets the capacity of this ground.  The Club also uses Stone CC ground for some of its matches.
<b>Bromsgrove Cricket Club</b>	2	23	1	60 club games 29 Old Doms Games 4 additional games 34 junior games	115 grass games 60 non-turf games	Good	There are 93 adult games played on the two grounds which is in capacity if half the junior games are played on grass wickets and the remaining 17 on non turf wickets then the ground is being used to capacity.
<b>Centenary Field - Clent</b>	1	8		16 club grass games	40 grass games	Poor	This ground is currently under used by 24 games per year. However, the pavilion facilities are poor with no running hot or cold water and no toilet provision.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

SITE NAME	NO OF PITCHES	NO OF WICKETS	NO OF NON-TURF WICKETS	GAMES PER SEASON		QUALITY	SITE COMMENTS
				GAMES PLAYED	CAPACITY		
<b>Fiveways CC Masshouse Hopwood</b>	2	20	1	39 club grass games 5 other grass games 5 Junior Games	100 grass games 60 non-turf games	Good	This pitch is currently under played Alvechurch and Hopwood have been using the pitch in 2014 season.
<b>Hagley CC</b>	1	13	0	40 club grass games 25 junior games	65 grass games	Good	This facility is played to the capacity it can sustain
<b>Romsley and Hunnington</b>	1	12		24 Club Grass Games 23 Junior Grass Games	60 grass games	Good	This pitch is currently under played.
<b>Wythall Cricket Club</b>	1	12		18 Club Grass Games 10 Junior grass games	60 grass games	Standard	This pitch is currently under played

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

We need to identify if there is any spare capacity. There could be situations where, a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site.

Romsley and Hunnington and Wythall cricket clubs do not have a non-turf wicket to practice on so it seems sensible to say that these grounds could be at capacity as they are using wicket strips for training as well as artificial nets.

Barnt Cricket club has spare capacity but it would not take many games to use this spare capacity.

Avoncroft, Clent and Fiveways cricket clubs are the main clubs identified as having spare capacity at their grounds. Fiveways have accommodated teams from Alvechurch and Hopwood during the 2014 season.

### FUTURE DEMAND

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

Table 2.5 Team generation Rates

SPORT AND AGE GROUPS	NUMBER OF TEAMS IN AGE GROUP WITHIN THE AREA	CURRENT POPULATION IN AGE GROUP WITHIN THE AREA	FUTURE POPULATION IN AGE GROUP WITHIN THE AREA	CURRENT TGR	POPULATION CHANGE IN AGE GROUP	POTENTIAL CHANGE IN TEAM NUMBERS IN AGE GROUP
Cricket Open Age Men's (18-55 yrs)	43	21458	20845	99.023	-613	-1.2
Cricket Open Age Women's (18-55 yrs)	1	21449	19442	21449	-2007	-0.1
Cricket Junior Boys (7 – 18 yrs)	44	3570	3733	81.1364	163	2.0
Cricket Junior Girls (7 18 yrs)	0	7940	9190	0	0	0

The future demand identifies that there will be a loss of 2 adult teams and a gain of 2 junior teams. In this instance there is not a requirement in the future for additional sites for cricket.

There is a scenario for instance if Bromsgrove CC wanted to introduce a 5th X1 playing on a Saturday then they would require an additional site. With some upgrading to facilities this could be accommodated at Clent or the disused Hewell Cricket Ground could be considered.

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (CRICKET)

The development of junior cricket fluctuates from year to year. The clubs offer junior training but the number of actual teams fluctuates. The number of non-turf wickets enable junior teams to train and play matches without impacting on the main cricket strips. Most games are played Sunday mornings and or mid-week.



## 3. RUGBY UNION

The Rugby Football Union (RFU) is the national governing body for the development of Rugby Union. The RFU 'Whole Sport Plan 2013 – 2017' aims to use the Sport England funding to capitalise on hosting the Rugby World Cup in 2015 and generate more interest in the sport. The funding will be used over the 4 year period to support the RFU's key priorities.

The RFU's National Facilities Strategy provides a framework for the sustainable development of facilities for rugby union in England, at a national, regional and local level. The framework enables clubs, Constituent Bodies (CBs) the Rugby Football Union (RFU) and other partners to:

- **Identify priorities for facility developments to meet the various needs of the sport.**
- **Identify what facilities are required to meet the needs of the Government sports policy and the RFU's Strategic Plan.**
- **Support the prioritisation of investment and funding through a detailed set of developmental criteria, technical requirements, management / operational structures and potential financial viability which will be critical to the provision of quality rugby facilities.**
- **Prioritise future investment to ensure that the right facilities are provided in the right locations and for the right reasons.**
- **Identify and deliver a minimum standard for all facility provision.**

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

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

### **BROMSGROVE SUPPLY OF RUGBY PITCHES – CURRENT**

The audit of Rugby Union pitches in Bromsgrove identifies that there are 5 club sites with 17 senior pitches 5 of these are floodlit and there are 2 mini/midi pitches.

All the club sites provide for secure community use.

The current RFU recommendations for mini and youth pitches are:

- **U7 20m x 12m + 5m IGA (in-goal area)**
- **U8 45m x 22m + 5m IGA**
- **U9 60m x 30m + 5m IGA**
- **U10 60m x 35m + 5m IGA**
- **U11/U12 60 x 35m + 5m IGA**

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

- **U13 Girls 60m x 35M + 5m IGA**

The Community use pitches are shown in Table 3.1.

**Table 3.1 Current Community Use Rugby Pitches – Bromsgrove District Council by Analysis Area**

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR RUGBY	ANALYSIS AREA	OWNERSHIP	TYPE OF PITCH - AVAILABLE FOR COMMUNITY US	
			ADULT	MINI /MID1
Bromsgrove RF Club	Central	Club	4 pitches – 3 floodlit	0
Old Halesonians RF Club	West	Club	4 pitches– 1 floodlit + small floodlit training area.	2
Five Ways Old Edwardians Sports Club	East	Club	3 pitches	0
Kings Norton RF Club	East	Club	3 pitches – 1 floodlit	0
Woodrush Rugby and Football Club	North East	2 Club 1 leased	3 pitches	0
<b>TOTAL</b>			<b>17 pitches 5 floodlit</b>	<b>2</b>

There are two clubs in the East area of Bromsgrove providing 6 senior pitches 3 of these are floodlit, one club provides 4 pitches of which 3 are floodlit in the Central area, one club in the West Area provides 4 pitches of which 1 is floodlit and one club in the North East Area provides 3 pitches of which 1 is floodlit. The only area providing mini or midi pitches is in the West area where one club provides 2 mini or midi pitches.

