

CANNOCK CHASE COUNCIL

CHILDREN AND YOUNG PEOPLE SELECT COMMITTEE

13 JUNE 2007

REPORT OF THE HEAD OF CULTURE & MAJOR PROJECTS

PLAYING PITCH STRATEGY

1. Purpose of Report

1.1 To propose the publication and adoption of the Playing Pitch Strategy.

2. Recommendations

1.2 That Members note the Playing Pitch Strategy for Cannock Chase District and recommend to Cabinet:-

(a) That the Playing Pitch Strategy be adopted.

(b) That the priorities identified within the action plan be taken when the appropriate resources are identified.

3. Key Issues

3.1 In February 2004, Strategic Leisure Ltd. was appointed to produce a Playing Pitch Assessment and Strategy.

3.2 A report was produced in September 2004 using the methodology recommended by Sport England.

3.3 The report produced 22 recommendations relating to strategic planning, facility development and sports development (Annex D).

3.4 The PPG17 work that was produced has been reviewed and updated with a new strategy being produced (Annex A).

3.5 An up to date audit of current facilities that are available throughout the district has been undertaken (Annex B).

3.6.1 The work undertaken through the audit, the original Playing Pitch Strategy and the updated document has produced an action plan to address the issues raised (Annex C).

3.6.2 Culture and Sport Select Committee received the draft Playing Pitch Strategy and recommended that it be approved for consultation and that a report be submitted to a future

meeting of the Culture and Sport Select Committee to consider the consultation responses and proposals for the finalisation and adoption of the draft strategy

4. Consultation Framework

4.1 Consultation was undertaken with:-

- Staffordshire County Council
- Sport England
- County Sports Partnership
- West Midlands Arts Council
- Local Organisations and Groups
- Local Sports Council
- Norton Canes Recreation Ground Charity
- Cannock Public Recreation and Pleasure Ground Charity

In addition a copy was made available in local libraries, Council's Offices and on the Council's website for a six week period. Responses to the consultation have been collated in a table in Annex E. The response from Sport England and the correspondence relating to this are also included, in full, at Annex E.

4.2 Sport England

The council has worked closely on the outcomes of the Playing Pitch Strategy and their comments have been reflected in the in the strategy. Copies of the comments from Sport England are available.

REPORT INDEX

Background	Section 1
Details of Matters to be Considered	Section 2
Contribution to CHASE	Section 3
Section 17 (Crime Prevention) Implications	Section 4
Human Rights Act Implications	Section 5
Data Protection Act Implications	Section 6
Risk Management Implications	Section 7
Legal Implications	Section 8
Financial Implications	Section 9
Human Resource Implications	Section 10
Conclusions	Section 11
List of Background Papers	
Annexes	

Section 1

Background

In February 2004 Strategic Leisure Ltd. were appointed to undertake a Playing Pitch Assessment and develop a strategy for the district.

This work was completed in accordance with the guidance document "Towards a Level Playing Field: A Guide to the Production of Playing Pitch Strategies" published by Sport England and the Central Council for Physical Recreation (CCPR) in October 2002.

The rationale for undertaking the Study is to identify current levels of provision in the area, across the public, educational, voluntary and commercial sectors, and to compare this with current, and likely future levels of demand. The supply and demand analysis will help identify the need for new pitch facilities, and also suggest where there are too many facilities, perhaps in the wrong location, or the wrong type of facilities to meet current demand. The analysis will help to underpin future planning policy and allocations and help to support bids for external funding.

Section 2

Details of Matters to be Considered

- Recommendations produced from the original work undertaken by Strategic Leisure at Annex D.
- The action plan and priorities at Annex C.
- The consultation framework at paragraph 4 in the covering report and the responses at Annex E

Section 3

Contribution to CHASE

The playing pitch strategy will contribute to all of the objectives identified under the CHASE acronym:-

- Children & Young People
- Healthier Communities & Older People
- Access to Skills, Economic Development & Enterprise
- Safer & Stronger Communities
- Environment

Social Inclusion: Pitches can relate to community identity, be a focus for local sporting activity, and encourage “collective” effort.

Community Involvement: Through providing local venues for sports teams who in turn can create or strengthen community identity and enhance the social fabric of the area. Success in local leagues by local teams can also create local pride.

Community Strategy: Strong anecdotal evidence exists to show that sport has a part to play in preventing crime. Indirectly sport can have an impact by providing challenge and adventure, and giving meaning and a sense of purpose to young people’s lives. Ensuring that facility provision meets local needs is important in ensuring that sport fulfils its potential.

Lifelong Learning: Many important social attributes can be learnt through pitch sports. Young people can develop a range of skills and attributes ranging from risk-taking through to social and behavioural skills.

Healthy Living: The health benefits of participation in sport are well documented. Facility provision is important in ensuring that effective development work can take place.

Section 4

Section 17 (Crime Prevention) Implications

The creation of strategically placed facilities will allow for future Sports Development activities and the development of more teams to help create more diversionary activities for children and young people.

