



Bromsgrove
District Council

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BROMSGROVE DISTRICT COUNCIL

PLAYING PITCH STRATEGY

JANUARY 2015

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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.
- 1.3 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

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- 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.
- 1.7 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)

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- 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.

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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.
- 1.14 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

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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.

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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

- 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%

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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%
		73.3	100.0%

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

TYPOLGY	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.

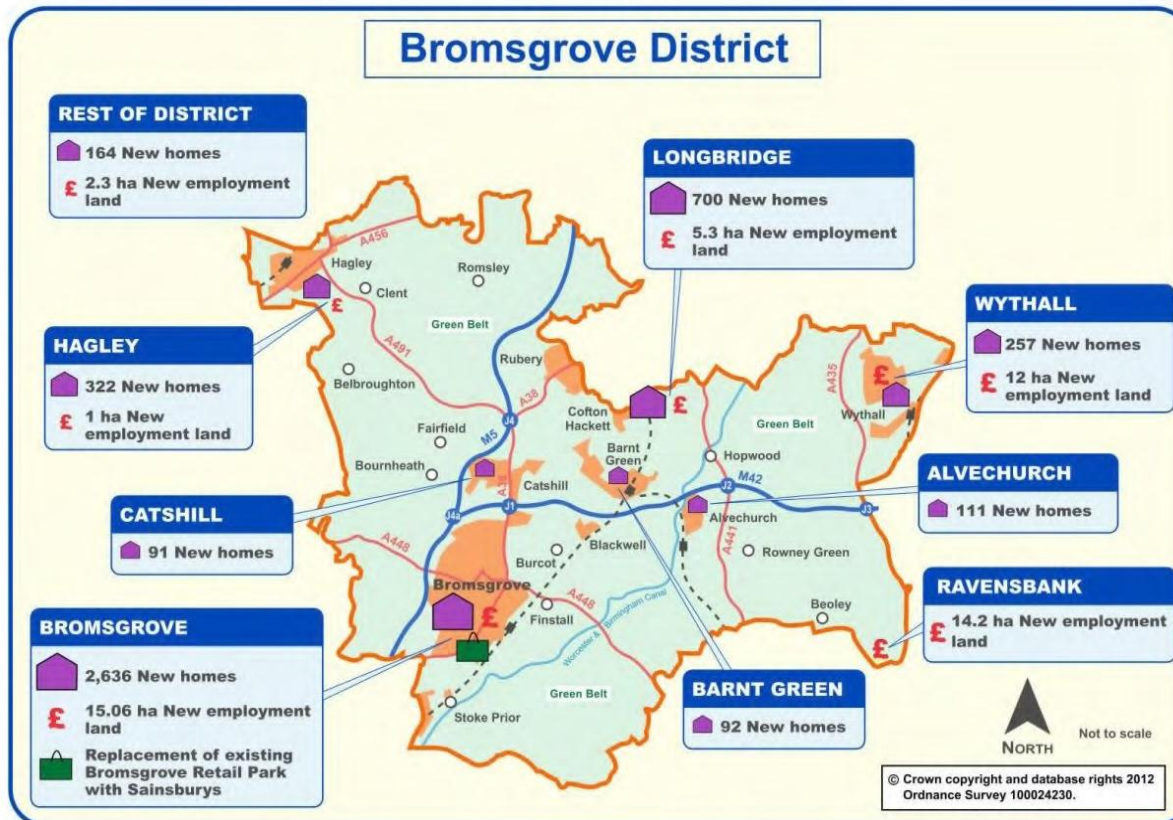
2.4 In addition the Bromsgrove – Proposed Submission Version 2011 – 2030 BDP5A.5 The community facilities consist of community hall, large equipped play areas, sports pitches and an allotment site. There is a specific requirement for adult football pitches adjacent to the King George V playing fields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

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- 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



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- 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.

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- **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);**

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- **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**

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- **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%**

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- **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).**

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- **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.**

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- **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.

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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.
- 3.29 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.**

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- **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.**

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- **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

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.	+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
FUTURE DEFICIENCY 2029	-10	-18	- 11	-7.5	-4

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**

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- **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.