There are no rugby pitches identified in the North Area of Bromsgrove that are available for community use.

There are other pitches provided on Education sites but these do not provide for Community Use.

The Education sites that provide for Rugby across Bromsgrove are:

- **South Bromsgrove High School – 1 senior pitch**
- **North Bromsgrove High School – 1 senior pitch**
- **Bromsgrove High School – 6 senior pitches**
- **Haybridge High School – 2 senior pitches**
- **Alvechurch Middle School – 1 mini/midi**
- **Catshill Middles School – 1 mini/midi**
- **Crown Meadow First School – 1 mini/midi**

Bromsgrove High School has the highest concentration of school rugby pitches.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

There are a number of Colleges of Further Education in the Area. Heart of Worcestershire College has campuses at Bromsgrove and Redditch and employs a Sports Maker. Bromsgrove College expect to use North Bromsgrove School pitches for Rugby and will be starting Rugby in November in conjunction with the RFU.

Bourneville College plays rugby and has 1 team that play currently at Kings Norton Rugby Club.

Halesowen College currently uses it sports hall to offer touch rugby.

## NEIGHBOURING AUTHORITIES

The closest Rugby Club to Bromsgrove is Redditch Rugby Club. Redditch Rugby Club has 4 full size pitches and 2 mini/midi pitches. Two of the full size pitches have floodlights. This club is considered as a neighbouring local authority club only as part of this Strategy and is covered in depth in the Redditch Playing Pitch Strategy.

## BROMSGROVE RUGBY UNION - LAPSED OR DISUSED SITES

There are no identified lapsed or disused sites.

## OWNERSHIP & MANAGEMENT

There are no Bromsgrove District Council owned rugby pitches. All pitches are owned by the rugby clubs (5 Sites), Woodrush Rugby Club lease one of their pitches from Cadbury's.

## RUGBY PITCH QUALITY

The methodology for assessing rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage. Each is scored and classified in one of three categories. These represent actions required to improve pitch quality. A breakdown for each of the two scoring elements and three respective categories is provided.

Definition of maintenance categories:

Table 3.2: Definition of maintenance categories

CATEGORY	DEFINITION
MO	Action is significant improvements to maintenance programme
M1	Action is minor improvements to maintenance programme
M2	Action is no improvements to maintenance programme

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

Definition of drainage categories:

**Table 3.3: Definition of Drainage Categories**

CATEGORY	DEFINITION
D0	Action is pipe drainage system needed on pitch
D1	Action is slit drainage is needed on pitch
D2	No action is needed on pitch drainage

## PITCH ASSESSMENTS FOLLOWING SITE VISITS

Below are the quality pitch assessments following site visits:

**Table 3.4: Five Ways Old Edwardians**

SENIOR RUGBY PITCHES	D0	D1	D2
M0	-	-	-
M1	-	-	-
M2	-	-	3

**Table 3.5: Bromsgrove Rugby Club – Senior Pitches**

SENIOR RUGBY PITCHES	D0	D1	D2
M0	-	-	-
M1	-	2	-
M2	-	-	2

**Table 3.6: Woodrush Rugby Club – Senior Pitches**

SENIOR RUGBY PITCHES	D0	D1	D2
M0	-	-	-
M1	-	2	2
M2	-	-	-

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

**Table 3.7: Old Halesonians Rugby Club – Senior and Training Pitch**

SENIOR RUGBY PITCH AND TRAINING PITCH	D0	D1	D2
M0	-	-	-
M1	-	2	2
M2	-	-	-

**Table 3.8: Kings Norton Rugby Club – Senior Pitches**

SENIOR RUGBY PITCHES	D0	D1	D2
M0	-	-	-
M1	-	1	2
M2	-	-	-

## RUGBY CLUB PERCEPTION OF QUALITY

Bromsgrove Rugby club have said the following that they have 4 pitches, drainage works have been complete to the front two pitches. Pitch 1 is in good condition, Pitch 2 is in good condition, but both pitches have a slope, however pitch 2 drainage channels have recently been reseeded and top dressed due to the dry weather. Pitch 3 and 4 are in a standard condition and both have a number of inconsistent playing levels and require drainage. The clubhouse is in a standard condition and is in need of modernization and the kitchen and toilets need upgrading. The changing facilities are overall in a standard condition but are a little tired and changing rooms 4 and 5 need a new floor due to wear and tear. The club are seeking £10,000 (match funding) from the RFU to upgrade the clubhouse social space only.

Woodrush Rugby Club – Have 3 senior pitches. 2 pitches are owned by the club. Pitch 1 provides a standard quality but needs more money spent on drainage and weed killer. Pitch 2 is the same as pitch 1. Pitch 3 is leased by the club from Cadbury's the current rent is £1400 per year but Cadbury's want to put the rent up to £2900 a year which the club cannot afford and is in an 8 acre field. None of the pitches have floodlights. The leased pitch is used by the juniors and minis and is of poor quality with no drainage. The changing rooms are standard too small for the modern game of rugby and not enough rooms for the minis and juniors. The car park needs to be bigger to cope with the mini and junior section and the clubhouse needs improvements.

Old Halesonians Rugby Club- Have 4 senior pitches 1 of which has floodlights and classed as the training which has had £50,000 spent on it this year (2014) and will be available for use next season (2015). They also have a smaller training area with floodlights which could do with replacement lights. The first team pitch is classed as good but the other 2 senior pitches, 2 mini / midi pitches have very poor drainage. The clubhouse is regarded as standard – the club are hoping to put in a mezzanine floor in the entrance to incorporate a club shop and trophy cabinets. The changing rooms could do with extending and the car park at the rear needs resurfacing it is currently just rubble.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

Kings Norton Rugby Club – The club has 3 senior pitches and an area approximately 20 x 40 that it uses for junior and mini rugby. Pitch 1 is seen by the club as very good quality and has floodlights – this pitch is used for training, and the training is moved around the pitch each week to reduce wear and tear. The second team pitch the 2<sup>nd</sup> pitch is not as good as the first team pitch as it drains off to a marshy area but is still in a reasonable condition. The 3<sup>rd</sup> pitch requires drainage. Kings Norton are slowly refurbishing their clubhouse with their own funds but still require funds to complete some works eg area behind the bar, stairs leading up to the clubhouse and toilets. The stand has recently been moved by the club to the front of the clubhouse.