Section 5

Human Rights Act Implications

There are no identified implications in respect of the Human Rights Act arising from this report.

Section 6

Data Protection Act Implications

There are no identified implications in respect of the Data Protection Act arising from this report.

Section 7

Risk Management Implications

Cannock Chase Council does not currently have an adopted playing pitch strategy.

The risks associated as a result of not having an adopted strategy are:

- Difficulty in prioritising any future facility development or provision
- Difficulty in making any future investment decisions.

- It will also be extremely difficult, if not impossible, to attract any external funding without an adopted playing pitch strategy.

The risks of adopting the strategy are:

- Any future decisions on the disposal of council pitches could attract negative publicity and public opinion.

However this risk could be managed and the impact minimised by:

- promoting the positive impact of being able to concentrate resources and offer better value for money;
- investing in the improvement of the existing pitches and offering new changing rooms and car parking.

Section 8

Legal Implications

Section 19 of the Local Government (Miscellaneous Provisions) Act 1976 empowers the Council to provide recreational facilities, including outdoor pitches for team games, within the District. It may make these facilities available to such persons as it thinks fit either with or without charge.

However, in order to ensure that appropriate facilities are being provided and current demands are being met, it is considered good practice to develop strategies based on an assessment of current provision and need. The current strategy which is proposed for consultation will provide the Council with that strategic guidance in relation to playing pitches.

The Council is the corporate trustee for two recreational ground charities – the Norton Canes Recreation Ground Charity and the Cannock Public Recreation and Pleasure Ground Charity. In so far as proposals in the Strategy impact on these two Charities, then it will be necessary to consult with the Charities and obtain their consent to any proposals.

Section 9

Financial Implications

There are no direct financial implications as a result of this report. However, after consultation, and when the action plan has been approved, there will need to be a full Capital needs evaluation together with resourcing statement and also an assessment of additional revenue implications of pitch, changing room and car park maintenance. These will need quantification in monetary terms as to feasibility.

Section 10

Human Resource Implications

There are no direct Human Resource implications as a result of this report.

Section 11

Conclusions

Having an adopted playing pitch strategy for the District will allow for a planned and coordinated approach to the future development of pitches and facilities.

Background Papers

PPG17 Playing Pitch Assessment & Strategy (Strategic Leisure)

Annexes

Annex A – Playing Pitch Strategy

Annex B – Facilities Audit

Annex C – Action Plan

Annex D – Original Recommendations from Strategic Leisure

ANNEX ACANNOCK CHASE COUNCILPLAYING PITCH STRATEGYINTRODUCTION

1. In February 2004, Strategic Leisure Ltd was appointed to produce a Playing Pitch Assessment and Strategy. A report was produced in September 2004. The methodology used was that recommended by Sport England. It assessed the provision and need for football, cricket, hockey and rugby union.
2. The report concluded with recommended standards of provision for each of the sports and identified where there was an excess or shortfall of provision. It also identified where the quality of provision needed to be improved.
3. A series of 22 recommendations (Annex C) were made with regard to strategic planning, facility development and sports development.

POSITION STATEMENT

4. The assessment shows that there is an excess provision of senior football pitches. These are mostly provided on local authority sites. There is however, a shortage of junior and mini pitches. The peak demand is on Sunday mornings and the table below summarises the peak demand and supply of pitches in the original assessment and the predicted minimum number required to meet the Strategy. The revised assessment shows that there is currently space for even more pitches, particularly on school sites.

	Number of Games	Number of pitches	Surplus/Deficiency	Number of Pitches
Mini soccer	11	7	-4	15?
Junior Football	12	10	-2	16?
Senior Football	21	48	+27	25

5. The assessment shows that there is an excess provision of senior football pitches. These are mostly provided on local authority sites. There is however, a shortage of junior and mini pitches.
6. The quality of pitches is generally average to poor. The lack of adequate changing rooms is one of the main issues. The size of some of the senior pitches is less than ideal and better suited for junior or mini pitches. These factors therefore tend to concentrate demand on the small amount of good quality provision.
7. Where local authority sites contain just one pitch, they are costly to maintain and rarely have changing rooms. Many are best suited for lease to the voluntary sector or to close and relocate unless part of a site with other leisure uses.
8. What the assessment did not show is that there are large areas of playing fields currently unused, particularly on school sites. Few schools hire their pitches out for community use because of the increased costs in maintenance and the need to manage sites for changing.

9. Cricket is provided by the voluntary sector. The largest club (Cannock Cricket Club - CCC) is just outside the District boundary but draws participants from the District. Provision for cricket in schools is poor due largely to the very high costs of maintaining quality pitches for both play and practice.
10. There is only one community based rugby club in the District which plays at Hagley Park. Cannock Rugby Union Football Club has a ground outside the boundary but as with Cannock Cricket Club, draws participants from the District.
11. There is no hockey provision in the District although the Cannock Club, just outside the boundary has 3 pitches. Only one of these is suitable for club competitions although schools in the District do use one of the others. There are concerns about the long term viability of these pitches. There is a sec 106 agreement in place with funds to provide a full-size artificial turf pitch (ATP) for hockey and/or football in Cannock and there could be funds available from a sec 106 agreement (Wharf Road and County Council School sites) to extend the current half size ATP at Rugeley Leisure Centre to full-size.