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- 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

- 3.34 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.
- 3.35 The ECB National Club Strategy is based on thorough research and builds upon the ECB's current national strategy; Grounds to Play (2010 – 2013).
- 3.36 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**

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- 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.

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- 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.

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- 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)**

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- 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).**

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- 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 existing 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.**

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- **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)**

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- **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 Griffinians 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 Griffinians 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.**

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- **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

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
FUTURE DEFICIENCY 2029	3	3	4

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**

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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.

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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.

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- 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.

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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**

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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

4.2 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.**

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>Agree the following Actions for the Local Plan</p> <ul style="list-style-type: none"> • Apply existing planning policies to protect all current Playing Pitch Sites • 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.

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GENERAL RECOMMENDATIONS PLANNING & SPORT DEVELOPMENT	ACTION
	<ul style="list-style-type: none"> • Any facilities to be lost must be replaced as part of the landowners' plans and interim provision agreed before the current facility is lost. • 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. • 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. • 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. • 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.
General Recommendations Sports Development	<p>Bromsgrove Council will work in partnership with:</p> <ul style="list-style-type: none"> • Football Association Investment and Facilities manager and Worcester FA and Birmingham FA • English Cricket Board Facilities and Investment Manager and Worcester Cricket • Rugby Football Union Investment and Facilities Manager • England Hockey Relationship Manager for West Midlands • Private and voluntary sector playing pitch owners and or lessees • Education, and Further Education pitch providers

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GENERAL RECOMMENDATIONS PLANNING & SPORT DEVELOPMENT	ACTION
	<p>Short Term Action By April 2015: Specific Bromsgrove District wide sports specific Development Groups should be formed for:</p> <ul style="list-style-type: none"> • Football- exists already a steering group with the adult league has been established. One to one meets with clubs exists • Cricket • Rugby Union • Hockey <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>Short Term Action April 2015 - Long Term Action April 2018: 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"> • The action plan must be used to draw down developer funding and Section 106 funding when agreed and when required. • 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.

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>SO1 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>Senior Football To negate the senior football pitch deficiencies (11 pitches) it is proposed to put into place a number of actions.</p> <p>Action 1. – 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"> • Balaam Wood Academy (2 adult pitches). • Woodrush School (1 adult pitch). • Hagley RC School (1 adult pitch). • Wasley Hills High School (2 adult pitches). <p>Action 2 – 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>Action 3 - 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>Action 4 – 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>Bromsgrove District Council – Leisure/ Football NGB, Clubs, local schools, County Council and PFI providers.</p> <p>Bromsgrove District Council – Leisure/ Football NGB, Clubs, local schools, County Council and PFI providers.</p>
		<p>Junior Football 11 v 11</p> <p>Action 1 – 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"> • 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 	<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>Action 2 – The Playing Pitch Technical Assessment has identified lapsed sites that can be brought back into use –</p> <ul style="list-style-type: none"> • The Artrix 1 junior 11 v 11 available 2015. • Sanders Park – 2 junior 11 v 11 lapsed pitches • Aston Fields Recreation Ground – 1 junior pitch. • Wythall Park 1 junior 11 v 11 pitch <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>Junior Football 9 v 9</p> <p>Action 1 – 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"> • Hagley RC High School 1 9 v 9. • New Inns Lane 1 9 v 9. <p>Action 2</p> <ul style="list-style-type: none"> • 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 as part of a junior development centre. <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>Bromsgrove District Council – Leisure/ Football NGB, Clubs, local schools, County Council and PFI providers.</p> <p>Bromsgrove District Council/RFU and Clubs.</p>
<p>SO2 Address qualitative deficiencies and enhance existing provision including playing pitches, access and infrastructure improvements including car parking.</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>Bromsgrove District Council</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	<p>Bromsgrove Rugby Club to seek funding to improve the drainage of 2 pitches.</p> <p>-RFU to support the club with match funding to upgrade the clubhouse social space only.</p>	<p>Medium Term</p> <p>Short Term</p>	<p>RFU/Bromsgrove Rugby Club</p> <p>RFU/Bromsgrove Rugby Club</p>
	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	<p>RFU to work with the club to improve drainage of 2 senior pitches and 2 mini / midi pitches.</p> <p>New mezzanine floor in the entrance to the clubhouse to incorporate a club shop and trophy cabinets.</p> <p>RFU to work with the rugby club to extend changing rooms.</p> <p>The car park at the rear needs resurfacing.</p>	<p>Long Term</p> <p>Medium Term</p> <p>Long Term</p> <p>Medium Term</p>	<p>RFU/Old Halesonians Rugby Club</p> <p>Rugby Club</p> <p>RFU/Rugby Club</p> <p>Rugby Club</p>
	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"> • 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. <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>	<p>Medium /Long Term</p> <p>Short Term</p>	<p>Bromsgrove District Council/RFU/ Woodrush Rugby Club</p> <p>Woodrush Rugby Club</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
	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 th 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
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.	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
SO4 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"> • Disparate rental or lease fees • Poor management of agreements • Sports development and sustainable business plans 	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
S05 Support the development of local leagues and clubs to meet their needs to increase participation		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"> 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 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 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 & work places. 4. Provide promotional avenues to promote back to hockey and Rush Hockey 	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
Charford Recreation Ground Local Authority Ownership	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
King George V Playing Fields Local Authority Ownership	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
St Godwald's Club Ownership Bromsgrove Crickt and Hockey Club	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 th 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
LG Harris Brush Private Club	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
Navigation Inn Privately Owned (Unsecured Community Use)	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

BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
Aston Fields Middle School Education Owned (Unsecured Community Use)	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
Sanders Park Local Authority Owned	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		
Braces Lane Local Authority Owned	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.		
Licky End Park Local Authority Owned	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				
Lickey End First School Education (Unsecured Community Use)	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
The Meadow Parish Council Owned	Easting's 395896.29	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 271321.07		Funding has been provided to improve this site.		
Catshill Middle School Education (Unsecured Community Use)	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

BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
Parkside Middle School (Education Unsecured Community Use)	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
North Bromsgrove High School Education (Secured Community Use but Access Issues over price of hire)	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
South Bromsgrove High School Education (Secured Community Use with access issues over price of hire)	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
Bromsgrove School Education (Unsecured Community Use)	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
Stoke Prior Country Club Private Secured Community Use	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				
Victoria Ground Local Authority - Leased	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
Ryland Centre Social Enterprise	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
Barnsley Hall Local Authority - Leased	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
Balaam Wood Academy Education (Unsecured Community Use)	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
St Chads Park Local Authority	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
Boelyn Road Local Authority	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
Colmers Farm Playing Fields Education (Unsecured Community Use)	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
Rubery Leisure Centre Leased to and Managed by a volunteer committee	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

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SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
Wasley Hills High School	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
Romsley Playing Fields Parish Council	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				
New Inns Lane (Reaside School) Education (Unsecured Community Use)	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
	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
Hagley RC High School Education (Unsecured Community Use)	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
	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
Haybridge High School Education (Unsecured Community Use)	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
	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
Hagley Playing Fields Parish Council	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		
Belbroughton Recreation Centre Parish Council	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				

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SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
Fairfield Villa Club - Leased from Parish Council	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
Smallwork – Wassel Grove. Leased to club from Health Authority	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
Rowney Green Parish Council	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
Hopwood Playing Field Parish Council	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
Wiggins Memorial Ground	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
Lye Meadow (Alvechurch FC Stadia Ground)	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
Hopwood Cricket Ground Sports Club	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

BROMSGROVE DISTRICT COUNCIL PLAYING PITCH STRATEGY 2014

SITE NAME OWNERSHIP	MAP REFERENCE	STRATEGY	ACTION PLAN	PRIORITY	RESPONSIBILITY
Hewell Cricket Ground	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
Woodrush High School Education (Unsecured Community Use)	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
Baytree Farm Sports Club	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
Wythall Community Park Trust	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
Kings Norton Rugby Club Ownership	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
Bromsgrove Rugby Club Club Ownership	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
Five Ways Old Edwardians Rugby and Cricket Club Club Ownership	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
Old Halesonians Club Ownership	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
Woodrush Rugby Club Ownership 2 pitches are owned by the club. 1 pitch is leased from Cadbury's.	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/ECB 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.
Belbroughton CC	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
Clent Cricket Club	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
Hagley Cricket Club	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
Romsley and Hunnigton Cricket Club	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
Wythall Cricket Club	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.