Five Ways Edwardians – the quality assessment was undertaken with the clubs grounds man present and agreed the assessment. Pitch Maintenance Rating M1 Drainage Rating D2 Pitch database rating M1/D2. Further consultation identified that the club consider all three senior pitches to be in very good condition. No pitch has permanent floodlights. The clubhouse and changing rooms are in excellent condition following a fire and a rebuild some 7 years ago. The club does require permanent floodlights on at least one of its pitches.

## RUGBY PLAYING PITCH – DEMAND CURRENT

The audit of demand for this assessment has been undertaken using the Spread Sheet information provided by the RFU. As an update to this some adjustments have been made regarding Birmingham Wyvern RFC who are a nomadic club and play at Five Ways Edwardian. A second nomadic club which plays socially is Old Griffinians they also play at Five Ways Edwardians.

The Playing Pitch assessment has identified that there are currently 7 rugby clubs playing rugby union within the Bromsgrove District. And these clubs provide 62 teams. There are:

- **21 men’s adult teams**
- **1 Ladies Team**
- **2 x 18 – 19 years Youth Teams – Colts Teams**
- **15 junior teams**
- **23 mini/midi teams**

The clubs playing rugby across Bromsgrove District are shown by Area in Table 3.10. The Central Area hosts Bromsgrove RFC providing 19 teams.

**Table 3.9: Current Clubs and teams in Central Area**

CLUB	AREA	ADULT TEAMS		18 – 19 YEARS YOUTH TEAMS	JUNIOR TEAMS	MINI/MIDI TEAMS	TOTALS
		SENIOR MEN	SENIOR WOMEN				
Bromsgrove RFC	Central	5	0	1	6	7	<b>19</b>
Old Halesonians RFC	West	5	0	1	5	7	<b>18</b>

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

CLUB	AREA	ADULT TEAMS		18 – 19 YEARS YOUTH TEAMS	JUNIOR TEAMS	MINI/MIDI TEAMS	TOTALS
		SENIOR MEN	SENIOR WOMEN				
Five Ways Old Edwardian Sports Club	East	2	1	0	1	0	4
Kings Norton RFC	East	4	0	0	1	6	11
Birmingham Wyvern RFC	East	1	0	0	0	0	1
Old Grifinians RFC	East	1	0	0	0	0	1
Woodrush FC	North East	3	0	0	2	3	8
<b>TOTAL</b>		<b>21</b>	<b>1</b>	<b>2</b>	<b>15</b>	<b>23</b>	<b>62</b>

In the West Area Old Halesonians provide 18 teams. There are four clubs in the East Area providing 20 teams. Birmingham Wyvern and Old Grifinians play at Five Ways Old Edwardians ground and Woodrush RFC in the North East Area providing 8 teams.

### TRAINING

Bromsgrove Rugby Club senior teams train on Tuesday, Wednesday and Thursday Evenings. The minis and juniors train on a Sunday morning.

Old Halesonians Rugby Club the 1<sup>st</sup> Team train on Tuesday and Thursday evening, 2<sup>nd</sup> and 3<sup>rd</sup> team train on Tuesday evenings 4<sup>th</sup> team train on Sunday mornings, Under 17s train on Tuesday and Thursday evenings Under 16s Sunday mornings and Wednesday evenings, Under 15s Monday and Wednesday evenings and Sunday mornings, U14, U13, U12, U11, U10, U9, U8 and U7s train on Sunday mornings.

Five Ways Old Edwardians – 1<sup>st</sup> and 2<sup>nd</sup> team train on a Tuesday evening, the u17s train on a Sunday morning and Thursday evening. The ladies team train on a Thursday evening. Training is carried out off the pitches using mobile floodlights moving around different grass areas each week.

Kings Norton Rugby Club –the 1<sup>st</sup> and 2<sup>nd</sup> team train on Tuesdays and Thursdays and the rhinos the junior and mini section train on Sunday mornings.

Birmingham Wyvern train every Tuesday evening at Five Ways Old Edwardians.

Old Grifinians train on a Tuesday at Five Ways Old Edwardians.

Woodrush Rugby Club - All senior teams train on Tuesdays and Thursdays. Junior and mini teams train on Sundays.

## DISPLACED DEMAND

Displaced demand is where Bromsgrove District teams would be accessing the use of pitches outside of the area. There are no clubs accessing pitches outside of the Bromsgrove District Area.

## CAPACITY ANALYSIS – CURRENT

The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is determined by quality. As a minimum, the quality, and therefore the capacity, of a pitch affect the playing experience and people's enjoyment of playing rugby. In extreme circumstances it can result in the inability of the pitch to cater for all or certain types of play during peak and off peak times.

To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

- **All sites that are used for competitive rugby matches are included on the supply side.**
- **All competitive play is on senior sized pitches (except for where mini or junior pitches are provided).**
- **From U13 upwards, teams play 15 v 15 and use a full pitch.**
- **Mini teams (U7-12) play on half of a senior pitch i.e. two teams per senior pitch.**
- **For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).**
- **For mini teams, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one adult team pitch or mini pitch.**
- **All male adult club rugby takes place on a Saturday afternoon.**
- **Colts Rugby U18 – 19s takes place midweek,**
- **All U13-18 rugby takes place on a Sunday morning.**
- **Women's rugby union takes place Sunday pm**
- **Training that takes place on club pitches is reflected by the addition of team equivalents. 2 teams training on one pitch on one evening = one match equivalent session.**
- **Quality of pitches determines the capacity or number of times a pitch can be played. The RFU has set guidance standards for the number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity).**

The following table 3.11 identifies the RFU guidelines for quality and capacity that have been used across Bromsgrove Rugby Pitches.



# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

Table 3.12: Guidelines for Rugby Quality and Capacity

		MAINTENANCE		
		POOR (M0)	STANDARD (M1)	GOOD (M2)
DRAINAGE	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

Table 3.12 shows the capacity analysis of current rugby pitches in Bromsgrove used by Rugby Clubs.