THE STRATEGY

12. A Playing Pitch Strategy can take a number of forms. It is proposed that the following is adopted.
13. The Strategy should be guided by a series of Strategic Policies. These will identify objectives and link the Strategy to wider corporate policies. They will also ensure that the provision of pitches is driven by need, demand and sports development strategies. A number of draft policies are submitted for discussion.
14. The key element of the Strategy is the Strategic Programme. This will state the priorities for provision in the future and the pathways to achieving the programme. The resources necessary and means to achieve the levels of investment required will need to be identified, this is likely to involve the sale of existing playing fields to ensure the implementation of the Strategy. The Programme will have time related targets and must be realistic, achievable and viable over the longer term.
15. The final part of the Strategy is the Action Plan. This will identify specific sites with proposals for their development or change. As this will affect individuals, clubs and communities, a site development and management plan should be produced for each which will be subjected to full consultation.

STRATEGIC POLICIES

General

16. The Council will seek to ensure a fair and equitable access to good quality facilities across the District.
17. As a first priority, facilities will be provided and maintained to meet existing expressed demand.
18. Sports development plans will be drawn up and implemented to increase participation in pitch sports within achievable objectives given resources available.

19. New and improved facilities will be provided to meet predicted demand from sports development initiatives.
20. The location of facilities will be identified and developed to provide long term sustainable provision that is within accessible travel time depending on the type of usage and users.
21. The Council will support the development and maintenance of facilities wherever they contribute to the community strategy whether they are in public, education or voluntary control. This support will be in the form of finance, equipment, technical contribution management or planning obligations.
22. Planning policies will be developed and implemented that will ensure that new building developments contribute financially to the capital development and maintenance of facilities, they will also deal with the issue of bringing forward land to provide new facilities where there is an identified need and will also ensure that the loss of any existing facilities needed to deliver the strategy will not be permitted.

Sports

23. A District Football Development Group with wide ranging representation has been established with the initial objective of producing a Development Plan within to inform the facility needs and for priority implementation.
24. The Council will work with Secondary Schools and Cannock Hockey Club to investigate proposals for the use of a minimum of two ATPs to be developed in the District. These will be compatible with the facilities at the Cannock Hockey Club. The objective is to produce a Hockey Development Plan within the next 3 years.
25. The Council will work with the cricket clubs that serve the District, all schools and County cricket development groups to determine the long term facility and development needs of the sport.
26. The Council will work with the rugby union clubs that serve the District, relevant schools and the Rugby Football Union to determine the long term facility and development needs of the sport.

STRATEGIC PROGRAMME

Pitch Provision

27. The following football pitch programme is subject to the outcome of the Football Development Plan.
28. Over the next 5 years a minimum of 3 football development centres will be established within the District with a spatial distribution providing good access to as high a proportion of residents as possible. These centres would meet the following criteria:

- Capacity to provide grass pitches for senior, junior and mini-soccer
 - Capacity to provide training facilities
 - Capacity to provide good quality changing rooms
 - Adequate capacity for car parking
 - Commitment to provide on site management and quality maintenance.
29. Senior soccer pitches provided by the local authority will be concentrated on multi-pitch sites where quality changing and sustainable maintenance can be provided. Specific single pitch sites will be identified and maintained. Investment will prioritise the provision of good quality changing rooms and pitches that can be maintained to a good standard in a sustainable manner. Provision should meet current demand with space for a 20% increase in demand. The Action Plan will prioritise this part of the Programme
30. Junior soccer pitches will be provided on secondary school sites or on Council owned sites where dimensions are too small for senior pitches. Partnerships will be developed with key schools to ensure investment in the provision and maintenance of pitches, equipment and changing rooms. Priority schools will be identified and agreed within the next year.
31. Three sites will be identified and developed into mini-soccer centres in the next 3 years of which one will be in Rugeley. A further two sites will be reserved for development in the future should demand increase. These sites could be on local authority or school land and will meet the following criteria.
- Capacity for a minimum 6 pitches
 - Secured environment
 - Minimum opportunities for dog fouling
 - Access by pedestrians and cycles
 - Adequate capacity for car parking
 - Pavilion for management and adult waiting / refreshments
 - Commitment to provide on site management and quality maintenance.
32. Artificial Turf Pitches will be provided in Rugeley and Cannock for community football and hockey programmes, with the possibility of extending provision to the Hednesford area.
33. Multi-use games areas (MUGA's) will be provided where there is clear demand for casual use which cannot be provided on existing provision or is compromising the quality of existing provision.