Table 3.12: Rugby Pitch Capacity Analysis

SITE NAME	LOCAL AREA	COMMUNITY USE	OWNERSHIP	No. SENIOR TEAMS	No. JUNIOR AND MINI TEAMS	MIDWEEK MATCH EQUIVALENTS AND WEEKEND MATCH PLAY DEMAND	NO OF PITCHES AND QUALITY	CAPACITY	OVER PLAY / UNDERPLAY
<b>Rugby</b>									
Bromsgrove Rugby Club	Central	Secured Community Use	Freehold Club Ownership	5 Senior 1 X 18 – 19 years	6 Junior 7 mini	Midweek match equivalents 6 games  Match Play Demand Weekends 7.75 games	There are 4 senior pitches.  2 pitches classed as M1/D2 allowing 2.5 games per week  2 pitches classed as M1/DO allowing 1.5 games per week	Capacity Match Play averages 8 games per week	Pitches are currently Underplayed By 0.25 games per week for matches but overplayed when midweek match equivalents are considered.  2 pitches would benefit from drainage works.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

SITE NAME	LOCAL AREA	COMMUNITY USE	OWNERSHIP	No. SENIOR TEAMS	No. JUNIOR AND MINI TEAMS	MIDWEEK MATCH EQUIVALENTS AND WEEKEND MATCH PLAY DEMAND	NO OF PITCHES AND QUALITY	CAPACITY	OVER PLAY / UNDERPLAY
<b>Rugby</b>									
Kings Norton Rugby Club	East	Secured Community Use	Freehold Club Ownership	4 Senior	1 Junior 6 mini	Midweek match equivalents 2.5 games  Match Play Demand Weekends 4 games	There are 3 senior pitches  1 pitch classed as M1/D2 2.5 games per week  2 pitches classed as M1/DO 1.5 games per week	Capacity Match play averages 5.5 games per week	Pitches are currently Underplayed By 1.5 games per week for matches but overplayed when midweek match equivalents are considered.  2 pitches would benefit from drainage and improved maintenance works.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

SITE NAME	LOCAL AREA	COMMUNITY USE	OWNERSHIP	No. SENIOR TEAMS	No. JUNIOR AND MINI TEAMS	MIDWEEK MATCH EQUIVALENTS AND WEEKEND MATCH PLAY DEMAND	NO OF PITCHES AND QUALITY	CAPACITY	OVER PLAY / UNDERPLAY
<b>Rugby</b>									
Five Ways Edwardian RFC	East	Secured Community Use	Freehold Club Ownership	5 senior teams.	1 junior team 0 mini	Midweek match equivalents 4.5 games  Match Play Demand Weekends 3 games	There are 3 senior pitches  All 3 pitches are M1/D1 and can provide 2 games per week	Capacity match play averages 6 games per week	Pitches are currently Underplayed By 3 games per week for matches but overplayed when midweek match equivalents are considered.  3 pitches would benefit from drainage and improved maintenance works.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

SITE NAME	LOCAL AREA	COMMUNITY USE	OWNERSHIP	No. SENIOR TEAMS	No. JUNIOR AND MINI TEAMS	MIDWEEK MATCH EQUIVALENTS AND WEEKEND MATCH PLAY DEMAND	NO OF PITCHES AND QUALITY	CAPACITY	OVER PLAY / UNDERPLAY
<b>Rugby</b>									
Old Halesonians RFC	West	Secured Community Use	Freehold Club Ownership	5 Senior teams 1 18 – 19 years Team	5 junior teams 7 mini	Midweek match equivalents 6.75 games Match Play Demand Weekends 6.75 games	There are 4 senior pitches and 2 mini pitches  2 senior pitches (1 used as a training pitch) have had drainage classed as M1/D1 2.0 games per week  The remaining 2 senior pitches classed as M1/D0 1.5 games per week  and the mini/midi pitches require drainage classed as M1/DO 1.5 games per week	Capacity match play averages 10 games per week	Pitches are currently Underplayed By 3.25 games per week for matches but overplayed when midweek match equivalents  Two senior pitches require investment into drainage

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (RUGBY UNION)

SITE NAME	LOCAL AREA	COMMUNITY USE	OWNERS HIP	No. SENIOR TEAMS	No. JUNIOR AND MINI TEAMS	MIDWEEK MATCH EQUIVALENTS AND WEEKEND MATCH PLAY DEMAND	NO OF PITCHES AND QUALITY	CAPACITY	OVER PLAY / UNDERPLAY
<b>Rugby</b>									
Woodrush RFC	North East	Secured Community Use	2 pitches are owned by the Club.  One pitch is leased	Senior teams = 3	Junior Teams = 2  Mini teams = 3	Midweek match equivalents 3 games  Match Play Demand Weekends 3.25 games	Senior pitches = 3  1 pitches M1/D1 and can provide 2 games per week  2 pitch M1/DO can provide 1.5 games per week	Capacity match play averages 5.5 games per week	Pitches are currently Underplayed By 2.25 games per week for matches but overplayed when midweek match equivalents are considered.  Two senior pitches need drainage

The site analysis identifies that all club sites have the capacity for meeting their match play requirements and all sites are underplayed when it comes to match play. However, when team equivalent games are added for training and touch rugby then all sites become overplayed. It must be noted that pitches with floodlights are training pitches and are the work horse of the club and these pitches will become over played before other pitches as the season progresses.

All rugby sites in Bromsgrove would benefit from improved drainage and grounds maintenance.

New Ravens Rugby League Club who play May – September are currently using Kings Norton Rugby Club Pitches. There is no pitch supply change but it must be noted that the hosting of the Rugby League club does negate the club from vital pitch renovation works.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

## ANCILLARY FACILITIES

Clubs have identified their needs for now and in the future these are:

- **Bromsgrove RFC - The club is seeking £10,000 (match funded) from the RFU to upgrade the clubhouse social space. The clubhouse is in a standard to poor condition and is in need of modernising and the kitchen and toilets need upgrading. The changing facilities are overall in a standard condition but are a little tired and changing rooms 4 and 5 both need a new floor due to wear and tear.**
- **Kings Norton RFC – The club has slowly been refurbishing its clubhouse over the past two years with its own funds but it needs to do more eg area behind the bar, stairs leading up to the clubhouse and toilets**
- **Five Ways Old Edwardians – The club requires permanent floodlights**
- **Woodrush RFC – Requires an extension to its car park and improvements to enlarge its changing rooms and clubhouse.**
- **Old Halesonians - the club are hoping to put in a mezzanine floor in the entrance to incorporate a club shop and trophy cabinets. The changing rooms could do with extending and the car park at the rear needs resurfacing it is currently just rubble.**

## CURRENT PLAYING PITCH (RUGBY) – SURPLUS OR DEFICIT

There are 10.5 senior games played on a Saturday using 17 senior pitches. This leaves a surplus of 6.5 pitches on a Saturday.

On a Sunday these 17 senior pitches are used by 1 ladies team (0.5 games per week played Sunday pm) and 17 youth teams (8.5 games played Sunday AM), 16 mini or midi teams (4 games played Sunday AM). There are also 2 mini/midi pitches at Old Halesonians catering for 7 teams.