Surplus Provision

34. The playing fields of primary schools will be mainly for school use with some out of school activities involving school pupils. Some larger sites may be identified for community mini soccer in the short or longer term. Where a primary school closes, the sale of the playing fields for development will be acceptable in terms of playing field requirements provided it is not identified as a community mini-soccer facility and the whole of the receipts from the sale of this land are used to:
- Ensure that local primary schools have adequate playing fields,

- Assist in the implementation of this strategy,
 - Assist in the implementation of the Leisure Strategy for the District.
35. All secondary schools have some potential for community use. Where playing fields on secondary school sites are shown to be surplus to requirements as defined in the playing pitch assessment and other planning policies allow development, then the whole of the receipts from the sale of this land must be used to provide community sports facilities in the District.
36. Where privately owned land that is currently or has formerly been used as playing fields and is shown to be surplus to requirements as defined in the playing pitch assessment, then their sale for development purposes will be acceptable in recreation terms provided a sec 106 agreement is entered into that;
- Assists in the implementation of this strategy,
 - Assists in the implementation of the Leisure Strategy for the District.
37. The development of school playing fields may conflict with planning policy objectives relating to the provision of the green space network in general and the retention of an appropriate amount of green space to meet the need of any proposed residential development and any shortfall identified in the strategy will be a material consideration in dealing with any planning applications submitted for the development of either school or private sites.
38. The level of funding provided from this agreement will reflect the size and location of the lost playing fields, the equivalent cost of providing alternative provision to a minimum specified standard even if this is not the use to which the funds are put.
39. There is clearly a surplus of provision within the public sector. The priority will be the implementation of this strategy which involves the generation of capital to affect improvements and the ability to sustain the long term maintenance. The means of achieving this is not just a rationalisation of provision but a major reorganisation. This will inevitably involve the sale of some playing fields where the net gains substantially exceed the loss.

ANNEX B

FACILITIES AUDIT

Facilities for Football in Cannock Chase District

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP1	BRERETON SOCIAL	PRIVATE	ONE PITCH	ONE PITCH	FOOTBALL	
PP2	HEDNESFORD TOWN	PRIVATE	ONE PITCH	ONE PITCH	FOOTBALL	
PP3	NEWLANDS LANE	PRIVATE	ONE PITCH	ONE PITCH	FOOTBALL	
PP4	MAGNETTI	PRIVATE	ONE PITCH CHANGING ACCOMODATION	ONE/TWO PITCHES	FOOTBALL	POTENTIAL DEVELOPMENT SECTION 106
PP5	RUGELEY POWER STATION	PRIVATE	ONE PITCH	TWO/THREE PITCHES	FOOTBALL	
PP6	ST AUGUSTINES	PRIVATE	NOT USED	ONE/TWO PITCHES	NONE	OWNER LOOKING TO DEVELOP FOR COMMUNITY USE

Facilities for Football in Cannock Chase District

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP7	WEST CANNOCK	PRIVATE	ONE PITCH	ONE PITCH	FOOTBALL	
PP8	YATES	PRIVATE	ONE PITCH	ONE PITCH	FOOTBALL	

Facilities for Football in Cannock Chase District

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP9	ARTHUR STREET	CCDC	NOT USED	ONE PITCH	FOOTBALL	NO CHANGING CAR PARKING
PP10	CANNOCK PARK	CCDC	1 ADULT 1 JUNIOR 1 MINI CHANGING		FOOTBALL	POTENTIAL MINI SOCCER SITE
PP11	CANNOCK SPORTS STADIUM	CCDC	3 ADULT		FOOTBALL	LIMITED CHANGING & CAR PARKING CONFLICTING USE OF CENTRAL PITCH
PP12	CANNOCK WOOD STREET	CCDC	NOT USED	1 PITCH	NONE	APPROACHED FOR LEASE TO LOCAL CLUB
PP13	COTSWOLD ROAD	CCDC	1 PITCH	1 PITCH	FOOTBALL	NO CHANGING, CAR PARKING
PP14	GREEN LANE	CCDC	4 PITCHES 1 MINI CHANGING		FOOTBALL	PROXIMITY TO HOUSES, CAR PARKING. POTENTIAL MINI SOCCER SITE

Facilities for Football in Cannock Chase District

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP15	GREENHEATH PARK	CCDC	NOT USED	1 PITCHES	FOOTBALL	CHANGING, CAR PARKING
PP16	HAGLEY PARK	SCC	NOT USED	9 PITCHES	FOOTBALL, RUGBY	CAR PARKING & CHANGING AVAILABLE AT RLC APPROACH SCC RE LEASE CCDC LAND AVAILABLE TO DEVELOP ADDITIONAL PITCHES
PP17	HEATH HAYES PARK	CCDC	3 PITCHES CHANGING & CAR PARKING	5 PITCHES	FOOTBALL	LIMITED CAR PARKING & CHANGING POTENTIAL FUTURE DEVELOPMENT
PP18	HEDNESFORD PARK	CCDC	3 PICHES CHANGING CAR PARKING		FOOTBALL	RETAIN AS ADULT PITCHES
PP19	IRONSTONE ROAD	CCDC	NOT USED	1 PITCH	FOOTBALL	CHANGING, CAR PARKING
PP20	LABURNUM AVENUE	CCDC	NOT USED	1 PITCH	FOOTBALL	CHANGING, CAR PARKING POSSIBLE SITE FOR MUGA

Facilities for Football in Cannock Chase District

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP21	LEA HALL	CISWO	1 PITCH CAR PARKING CHANGING	1 ADULT PITCH 1 MINI SOCCER	FOOTBALL	LIMITED PUBLIC USE
PP22	LOWER ROAD	CCDC	NOT USED	4 PITCHES	FOOTBALL	FUTURE OLD HEDNESFORD PARK DEVELOPMENT
PP23	MOUNT ROAD	ETCHINGHILL TRUST	2 PITCHES	2 PITCHES	FOOTBALL	CAR PARKING CHANGING
PP24	NEWLANDS LANE	CCDC	NOT USED	1 PITCH	FOOTBALL	CAR PARKING CHANGING
PP25	NORTON CANES	CCDC	1 PITCH CAR PARKING CHANGING	2 PICHES	FOOTBALL	POSSIBLE MUGA SITE DUE TO OVERPLAYING OF CURRENT FACILITY
PP26	OLD FALLOW ROAD	CCDC	1 PITCH		FOOTBALL	CAR PARKING CHANGING

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP27	QUEENSWAY	CCDC	NOT USED	1 PITCH	FOOTBALL	CAR PARKING CHANGING
PP28	RAVENHILL	CCDC	1 PITCH		FOOTBALL	LEASED TO BRERETON TOWN LIMITED USE

NO.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP29	BLACKFORDS NURSERY	SCC	PLAYING FIELD	1 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP30	BRIDGTOWN PRIMARY	SCC	PLAYING FIELD	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP31	CHADSMOOR JUNIOR	SCC	1 JUNIOR	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP32	CHURCHFIELD JUNIOR	SCC	2 MINI	3 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP33	ETCHINGHILL PRIMARY	SCC	1 JUNIOR	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP34	FIVE WAYS PRIMARY	SCC	PLAYING FIELD	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP35	GORSEMOOR PRIMARY	SCC	3 MINI		SCHOOL USE	POTENTIAL MINI SOCCER SITE
PP36	HAZEL SLADE PRIMARY	SCC	PLAYING FIELD	3 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP37	HEATH HAYES PRIMARY	SCC	PLAYING FIELD	1 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP38	JEROMEPRIMARY	SCC	PLAYING FIELD	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP39	LONGFORD PRIMARY	SCC	1 MINI	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP40	NORTON CANES PRIMARY	SCC	1 JUNIOR 2 MINI	4 MINI	SCHOOL USE	POTENTIAL MINI SOCCER SITE

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP41	PYE GREEN VALLEY PRIMARY	SCC	1 MINI	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP42	RAVEBHILL PRIMARY	SCC	2 MINI		SCHOOL USE	RETAIN FOR SCHOOL USE
PP43	REDHILL PRIMARY	SCC	1 JUNIOR 2 MINI	4 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP44	ST JOSEPHS - RUGELEY	SCC	1 JUNIOR 1 MINI	4 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP45	ST JOSEPHS - CANNOCK	SCC	2 MINI	3 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP46	ST MARYS	SCC	1 JUNIOR	3 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE

Facilities for Football in Cannock Chase District

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP47	ST PETERS	SCC	1 MINI	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP48	WALHOUSE PRIMARY	SCC	1 MINI	4 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP49	WESTHILL PRIMARY	SCC	1 MINI	2 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE
PP50	WESTERN SPRINGS PRIMARY	SCC	1 JUNIOR 1 MINI	4 MINI	SCHOOL USE	RETAIN FOR SCHOOL USE

Facilities for Football in Cannock Chase District

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP51	BLAKE	SCC	5 PITCHES		SCHOOL & AD HOC COMMUNITY USE	CONSULT WITH SCHOOL & SCC TO SECURE COMMUNITY USE FOR JUNIOR FOOTBALL
PP52	CANNOCK CHASE	SCC	3 PITCHES		SCHOOL & AD HOC COMMUNITY USE	CONSULT WITH SCHOOL & SCC TO SECURE COMMUNITY USE FOR JUNIOR FOOTBALL
PP53	CARDINAL GRIFFIN	SCC	5 PITCHES		SCHOOL & AD HOC COMMUNITY USE	CONSULT WITH SCHOOL & SCC TO SECURE COMMUNITY USE FOR JUNIOR FOOTBALL
PP54	FAIROAK	SCC	4 PITCHES		SCHOOL & AD HOC COMMUNITY USE	CONSULT WITH SCHOOL & SCC TO SECURE COMMUNITY USE FOR JUNIOR FOOTBALL
PP55	HAGLEY PARK	SCC	5 PITCHES		SCHOOL & AD HOC COMMUNITY USE	CONSULT WITH SCHOOL & SCC TO SECURE COMMUNITY USE FOR JUNIOR FOOTBALL
PP56	KINGSMEAD	SCC	3 PITCHES		SCHOOL & AD HOC COMMUNITY USE	CONSULT WITH SCHOOL & SCC TO SECURE COMMUNITY USE FOR JUNIOR FOOTBALL