There is neither a surplus nor deficit in pitches for rugby but there is a carrying capacity issue which requires drainage improvements to pitches in particular at Bromsgrove RFC, Old Halesonians and Woodrush rugby Clubs. All current rugby pitch sites need to be protected.

## LATENT DEMAND AND SPORTS DEVELOPMENT DEMAND

Latent demand is identified demand which is not yet expressed, and therefore is not yet being met. It does not necessarily relate to the need of additional pitches but the quality of facilities. No clubs have expressed latent demand. It would be fair to say that the number of team's particularly junior teams will grow through sports development work and interest in the 2015 Rugby World Cup. So a 15% growth has been attributed to the current number of teams in the table below.

**Table 3.13: Latent Demand and Sports Development – Projected Increase in number of pitches**

	CURRENT NUMBER OF TEAMS	20% ADDITIONAL TEAMS	NUMBER OF PITCHES REQUIRED
Men's Adult Teams	21	4.2	2
Women's Adult Teams	1	0.2	0
18 19 years	2	0.4	0
Juniors	15	2.8	2

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

	CURRENT NUMBER OF TEAMS	20% ADDITIONAL TEAMS	NUMBER OF PITCHES REQUIRED
Mini / midis	23	4.6	3

With an increase of 20% there is a requirement for 2 additional senior pitches. The juniors can utilise the 2 new senior pitches along with the 3 mini/midi pitches required on a Sunday.

### FUTURE PLAYING PITCH (RUGBY) DEMAND – POPULATION GROWTH

As well as growth through latent demand and sports development, there will be a need for additional playing pitches (rugby) in Bromsgrove District as a result of population growth.

The table below shows the number of potential changes in team numbers in age groups to 2030 through the use of Team Generation rates. This shows a need for 1 adult senior pitches, 3 junior 11 v 11 pitches, 1 9 v 9 pitches and 1 7 v 7 mini pitch.

Table 3.14: Team Generation Rates to identify future pitch requirements through population growth to 2030 (Source: ONS Subnational Population Projections 2012)

SPORT AND AGE GROUPS	NUMBER OF TEAMS IN AGE GROUP WITHIN THE AREA	CURRENT POPULATION IN AGE GROUP WITHIN THE AREA	FUTURE POPULATION IN AGE GROUP WITHIN THE AREA	CURRENT TGR	POPULATION CHANGE IN AGE GROUP	POTENTIAL CHANGE IN TEAM NUMBERS IN AGE GROUP
Rugby Union Senior Men (19-45yrs)	21	14164	14805	674.476	641	1.0
Rugby Union Senior Women (19-45yrs)	1	13970	13391	13970	-579	0.0
Rugby Union Youth Boys (13-18yrs)	17	3570	3733	210	163	0.8
Rugby Union Youth Girls (13-18yrs)	0	3156	3414	0	258	0.0
Rugby Union Mini/Midi Mixed (7-12yrs)	23	6379	6826	277.348	447	1.6

### CURRENT AND FUTURE REQUIREMENTS FOR PLAYING PITCHES (RUGBY)

Table 13.14: Total Requirements for Rugby Pitches 2014 - 2030

REQUIREMENTS FOR RUGBY PITCHES 2014 – 2029	SENIOR	JUNIOR	MINI/MID
Current 2014 Surplus and deficiency – displaced demand and protect all current pitches	0	0	0
Latent and Sports Development Demand Additional Pitch Requirements	+2	+2	+3
Future Population Growth and Proposed Population Growth Additional Pitch Requirements	+1	+1	+1

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

REQUIREMENTS FOR RUGBY PITCHES 2014 – 2029	SENIOR	JUNIOR	MINI/MID
<b>FUTURE DEFICIENCY 2030</b>	<b>+3</b>	<b>+3</b>	<b>+4</b>

Table 3.14 shows that there will be a need for increased playing pitch space, compared to the current position across Bromsgrove by 2030, to meet the demands (i.e. latent, sport development, increased population,) identified above of 3 senior pitches. The 3 senior pitches required will meet the needs of juniors and mini/midi teams as well. The opening up and use of school rugby pitches would cater for this increase in conjunction with improving drainage of existing rugby pitches at rugby clubs to increase carrying capacity.

No club has requested to use an artificial grass pitch as part of the consultation.



## 4. HOCKEY.

### CONTEXT

England Hockey (EH) governs the sport at a regional and local level. The game is played predominately on sand based/filled artificial grass pitches (AGPs).

The game is played predominantly on sand based/filled AGPs. Competitive play cannot take place on third generation turf pitches (3G) although 40mm pitches may be suitable, in some instances, for beginner training.

### ENGLAND HOCKEY (EH) 'THE RIGHT PITCHES IN THE RIGHT PLACES'

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

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

There are currently 3 hockey clubs that either have their clubhouse based within Bromsgrove or who use match and training facilities within Bromsgrove. These clubs are Old Halesonians Hockey Club who have a club house at Wassel Grove Hagley but play and train at facilities outside of Bromsgrove. Kings Heath Hockey Club have their clubhouse in Birmingham but train and play at Woodrush High School Bromsgrove. Bromsgrove Hockey Club have their clubhouse at St Godwolds Park Bromsgrove but currently train at Bromsgrove School and play their matches at Trinity College School.

### BROMSGROVE SUPPLY OF ARTIFICIAL GRASS PITCHES HOCKEY – CURRENT

The audit of pitches in Bromsgrove identifies that there are 2 sites with 3 artificial sand dressed or sand filled pitches available for community use.

The key component of the analysis is an examination of the extent to which pitches identified were in secured public use. This was undertaken in the context of the Sport England definition of community use, and embraces:

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

- Educational facilities whether subject to formal dual use, community use agreements or similar formal hire arrangements with local teams or not

The Community use pitches are shown in Table 4.1.

Table 4.1 Current Community Use Artificial Pitches – Bromsgrove District Council by Analysis Area

PLAYING PITCH SITES – CURRENTLY PROVIDING COMMUNITY USE FOR HOCKEY	ANALYSIS AREA	OWNERSHIP	NO OF AGPS AND COMMUNITY USE	SAND FILLED /SAND DRESSED	FLOODLIT	LAST REFURBISHED
Bromsgrove School	Central	Education	2 only 1 used by the community	2 x sand dressed	Yes	2013
Woodrush High School	North East	Education	1 used by the community	1 x sand filled	Yes	2013

The artificial grass pitches used by hockey clubs are at Bromsgrove High School 1 pitch available for community use but only available during weekday evenings and Woodrush High School.