No.	Site location	Ownership	Current Facilities	Potential Facilities	Usage	Key Issues
PP57	NORTON CANES	SCC	3 PITCHES		SCHOOL & AD HOC COMMUNITY USE	CONSULT WITH SCHOOL & SCC TO SECURE COMMUNITY USE FOR JUNIOR FOOTBALL

ACTION PLAN

Action	Links to Strategic Leisure Recommendations	Timescales
Production of Football Development Plan ⁽¹⁾	SPR4, SPR7, SPR8, FDR1, FDR2, FDR3, FDR4, FDR5, FDR8	March 2007
Potential Council sites available for disposal ⁽²⁾	Over supply of adult pitches, SPR2, SPR9, FDR1, FDR2, FDR6,	March 2007
PP9 Arthur Street		
PP11 Cannock Sports Stadium		
PP12 Cannock Wood Street		
PP15 Greenheath Park		
PP19 Ironstone Road		
PP20 Laburnum Avenue		
PP24 Newlands Lane		
PP27 Queensway		
Negotiate access/use of ⁽³⁾	SPR8, FDR1, FDR2, FDR6, FDR8	March 2007
PP16 Hagley Park		
PP35 Gorsemoor Primary		
PP40 Norton Canes Primary		
PP51 – PP57 All Secondary School Sites		
Potential Sites for MUGA,s ⁽⁴⁾	FDR4	March 2007
PP20 Laburnum Avenue		
PP25 Norton Canes		
Council Sites for Development – Adult Football ⁽⁵⁾	SPR1, FDR1, FDR2, FDR6	March 2007
PP16 Hagley Park		
PP17 Heath Hayes Park		
PP18 Hednesford Park		
Council Sites for Development – Mini Soccer ⁽⁶⁾	SPR1, FDR1, FDR2, FDR6, FDR8	
PP10 Cannock Park		
PP14 Green Lane		

Notes to accompany action plan

- (1) Work is currently being undertaken to produce a football development plan in consultation with all interested parties throughout the district. Initial views are pointing towards the development of local mini and junior football leagues to support adult leagues.
- (2) Several council pitches are currently not used and there is the potential to either dispose of these sites and use any receipts to support the action plan, or seek alternative recreational use of them.
- (3) The option here is to negotiate with the County Council to bring Hagley Playing fields back into use for pitches, to compensate for the potential loss of the adult pitches at Green Lane, and to use Rugeley Leisure Centre for car parking, changing and showers.

To also negotiate with the County Council and local schools for the use of school sites for mini and junior football pitches.
- (4) These are two sites, Norton Canes and Laburnum Road that would benefit from Multi Use Games Areas; due to the current levels of use of the existing fields.
- (5) Heath Hayes Park, Hednesford Park and Hagley Park Playing fields will be the main sites for adult football; this will need to be confirmed through the football development group. Changing accommodation and car parking will need to be addressed with Heath Hayes being the priority site. Hagley Park Playing fields also has the potential for further expansion if demand increases (CCC own a piece of land adjacent to the fields)
- (6) Two council sites have been identified as mini soccer sites, Cannock Park and Green Lane. Both sites have changing accommodation but car parking at Green Lane will need to be addressed. Cannock Park car parking can be accommodated at Chase Leisure Centre. Mini soccer will not become an issue until local leagues are established and this is a component of the work that will be undertaken by the development group. Funding will also be necessary for equipment and storage.

Playing Pitch Demand

Current Position

There are currently 22 Council football pitches being utilised for football across the district, supplemented by the use of 7 pitches in private ownership. Of the 22 pitches 21 are adult sized pitches and the remaining 1 is a junior sized pitch. There are also 6 other Council sites available each with an individual football pitch available.

Secondary schools currently provide 22 pitches that are mainly used by the schools themselves with some ad hoc hire to local teams.

Primary schools provide some 44 pitches, but these vary in size and are mainly used by the schools themselves and hire to local teams is limited.

When the last piece of research was undertaken by Strategic Leisure in 2004 there were:

- 41 Adult Teams
- 24 Junior Teams
- 22 Mini Soccer Teams

There was no research undertaken as to the number of school football teams.

41 Adult Teams would need to have 22 football pitches

24 Junior Teams would need 12 junior pitches

22 Mini Soccer Teams would need 11 mini soccer pitches

At the moment there is an over provision of 13 ,adult pitches for adult football but this situation is not a true picture of demand. Given that the Council only has one junior pitch available and supply through the schools is patchy junior football places a greater demand on the adult pitches.

Proposals

The playing pitch strategy has identified the need for better quality pitches, improved changing provision and a move away from individual pitches towards sites with multi pitch sites.

There is a clear under provision of Junior and Mini Soccer pitch provision. The strategy looks for the Council to provide mini soccer sites and to enter into negotiations with secondary schools to make their pitches available for junior football.