## **BROMSGROVE HOCKEY - LAPSED OR DISUSED SITES**

There are no lapsed artificial pitch sites for Hockey.

## **OWNERSHIP & MANAGEMENT**

All current artificial pitches used for hockey in Bromsgrove are currently in the ownership of Education establishments.

## **HOCKEY PITCH QUALITY**

The quality of artificial hockey pitches across Bromsgrove have been assessed by site visits and user consultation to come to an agreed rating of either:

- Good
- Standard
- Poor

The non-technical site assessments have been used along with club perceptions of the quality of the pitches.

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

In terms of general trends across Bromsgrove District Council the artificial turf pitch at Bromsgrove school is standard and good enough for training but not for matches hence why Bromsgrove Hockey Club currently use Trinity College Artificial Turf pitch in Redditch. In addition the Woodrush High School pitch was in a poor condition but was refurbished in December 2013 with a new VHAF NottsSward sand-filled synthetic grass, repairs to existing insitu rubber shock pad, replacement perimeter mesh fencing - galvanised rolled welded mesh with gates and timber hockey kickboards, new divide netting system to enable the pitch to be divided into thirds and new team shelters.

As demonstrated in the table below each of the three AGPs have been refurbished since 2009. However, it must be noted that AGPs require regular maintenance of their surface and it is normally recommended that the surface is replaced every 10 years.

SITE	YEAR BUILT/REFURBISHED
Bromsgrove School	2013
Bromsgrove School	2013
Woodrush School	2013

### HOCKEY AGP – DEMAND CURRENT

The audit of demand for this assessment has been undertaken using the Spread Sheet information provided by Bromsgrove District Council (Appendix A).

The Playing Pitch assessment has identified that there are currently 3 hockey clubs affiliated to England Hockey playing hockey within the Bromsgrove District and these clubs provide 24 teams. There are:

- **13 men's adult teams**
- **8 ladies teams**
- **3 Badger teams**

In addition to the teams above each club has a junior training session on a Sunday morning. Old Halesonians have a thriving Junior Section, which benefits from close links with local schools and Dudley Borough Council which is a neighbour to Bromsgrove District Council, and provides coaching for Boys and Girls from age seven upwards and link with Dudley Schools. Kings Heath are part of the Kings Heath Cricket and Sports Club a 10 minute drive from Woodrush School AGP and have a thriving junior section.

# BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

Table 4.2: Current Clubs and teams

CLUB	ADULT TEAMS		BADGERS	TOTALS
	SENIOR MEN	SENIOR WOMEN		
Bromsgrove Hockey Club	4	4	1	9
Old Halesonians Hockey Club	5	2	1	8
Kings Heath Hockey Club	4	2	1	7
<b>Total Teams</b>	<b>13</b>	<b>8</b>	<b>3</b>	<b>24</b>

## MATCHES AND TRAINING

Matches currently take place on a Saturday and there is a requirement for 12 match slots per week. There is currently only 1 artificial turf pitch available for use in Bromsgrove for matches and this is at Woodrush School which is currently used exclusively by Kings Heath Hockey Club on a Saturday. Kings Heath require 4 match slots per Saturday and Kings Heath youths train on a Sunday morning at Woodrush. All Kings Heath senior teams train at Woodrush on a Thursday evening.

Bromsgrove Hockey Club currently play their home games at Trinity College Redditch and require 4.5 match slots on a Saturday. All training takes place at Bromsgrove School.

Old Halesonians Hockey Club are now playing their matches 2014/15 season at King Edwards Five Ways a new pitch in Birmingham, training at Windsor School Dudley – youth teams play Sunday Morning and the club occasionally use the Ormiston Forge Academy Sandwell. The club requires 4 match slots on a Saturday.

## DISPLACED DEMAND

Displaced demand is where Bromsgrove District hockey teams would be accessing the use of pitches outside of the area. There are a number of teams that access pitches outside the Bromsgrove District Area. The main reason given is:

- **Not sufficient AGPs within Bromsgrove**

The focus of this study is Bromsgrove, but this area cannot be considered in isolation from other surrounding districts as the demand for sports facilities by users is not limited by local authority boundaries.

The clubs that are displaced and would like to play within Bromsgrove are:

- **Bromsgrove Hockey Club – Club House at Bromsgrove Cricket, Hockey and Tennis Club St Godwolds Bromsgrove**

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

- **Old Halesonians Hockey Club – Club House as Wassel Grove**

Kings Heath is an imported Hockey Club using the only AGP hockey pitch in Bromsgrove with its club house in Birmingham.

### **CAPACITY ANALYSIS - CURRENT**

This assessment has used as a given that 4 matches are played per Saturday on artificial grass pitches. As only one AGP is available for use in Bromsgrove on a Saturday this means that only 4 games are playable on a Saturday. These games are played by Kings Heath at Woodrush School.

Bromsgrove Hockey Club has been offered grants from Sport England, England Hockey, National Hockey Foundation and Bromsgrove Council totaling a maximum of £570,000, together with allied charges over the land and buildings of the club, for the Club to build an artificial grass pitch. It is hoped this AGP will be available for the start of the 2015 season. This will increase the number of match slots available for Hockey in Bromsgrove.

### **CURRENT PLAYING PITCH (HOCKEY) – SURPLUS OR DEFICIT**

It is clear from the sports club consultation, that there is a shortfall of good quality grass pitches in Bromsgrove. However, this is being addressed with a new pitch at St Godwalds and the provision of the new pitch at King Edwards Five Ways and Woodrush School pitch was resurfaced in 2013.

### **LATENT DEMAND AND SPORTS DEVELOPMENT DEMAND**

Latent demand is identified demand which is not yet expressed, and therefore is not yet being met. It does not necessarily relate to the need of additional pitches but the quality of facilities. All three clubs have expressed latent demand:

- **Bromsgrove Hockey Club**
- **Old Halesonians Hockey Club**
- **Kings Heath Hockey Club**

It would be fair to say that the number of team's particularly junior teams will grow through sports development work. So a 30% growth has been attributed to the current number of teams in the table below.

**Table 4.3: Latent Demand and Sports Development – Projected Increase in number of pitches**

	<b>CURRENT NUMBER OF TEAMS</b>	<b>30% ADDITIONAL TEAMS</b>
Men's Adult Teams	13	3.9
Women's Adult Teams	8	2.4
Badgers 13+	3	0.9
Total	24	7.2

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

The latent demand and sports development increases the number of additional pitch requirements by an additional 3 match slots on a Saturday and 1 match slot on a Sunday.

### FUTURE PLAYING PITCH (HOCKEY) DEMAND – POPULATION GROWTH

There will not be a need for additional match slots for hockey in Bromsgrove District as a result of population growth.

The table below shows the number of potential changes in team numbers in age groups to 2030 through the use of Team Generation rates. This shows a slight decline in team numbers across Bromsgrove. Population growth will not require additional facilities for Hockey.

Table 4.4: Team Generation Rates to identify future pitch requirements through population growth to 2030 (Source: ONS Subnational Population Projections 2012)

SPORT AND AGE GROUPS	NUMBER OF TEAMS IN AGE GROUP WITHIN THE AREA	CURRENT POPULATION IN AGE GROUP WITHIN THE AREA	FUTURE POPULATION IN AGE GROUP WITHIN THE AREA	CURRENT TGR	POPULATION CHANGE IN AGE GROUP	POTENTIAL CHANGE IN TEAM NUMBERS IN AGE GROUP
Hockey Senior Men (16-55 yrs)	13	23281	22710	1790.85	-571	-0.32
Hockey Senior Women (16-55 yrs)	8	23092	21138	2886.5	-1954	-0.68
Badgers 13+ - 18 years	3	3570	3733	1190	163	0.14

### CURRENT AND FUTURE REQUIREMENTS FOR PLAYING PITCHES (HOCKEY)

Table 4.5: Total Requirements for Hockey AGP Pitches 2014 - 2030

REQUIREMENTS FOR HOCKEY AGP PITCHES 2014 – 2029	SENIOR MATCH SLOTS REQUIRED
Current 2014 Surplus and deficiency – displaced demand and protect all current pitches (But including new pitch at ST Godwalds (2015 Season) and new pitch King Edwards Five Ways (2014 season) and refurbished pitch Woodrush School (2013).	0
Latent and Sports Development Demand Additional Match Slot requirements	+4
Future Population Growth and Proposed Population Growth Additional Match slot requirements	-1
<b>FUTURE DEFICIENCY 2030 – MATCH SLOTS</b>	<b>+3</b>

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

Table 4.5 shows that there is a requirement for increased hockey artificial turf pitch space (3 match slots, compared to the current position across Bromsgrove by 2030 taking into consideration the resurfaced AGP at Woodrush School, The new full size sand based AGP at ST Godwolds and the provision of the newly reopened AGP at King Edward Five Ways School.

### **SPORT ENGLAND FACILITY PLANNING MODEL – ARTIFICIAL GRASS PITCHES.**

Sport England carried out a series of Facility Planning Model Runs with different scenarios in 2013 for Bromsgrove. The focus of the study was Bromsgrove, but this area cannot be considered in isolation from other surrounding districts as the demand for sports facilities by users is not limited by local authority boundaries. The report therefore focuses on Bromsgrove, but takes into account supply and demand in the wider area, which is comprised of:

- **South Birmingham**
- **Dudley**
- **Redditch**
- **Solihull**
- **South Staffordshire**
- **Stratford-Upon-Avon**
- **Wychavon**
- **Wyre Forest**

The FPM identified the current supply in 2013 as Bromsgrove providing 3 full size AGP pitches within the District; all three are sand based and all three are on school sites:

- **Bromsgrove School - (2 pitches, both sand based)**
- **Woodrush School – (sand based)**

Bromsgrove School has one pitch which was built in 1989 and one which was completed in 2006. The one built in 1989 has not been refurbished to our knowledge and would be overdue to have a new carpet. Woodrush School's AGP was built in 1996 and refurbished in 2013.

All of the pitches are floodlit which means that they can accommodate usage during the weekday evening peak period hours. However, currently none of the facilities in Bromsgrove offer the maximum supply of 34 hours per week in the peak period. Bromsgrove School offers a total of 32 hours (16 football and 16 hockey) and Woodrush only offers 29 hours (13 football and 16 hockey).

### **GENERAL KEY POINTS TO REMEMBER**

The FPM raises key points, these are:

- **Bromsgrove residents are very mobile with car ownership higher than the regional and national averages; and**

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

- Bromsgrove is on the edge of a large densely populated urban area, with a shortfall in supply and with a good road network; and
- As the population and participation increases in Bromsgrove, it also does so in the adjoining local authorities.

The FPM runs that were undertaken are as follows:

- **RUN 1** - Current supply of AGPs including known commitments and based on 2012 population estimates.
- **RUN 2** – As Run 1 but based on ONS population projections for 2022.
- **RUN 3** - As Run 2, but assuming the resurfacing of one sand AGP at Bromsgrove School with a rubber crumb surface and the resurfacing of one sand AGP at Woodrush School with a rubber crumb surface
- **RUN 4** – As Run 3, but including a new sand based pitch at Bromsgrove Cricket Hockey and Tennis Club.
- **RUN 5** - Run 5 builds on Run 2, but models the theoretical changes of; one of the sand dressed pitch at Bromsgrove School being changed to a 3G pitch; a new 3G pitch created at the Dolphin Centre; and a new sand dressed pitch at Bromsgrove Cricket, Hockey and Tennis Club. As with previous runs, no changes to the projected demand levels have been modelled.

Run 1 and Run 2 provide modelling on the current AGP facilities in Bromsgrove and the summaries of these two FPM Runs are shown below:

### **RUN 1 - CURRENT SUPPLY OF AGPs INCLUDING KNOWN COMMITMENTS AND BASED ON 2012 POPULATION ESTIMATES.**

- There are 3 AGPs on 2 school sites, which limits access and which results in a supply equivalent of 1.72 pitches;
- All the pitches are sand based and 1 is estimated to be in need of a new carpet;
- There is a demand of 1,864 vpwpp for AGPs and a supply of only 1,270 vpwpp of AGPs, creating a shortfall of 594 vpwpp.
- Satisfied demand is relatively high at 83.7% (1559 vpwpp) compared to the average national benchmark 79.5%, but it relies on a high number of exports to meet the satisfied demand; 78.9 % (301 vpwpp) for hockey and 58.4% (688 vpwpp) for football are exported to other local authority areas;
- The Borough has 304 vpwpp of combined unmet demand which is 16.3% of the total demand. The majority of this unmet demand, i.e. 92.2%, is due to lack of capacity within Bromsgrove.
- The majority of the football unmet demand is due to the lack of capacity within the borough. This is mainly located around the border with South Birmingham and up around Hagley;
- The facilities are full at peak times, but it should be noted that 55.1% (699 vpwpp) of the used capacity is imported demand;
- The largest proportion of imports for hockey come from Redditch and for football from South Birmingham; and
- 80% (320 vpwpp) of all hockey use is imported.