To accommodate the provision of mini soccer pitches it is going to be necessary to lose 5 adult pitches and the 1 available junior pitch. There are also proposals to develop Cannock Sports Stadium, on Pye Green Road that will involve the loss of 3 more adult pitches.

To compensate for the loss of the 8 adult pitches it is proposed that an additional 4 pitches along with changing accommodation and car parking will be provided at Heath Hayes Park and the District Council will negotiate with Staffordshire County Council to redevelop the Hagley Park site to provide an additional 6 football pitches. Rugby is currently being played on Hagley Park playing fields on one rugby pitch and there is a thriving club that is developing junior rugby and have expressed the need for at least one junior rugby pitch on the site. There will be capacity for an additional 2 full sized rugby pitches on this site.

Hagley Park will therefore provide capacity for 6 additional adult football pitches and 3 adult rugby pitches.

Additional capacity needs to be available for increased demand in the future; this is currently estimated at 20% over the next 5 years. This figure will be reviewed by the Football Development group that has recently been established to look at the future of football across the district with the main aim be to increase participation.

Using the 20% growth figure to forecast the additional demand will increase the number of adult teams to 50, necessitating the provision of 25 pitches which will clearly be met by the proposals within the playing pitch strategy.

The picture for mini soccer is clear, with the proposed council provision of mini soccer sites at Green Lane (6 pitches) in Rugeley and Cannock Park (5 pitches) and the development of one or two primary school sites as demand dictates.

The picture for junior football is not as clear and is dependant upon secondary schools making their sites available for public use. The actual use of the school facilities by the schools themselves is also unclear at this moment in time and it would be prudent to avoid the loss of any secondary school pitches without there loss being replaced by alternative provision. Five out of the seven secondary schools have indicated their willingness to work with the District Council to accommodate junior football, with the other two schools still to be consulted.

A site adjacent to Hagley Park School, Fair Oak School and Rugeley Leisure Centre has been identified as a potential site to accommodate future demand for grass pitches throughout the district (this site is owned by CCDC).

There is a clear under provision of Junior and Mini Soccer pitch provision. The strategy looks for the Council to provide mini soccer sites and to enter into negotiations with secondary schools to make their pitches available for junior football.

To accommodate the provision of mini soccer pitches it is going to be necessary to lose 5 adult pitches and the 1 available junior pitch. There are also proposals to develop Cannock Sports Stadium, on Pye Green Road that will involve the loss of 3 more adult pitches.

Priorities

1. Produce Football Development Plan
2. Enter into negotiations with County Council and local schools for use of their pitches
3. Agree sites for disposal
4. Identify funding for:
 - car parking and new changing accommodation at Heath Hayes Park
 - car parking and improvements to changing accommodation at Green Lane
 - improvements to changing accommodation at Cannock Park
 - equipment and storage accommodation for mini soccer sites
 - purchase and installation of new adult and junior football goals
 - the necessary ground works needed to improve the quality of pitches
 - ongoing revenue implications for improved maintenance regime to ensure improved quality of pitches is sustainable
 - maintenance of any additional sites that are brought into commission for community use
 - revenue cost for the hire/lease/purchase of any additional sites that are not in council ownership
 - creation of a Football Development Officer to drive the actions that identified in this report and also the Football Development Plan
5. Review of the current Section 106 funding policy to support the funding to priorities for investment.
6. Review and replace the playing pitch strategy during 2008/09.

Original Recommendations from Strategic Leisure

Strategic Planning Recommendations

Strategic Planning – Recommendation 1

Seek to use the planning policy process to prioritise facility development and future provision in line with the identified priorities in this strategy e.g Use priorities for investment identified as a guide for Section 106 funding, the existing policy of developer contributions needs reviewing and consideration needs to be given to a threshold of contributions from the construction of a single dwelling

Strategic Planning – Recommendation 2

The Playing Pitch Assessment data should be updated on an annual basis and a repeat of the strategy development undertaken every 5 years. Annual updating should include repeating quality inspections to monitor changes to quality of pitches

Strategic Planning – Recommendation 3

Promote the overall value and benefits of playing pitch provision, and its contribution to open space in the local area. Ensure that the “dual” function of playing pitches and their value as part of the District Council’s stock of Green space is within a wider Green Space Strategy for the District as part of the Council’s response to Planning Policy Note 17 (PPG17). An overarching Green space Strategy is being produced in parallel to this strategy and is vital in assessing the role and value of all Green space across the District. In some cases assessment of informal open space may identify potential sites for formal playing pitch development.

Strategic Planning – Recommendation 4

The Council should consider the development of a Soccer Task Force, and local sports development groups established for Rugby League and Cricket to identify issues with facilities. In the case of football, the task force should be used to prioritise the needs for investment and which clubs need support to progress to charter status. The same should apply to the other sports development groups.