### **RUN 2 – AS RUN 1 BUT BASED ON ONS PROJECTIONS FOR 2022.**

- Run 2 tested the projected population increase for Bromsgrove District Council with no changes to the AGPs provision;
- There is only a minimal increase in demand, +14 vpwpp, caused by the population growth and estimated increases in participation;
- There is a demand of 1,878 vpwpp for AGPs and a supply of only 1,270 vpwpp of AGPs creating a shortfall of 608 vpwpp.



## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

- The number of visits imported for hockey remains at 320 vpwpp (20.1%); the number of visits imported for football rises +3 vpwpp to 382 vpwpp.
- South Birmingham remains the largest exporter of hockey (138 vpwpp) and football (288 vpwpp) usage to Bromsgrove.

The key findings for Run 3 were as follows (NB all comparisons are with Run 2):

- Run 3 tested resurfacing options from sand to a 3G surface at one pitch at Bromsgrove School and the existing pitch at Woodrush School.
- This resulted in more supply for football, 2 3G pitches and less for hockey, 1 sand based pitch;
- The facilities are still used at 100% of their capacity;
- Spatially, the change also means that there would be no hockey provision towards the north east of the administrative area;
- The hockey demand remained the same, 406 vpwpp, but supply fell from 400 vpwpp to 100 vpwpp;
- There are 379 vpwpp hockey visits which are being met, with 346 vpwpp being exported to other local authorities.
- The unmet demand only increases by +4 vpwpp to 27 vpwpp from within the borough for hockey;
- The number of visits imported by hockey fell from 320 vpwpp in Run 2 to 67 vpwpp. This figure of 67 vpwpp equates to 66.9% of total used capacity of all hockey supply, which means that the hockey imports still outweigh retained users;
- The total supply for football has increased from 870 vpwpp to 1170 vpwpp, however as the demand remains at 1,471 vpwpp, there is still a short fall in supply.
- The satisfied demand for football increases to 1,214 vpwpp, but of that 642 vpwpp (52.9%) is exported to other local authorities.
- The number of football visits not being met is 258 vpwpp. The majority of this, 96.6%, is still due to lack of capacity.
- The number of imported football visits increase from 382 vpwpp to 598 vpwpp which equates to 49.9% of the total used capacity.

The key findings for Run 4 were as follows (NB all comparisons are with Run 2):

- Run 4 tested the impact of delivering a new pitch at Bromsgrove Cricket, Hockey and Tennis Club and changing two existing surfaces to 3G rubber crumb; giving 4 pitches in total and thus creating an overall increase in provision for the first time. There are 2 no. sand based pitches and 2 no. 3G pitches. None of these sites are pay and play, therefore have limited access;
- The supply for hockey is 490 vpwpp and the demand is 406 vpwpp, thus creating for the first time a supply greater than demand for hockey usage within Bromsgrove;
- Of the 385 vpwpp of the total hockey satisfied demand, 267 vpwpp are being exported to other local authorities;
- Of the 490 vpwpp available only 487 vpwpp are being used which equates to
- 99.4% of the total capacity available to hockey. Of this 368 vpwpp are being
- Imported. This means that 75.6% of the total used capacity for hockey is still being imported;
- The total supply of pitches available to football is equivalent to 1,460 vpwpp and the demand remains at 1,471 vpwpp. This means that there is still an apparent shortfall of football supply;
- The satisfied demand for football has increased to 1,282 vpwpp (87.1%) but of this 551 vpwpp (43%) of the total satisfied demand is exported to other local authorities;
- The unmet demand for football is reduced to 189 vpwpp of which 96.1% is due to lack of capacity;

## BROMSGROVE PLAYING PITCH STRATEGY TECHNICAL APPENDIX (HOCKEY)

- **The football facilities are running at 100% capacity, of this 729 vpwpp are imported (49.9% of the total usage). That means half of the football usage comes from within Bromsgrove.**

The key findings for Run 5 were as follows (NB all comparisons are with Run 2):

- **Run 5 modelled the impact of 2 new pitches, 1 3G (The Dolphin Centre) and 1 Sand (Bromsgrove Cricket, Hockey and Tennis Club) and a change of surface from sand to 3G (Bromsgrove School) giving a total of 5 AGPs, 3 no 3G and 2 sand based over 4 sites**
- **3 of the pitches are on schools sites and one at a club site - all having limited access and one on a leisure site which is pay and play;**
- **This resulted in basically doubling the supply of pitch space; from 1,270 vpwpp in Run 2 to 2,690 vpwpp available in Run 5;**
- **Hockey provision returns to the north east of the Borough for the first time since Run 2;**
- **The hockey supply at 690 vpwpp is in excess of the Bromsgrove demand at 406 vpwpp;**
- **Total satisfied demand is 387 vpwpp, but of that 252 vpwpp (65.1%) is still being exported;**
- **The total used capacity for hockey is 667 vpwpp (96.6%) of that 532 vpwpp (79.9%) is imported from other local authority areas. In other words the majority of hockey usage in Bromsgrove still is imported.**
- **The total amount of football supply is 2,000 vpwpp and the demand is 1,471 vpwpp. For the first time there is an apparent positive supply of football provision;**
- **The satisfied demand is 1,341 vpwpp (91.1%) which is higher than any of the benchmarks used. However 434 vpwpp are still being exported to other local authorities.**
- **The unmet demand for football is 131 vpwpp of which 96.% is still due to lack of capacity;**
- **The total usage for football is still 100% utilisation at 2,000 vpwpp. However 1,093 vpwpp are being imported which equates to 54.6% of the total usage being from non-Bromsgrove residents.**
- **There is an increased reliance on the car for both sports in Run 5.**

Since the above runs were undertaken there has been some changes and new facilities will becoming operational in the near future:

- **Woodrush School sand based AGP has been refurbished as a sand based AGP (2013).**
- **South Bromsgrove School has received funding for a new 3G AGP and changing rooms through the Premier League and FA Facilities Fund.**
- **Bromsgrove Hockey Club at St Godswolds has received funding offers from Sport England's Improvement Fund, England Hockey, Hockey Foundation and Bromsgrove Council to allow for a new sand based artificial turf pitch. The pitch will hopefully be ready for the start of the 2015/16 season.**
- **King Edward VI Fiveways (Dudley MBC) have opened a new sand based artificial pitch with use by Old Halesonians Hockey Club out of school hours.**