Strategic Planning – Recommendation 5

Through the Cannock Chase District Council Sports Development Team, the Council should liaise with neighbouring authorities regarding new pitch developments in areas close to the Cannock Chase District Council border to assess the likely impact in supply and demand

Strategic Planning – Recommendation 6

Through Cannock Chase District Council Leisure Services liaise with neighbouring authorities regarding pitch hire charges to ensure that fees and charges are comparable.

Strategic Planning – Recommendation 7

Investigate, in consultation with teams, the introduction of pitch hire charges that reflect the quality of pitches, charging less for provision rated lower

Strategic Planning – Recommendation 8

Seek to work with local schools to develop and promote sport and explore the opportunity for wider access to facilities by the community.

Strategic Planning – Recommendation 9

Review the current Section 106 funding policy to enable the redirection of funding to priorities for investment e.g. changing accommodation, and drainage

Facility Development

Facility Development – Recommendation 1

Seek to improve the overall quality and quantity of existing and new ancillary accommodation with particular emphasis on the need to provide adequately for juniors and women, girls and disabled users. This needs to be done in accordance with the identification of priorities for investment and improvement. In line with Child Protection Guidance, it is important to ensure that facilities can also be segregated to accommodate male and female, junior and senior sports teams.

Facility Development – Recommendation 2

Prioritise investment in ancillary facilities on key multi pitch sites as a more economical use of resources, particularly in relation to ancillary facilities through the development of priorities for investment.

Facility Development – Recommendation 3

The Council should, through the sports development groups' e.g: Soccer Task Force, Cricket action group, work with clubs with an interest in leasing recreation grounds from the Council in order to develop their club further.

Facility Development - Recommendation 4

Ensure that where provided, informal kick about areas (5-a-side pitches) are maintained and adequately provide for informal play – this is to ensure that informal use of formal pitches is kept to a minimum in order to sustain quality

Facility Development – Recommendation 5

Linked to the review of leisure facilities, ensure that there is adequate access to floodlit training facilities to support the overall development of pitch sports at local level

Facility Development – Recommendation 6

The Council should continue to improve the quality of all its sports pitches and try to increase the current level of investment in pitch renovation and improvements to ancillary facilities

Facility Development – Recommendation 7

The Council should assess the extent of Dog fouling on playing pitches and introduce measures to keep pitches free from dog fouling.

Facility Development – Recommendation 8

A full sized Synthetic Turf Pitch needs to be developed to provide as a training venue for the promotion of Football, Hockey, Cricket and Rugby within the District. The half sized STP at Rugeley needs to be developed further to facilitate Football and Hockey training opportunities.

Sports Development

Sports Development – Recommendation 1

Team Generation Rates (TGR's) should be used as a benchmark for future measurement and monitoring of sports participation within the boroughs. They should be used to prioritise sports development focus particularly in those pitch based sports that are not occurring within the District Boundaries e.g Hockey. The aim should be to work with clubs to bring opportunity to participate locally through the provision of a Council Synthetic Turf Pitch

Sports Development - Recommendation 2

Through the Cannock Chase District Council Sports Development team, team generation rates (TGR's) in the Cannock Chase District Council Borough should be compared with those in surrounding boroughs to provide an indication of levels of participation. This comparison can be used to develop county wide priorities for future sports development initiatives and external investment

Sports Development – Recommendation 3

An increase in Sports development staff is needed if Sport is to be adequately resourced and developed within the District Boundaries

Sports Development – Recommendation 4

There is an over reliance on external funding to deliver sports development programmes, the Council should look to more creative uses of internal funding streams to promote sport e.g. through a more flexible approach to Section 106 funding.

Sports Development – Recommendation 5

Club development needs to be increased and the Council should aim to have 3 clubs per year reach charter status.

Annex E

Playing Pitch Consultation

17 responses were received during the consultation period and a summary of those responses is included below (16 responded using the consultation document, the 17th was from sport England and their full response and the relevant correspondence has been included).

COMMENTS	AGREE	DISAGREE	NO COMMENT	OTHER/UNSURE
1. There is an excess provision of senior football pitches	0	7	4	5
2. There is a lack of adequate changing rooms	15	0	1	0
3. The quality of pitches is generally average to poor	14	0	1	1
4. There is a shortage of junior pitches	11	0	3	2
5. Over next 5 years a min of 3 football development Centres will be established	12	0	0	4
6. Senior soccer pitches will be concentrated on multi pitch sites	11	0	2	3
7. Junior soccer pitches will be provided on secondary school sites	13	0	1	2
8. 3 sites will be developed into mini soccer Centres in next 3 years	13	0	2	1
9. Artificial turf pitches will be provided in Rugeley & Cannock	13	0	2	1
10. Local mini & junior football leagues are needed in the district	12	0	4	0
11. Dispose of/find alternative use of Council pitches that are not used	8	1	4	3
12. Bring Hagley Park back into use for pitches using RLC for parking etc	10	0	4	2
13. H Hayes, Hednesford & Hagley Park to be main sites for adult football	6	1	6	3
14. Mini soccer sites to be developed on Cannock Park & Green Lane	9	0	4	3